

**PRESS INFORMATION
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INGRAM MICRO'S PRINTSENSE TO SPONSOR SYNAXON CONFERENCE

New managed print offerings to be demonstrated at services group's annual gathering of members and supplier partners

Warrington, 23 March 2015 – PrintSense, the specialist managed print business operated by Ingram Micro UK, has become the latest major name to sign-up as a sponsor for this year's Synaxon National Conference, which takes place at Staverton Park in Northamptonshire in June.

Launched just over a year ago, PrintSense gives resellers an easy, low-cost route into managed print services by providing a vendor agnostic set of options. All the hard work is taken care of in the background using advanced service automation technology, enabling resellers to offer a professional print management solution to their customers.

Gemma Glen, head of print, peripherals and supplies at Ingram Micro, says that the Synaxon Conference is an ideal opportunity to spread the word about PrintSense: "During the first 12 months of the programme we have learned a lot about managed print and what resellers and customers really need. We've now launched a whole range of additional services, which we will be talking about and demonstrating at the Synaxon Conference. We'll be looking to bring as many members on board as possible and demonstrating the benefits available from the tremendous opportunity that managed print offers them."

New services include *PrintSense.Foundations* – a simple, automated toner replenishment service with a 30-day notice period; and *PrintSense.Complete* – a comprehensive three or five-year service that offers very competitive pricing on leasing of a wide range of hardware options with on-site services and consumables delivery. In addition, *PrintSense.Services* provides a menu of bespoke and ad-hoc

services that includes asset tagging, pre-delivery inspection and installation, Green Button testing, first-line software installation and support, and on-site surveys.

Derek Jones, managing director of Synaxon UK says: "PrintSense is a great fit for Synaxon members. It gives them an opportunity to offer additional value and service to their customers and create new revenue and profit streams with no up-front investment. We think it's a great idea and we're thrilled that Ingram Micro's PrintSense team will be at the Synaxon Conference to demonstrate the potential for Synaxon member companies."

The Synaxon UK National Conference takes place at Staverton Park, Daventry, on Thursday 18th and Friday 19th June 2015. The central theme for the event this year is *Business Success* and there will be a strong focus on key areas such as managed services, managed print and security. Places at the event are filling up fast, members and other interested parties can register to attend at <https://www.eventbrite.co.uk/e/synaxon-uk-national-conference-2015-registration-15156905713>

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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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About Ingram Micro Inc.

Ingram Micro helps businesses realize the promise of technology. It delivers a full spectrum of global technology and supply chain services to businesses around the world. Ingram Micro's global infrastructure and deep expertise in technology solutions, supply chain, cloud and mobility enable its business partners to operate efficiently and successfully in the markets they serve. Unrivaled agility, deep market insights and the trust and dependability that comes from decades of proven relationships, set Ingram Micro apart and ahead. Discover how Ingram Micro can help you realize the promise of technology.

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