



# TD SYNEX Launches Data-Driven Tool to Evaluate Partners' High-Growth Technology Performance

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Tool to be previewed at NexusDX high-growth technology conference this week

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX (NYSE: SNX), a leading global distributor and solutions aggregator for the IT ecosystem, has announced the launch of a data-driven Partner Health and Fitness tool that provides reseller partners like MSPs, VARs, and ISVs with insights into their diversification across the TD SYNEX portfolio. Specifically, the assessment provides these partners new information to help guide their high-growth technology offerings in ways that will unlock new business opportunities and support their customers' digital transformation journeys.

Partner Health and Fitness features a dashboard that provides partners with metrics to gauge their offerings against other TD SYNEX partners across the technology business partner ecosystem that are also participating in high-growth areas like cloud, cybersecurity, AI and IoT, and hyperscale infrastructure. Anyone who has transacted within the NextGen or Advanced Solutions portfolio has access to their own dashboard.

"At TD SYNEX, we are consistently exploring new ways to drive value for our customers, and what better way than to provide them insights into their businesses through the data we see at the center of the technology business partner ecosystem," said Stacy Nethercoat, Executive Vice President, Advanced Solutions, TD SYNEX. "We know partners have many considerations when trying to identify business opportunities that will maximize growth. This tool provides compelling and actionable competitive insights that can guide their decision-making when it comes to diversifying their portfolios."

Partner Health and Fitness provides partners with scores that reflect a comparison to the broader scores of TD SYNEX's extensive base of partners participating in the high-growth technology segments being analyzed. Composite scores are aggregated on a bell curve, which enables the partner being assessed to see how their



performance compares with the rest of the industry.

Some examples include:

- The average partner scores 58 out of 100 on the Enterprise score, covering all of advanced solutions
- The average partner scores 31 out of 100 on the NextGen score, covering high-growth technologies like cloud, security, IoT and data analytics

“Our custom algorithm looks at a multitude of factors, including volume, portfolio mix, digital transformation growth and others, to drive value to partners in through data-driven business insights that only TD SYNEX can provide,” Nethercoat said. “As a result, partners receive an honest assessment of their benchmark as compared to peers.”

The Partner Health and Fitness assessment is currently open to U.S. based partners, and TD SYNEX is evaluating expansion to other regions in the Americas and in Europe. The team hopes to customize the algorithm for each region to provide a country- or region-specific set of data that is beneficial to those customers.

## About TD SYNEX

TD SYNEX (NYSE: SNX) is a leading global distributor and solutions aggregator for the IT ecosystem. We're an innovative partner helping more than 150,000 customers in 100+ countries to maximize the value of technology investments, demonstrate business outcomes and unlock growth opportunities. Headquartered in Clearwater, Florida, and Fremont, California, TD SYNEX's 23,500 co-workers are dedicated to uniting compelling IT products, services and solutions from 1,500+ best-in-class technology vendors. Our edge-to-cloud portfolio is anchored in some of the highest-growth technology segments including cloud, cybersecurity, big data/analytics, IoT, mobility and everything as a service. TD SYNEX is committed to serving customers and communities, and we believe we can have a positive impact on our people and our planet, intentionally acting as a respected corporate citizen. We aspire to be a diverse and inclusive employer of choice for talent across the IT ecosystem. For more information, visit [www.TDSYNEX.com](http://www.TDSYNEX.com) or follow us on [Twitter](#), [LinkedIn](#), [Facebook](#) and [Instagram](#).

## Safe Harbor Statement

Statements in this news release that are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 involve known and unknown risks and uncertainties which may cause the Company's actual results in future periods to be materially different from any future performance that may be suggested in this release. The Company assumes no obligation to update any forward-looking statements contained in this release.

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