



SYNAXON
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SYNAXON ADDS SPECIAL BIDS TO EGIS

Major new feature makes e-procurement portal an even more essential everyday business tool for reseller and retailer members – Ingram Micro is first distributor to go live

Warrington, 02 November 2017 – Leading channel services group Synaxon has added a comprehensive Special Bids feature to its EGIS online procurement portal, making the tool an even more essential everyday business tool for its members. The new capability enables EGIS users to take advantage of the competitive pricing available from trusted distributors. Offers from Ingram Micro are already available on EGIS and other distributors will follow soon.

The special pricing options are highly visible and easily accessed on the EGIS pages. Members can navigate to them from the product information pages or visit the dedicated Special Bids page. To apply for special pricing, members are required to provide a few simple details about the end-user customer, project and timescales. The bid is then processed automatically, and they can expect a response within two working days.

Special Bid pricing will be available on a wide range of leading vendors and for both specific industry sectors, such as education or local government, and volume opportunities, giving members the ability to compete more effectively for important business.

Valerie Whyte, Project Manager UK, stated: “We’re excited about introducing the Special Bid feature to EGIS. It’s a significant addition and one that really enhances the value of the EGIS platform. Not having to leave EGIS to apply for a special bid will save our members a significant amount of time and allows them members to focus on their customer, while we take care of the special bid processing.”

More enhancements to the online portal are coming soon, she added. “Synaxon is continuing to add to EGIS with the aim of making it the number-one pricing, availability and procurement tool in the channel. We can offer a tremendous range of functionality that other tools simply can’t match. Special Bids will not be the last enhancement we make this year and we have more new features planned for 2018.”

Synaxon has already made some significant additions to EGIS this year. In September, it introduced a direct connection between EGIS and its e-commerce website service, EGISECOM. This enables orders placed on webstores to be fed into the procurement platform automatically, streamlining the ordering process and saving time, while also providing customers with optimum choice.

Last month, Synaxon announced that businesses signing-up under the new SynMSP membership will also have fully-integrated access to EGIS, enabling them to access exclusive offers and discounts on cloud services.

Picture: Valerie Whyte, Synaxon.

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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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