



SYNAXON
LIMITED

**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

**SYNAXON PARTNERSHIP WITH ZEDSPHERE GIVES MSP MEMBERS MORE
OPTIONS**

Warrington, 15 August 2016 – Synaxon UK, the leading channel services group, has formed a partnership with specialist MSP distributor, Zedsphere. The agreement gives MSP members a fast, secure, effective and reliable way to offer cloud-based security services from Webroot, which is already a Synaxon supplier partner.

With its smart, collective threat intelligence and centralised enforcement of access policies, Webroot's *SecureAnywhere* solution provides robust defence for networks and mobile users and against advanced cyber-attacks and malware. Webroot is the only security solution using 100 percent cloud intelligence to detect and protect against the latest threats. By using its technology, MSPs spend up to 90 percent less time managing anti-virus software. Fully hosted in Amazon's EC2 infrastructure, Webroot makes it easy to manage multiple customers from one console, making it an ideal managed services security platform.

Through Zedsphere, Synaxon MSP members will also be able to access the comprehensive Webroot Channel Edge Partner Programme, which provides a range of benefits, including access to technical and sales support and training, account management, pricing discounts and flexible billing options.

Zedsphere provides a highly supportive environment for MSPs and resellers to source next-generation, cloud-based solutions that allow them to spend less time on managing technology, so they can focus on enhancing their service and increasing

revenue. Specialist technical support and dedicated product managers are available to ease the journey for partners.

“The agreement with Zedsphere gives our MSP members direct access to Webroot solutions and the in-depth expertise Zedsphere offers”, says Mike Barron, UK Channel Director for Synaxon. “We have several members who are highly active as MSPs and more who are moving into this area. It’s essential for managed services businesses to offer first-class security and our partnership with Zedsphere means they can now deliver that with the reassurance of Webroot’s solutions, and work with an established, trusted and knowledgeable distribution partner.”

Rick Yates, Managing Director at Zedsphere, adds: “We are excited to be working with Synaxon UK and hope we’ll be able to help their members make the most of what we know to be the very best security solution available to MSPs. Zedsphere delivers exceptionally high levels of service and support to our partners on just a handful of solutions, so Synaxon members can expect us to know our stuff and give them the focus, knowledge and attention they need.”

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.

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