



TD SYNEX Launches High-Growth Technology Center of Excellence to Enable Partner Evolution

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New resource hub created to accelerate partner growth through AI integration across the business

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX (NYSE: SNX) has launched a High-Growth Technology Center of Excellence (CoE) to accelerate their partners' ability to tackle increasingly complex digital transformation initiatives. This new CoE offers a comprehensive suite of offerings to expand out partners' business by aiding them in embracing the rapid rate of evolution within the industry to become a "Partner of the Future" that successfully integrates AI across the high-growth technologies of cloud, cybersecurity, data and modern infrastructure.

According to **TD SYNEX's 2023 Direction of Technology report**, the top five solutions that partners plan to offer over the next two years are Artificial Intelligence (AI), security, hybrid cloud, modern infrastructure, and data analytics. While AI is seeing the most significant jump, (625% increase from the previous year's survey), TD SYNEX sees the greatest opportunity for partners who are driving digital transformation not just through one category, but through the convergence of these high-growth technologies across security, modern infrastructure, cloud, data analytics and AI.

"As AI continues to rapidly transform the technology ecosystem, it is challenging our partners to diversify their portfolios, hone new skills and develop unique expertise," said Lisa McGarvey, Vice President of Data, IoT and AI, North America at TD SYNEX. "We see the 'Partner of the Future' as one who is ready for that challenge and understands how these technologies must be woven together. With the launch of the Center of Excellence, TD SYNEX is well-equipped to transform our partners with differentiated value and services to compete in this ever-evolving market landscape."

The High-Growth Technology CoE supports the efforts of **Destination AI**, launched last year to help partners initiate



or expand their AI practice. This new resource empowers vendor and reseller partners to embrace strategic technologies and adjacent opportunities that AI is driving in the areas of security, data, modern infrastructure and cloud solutions. Key components of the CoE include:

- Practice Builder Experiences and AI Accelerator Workshops focused on collaborating with partners to assist them in building their own digital transformation practices and to identify AI opportunities across the high-growth technology segments and accelerate their path to revenue.
- High-Growth Solutions Factory focused on aggregated AI solutions that incorporate security, cloud, modern infrastructure, and data analytics, allowing partners to rapidly adopt TD SYNEX's ISV ecosystem into their portfolios to solve their end users' business challenges.
- Cyber Range that sits at the intersection of cybersecurity and AI. Partners can engage with experts to hone their security skills and take advantage of demos and proofs of concept in the live, evolving environment of TD SYNEX's Innovation Labs.
- New AI Services across and assessments that fill the much-needed gap in data scientists and data engineers and to assist with identifying and accelerating end-user opportunities for channel partners to leverage in service of their customers.
- Cloud Marketplace offerings that allow partners and vendors to co-sell and transaction in marketplaces to support changing market dynamics.
- Governance Frameworks that are led by experts who consult with partners and vendors to understand the impact of AI on key areas like FinOps.

IDC predicts that the Digital Transformation Market is poised to grow to \$2.9 Trillion by 2027. The Center of Excellence, which is initially launching in North America, helps to engage, transform and scale partners businesses, allowing them to fully participate in this rapidly growing market.

"Through their investments in the key areas of AI, TD SYNEX is able to help us grow our own AI business because we are able to share information on the emerging solutions with our customers and rely on TD SYNEX to provide validation," shared Stan Wysocki, President of Mark III, a TD SYNEX partner. "Partners are in different stages of maturity when it comes to these technologies, and TD SYNEX has capacity to meet them where they are, offer value and simultaneously help partners innovate at speed, differentiate, and meet their customers' business needs."

To learn more, visit www.tdsynex.com/na/us/highgrowthcenterofexcellence/ to become a Partner of the Future.

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, **follow our newsroom** or follow us on **LinkedIn, Facebook** and **Instagram**.

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