

Launch of SYNAXON Managed Workplace provides partners and customers with easy rental service

Flexible business model for renting devices helps partners generate recurring revenue and boost margins by combining hardware, software, support and managed services

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SYNAXON has launched a new service in the UK that enables partners and their end-user customers to rent hardware then combine it with software and managed services, without needing to make any upfront investment.

With Managed Workplace, partners and their customers benefit from access to excellent availability on a wide range of products. These can be combined with SYNAXON Managed Services to ensure all customer needs are met. Every Managed Workplace configuration can be rented for a 36-month term and is tailored to that customer's particular requirements. An extensive selection of top-selling notebooks, workstations and all-in-one PCs, along with various accessories, are available via SYNAXON Hub, and can be included in the rental agreement.

"Providing a simple and effective rental option enables partners to focus on developing closer relationships with their customers," said Miguel Rodriguez, Managing Director, SYNAXON Hub. "SYNAXON Managed Workplace is a great way for partners to move away from having to compete on price and concentrate on meeting the needs of their customers. They can thereby offer a genuine and risk-free alternative to one-off purchases. By adding SYNAXON Managed Services into the mix, or their own services and support, they add additional value, get even closer to the customer, and build the long-term relationships that will bring stability and profitability to their business."

Mike Barron, Managing Director, SYNAXON UK, added: "Managed Workplace is simple, secure, and worry-free for both partners and their end-user customers. It's ideally suited to the way that businesses now want to consume IT solutions and services, namely via subscription. For end-users it means zero upfront investment or long-term commitment - and they can also take full advantage of the managed services options that SYNAXON and its partners provide. It's a fantastic opportunity for SYNAXON partners in the UK to gain a competitive edge and drive their sales."

Managed Workplace options can be quoted directly in EGIS – SYNAXON's online procurement platform. Alongside each available product, a 'Rent this device' button leads partners directly to the Managed Workplace configurator. Additional options, such as Managed Office, Managed Backup, Managed Endpoint Security and Monitoring & Management, can also be added at this stage. From here, partners can calculate the monthly subscription cost and, once the customer has agreed to go ahead, process the contract, all in just a few clicks. Partners with no EGIS access can request an overview of rental devices available, get a quote and place a Managed Workplace order via email. ■

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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, 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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