



**PRESS INFORMATION  
FOR IMMEDIATE RELEASE**

**SYNAXON FORMS SYNMSP ADVISORY BOARD TO STEER STRATEGIC  
DIRECTION**

*The channel services group is to bring five of its managed services-focused members together every quarter to discuss strategic direction and future plans*

**Warrington, 15 August 2018** – Synaxon UK, the leading channel services group, has announced the formation of an Advisory Board for its SynMSP membership base that will act as a voice for participating members and also set strategic goals and direction for the group.

The formal announcement has been made following a successful gathering of Synaxon's SynMSP members at the recent Synaxon Member Conference. After some further consultation and dialogue, the five members of the SynMSP Advisory Board have been named as:

- Martin Bannister, Kogo
- Tom Morton, 127 Solutions
- Steve Webster, Neticonic
- Anthony Lay, AML Midlands
- Mike Hoffman, Drum Brae

The Advisory Board will meet on a quarterly basis at different locations around the UK to discuss current market dynamics, review progress and set priorities for the

group. The first formalised meeting is expected to take place in September, at a venue yet to be decided.

These regular meetings will help both members and Synaxon UK in a multitude of ways, said Derek Jones, Managing Director of Synaxon UK. “Bringing representatives of the SynMSP membership together on a regular basis will help them and us ensure we are moving in the right direction and focusing our efforts in the right areas. We’re absolutely delighted that these five esteemed members have agreed to give up their time once a quarter to help us formulate the strategy and direction of the SynMSP group. Managed services are already an important contributor to the business of most resellers and that’s only going to get stronger. We see SynMSP becoming a much bigger area of a focus for our team. The Advisory Board will very much dictate how quickly we drive the whole programme.”

Martin Bannister, Managing Director of Kogo stated: “I’m honoured to be on the formative SynMSP Advisory Board and I’m very much looking forward to helping the group as a whole move forward. It’s great that Synaxon UK has decided to give the members a way to provide regular input into the shape and direction of future plans in such a pro-active and positive way. It will make sure that the SynMSP programme stays on track and aligned with the priorities of its members.”

The SynMSP membership category is designed both for established MSPs who want to grow and members looking to develop their managed services businesses. It is open to all members and provides specific resources and support to help resellers grow their managed services sales and drive higher levels of customer satisfaction.

Synaxon has a strong relationship with Datto, the leading provider of services automation for MSPs and is working with the company to ensure that its members have access to the company’s partner programme and resources. Synaxon UK is also working with other suppliers to provide SynMSP members with specific services and discounts that enable them to maximise their opportunities and efficiency and grow their business.

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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.

**For more information about Synaxon contact:**

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