

SYNAXON UK Adds VIP UK to Growing List of Distributor Partners

Significant signing means that resellers, retailers, webstores, and office products dealers can now access even more products on the channel's leading stock and pricing portal. 30-day free trial gives all potential new partners risk-free opportunity to try EGIS out for themselves

Warrington, 2 February 2022

SYNAXON UK has announced a new partnership with leading independent distributor, VIP UK. The full portfolio of products stocked by VIP will be available through SYNAXON's EGIS stock availability and pricing platform with immediate effect.

VIP is the latest addition to a growing list of distributors and supplier partners that SYNAXON UK works with to provide its partners with access to the widest range choice of products available in the channel – along with full stock availability and pricing information – through its unique, market-leading EGIS portal.

One of the UK's largest independent suppliers to the IT channel, VIP offers a wide range of IT systems, components, software, and peripherals from top industry vendors, including ASUS, AMD, Microsoft, Razer, Corsair, Gigabyte, Nvidia, BenQ, Intel, AOC, Philips, Samsung, Seagate, Western Digital, BullGuard, Tenda, MSI and many more.

Commenting on the agreement, Mike Barron, Managing Director of SYNAXON UK, said: "VIP UK is a well-known and trusted name in the channel and its portfolio is a really significant addition to EGIS. We now provide well over two million SKUs on the platform and with an open licensing model that gives users full access to all pricing data from more than 40 leading distributors, it's no surprise that EGIS is the number-one choice for partners who need to find the best pricing and stock availability in the channel."

EGIS free trial

In addition, SYNAXON recently announced a 30-day free trial that gives all potential new partners a chance to see just how good the service is without making an up-front commitment. Barron said: "With VIP now on board as well, there are even more reasons for partners to give EGIS a try and see for themselves why it is fast becoming the channel's preferred platform for stock, availability, pricing, and ordering."

On behalf of VIP UK, Elliott Hodgeon, Sales Director, stated: "VIP are delighted to be working with SYNAXON and look forward to collaborating with their team. The agreement serves as a win for all parties, as current EGIS partners get access to VIP's excellent service and product portfolio, SYNAXON can add another reputable distributor to its offering, and it gives VIP access to SYNAXON's loyal EGIS users. With EGIS, SYNAXON provides a genuinely useful platform that helps partners and we'll be encouraging our existing customers to try it out."

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EGIS leads the way in providing up-to-date information on stock availability and pricing for UK channel partners. Through EGIS, subscribers to SYNAXON UK can check the current inventory of millions of IT and office products from all the leading distributors in the UK, and place and manage orders.

With EGIS, partners get full access to product availability and up-to-date pricing for only £39 per month – with no limit on the number of users allowed. This makes EGIS tremendous value compared to other platforms, which charge a premium for access to pricing data and ordering facilities.

Partners can sign up for the free trial or contact SYNAXON UK to find out more by emailing info@synaxon-services.com or visiting synaxon-services.com.

About SYNAXON UK

SYNAXON UK is a channel services group that supports resellers, MSPs, retailers, webstores, and office products dealers. Its services enable partners to automate and streamline processes, stay competitive, and drive new opportunities in a rapidly-changing market. Through EGIS it provides partners with access to electronic ordering, with real-time pricing and availability, stock monitoring, quote generation tools, special-bid requests, and access to marketing information.

SYNAXON Managed Services gives MSPs access to key solutions and tools to support their transition to a managed services model and further business development. SYNAXON Distribution offers products from top manufacturers, including HP, Microsoft, and Lenovo, with UK partners services via a dedicated warehouse. With EGIS eCom, resellers can make use of the EGIS capabilities to create their own online presence.

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 is part of SYNAXON AG, a European organisation headquartered in Germany, where it has over 3,000 established partners that generate around €3 billion of gross external sales annually.

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