

SYNAXON books into Hotel Football for North West Regional Event

Company is keen for MSPs to attend the community gathering and hear about its latest plans to help them deliver the best solutions and services to their customers

Warrington, 18 October 2023

SYNAXON is holding an event at Hotel Football in Manchester next month to bring MSPs and resellers in the region together and update them on the firm's progress and plans to help them grow in the months ahead. Lenovo and OpenText have already been announced as sponsors for the event with more to follow.

The North West Regional event will be the second gathering that SYNAXON has staged this year – the first having taken place at the Molineux stadium in Wolverhampton in March. The next will be held on 16th November at Hotel Football – the unique and prestigious venue located inside Manchester United's Old Trafford stadium.

At the event, SYNAXON will outline its strategy and plans for the year ahead. It also expects to announce a major new initiative that will make it easier for its partners to source equipment and services from SYNAXON Hub. In addition, there will be briefings on the latest developments with SYNAXON Managed Services and the EGIS e-procurement platform. Partners will be able to take part in a series of round-table discussions covering current topics such as Generative AI, data analytics and management, AR and VR solutions, cybersecurity, and the future of managed services.

Partners will hear from Lenovo, OpenText, and other sponsors and exhibitors, and be able to meet with key people from SYNAXON UK and network with other members of the community. It promises to be a positive day for everyone who attends, said Mike Barron, UK Managing Director, SYNAXON UK.

“Our last get-together was excellent, and I know that our partners in the region are really looking forward to the North West event as much as we are. These are challenging times and hearing about new solutions and potential areas of growth, and sharing experiences and ideas with other businesses that are similar to their own is really important for partners – and not something they

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get the chance to do very often. I'm certain that everyone who attends this event will get a great deal of value out of the day."

With the event year slowly drawing to an end, SYNAXON is expecting a great turnout. However, places are limited – any MSPs and resellers that do want to be there should sign up as soon as possible via this [registration link](#). ■

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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