



SYNAXON
LIMITED

**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

**SYNAXON TO ATTEND CHANNEL LIVE ALONGSIDE TOP SUPPLIER PARTNER
INGRAM MICRO UK**

Channel services group will showcase latest enhancements to EGIS stock and availability procurement platform at the leading partner event

Warrington, 30 August 2017 – Synaxon UK is to attend the forthcoming [Channel Live](#) event, which takes place in Birmingham on 12 -13 September, alongside its leading distribution partner Ingram Micro.

The channel services group will showcase the latest enhancements to its industry-leading stock availability and pricing portal, EGIS and its latest supplier partners agreements at the event. It will also highlight the extensive benefits that members receive through the strong partnership between Synaxon and Ingram Micro UK.

Derek Jones, Managing Director of Synaxon UK, said: “We have a great relationship with Ingram Micro that benefits all our members and the whole group. As well as preferential terms and conditions, and regular exclusive offers, they provide dedicated support to our members. On top of all that, they offer the best range of products in the business and tremendous service. They have truly bought into the spirit of Synaxon and they are, without question, the very best broadband distribution partner that our members can partner with.”

Synaxon UK is sharing a stand at the event with Ingram Micro and teams from both organisations will be on-hand to answer questions and deal with new membership enquiries. “Channel Live will be the perfect place to come and find out about all the

benefits Synaxon and Ingram Micro UK can offer to your business, and help you to buy better, sell more and reduce costs”, Jones added.

Also at Channel Live, Synaxon will be showing the latest enhancements to its EGIS stock availability, channel information and procurement management platform, and released a series of enhancements that make the system even more effective as a focal point for information as well as a tool for cost-efficient and effective product sourcing and order management.

These include the launch of *EGISECOM*, a front facing e-commerce solution for resellers that links back to the central EGIS system. The reseller’s own agreed prices files are now integrated with the individual partner distributors and displayed on every search. Synaxon has also introduced a new provisioning window and member companies are able to provision Autotask and F-Secure services at exclusive rates, giving them a really positive competitive advantage.

The group has also swelled the ranks of its distributor partners to 32 and expanded the range of products available via EGIS significantly by adding batteries and components specialist AGI, print consumables supplier Unique for Print (UFP), and GNR Technology. These additions take the number of SKUs available through EGIS to more than 1.5 million.

All Synaxon members have full access to EGIS, which provides up-to-date stock and pricing information on more than 1.5 million products from 32 distributors. When placing orders via EGIS, resellers and retailers get access to any special pricing or terms and conditions they have negotiated with the individual distributor. In addition, Synaxon negotiates special terms for its members. By providing a single source of information and a way to optimise and manage procurement efficiently, EGIS provides members with an effective way to save time and reduce costs.

For more information, resellers can contact Synaxon on 0844 481 5844 or email 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.

For more information about Synaxon contact:

Derek Jones, Managing Director, Synaxon UK

Tel: 0300 304 7844

Mobile: 07589 582 1548