



TD SYNnex Launches ISV Acceleration Program in North America to Help Partners Capitalize on Growth in High-Growth IT Markets

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FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- To support its focus on helping independent software vendors (ISVs) succeed in high-growth IT markets of cloud, security, data and AI, TD SYNnex (NYSE: SNX) is launching a new ISV Acceleration Program designed to support every stage of an ISV's lifecycle. The new program is designed to help ISVs of all sizes grow their businesses by providing them with access to TD SYNnex's extensive ecosystem reach, deep technical expertise, and marketing and sales resources.

As highlighted in the **2023 TD SYNnex Direction of Technology Report**, "Partners are appropriately focused on delivering the building blocks needed for their customers to take advantage of the potential of high-growth technologies. It's clear that partners see that these technologies are here to stay and will forever change existing ways of operating businesses and interacting with one another."

"Through our industry-leading portfolio of vendors and dedicated cloud, data and AI, and security business units, the TD SYNnex ISV Acceleration Program will enable our partners to leverage these technologies and solutions to drive innovation and customer value in high-growth markets, " said Shannon Warner, Vice President, Cloud & ISV Ecosystems, TD SYNnex. "We are proud of our track record of helping ISVs achieve their goals through our extensive partner ecosystem, and we look forward to helping them accelerate their growth and success in the channel."

Feedback from newly launched ISV partners participating in the program include New Relic.

"We are excited to partner with TD SYNnex to bring Azure and AWS private offers to market. This enables us to offer our customers a seamless and flexible way to procure our observability platform while bringing them the benefits of procuring through their marketplace of choice," said Jesse Clem, Vice President of Alliances and



Channels at New Relic. “TD SYNEX is a trusted and strategic partner for us, and we look forward to expanding our reach and impact through their extensive channel network.”

TD SYNEX co-sell partners are also excited for this increased focus on ISVs.

“This partnership will enable Gong to leverage TD SYNEX's reach and expertise as we continue to bring our revenue intelligence platform to more customers and partners,” said Eddie O'Brien, Senior Vice President of Partnerships at Gong. “Together, we can help revenue organizations across industries and around the world drive business efficiency and growth.”

Benefits of the TD SYNEX ISV Acceleration Program include the following:

- TD SYNEX's hyperscaler marketplace offers that are promoted via TD SYNEX StreamOne marketplace to reach an ecosystem of thousands of resellers and MSPs
- A new ISV co-sell program, in addition to the existing resell model, for new-to-the-channel and start-up ISVs to help them accelerate their sales through channel partners
- Access to TD SYNEX's Channel Acceleration Bootcamp, which offers a channel readiness assessment and engaging live workshops to help ISVs develop their channel ecosystem and go-to-market strategy
- Access to the newly launched **TD SYNEX Partner Health and Fitness Tool** and new ISV focused DemandSolv partner lead generation programs
- Go-to-market approach to help ISVs position their offerings as part of larger, integrated solution in high growth markets

The TD SYNEX ISV Acceleration Program is a unique opportunity for ISVs in North America. To find out more and get started, please contact HighGrowth@tdsynnex.com or visit this [website](#).

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, AI, 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.TDSYNNEX.com or follow us on [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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