



**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

**SYNAXON GIVES AUTOTASK MANAGED SERVICES PARTNERS ACCESS TO
EGIS**

- *Full integration between channel services group's procurement platform and Datto's industry-leading Professional Services Automation (PSA) solution*
- *Gives MSPs access to distributor stock information, simplified product ordering and the ability to build customer quotations*
- *Synaxon to hold meeting of SynMSP members in late March*

Warrington, 05 March 2018 – Synaxon is making the full capabilities of its EGIS channel information and procurement system available to hundreds of Autotask managed services provider partners who rely on the company's Professional Services Automation (PSA) to run their business, giving them full access to the stock availability and pricing from leading UK distributors and the ability to manage all their procurement through a single and comprehensive industry portal.

The two companies have now completed the integration between the two systems, making it possible for Autotask partners users to access the full capabilities of EGIS without leaving PSA. This will give them the ability to drive greater efficiencies by checking availability of channel stock. It will also enable them to take advantage of exclusive deals made available by Synaxon distribution partners on EGIS. They will be able to see and use their individual distributor account pricing and place and manage orders with all EGIS distributor partners.

Derek Jones, Managing Director of Synaxon UK, stated: "This is a significant agreement for several reasons. It gives the hundreds of Autotask PSA partner companies in the UK the potential to streamline their business processes, drive sales and reduce costs by making use of the advanced functionality within Synaxon's EGIS system. It deepens the strong partnership we've had with Autotask since 2010 and is also important for being the first agreement completed by the newly-merged organisation under the Datto brand-name."

Synaxon is a partner distributor for Autotask AEB and already works with many of the company's partners in the UK.

Jones believes the contract is an important breakthrough. "This is the first time we have had full integration between an MSP management system and EGIS. It multiplies the benefits of PSA for our Autotask partners and enables us to work even more closely to support MSPs in driving their sales and business growth. It's a strategically important development for us as we move towards making Synaxon UK a one-stop channel partnership for resellers who are looking to develop their managed service business."

To make use of the new service existing Synaxon technology partners or existing Autotask PSA users will need to register as SynMSP members with Synaxon UK. The SynMSP programme is specifically designed to support existing managed service providers or VARs looking to change their business modal. Jones said that MSPs can benefit whether they are just starting out or already building their MSP business. "We've designed SynMSP programme to suit managed service providers at all levels of development and maturity.

Synaxon will hold the first gathering of its new SynMSP members at its offices in Warrington at the end of March.

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About Synaxon

Synaxon is the leading reseller, MSP and dealer services group in the UK. The group has more than 600 member companies operating in the IT and office products channels, and partnerships with over 40 vendor, distributor and services suppliers. Synaxon UK's members have estimated combined gross revenues of more than £1bn gross external sales.

The group provides a range of unique services that help its member companies to buy better, sell more and reduce their costs. These include the EGIS procurement and information system, which enables members to check the availability of stock and pricing and to place and manage orders with all of Synaxon's distributor partners; the iTrends marketing package, which provides a quarterly own-branded product catalogue and an ongoing programme of promotional emails; and Clic2IT, a simple, affordable ecommerce solution that enables members to offer products from all Synaxon distributor partners through their own website.

Members also benefit from exclusive rebates and promotions and a range of other services, including access to business financing and nationwide maintenance cover options, and low-cost card payment and nationwide courier services.

For supplier partners, Synaxon provides unrivalled reach into the UK reseller, MSP and dealer community, providing active account management and business development programmes that enable them to develop a higher profile, form lasting partnerships and grow their sales.

Synaxon UK also runs the TrustATec partnership network of support and services providers who offer simple, fixed-price IT repairs and servicing on a localised basis. This unique programme generates a regular stream of new business and growth potential for subscribing members.

Operating from offices in Warrington, Synaxon UK is part of a European organisation, headquartered in Germany, where it has almost 3000 established partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market.

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