



SYNAXON
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**PRESS INFORMATION
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SYNAXON READY TO LAUNCH TRUSTATEC UK NETWORK

Dealer services group is contracting final members prior to launching its UK-wide repairs and service network and is set to showcase the new service at PCR Boot Camp North in Leeds on 18th November

Warrington, 02 November 2015 – Synaxon, the leading reseller services group, has announced that it is now in the final stages of preparation for the launch its TrustATec network. The new service aims to provide a steady stream of professional technical services and repairs business to participating members.

The programme has been successfully run by Synaxon in Germany for the past four years and is currently generating around 60 leads per partner, per month for each participating reseller. Potential end-user customers that search for key phrases, such as ‘computer repairs’ can then click through to the TrustATec website, where they can select from a menu of fixed-price services, such as a Laptop or PC Repair, WiFi Set-up, Virus Removal, and many others. The customer can then place an order for the service, which goes directly to the Synaxon member covering their location.

In Germany, Synaxon’s experience has been that 75 per cent of end user enquiries result in additional service business for the participating member. The fundamental difference between TrustATec and other electronic trade directories or portals – such as Ratedpeople, Trustatrader or Checkatrade – is that TrustATec publishes the fixed cost of each service offered. This means that customers already know how much they will be paying before they make contact with the Synaxon member through

TrustATec. With other portals, the end customers must negotiate their own deal with tradesmen.

All of the services offered by TrustATec appointed centres are carried out to a uniform process and standard, with a checklist of all elements relating to each individual repair being provided in every case. Customers receive a completion certificate after the job has been carried out.

Synaxon UK now has around 30 resellers and retailers signed-up for the programme, which will drive new business directly to them through a rolling lead-generation campaign driven through Google AdWords. The Synaxon member companies that sign-up as TrustATec partners are allocated their own geographic region which is exclusive to them, so they can be certain of receiving every one of the service sales enquiries generated in their designated area.

The TrustATec platform is highly optimised for SEO and by using locally-focused online advertising, Synaxon will drive business directly to members. In addition, Synaxon provides strong branding for partners to use in their own marketing. Registration for the scheme has been reduced from £250 down to a £150 one-off payment for the initial 50 reseller registrations pre the official launch of the programme. The registration fee includes a complete set of POS / branding (window stickers, flags, posters etc) as well as full profile and set-up within the portal. Monthly fees are set at £50 and the participating reseller has the option to purchase additional AdWords campaigns managed by experienced Synaxon staff.

The group is gearing up to launch the TrustATec UK service within the next six weeks or so with its existing group of partners, but still wants to bring more resellers into the programme, says Derek Jones, Managing Director of Synaxon UK.

“We are very excited about the launch and confident of success. We are guaranteeing increased revenue for independent dealers from increased technology repairs and we aim to hit the ground running with 50 participating TrustATec repair centres. Although we have most of the UK covered now, there are still some gaps and we’d like to fill as many as possible before we actually launch the programme.

Resellers and Retailers still have time to join the programme at the reduced rate of only £150 and become part of the unique TrustATec UK network by reserving their own exclusive business area of the UK. Unfortunately, we will very quickly fill most available geographic regions, so we do anticipate having to disappoint some resellers if their area has already been registered”.

Synaxon will be looking to recruit any additional TrustATec partners at the forthcoming PCR Boot Camp North, which takes place at the Royal Armouries in Leeds on Wednesday 18th November. The Synaxon team will be out in force at the event, offering exclusive deals for members from vendor and distributor partners and looking to recruit new members too. Resellers can book appointments to discuss TrustATec in advance by contacting Jon Fortune, TrustATec Project Manager at Synaxon UK on 0844 481 5844 or by emailing jon.fortune@synaxon.co.uk.

More information on TrustATec and how it benefits reseller businesses can be found at <http://synaxon.co.uk/reseller-services/trust-a-tec/>.

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About Synaxon

Synaxon is Europe’s largest grouping of independent IT resellers and system houses. It provides a range of services that enable resellers to enhance their marketing and build a strong presence in their chosen market and take full advantage of the extensive stock-holding and supply-chain capabilities of distributor and vendor partners. Synaxon partners have exclusive access to the unique EGIS (Enterprise Global Information System) on-line purchasing and information platform, through which they are able to locate, check availability and order products from Synaxon supplier partners. In addition, Synaxon provides a range of pro-active marketing services which reseller members can use to drive sales activity.

Synaxon is already well-established in Germany, where it has nearly 3000 partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market. Through EGIS, these member partners have access to more than 200,000 products from over 200 distributors. Synaxon UK was

established in September 2008 (fully launched in January 2009) and now has a UK reseller membership of 630 independent resellers with combined revenues of around £700 million of gross external sales.

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