

SYNAXON introduces new channel services

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SYNAXON has announced a significant change to its UK strategy that will see the organisation focus its efforts on four key areas: the EGIS online procurement platform, SYNAXON Distribution, SYNAXON Managed Services, and EGIS eCom web stores, with all services available on the newly-launched website synaxon-services.com. In order to support this change, SYNAXON has built up an international team of experienced staff both here in the UK and Germany, proving over the last 12 months that it can successfully leverage its service offering for its partners, even during a pandemic.

The changes are being implemented as part of the group's wider internationalisation plans. "These are positive and pragmatic developments that give SYNAXON a progressive and well-defined direction for the future," said Frank Roebbers, Chief Executive Officer, SYNAXON AG. "It provides a new platform on which to build and strengthen our relationships, one that will enable our partners to drive higher levels of profitability and efficiency in their businesses."

The EGIS E-procurement platform has been boosted by the addition of new distributors and functions, and resellers can choose from various broadliners, specialists and niche distributors. Up to 1.3 million SKUs are available for electronic ordering, with real-time price and availability information provided on most items. Seven distributors have recently been added, including Northamber and Spire Technology.

"We are very proud to have established trust within the UK distributor landscape and are looking to build more and more stable and enduring partnerships that deliver benefits for resellers," said Jan Schwarzenberger, Head of Procurement, SYNAXON Services. "Extensive EGIS functionality includes stock monitoring watchlists, a quote generator, shopping cart optimisation, sales flyers and special-bid requests, and you can easily connect your ERP or PSA to EGIS to enjoy the automation of your integrated procurement software stack."

The newly-launched SYNAXON Managed Services offering will provide resellers with access to a range of benefits to help them to develop their capabilities as managed service providers (MSPs). This new business unit, integral to SYNAXON's ambitious goals, is being led by Markus Rex and Rebecca Quinlan, both well known in the IT community. During their time at MSP-vendor Datto, they built a loyal community of partners, and accelerated the adoption of the MSP model across hundreds of businesses. "Our offering will include the solutions and documentation our partners need to transition from a 'break/fix' model, and access to a community through which they can share information and best practices," said Rex, Head of SYNAXON Managed Services. "Deep product knowledge of our tools and complex back-end configuration is not required, enabling our partners to increase the number of hours they're invoicing for, serve more customers and scale their teams."

SYNAXON Distribution offers products from top manufacturers such as Lenovo, HP, Microsoft and APC through its official distribution channel, without the need for partners to achieve difficult

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turnover targets or go through complex vendor certifications. “Our partners benefit directly from individual project conditions through our certifications,” said Miguel Rodriguez, Managing Director, SYNAXON Distribution. “We also ensure the availability of the most important commercial product lines through our warehouse facility in Bolton. We offer free delivery for orders over £49 and the central handling of RMA/DOA cases. In addition we offer our partners a platform on which they can easily handle Microsoft CSP licences, with competitive prices and personal support.”

The final product in the line-up, EGIS eCom, satisfies the ever-increasing demand for resellers to have an online presence. The product is a fully-managed, content-rich platform that is always available and keeps resellers visible to their clients.

SYNAXON UK’s Managing Director, Mike Barron, said: “Everything SYNAXON does is designed to help our partners and we are thrilled to bring new services to the UK channel. These services will enable partners to increase automation, streamline their processes, stay competitive, and drive new business opportunities in a rapidly-changing market. ■

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