



# TD SYNEX Cloud Labs Accelerates Vendor Go-To-Market Efforts

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## Virtualized Environments Deliver Flexible, Scalable, and Cost-Efficient Cloud-Based PoC Demonstrations

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX (NYSE: SNX), a leading global distributor and solutions aggregator for the IT ecosystem, has launched TD SYNEX Cloud Labs, a solution designed to accelerate the go-to-market process for vendors by providing a virtualized environment for Proof of Concept (PoC) demonstrations at cloud scale.

TD SYNEX Cloud Labs offers a virtualized environment that supports Independent Software Vendors (ISVs) to address the growing challenges faced by the industry in delivering flexible, scalable, and cost-efficient PoC environments. The visibility into product performance is specifically instrumental in validating purchasing decisions.

"As cloud adoption continues to reshape business operations, the need for robust cloud-native infrastructure has become increasingly critical. Cloud Labs represents a significant leap forward in addressing the challenges vendors face in this landscape," said Peter Zonneveld, Vice President, Global Solutions Aggregation and Innovation, TD SYNEX. "According to CSO Insights, 92% of buyers want to know how the product can add value early in the sales cycle. By providing a solution that meets the vendors' needs where they are in their product lifecycle, we empower vendors to bring their solutions to market faster and more effectively."

Leveraging TD SYNEX's global solutions aggregation and automation expertise, Cloud Labs serves as a simulated production environment, enabling vendors and partners within the IT channel to bring products to market faster and at scale through showcasing product features and services seamlessly to end users. Vendors are empowered with the flexibility to stand up the environment through any of the leading cloud providers.



Additional Cloud Labs features and benefits include:

- **Cost Efficiency:** Eliminates the need for costly lab environments and infrastructure management, reducing resources needed for support and maintenance.
- **Cloud Scalability:** Provides flexibility and adaptability to virtual PoC and product demonstration processes.
- **Time Savings:** Shortens sales cycles, saving hours of time, and increasing ROI.
- **Ease of Use:** Enables vendors to create even the most complicated PoC environments with just a few clicks.
- **Pay-per-Use Model:** Vendors pay only for the resources used, optimizing cost-effectiveness.

Contact a TD SYNEX Vendor Representative or reach out via [cloudlabs@tdynnex.com](mailto:cloudlabs@tdynnex.com) to learn more about TD SYNEX Cloud Labs.

## 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 23,000 co-workers are dedicated to uniting compelling IT products, services and solutions from 2,500+ 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 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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