

SYNAXON UK extends EGIS portfolio through partnership with Smithie UK

The data storage and LED lighting specialist adds further depth and a new dimension to the range of products available to partners on the EGIS platform

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SYNAXON UK has formed a partnership with Smithie UK, the specialist distributor of data storage and LED lighting products, adding further depth and a new dimension to the range of products available to partners on the EGIS stock and procurement platform.

Smithie has a strong reputation for delivering the highest level of customer satisfaction to its established customer base of IT resellers, retailers, and system builders throughout the UK. It will now be offering those same high levels of service to SYNAXON UK partners.

Mike Barron, Managing Director, SYNAXON UK, stated: “The Smithie portfolio adds further depth and a new dimension to the comprehensive range of well over two million SKUs already available on EGIS. Smithie makes our proposition even more appealing to even more partners. That will help us close in on our goal of making EGIS the undisputed number-one stock and procurement platform in the UK IT and office products channel.”

Adam Brind, Head of Pro Channel at Smithie UK, commented: “By working with SYNAXON UK we can reach out to even more partners in the IT and retail markets, giving them the opportunity to benefit from Smithie’s unrivalled customer service and support on leading-brand products.”

Offering industry-leading technical expertise and efficient, responsive service, Smithie has dedicated divisions for both IT and LED lighting. It is recognised as the go-to source for premium storage and IT components and offers a wide range of SSD, disk drive and memory solutions from leading brands, including ASUS, Antec, Apacer, Canyon, Liteon, Pioneer, Prestigio, Samsung, Toshiba and Verbatim.

Smithie has a superb range of add-on options for Apple and PC products – for productivity and gaming, and also supplies system cases, power supplies and cooling equipment for systems builders and enthusiasts. Consumer accessories such as cables, speakers and microphones are also available from the company.

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

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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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