



# TD SYNEX Launches Destination AI Program to Support Partner Enablement

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New program is now available in North America to accelerate sales for partners

FREMONT, Calif., & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX (NYSE: SNX), a leading global distributor and solutions aggregator for the IT ecosystem, has launched Destination AI, a comprehensive, strategic aggregation of the many TD SYNEX Artificial Intelligence (AI) services and resources available to help partners gain a competitive edge.

According to a **global survey** published by McKinsey & Company earlier this month, 40 percent of respondents say their organizations expect to increase overall AI investment.

"As the AI momentum continues to grow, TD SYNEX is here for our partners as the destination for all AI and machine learning opportunities across the technology ecosystem," said Lisa McGarvey, VP of Data, AI and IoT Solutions, TD SYNEX. "Deploying advanced analytics and AI technologies have amplified additional strategic opportunities for our reseller partners, allowing them to drive adjacent sales and use cases across industry sectors."

Destination AI is the evolution of TD SYNEX's Data Analytics, AI and IoT/Edge solutions strategy to help partners stay ahead of marketplace demands that continue to grow at a rapid pace. As part of this strategy, TD SYNEX has more than 40 AI vendors as of their catalog of pre-validated, ready-to-deploy solutions available to partners at all stages of their data maturity journey.

The main components of Destination AI include:

- Enablement assets and resources aligned to industry relevant use cases to accelerate go-to-market strategies



- Reference architectures and pre-validated, deployment-ready solutions tied to key sales plays
- Ongoing drumbeat of AI focused enablement via AI Practice Builder and vertical education
- AI solution demos and POV support
- A pool of Technical AI and Edge Intelligence subject matter experts for support throughout the sales cycle
- Services augmentation for assessments and implementation support

“TD SYNEX is uniquely positioned within the technology ecosystem to help partners deliver advanced analytics, artificial intelligence (AI), machine learning (ML), generative AI and Edge solutions due to our industry and vertical expertise and our solutions aggregation methodology,” added McGarvey. “We are able to support multi-vendor solutions with best-of-breed services, software, hardware and edge devices to address today’s market demands.”

## 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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