



# TD SYNEX MyShop E-Commerce Platform Relunched with Industry Leading Enhancements and Technology

10/19/2023

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX (NYSE: SNX), a leading global distributor and solutions aggregator for the IT ecosystem, has relaunched its MyShop e-commerce platform for U.S. partners with industry-leading enhancements and updates, including virtual commerce (v-commerce) and artificial intelligence (AI) features.

“The buyer’s journey has evolved significantly in recent years, with a much bigger focus on self-service and customized experiences. Resellers need to cater to those expectations and evolve with those demands,” said Bob Stegner, SVP, Marketing, Technology Solutions North America with TD SYNEX. “TD SYNEX is celebrating 10 years of supporting end-user engagement and conversions with innovative features only available with the MyShop e-commerce platform.”

The relaunch of the MyShop e-commerce platform includes cutting-edge developments. One of those enhancements is a v-commerce experience that utilizes virtual and augmented reality technology to deliver an immersive, 3D shopping experience for various products, services, and solutions.

New AI features have been implemented to meet the rapidly expanding e-commerce landscape. This customized AI solution transforms a typical chatbot into an extension of the organization’s domain expertise. As customers engage with this AI-powered shopping assistant, it becomes adept at uncovering preferences and needs, delivering a more personalized shopping experience.

MyShop also features Custom Solution and Product Configurators, allowing users to customize the components of a solution or features of a product so that the final configured outcome meets their business needs.



Additional features and enhancements include:

- Full integration of the combined TD SYNEX portfolio.
- Added reporting, data, and analytics capabilities.
- Enhanced search functionality and capabilities.
- Direct integration capabilities into the partner's CRM or ERP.
- Vendor-specific shops, seamlessly integrating product portfolios into one integrated experience.
- Custom Punchout capabilities to streamline the procurement process.

Originally launched nearly 10 years ago, MyShop transformed the way resellers of any size could provide customers the opportunity to browse product catalogs, request quotes, or make a purchase, all of which was conducted on the reseller's website and in their online environment.

"MyShop was originally created to help SMBs and other organizations develop a sophisticated e-commerce web shop without the added costs and labor typically associated with such projects using multiple third parties," added Stegner. "Today, we're providing solutions for any organization to meet the ever-changing ecommerce marketplace demands in efficient and effective ways. MyShop is not just a website, it's a gateway to the future of e-commerce shopping."

Learn more about the TD SYNEX MyShop platform by visiting <https://content.tdsynex.com/myshop>.

## 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.TDSYNEX.com](http://www.TDSYNEX.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



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Source: TD SYNEX