



SYNAXON
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**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

SYNAXON UK ROLLS-OUT THE RED CARPET FOR NEW EGISECOM E-COMMERCE SERVICE

- *Revamped webstore provides members with direct links into Synaxon's EGIS channel stock, availability and procurement system*
- *Webstores can now be set-up in hours, with no technical knowledge required – free one-month trial now available*
- *'Best sellers' listing and delivery time features added with further enhancements to come*
- *Free trials on Autotask Endpoint Backup (AEB) on offer exclusively from Synaxon UK – special price of £7.80 per month per user available for limited time*
- *New EGISECOM webstore and EGIS enhancements to be demonstrated for the first time at [Channel Live](#) event in Birmingham next week*

Warrington, 07 September 2017 – Synaxon UK is unveiling a revamped version of its ecommerce webstore that provides direct links into the channel services group's leading channel stock, pricing and procurement system, EGIS. Setting up webstores has also been made easier and can now be performed end-to-end, from a standing start to being fully-operational, within a few hours and without technical skills.

The direct connection between EGISECOM (formerly Click2IT) and EGIS means that orders placed on the webstore will now be fed into the procurement platform automatically, streamlining the ordering process and saving resellers time, while also giving them optimum choice. Members can still use EGIS's advanced functionality to search for the best price

and select which distributor to order from, while benefiting from their own terms and conditions and those negotiated for them by Synaxon.

The streamlined set-up of webstores makes EGISECOM the fastest, easiest and lowest-cost e-commerce solution for resellers available in the channel today. Members can choose which distributors they take data feeds from and apply their own logo and tailored mark-ups, and make changes at any time.

Synaxon is hoping the new direct connection to EGIS and streamlined set-up process will persuade more members to try EGISECOM and is offering to provide members with a one-month, no-obligation trial of the webstore.

In addition, Synaxon UK is unveiling a 'best sellers' feature on EGIS, which shows the most popular alternative products to the one being searched for by the user. This information is provided automatically, every time a reseller searches. It draws data from all the 32 distributor feeds – which are regularly updated – to give EGIS users the most up-to-the-minute stock, availability and pricing information in the channel.

Also new is a feature that provides – in addition to essential inventory and pricing data – an estimated delivery time for that product from the distributor.

Separately, Synaxon is making a free trial offer on Autotask Endpoint Backup (AEB), the market-leading cloud real-time backup and restore solution available both to resellers and to their clients. AEB deployments can be set-up very quickly via the special provisioning portal that is available on EGIS.

The group is also currently offering AEB at a very special price of £7.80 per month, per endpoint. This provides each user with continuous backup and restore with unlimited storage. It effectively gives each user a full disaster recovery solution and presents resellers with the chance to deliver a premium managed service that will meet customer needs and reduce support calls. This offer will be available for a limited time only.

Derek Jones, Managing Director of Synaxon UK, said: "These are exciting times at Synaxon. We'll be rolling out the red carpet for EGISECOM at [Channel Live](#) and showing

everyone why EGIS is the only stock, availability and pricing platform you'll ever need. The new features enhance its appeal even more and we'll be delighted to demonstrate them to resellers and retailers. We're continuing to develop EGIS all the time and we'll have some very exciting developments coming later this year."

The offers on Autotask Endpoint Backup, he added, present an excellent opportunity. "AEB is a premium product and the perfect service for both end-users and the reseller. It just takes care of backups without you having to worry. We can provision it in minutes on our portal and it's a very easy sell and a good cash-generator for the reseller. With the free trial and the special low price, our offer on AEB is something you can't afford to ignore."

Synaxon will be demonstrating EGIS*ECOM* and AEB at [Channel Live](#) at the NEC on the 12 and 13 September, where it is sharing a stand with its leading distributor partner, Ingram Micro. 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:

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