

SYNAXON UK adds Exertis to EGIS

Addition of one of the UK's leading distributors adds further strengths to online channel stock and pricing portal

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SYNAXON UK, the channel services group, has announced the addition of the full range of products available from leading IT distributor Exertis to its industry-leading stock availability and pricing platform, EGIS. In addition to live data, SYNAXON UK partners will have access to full EDI integration for the Exertis portfolio and individual price feeds via EGIS.

Exertis is the latest addition to the platform, which provides a simple way for resellers to check current stock availability and pricing from all leading distributors in the UK. EGIS offers the most comprehensive choice of products and up-to-date information available in the channel, along with full capability to place and manage orders. Information from close to 40 distributors can be seen on EGIS.

Mike Barron, Managing Director of SYNAXON UK, said: "Exertis is one of the best-known and most respected IT distribution businesses in the UK and we are delighted to welcome them onto the EGIS platform with their full range of IT products and solutions. EGIS is the portal of choice for resellers, retailers and office products dealers for stock availability, pricing, and order management."

EGIS provides SYNAXON UK partners with access to up-to-date information on stock availability and pricing from all the leading distributors and many specialist suppliers as well. EGIS enables them to check the current inventory of millions of IT and office products from all the leading distributors in the UK – and place and manage their orders through the platform as well.

Commenting on behalf of Exertis, Simon Barnard Director of B2B sales, stated: "Exertis is very much looking forward to working with SYNAXON UK. This partnership ensures that its partners have access to the widest choice of products and the unrivalled service levels that Exertis can offer."

Earlier this year, SYNAXON UK announced a realignment of its strategy that placed increased focus on EGIS and three other key areas of activity – SYNAXON Distribution, SYNAXON Managed Services, and the EGIS eCom web stores, with the aim of helping resellers automate business processes so that they can develop and scale their businesses. For more information visit synaxon-services.com. ■

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About SYNAXON UK

SYNAXON is the channel services provider that supports resellers, MSPs, and retailers by supplying them with access to up-to-date availability and pricing information from all leading distributors, through its EGIS online procurement platform. In addition, SYNAXON UK's Distribution service provides resellers with access to advantageous stock, offers, and discounts on leading-brand products. It also offers a portfolio of products designed to help roll out and grow your Managed Services business.

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 more visible profiles, form lasting partnerships and grow their sales. SYNAXON UK is part of SYNAXON AG, a European organisation headquartered in Germany, where it has over 4,500 established partners that generate around €3 billion of gross external sales annually.

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