

SYNAXON pioneers the concept of the Master MSP

Resellers that are yet to make the move, or new and developing MSPs looking to expand their offering and increase business potential whilst remaining the face of their business for their customers can take advantage of SYNAXON's genuinely unique portfolio

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With its solutions, tools, support and automation to drive partner development and growth, SYNAXON is on the road to becoming a leading Master MSP for managed services providers (MSPs).

The company offers a range of out-of-the-box services to help any company within the IT channel looking to boost their managed services or expand their portfolio to meet the full range of their customers' needs. Managed RMM, Managed Endpoint Security, Managed Backup, and the recently launched Managed Workplace – a complete managed desktop provided via monthly service subscription – are the four solutions currently available.

The MSP partner always remains the first point of contact and retains full ownership and responsibility for their customers, with SYNAXON's technical team carrying out the set-up, management and monitoring of all products in the background. Furthermore, no initial upfront investment or long-term commitment is required.

"Fledgling and developing MSPs need help in building a broad services portfolio that will meet the needs of all their current and prospective customers", said Markus Rex, Head of SYNAXON Managed Services. "By working with us, they don't need to develop deep product knowledge in advance. They can simply add and deliver services without any complex back-end configuration or need to invest in training or recruiting new technical staff. At a time when there is an acute shortage of skilled IT workers, that's really important."

SYNAXON is pioneering the concept of the Master MSP in the UK and Europe, he noted. "While the idea is already well established in the US, it's quite new here. As a Master MSP, SYNAXON can help businesses move into managed services or offer additional services in areas where they lack expertise, broadening their capability and extending their growth potential. They can benefit from our experience, automation and standardisation, and compete for and win new contracts without having to make up-front investments."

Using SYNAXON as a Master MSP means that partners only pay for the services being used, reducing risk and safeguarding profitability, he added. "Working with SYNAXON will enable MSPs to grow at a sensible pace. Different partners will use our services in different ways. Some will use everything we have to offer, while others will use only the services they need. Either way, there are no set-up fees, no minimum level of business requirement, and no risks, so new and developing MSPs can scale-up and grow at their own pace."

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As well as the four services currently on offer, SYNAXON provides pre-written templates for services descriptions and contracts. Partners can use these as the basis for their own documentation, meaning they spend less time on paperwork and more time on growing their businesses. ■

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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