



SYNAXON
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**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

**SYNAXON FORM PARTNERSHIP FOR CLOUD-BASED SERVICES WITH
EXPONENTIAL-E**

***Exponential-e to provide Synaxon members with easy access to cloud,
internet and voice services***

Warrington, 19 October 2015 – Synaxon UK has teamed-up with British cloud and networking provider, Exponential-e, to give its members access to a comprehensive range of cloud-based IT services.

Exponential-e works with managed services providers as well as value-added resellers and system integrators, providing highly resilient internet, combined with a secure private cloud and critical business applications that sit on the local area network, on the clean side of the firewall. The partnership will enable Synaxon members to fast track their engagement with Exponential-e and take advantage of its comprehensive range of cloud services and advanced connectivity and communications solutions.

As it has its own carrier-class fibre network with a 100Gigabit Ethernet core, Exponential-e has full control over connections between its customers and data centres. It offers virtual data centres and private, wide-area network solutions, as well as desktop-as-service (DaaS), infrastructure-as-service (IaaS), online backup, business continuity and disaster recovery services. All services are delivered down a single piece of fibre so turning services on-and-off, or scaling them, is simple and practically instantaneous, ensuring that partners and customers have more flexible, agile systems and networks.

Derek Jones, Managing Director of Synaxon states: “We see this as a landmark agreement for Synaxon and one that underlines our commitment to helping our resellers to take their business in new directions. We have been championing managed services through our partnerships with Autotask, MAXfocus (formerly GFIMAX) and Webroot. This agreement takes us onto another level by making a tried and tested suite of cloud services that are underpinned by world-class connectivity available to members and giving them the opportunity to accelerate the transition of their business.

“While the move to the cloud is an evolution, not a revolution and it’s clear that hybrid is the future and customers will expect their trusted suppliers to offer dependable cloud services and remote managed services. Working with Exponential-e will make it much easier for our members to move in that direction and make these services part of their core value proposition.”

Michala Hart, Head of Channel Strategy for Exponential-e, adds: “We are always looking to build new partnerships with resellers and MSPs that are looking to provide cloud services and meet end-user concerns over the security and privacy of their data. By changing the way Cloud services are accessed over the corporate network, we ensure that data is never sent over the public internet and can side-step the issues that come with traditional cloud models. By adopting this approach, our network and services ensure that organisations are able to use the power of the cloud to build an IT estate with the flexibility, scalability and dynamic agility needed to compete in fast-moving globalised markets.”

Synaxon members will now be able to engage with Exponential-e and enrol on its partner programmes for VARs, MSPS or integrators, through their Synaxon account team. Resellers can find out more by calling on 0844 481 5844 or email accountmanagers@synaxon.co.uk.

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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 Exponential-e

Exponential-e is a British cloud and connectivity pioneer with a difference. Its cloud services do not traverse the public Internet. Instead, they reside (logically) on a customer's LAN, on the clean side of the firewall so security and privacy concerns are negated. Exponential-e wholly owns a super-fast 100 Gigabit Ethernet Layer 2 VPLS Network that guarantees a superior level of resilience, reliability and performance. Exponential-e also integrates with third party providers and bespoke applications for both the Enterprise and SMEs with an end-to-end SLA.

That's why it's trusted by over 2,000 customers, boasts 96% customer reference-ability, features in the London Stock Exchange's Top 1000 Companies to Inspire Britain, included in Investec's Top 100 fastest growing UK Mid-Market companies and ranked number 16 in the Megabyte50, which lists the best performing, privately-owned technology companies in the UK.

Exponential-e's services are delivered down one pipe, enabling 100% network visibility and control. The company has demonstrated the highest levels of compliance with industry standards and has been awarded five ISO accreditations including the highly coveted cloud Security Alliance STAR. Exponential-e's product portfolio includes services for cloud & IT, Voice, Networking, Data Centres and Professional Services.

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