



SYNAXON
LIMITED

**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

**INGRAM MICRO TO SPONSOR EXPANDED SYNAXON UK AWARDS AT 2015
NATIONAL CONFERENCE**

Leading distributor underlines its ongoing support for service group by supporting expanded programme that will recognise excellence in suppliers and achievement by members

Warrington, 25 February 2015 – Ingram Micro is to sponsor this year's expanded awards ceremonial dinner at the Synaxon National Conference, which will take place at Staverton Park, Daventry on Thursday 18th and Friday 19th June 2015.

This year's Synaxon awards are being significantly expanded to recognise the increased contribution being made by both members and suppliers to the continuing progression of the services group, says Derek Jones, Managing Director of Synaxon UK.

“Over the past year, Synaxon members have become more active and engaged and the level of business we've seen transacted through our EGIS online system has grown significantly every month. In response our suppliers and services partners have upped their investment and support for Synaxon. Ingram Micro have been particularly positive in their approach and we're thrilled that they have agreed to support this prestigious and expanded awards programme, which will recognise not only the achievements and successes of our members, but also the commitment and dedication of our supplier partners in delivering excellent services.

Julian Thompson, Senior Director of Advanced Solutions at Ingram Micro UK, stated: "The enthusiasm and energy of the Synaxon team and its members is both admirable and infectious. We have been delighted with the healthy levels of business growth we've seen with Synaxon members and that's made us even more enthusiastic supporters of the group as a whole. It has become an integral and indispensable part of the UK channel ecosystem and we are delighted to support the expanded awards ceremony. It is our way of demonstrating our support for Synaxon and our appreciation to its members for their business."

Over the past year, the level of trading through Synaxon has grown at well above the market rate, with measurable spending through EGIS up by around 40 percent to £60 million in 2014. Synaxon UK now has over 630 members and with most of these companies making use of its service on a regular basis, activity levels and growth is expected to continue. Synaxon offers its members personal account management and hands-on training to ensure that they can make the very best use of its services to buy better, sell more and reduce costs.

Its core services include EGIS online stock and ordering portal, the *iTRENDS* automated marketing package and the Clic2IT ecommerce system. These services provide members with the ability to find the best pricing and availability on products from more than 22 distributors, take advantage of preferential terms and conditions and claim additional rebates, and manage their procurement efficiently. They also make it easy and cost-effective for members to market products and services and trade online.

Several new awards will be presented at this year's awards ceremony, which will be held on the evening of the first night of the conference. Full details of the conference and awards will be announced closer to the time. The theme for this year's conference is 'Business Success' and more than 350 members and supplier delegates are expected to attend this year. For more information, please call 0844 481 5844 or visit <http://www.synaxon.co.uk/conference-and-events>

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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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