



**SYNAXON**  
LIMITED

**PRESS INFORMATION  
FOR IMMEDIATE RELEASE**

**SYNAXON BREAKS NEW GROUND TO BRING TERRA COMPUTER TO THE UK MARKET**

**Warrington, 25 July 2016** – Synaxon UK, the leading channel services group, is breaking new ground for its members through an agreement with TERRA Computer, the specialist manufacturer of high-quality systems and storage products. The partnership will give members access to the company's wide range of products through EGIS.

TERRA Computer is a subsidiary of the €1 billion Wortmann Group, one of the largest independent computer manufacturers in Europe and a leading player in the hardware and data centre and hosting markets in Germany. The company designs and manufactures a range of desktop PCs, workstations, all-in-ones, notebooks, tablets, thin client devices, and displays. It also produces servers and direct-access, NAS and SAN storage systems.

The UK agreement will aim to emulate the successful partnership between the two organisations in Germany. It is also a prominent provider of cloud services in Germany, offering co-hosting hosting, IaaS, SaaS and backup solutions from its own, Tier 3-certified data centre.

TERRA Computer entered the UK market in 2013 and has grown rapidly. It is 100% channel-only, so resellers can be totally confident in forming a partnership with the company, says Mike Barron, UK Channel Director for Synaxon

“The TERRA PC brand has grown over the last few years and has huge potential within the UK market place. Partnering with Synaxon will further strengthen that opportunity. TERRA products will be available exclusively to Synaxon members via the EGIS procurement platform, which now boasts over 1.2 million products and is becoming an essential everyday business tool for many of our members.”

Neil Jensen, Managing Director of TERRA Computer, adds: “Synaxon is very well-established and has developed a really great community of partners here in the UK. It was a natural step for us to expand our agreement, which has been so productive in Germany, and take advantage of Synaxon’s presence and reputation to further promote TERRA products to resellers, integrators and retailers. We believe this will be a great partnership and help TERRA to work with more partners, drive growth and become even more successful in the UK”.

TERRA systems are renowned for their high quality and are backed by excellent services and support. All systems are lab-tested for CE compliance and manufactured to ISO9001 standards. They also conform to *Blue Angel* requirements for energy efficiency, recyclability and ecological safety and health.

**Picture:** Mike Barron, 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 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.

**For more information about Synaxon contact:**

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