



# TD SYNEX Launches IBM® watsonx™ Gold 100 Program to Accelerate AI Opportunities for Partners

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The strategic initiative is part of TD SYNEX's ongoing commitment to providing top-tier AI solutions and enablement resources to partners through its **Destination AI program**

FREMONT, Calif., & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX (NYSE:SNX) today announced the launch of their **IBM® watsonx™ Gold 100 program**, which aims to recruit 100 TD SYNEX partners and equip them to achieve IBM'S Gold-tier partner status. Gold-tier partners will leverage IBM watsonx opportunities through a combination of IBM technology and TD SYNEX value-add capabilities.

Globally, the number of partners planning to offer AI solutions jumped 625% in just one year, according to the **TD SYNEX Direction of Technology Report**. But according to IDC, 80% of partners will not fully capitalize on AI-related growth and development potential in 2024 because of the inability to identify immediate opportunities relevant to their business profile.

"When it comes to investment in AI, it can be difficult for partners to know where to start so we aim to provide not just solutions, but guidance, training and enablement to help them navigate the AI revolution successfully. This comprehensive program is one example of how our Destination AI program can help partners harness the massive opportunity for growth available through AI, including the opportunities made possible by the IBM watsonx platform," said Sergio Farache, Executive Vice President, Strategy and Global Technology Business at TD SYNEX.

The program will help select partners grow and maximize their AI practice with the IBM watsonx AI and data platform. It will include:

- Enablement and training to accelerate a partner's learning journey in AI to enable full watsonx deployment.
- Business planning and sales acceleration that includes exclusive access to key IBM resources and TD SYNEX

strategy development and account planning.

- Marketing and demand generation to help leverage IBM partner assets, a robust use case library, and TD SYNEX strategic marketing consulting.
- Expert services and pre-sales support including dedicated TD SYNEX watsonx teams, and access to expert IBM technical resources.
- Demos including Center of Excellence resources and on-demand access to IBM learning and demo environments on IBM Cloud.

As part of this collaboration, TD SYNEX will establish IBM watsonx Centers of Excellence in four TD SYNEX locations in North America and Europe in 2024, where partners will be able to experience POC watsonx solutions and get personalized enablement support.

TD SYNEX customer C4G is an existing IBM partner that intends to grow its AI practice through IBM watsonx and the TD SYNEX program. “C4G is committed to setting a new benchmark in the development and deployment of ethical AI solutions,” said John Tanner, CEO & Chief Strategist at C4G Enterprises Inc. “Through TD SYNEX’s IBM watsonx Accelerator program we are rapidly expanding our capabilities and ability to deliver value to our customers, while never losing sight of the mission. Our partnership with TD SYNEX has been a game changer for C4G, and we are thrilled to have them at our side every step of the way.”

The IBM watsonx platform includes three core components designed to help businesses scale and accelerate the impact of AI with their trusted data. The three core components of the platform (watsonx.ai™, watsonx.data™ and watsonx.governance™) allow businesses to customize their AI solution based on their needs. IBM watsonx also includes multiple AI assistants that help to automate workflows and implement AI across several business and technical functions (IBM watsonx Assistant™, IBM watsonx Code Assistant™ and IBM watsonx Orchestrate™).

“The key to adoption and success with AI is enabling partners with fast access to the technology, use cases and hands-on training,” said David La Rose, general manager, IBM Ecosystem, Sell. “To better support our mutual clients who are using our portfolio of AI and hybrid cloud offerings, our collaboration with TD SYNEX is providing the resources to prioritize the needs of growing partners, such as rapid skills transfer, opportunity planning and ongoing sales and revenue growth support. These tools can be transformative for a partner’s business trajectory and are just one example of how the IBM Ecosystem is working to cultivate growth and AI adoption for all kinds of partners.”

To learn more about the IBM watsonx Gold 100 program at TD SYNEX, visit [site.tdsynnex.com/watsonx](https://site.tdsynnex.com/watsonx).

## 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), [follow our newsroom](#) 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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