

# Rebranding reflects expanded scope of services

*SYNAXON Hub proves that distribution is much more than just selling hardware and software*

*Partners benefit from unparalleled product availability, 14-day return policy, centralised RMA processing, device rentals, and access to SYNAXON's project expertise and vendor certifications*

**Warrington, 10 August 2022**

SYNAXON has renamed its product distribution operation (previously known as SYNAXON Distribution) to SYNAXON Hub, to reflect its prominence as a linchpin in the channel for partners, other distributors and manufacturers.

The name change brings the UK in line with the German operation and reflects the increased strength and depth of services that are now offered, including readily available credit terms, unlimited access to a wide range of popular solutions and services at favourable prices, backed by excellent partner support.

Making use of its purchasing power with authorised distributors of leading manufacturers such as APC, Acer, Dell, HP, HPE, Lenovo and Microsoft, and its warehouse in the UK, SYNAXON Hub provides great availability of key commercial product lines for its partners, ensuring they remain competitive. It also offers excellent service in the form of fast response times, central RMA processing, next day delivery, and a 14-day return policy.

Partners can also take advantage of SYNAXON's project expertise and formal accreditations to enhance their own services and support capabilities.

Miguel Rodriguez, Managing Director, SYNAXON Hub, said: "Everything SYNAXON does is designed to support partners in driving efficiency, productivity and automation, and transforming their businesses for managed services. SYNAXON Hub is an important element of our overall value proposition. With our buying power, vendor certifications and the resulting favourable prices for our partners, as well as our device rental offering, we clearly distinguish ourselves from others in the channel."

Mike Barron, Managing Director, SYNAXON UK, added: "With this name change, we're communicating that we're doing much more than just 'shifting boxes' with our Hub business. We're offering channel partners real value and benefits that they won't get anywhere else." ■

## **About SYNAXON UK**

SYNAXON UK is a channel services group that supports resellers, MSPs, retailers, web stores, and office product dealers. Its services enable partners to automate and streamline processes, stay competitive, and drive new opportunities in a rapidly-changing market.

Through EGIS, the company provides an e-procurement tool that allows partners to see the price feeds of more than 35 distributors at a glance but also gives full transparency on availability and delivery times. Alongside a built-in quote generator and ordering functionality without extra fees,

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EGIS users benefit from improved purchasing conditions, special bid-price requests, and a highly-personalised procurement experience.

SYNAXON Managed Services provide not only the tools that partners need to develop and grow their managed services business, but also contract and service templates, which can be a barrier to many resellers wanting to make the transition from break/fix. Furthermore, SYNAXON's team ensures a high degree of automation on the back-end, meaning deep technical knowledge of the products is not required.

SYNAXON Hub offers products from top manufacturers, including HP, Microsoft, and Lenovo, with a dedicated UK warehouse. Partners benefit from unparalleled product availability, 14-day return policy, centralised RMA processing, device rentals, and access to SYNAXON's project expertise and vendor certifications.

For suppliers, 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, an organisation founded in Germany, where it has over 4,500 established partners that generate around €3 billion of gross external sales annually.

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