



We invited **Xexos** to share their perspective on the **Tech** category.

As part of this Knowledge Hub feature, we posed a series of questions to Xexos who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here:

[Xexos](#)

Helping Dealers Diversify into Technology

Why Xexos?

Technology can feel complex, fast-moving and resource-heavy for traditional dealers. That's where Xexos comes in.

Xexos is a UK technology procurement partner helping dealers unlock new revenue streams across IT, AV, networking, collaboration, software and workplace technology — without needing to build large internal technical teams.

We work as an extension of your business, helping you confidently enter technology conversations, support customers and grow technology revenue opportunities.

Why Dealers Partner With Xexos

Access to a Full Technology Portfolio

Through Xexos, dealers gain access to:

- Laptops & PCs
- Monitors & Accessories
- Networking & Wi-Fi
- AV & Meeting Room Technology
- Collaboration Solutions
- Software and Licensing
- Print & Managed Print
- Security Solutions
- Infrastructure Hardware
- Device Lifecycle Services
- Smart Workplace Technology

Xexos provide access to millions of technology products. One technology partner.

Sell Technology Without Being Technical

Most dealers already have trusted customer relationships. The challenge is confidence in technology conversations. Xexos helps bridge that gap through:

- Pre-sales support
- Product recommendations



- Vendor-backed guidance
- Customer discovery assistance
- Quoting support
- Solution design
- Bid support
- Customer-facing support where required

You keep the customer relationship. We help provide the technical confidence behind it.

The Xexos Dealer Support Model

Simple Technology Conversations

We help dealers identify opportunities by asking simple questions such as:

- Are your customers refreshing devices?
- Are staff hybrid working?
- Do they struggle with Wi-Fi or connectivity?
- Are meeting rooms outdated?
- Are they reviewing Microsoft licensing?
- Are they managing multiple IT suppliers?
- Are they planning office moves or upgrades?

Small conversations often uncover significant technology opportunities.

Unlock New Revenue Streams

Technology enables dealers to create:

- Higher-value opportunities
- Longer-term customer retention
- Cross-category technology sales
- Stronger account stickiness
- More strategic customer relationships

Xexos helps dealers evolve from transactional sales into trusted technology conversations.

Vendor & Procurement Strength

Xexos works with leading global technology manufacturers including:

- Cisco
- Microsoft
- Dell Technologies
- HP
- Lenovo
- Jabra



Plus hundreds of additional technology and infrastructure brands.

Why Customers Like the Model

Customers increasingly want:

- Fewer suppliers
- Simplified procurement
- One technology partner
- Faster response times
- Joined-up support
- Better commercial visibility

Dealers partnering with Xexos can offer a broader and more strategic technology solution.

The Xexos Approach

We Don't Replace Dealers
We Enable Them

Our role is to:

- Support dealer growth
- Provide technical confidence
- Help uncover opportunities
- Simplify technology procurement
- Improve customer experience
- Help dealers scale technology revenue safely

The Opportunity

Technology is now central to every business.

From hybrid working and collaboration through to networking, security and workplace infrastructure, customers are increasingly looking for trusted partners that can simplify technology procurement and support.

Dealers already own the customer relationship. Xexos helps unlock the technology opportunity behind it.