



**SYNAXON**  
LIMITED

**PRESS INFORMATION  
FOR IMMEDIATE RELEASE**

**SYNAXON UK APPOINTS DEDICATED MEMBERSHIP MANAGER AS GROUP  
ENTERS NEXT PHASE OF GROWTH**

**Warrington, 17 September 2015** – Synaxon UK, the leading reseller services group, has appointed its first dedicated Membership Manager to provide additional focus and support to members and recruit additional reseller and dealer members.

David Hodges brings extensive experience of working for reseller and distribution businesses to this new role. He will be managing the two existing regional account managers as well as the internal customer service staff, taking the total headcount of the membership team to six.

Hodges has joined Synaxon from Lima Networks, the Salford-based IT solutions and services provider, where he spent just over two years as a customer account manager and sales specialist. He was previously with VIP Computers, where he spent close to three years as leader of the distributor's new business team and was responsible for managing some of the its largest reseller customers.

Commenting on the new appointment, Derek Jones, Managing Director of Synaxon UK, states: "Most of our members are now making full use the extensive range of services we offer and we want to both encourage even closer involvement and engagement with them and to bring more resellers and dealers into the community. David is a fantastic addition to our sales team and will play a valuable role in driving and supporting higher levels of interaction between Synaxon and its members, and sign-up new members as well."

David Hodges says: "Synaxon is on the cusp of a new phase of its growth and development, so it's a great time to be joining. It was very easy for me to see the tremendous potential here and that's something I very much want to be a part of. I'm expecting to be extremely busy over the coming months."

Jones says that Synaxon UK is now ready to take its activity and presence in the market to the next level. "We have absolutely established Synaxon as the leading reseller services group in the UK and we have a very active and satisfied group of members. During 2015, we have significantly enhanced and expanded our service offerings and we are now ready to go to the next stage and bring more members and suppliers into our thriving and extremely positive community."

Following its hugely successful National Conference in June, Synaxon has attracted more member subscribers for its core *iTrends* marketing package and the Clic2IT ecommerce service. It has also seen a surge in use of its EGIS online ordering system, which allows members to view stock and to place and manage orders with the group's current 23 distributor supplier partners.

The group will also soon launch its Trust-A-Tec initiative, which will generate fixed-rate service business for subscribing partners in their geographic area. More than 30 members have already registered their interest for the service and Synaxon expects to have full nationwide coverage by the time the end-user campaign and website is launched by the end of the year.

To support further recruitment, Synaxon is offering new members a money-back guarantee for their £250 first year subscription\*. The company has produced a video explaining the benefits, which can be viewed [HERE](#).

As well as its core services, Synaxon offers its members advantageous trading terms with distribution partners and will set-up trading accounts on behalf of its members. Members also get access to exclusive special offers and rebates from select suppliers and fast-track on-boarding for managed services partners Autotask and GFI MAX. Discounted freight services, direct debit management and card transaction

handling are some of the other services that members can access to help reduce costs and make their business more efficient.

**Picture** (available to view and download **HERE**): David Hodges, Membership Manager, Synaxon UK

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*\* This is the cost of a one-off payment for Synaxon Technology Partner (STP) membership. Alternatively, members can pay £25 per month by direct debit.*

### **About Synaxon**

Synaxon is Europe's largest grouping of independent IT resellers and system houses. It provides a range of services that enable resellers to enhance their marketing and build a strong presence in their chosen market and take full advantage of the extensive stock-holding and supply-chain capabilities of distributor and vendor partners. Synaxon partners have exclusive access to the unique EGIS (Enterprise Global Information System) on-line purchasing and information platform, through which they are able to locate, check availability and order products from Synaxon supplier partners. In addition, Synaxon provides a range of pro-active marketing services which reseller members can use to drive sales activity.

Synaxon is already well-established in Germany, where it has nearly 3000 partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market. Through EGIS, these member partners have access to more than 200,000 products from over 200 distributors. Synaxon UK was established in September 2008 (fully launched in January 2009) and now has a UK reseller membership of 630 independent resellers with combined revenues of around £700 million of gross external sales.

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