



SYNAXON
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**SYNAXON ANNOUNCES VIRGIN MEDIA BUSINESS AS HEADLINE SPONSOR
FOR NATIONAL CONFERENCE**

Ultrafast broadband provider to address members on the benefits of its business-oriented value proposition at leading channel services groups' annual event

Warrington, 08 April 2016 – Synaxon, the UK's leading dealer services group, has announced Virgin Media Business as a headline sponsor of its 2016 National Conference. The company will also be sending a senior figure to address members on the extended potential it sees for resellers to take its ultrafast broadband services to the UK SMB market.

The company joins other big-name sponsors of the event, including Microsoft, Cisco and LogicNow and the addition of Virgin Media Business to this year's conference agenda, which already features Cisco UK and Ireland CTO Alison Vincent, MAXfocus security lead Ian Trump, and Gulf War veteran pilot John Nichol, even more attractive, says Managing Director of Synaxon, Derek Jones.

"We are honoured to have Virgin Media Business attending and speaking at this year's Synaxon UK Conference and believe our members will find its value proposition very exciting indeed. It brings an added dimension to what is already an impressive line-up and makes the conference even more of a must-attend event for resellers, dealer and service providers who are looking for new business and growth opportunities."

Virgin Media Business offers broadband bundles with speeds up to 300Mbps to SMBs. The company officially launched its channel programme at the end March, appointing Synaxon supplier partner DMSL as one of its main distributors. DMSL will be supporting Virgin Media Business at the Synaxon Conference and looking to recruit resellers.

Jones adds: "The Virgin Media Business ultrafast broadband delivers speeds that are up to four times faster than other services, so they can help businesses do much more. This gives businesses looking to adopt hosted VoIP and cloud services the bandwidth they need to start benefiting straight away. They will be at the Synaxon Conference and eager to talk to resellers about the company's value proposition and the opportunities it presents – for their customers and their own business."

The Virgin Media Business channel programme offers a whole series of benefits to partners, including access to in-depth training, sales and marketing toolkits, and a dedicated indirect partner team within Virgin Media Business.

The Synaxon Annual Member Conference will be held on Thursday 16 and Friday 17 June at the East Midlands Hotel and Conference Centre in Nottingham.

Registration for the event is now open at: www.eventbrite.co.uk/e/synaxon-uk-national-conference-2016-registration-20681988384?ref=ecount

More information can be found on the Synaxon website at <http://synaxon.co.uk/events/2016-conference/>.

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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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