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**PRESS INFORMATION  
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**SYNAXON AND F-SECURE FORM UK DISTRIBUTION PARTNERSHIP**

***Extended Alliance gives F-Secure resellers ability to purchase and download consumer and SMB products via the channel service group's EGIS online portal***

**Warrington, 20 January 2017** – Synaxon has formed a partnership with F-Secure that will see the channel services group acting as a distributor for the vendor's leading range of online security and privacy software for consumers and SMBs in the UK. The agreement is the first of its kind for both organisations and the channel as a whole.

Resellers and retailers will be able to order and download F-Secure products directly via EGIS, Synaxon's online procurement and order management platform, for immediate deployment and use by customers. This provides the fastest and most convenient electronic access to the complete range for F-Secure partners.

The agreement follows an initial year-long partnership between the two organisations, during which they have worked to develop new business with Synaxon members. The integration between EGIS and the F-Secure portal is the first of its kind for the Synaxon Group. The success of the UK partnership has led to it also being embraced by the German parent company, giving F-Secure access to more than 3000 member businesses in the dealer group's country of origin.

The partnership is a new milestone in the development of Synaxon UK and its relationship with the wider channel, said Derek Jones, Managing Director of Synaxon

UK. “This is a landmark for Synaxon UK and fantastic news for our members and for F-Secure partners. It demonstrates the effectiveness of EGIS and of Synaxon’s marketing and shows that we can deliver excellent results. We are honoured that F-Secure has put its trust in Synaxon and asked us to play such a pivotal role in supporting its UK channel partners. It’s a partnership that truly benefits everyone, including our major distribution partners. It will bring more resellers onto the system and more activity via EGIS, which means more business for them.”

Commenting on behalf of F-Secure, Olli Bliss, Head of Partner Sales stated: “We have formed a very good, productive and open working relationship with Synaxon UK and have been impressed by their ability to meet the needs of F-Secure resellers. We know that we can trust Synaxon to get the job done. This extended alliance will give our partners in the UK a quick, simple and secure way to order and download our products and deliver great service to their customers.”

Synaxon members who sign-up as F-Secure partners can expect to earn exceptional margins on new license sales and additional income from renewals. Resellers can earn up to 50 percent on sales and significant rebates when they purchase F-Secure solutions via EGIS. In addition, they will receive additional margins on annual customer renewals, which means all F-Secure sales will continue to contribute to their income every year.

Jones hopes the partnership will encourage more resellers to sign-up to the group as members. “Resellers will receive exceptional discounts on F-Secure products when they order via EGIS and there are many other exclusive offers and discounts available only to our members. Once they have seen EGIS for themselves, we think they’ll want to find out more about the system and the benefits of being a Synaxon member.”

For more information, resellers can contact Synaxon on 0844 481 5844 or email [accountmanagers@synaxon.co.uk](mailto:accountmanagers@synaxon.co.uk).

**Picture:** Derek Jones, 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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