



**SYNAXON**  
LIMITED

**PRESS INFORMATION  
FOR IMMEDIATE RELEASE**

**SYNAXON ADDS MORE POWER TO EGIS WITH TRIO OF DISTRIBUTOR  
SIGNINGS**

- *Channel services group steps up challenge of its increasingly popular aggregation platform*
- *Enhanced features reinforce EGIS's ability as a tool for procurement efficiency*
- *New developments to be presented at forthcoming Channel Live event*

**Warrington, 4 September 2017** – Synaxon has added the portfolios of three more distributors to its EGIS stock, availability and procurement management platform, and released a series of enhancements that make the system even more effective as a tool for cost-efficient and effective product sourcing and order management.

The group has 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. As well as these distributors, members can view the current pricing and availability of products from most UK broadliners on the portal.

The group has also made enhancements to EGIS, adding a *Live Stock and Price Check* function that immediately checks for the latest-available updates from the distributors who hold stock of specific products. The reseller's own agreed prices with the individual distributor are displayed on every search. It has also enhanced its

Optimizer feature, which enables resellers to reduce the overall combined cost of your order when delivery and other factors are added in.

Commenting on the addition of the three new distributor additions, Mike Barron, UK Channel Director at Synaxon, stated: 'These three new names expand the range of products available to our members considerably and make EGIS even more attractive as a single source of product information and procurement. Our members want choice and they want value – and with EGIS they get both. They can see what stock is available in the channel right now, and they can take advantage of their own special Ts and Cs, or those negotiated for members by Synaxon – whichever is better. Importantly, they don't have to pay anything extra for that, as they do with other aggregation sites. That makes EGIS the ideal tool for efficient, cost-effective stock sourcing and order management.'

AGI is one of the most well-known IT product distributors in Germany, where it already partners successfully with Synaxon's parent organisation. The company stocks a wide range of quality batteries, power adaptors and other ancillary and accessory products for popular brand-name systems, such as Acer, ASUS, Blackberry, Dell, Fujitsu, Microsoft, Samsung and more.

Over 54,000 items are available from AGI, so it offers tremendous choice. The distributor is an authorised Acer spare parts partner (and has more than 3000 products in stock). It offers free shipping to the UK on orders over £300 with delivery to UK addresses within two to three days. Members can get direct support from AGI's English-speaking account team and through Synaxon UK.

UFP specialises in printer supplies and offers a range of 10,000-plus items from 80 of the leading printer/MFP, consumable and office products suppliers, all of which are now available via EGIS. Synaxon will be putting up regular promotions and offers from UFP on the EGIS site.

GNR Technology offers a great range of leading-brand hardware and software products and components and this completely new partnership gives members

exclusive terms and conditions and dedicated account management from the company.

Commenting on this new partnership, Mike Barron stated: 'In my view, the channel needs distributors like GNR, and we know many of our members agree. It's important to keep moving forward and to give our members access to options they value. We are helping the GNR team reach out to those members who know and like their people and the way they do business. With exclusive trading terms and deals available to them, it's going to be in the interests of our members to find out what GNR has to offer.'

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.

Synaxon UK will be at the forthcoming [Channel Live](#) event, which takes place in Birmingham on 12 -13 September, where its team will be ready to discuss the new partnerships and enhancements to EGIS. Synaxon UK is sharing a stand at the event with its leading partner distributor, Ingram Micro.

For more information, resellers can contact Synaxon on 0844 481 5844 or email [accountmanagers@synaxon.co.uk](mailto:accountmanagers@synaxon.co.uk).

**Picture:** (click to open, click again to download and save) 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 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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