

SYNAXON Project Support enables UK partners to accelerate growth

SYNAXON partners can get support from certified solution architects with in-depth knowledge and expertise, allowing them to take on new opportunities and deliver great results for customers with infrastructure projects with Lenovo

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SYNAXON has launched its Project Support service in the UK, providing partners with a convenient and easy way to deliver complex infrastructure solutions without having to make additional investments in highly-skilled technical personnel.

As infrastructure projects for servers, networks and storage become increasingly complex, it is more challenging than ever for resellers to keep up and provide the high-level consultancy and support required to successfully deliver such projects for their customers.

By making use of SYNAXON Project Support, they can access the expertise they need to deliver quality service and ensure they do not miss out on business opportunities. The service provides partners with direct access to SYNAXON's qualified solution architects, who work with them to design and deliver the entire project, from the initial briefing and conception through to configuration, followed by final delivery and support.

In addition, SYNAXON helps partners increase their competitiveness by negotiating the best hardware prices on their behalf and providing extended warranty on accredited products delivered as part of the solution. Throughout the entire process, the partner remains the first point of contact with the end customer.

Commenting on the launch, Miguel Rodriguez, Managing Director, SYNAXON Hub, stated: "Today's complex hybrid infrastructures and distributed networks make it really difficult for partners to keep up with the pace of development and change, and maintain key vendor certifications. That makes it harder for them to compete and win project business.

"SYNAXON Project Support solves that problem. It gives them access to certified skills and competitive pricing on the infrastructure products they need. That means they can not only compete for and win new business, but also deliver great results for their customers. Ultimately, that will enable them to take more opportunities – with existing and new customers – and continue to grow. And they can do that without investing in recruiting and retaining additional technical staff."

Initially, SYNAXON Project Support is available to UK partners on Lenovo servers and storage, which are fast becoming one of the most popular choices for infrastructure projects in both the SMB and enterprise markets. Accredited support on other leading vendors will be made available later this year. ■

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About SYNAXON UK

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

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.

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.

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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