

# SYNAXON strengthens UK customer support team

*Merle Althaus will provide partners with access to all the group's services and act as a key link between the UK team and SYNAXON's extended resources and capabilities*

**Warrington, 15 August 2023**

SYNAXON has made a further addition to its team supporting UK partners with the appointment of Merle Althaus as Customer Sales Advisor. She joins SYNAXON having previously worked in the logistics sector, bringing plenty of relevant experience to her new role.

Although she is based in Germany, Merle is working full time to support the growing number of UK partners that are making use of SYNAXON's services to drive increased business efficiency and customer satisfaction. As well as providing partners with access to all of SYNAXON's services – including SYNAXON Hub, SYNAXON Managed Services, and the EGIS e-commerce portal – Merle will also make use of her multilingual skills, acting as a key link between the UK and SYNAXON's extended team in Germany.

Commenting on her appointment, Miguel Rodriguez, Managing Director, SYNAXON Hub, said: “Merle is a fantastic addition to what is already a great team and one that makes a real difference for our partners every single day. With her experience in logistics and her language skills, she provides an invaluable link between our UK team and our operations in Germany. That will enable us to make even better use of SYNAXON's extended resources and deliver even better service and support to our partners.”

While SYNAXON has 12 full-time team members based in the UK, there are more than 300 in Germany covering a wide range of capabilities, from accredited specialists in specific vendor technologies through to expert business consultants and project managers – and the resources these teams provide are accessible to UK partners.

“We have tremendously broad capabilities and expertise within SYNAXON and, as many of our partners have already discovered, we can make all those skills and support available to them here in the UK”, said Mike Barron, Managing Director, SYNAXON UK. “That's a powerful asset and differentiator for any partner that needs to demonstrate their ability to deliver on a project or technical level or needs additional capacity to take on a good opportunity.”

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As well as its suite of pre-defined managed services and hardware-as-a-service, SYNAXON offers a full 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. ■

### **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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