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SYNAXON AND AUTOTASK TO HOST ‘LUNCH AND LEARN’ EVENT ON CLOUD ENDPOINT BACKUP OPPORTUNITY

- ***Channel services group to announce plans for new MSP membership***
- ***Len DiCostanzo, Senior Vice President, Channel Development Autotask Corporation, flying in to highlight benefits of taking AEB to market***

Warrington, 11 October 2017 – Synaxon UK is hosting a ‘lunch and learn’ event for MSPs in partnership with Autotask to highlight the potential of the vendor’s cloud-based Endpoint Backup solution. The dealer services group will also use the meeting to outline plans for a new category of membership specifically for managed services providers.

The workshop and seminar will take place at Autotask’s offices in Richmond and is open to non-members as well as the group’s established network of partners. Len DiCostanzo, Senior Vice President, Channel Development, Autotask Corporation and Mark Banfield, Sales Vice President and General Manager International will both be taking part.

Attendees will have the opportunity to network with Synaxon and Autotask teams and see hands-on demonstrations of the AEB solution, which provides a simple and cost-effective way to provide file backup with unlimited storage to customers and thus safeguard against the threat of ransomware and other malware attacks.

Derek Jones, managing director of Synaxon UK, says it’s an opportunity to see how effective Autotask Endpoint Backup (AEB) is at driving revenues and delivering more value to customers for resellers transitioning to an MSP model.

“AEB is ideal for resellers and VARs looking to build or add to their existing managed services portfolio. With the exclusive terms and support we can offer, MSPs can be

certain that delivering managed backup services with AEB will be very profitable for their business. For any reseller just getting started with managed services, it's a perfect platform on which to build. For MSPs who have existing backup clients, transferring them to AEB will be hugely beneficial and profitable.”

AEB is ideal for positioning with any business client, says Jones. “Most businesses are not good at backing up their data and that makes them vulnerable to ransomware and malware of all kinds. With AEB, resellers can offer to automate that process and in doing so, protect their customers, help them address challenges such as GDPR, and deliver great service and value.”

Synaxon in partnership with Autotask is offering full on-boarding, training and engagement support to resellers that sign up as partners for AEB. It will also help resellers to migrate to full MSP capability and get started with the Autotask Professional Services Automation (PSA) platform as a way of managing their entire managed services proposition.

The majority of Synaxon members are MSPs, Jones notes, and at the event, the channel services group will also announce plans to offer a special membership package to enhance MSPs' business. As well as education and support around services, this will provide one free seat for the Autotask PSA with full integration into EGIS – Synaxon's online portal, exclusive offers and discounts on all cloud services, and access to special regional focus groups and meetings.

The Synaxon AEB seminar and workshop takes place at the offices of Autotask in Richmond on 26 October 2017. Resellers and MSPs can get more information and register to attend at [here](#).

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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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