



SYNAXON
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SYNAXON BEATS TARGETS FOR CONFERENCE AND TRUSTATEC SIGN-UPS

Warrington, 21 June 2016 - The 2016 Synaxon National Member Conference in Nottingham last week was a huge success, says the channel services group, with a record number of almost 400 attendees and suppliers seeing increased levels of engagement from resellers.

A total of 337 confirmed one-to-one business meetings took place over the two days and Synaxon boosted the number of sign-ups for its TrustATec services network, getting close to the initial target of 50 that the group set when it launched the initiative five months ago.

Derek Jones, managing director of Synaxon UK, said: “The Conference this year was by far our best ever, not only in terms of attendance, but the quality and depth of the interactions between members and suppliers. More of our members are making use of more of our services and reaping the benefits. As a result, our supplier partners are seeing close engagement and support and in turn, increasing their support for the members.”

Jones was particularly pleased with the impact of the one-to-one meeting arrangements, which were managed by delegates themselves, driven by the group’s own unique online service. “The one-to-one booking software is a real USP for us. It worked really well for vendors such as Sage and Virgin Media Business and everyone was really busy in productive business meetings.”

Synaxon signed-up 41 resellers to TrustATec at the start of the conference, which increased to 47 by the time the two-day event closed. It now has only three slots available at the discounted price for sign-ups of £150, after which it rises to £250.

Resellers subscribing to the Google AdWords element of the TrustATec programme are regularly seeing scores of new business enquiries coming in every month.

Supplier partners of the group agreed that the attendance and quality of dialogue was of a high standard. It was the first time Sage had exhibited and Christian Taylor, new partner acquisition manager, UK indirect and partner channel at the company was impressed. "We were extremely pleased with the level of interest in our partnership proposition. Working closely with the team at Synaxon meant we were constantly busy at the stand and the pre-booked one-to-one meetings gave us a great platform to explain the unique opportunity to Synaxon members."

DMSL, which was recruiting new partners for service provider Virgin Media Business (VMB) at the event, is working with the channel for the first time on ultrafast broadband. Andrew Wilson, head of indirect partners at VMB, delivered one of the keynote sessions. John Carter, managing director of DMSL, said: "It really was an excellent event for us. The interest and enthusiasm for VMB ultrafast services was phenomenal. We had a very high number of very good conversations and we expect to strike up a lot of new partnerships as a result."

Other names among the 47 vendors which supported the conference included HP Enterprise, Cisco, Autotask, Ingram Micro, Tech Data and F-Secure. Several exhibitors have already sent notes of gratitude for a first class event, according to Jones and he hopes that word about the success of the conference and the new meetings booking software will spread and lead to more retailers and resellers joining the group. "It is a cliché, but we are now going from strength to strength and as we get stronger, the benefits for members multiply, and the more members we have the stronger we get, so yes, I am hoping that more resellers and retailers will now come on board and become part of the Synaxon UK family."

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About Synaxon

Synaxon is the leading reseller, MSP and dealer services group in the UK. The group has more than 640 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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