



TD SYNnex Opens a Center of Excellence (CoE) in Latin America to Develop New Technologies

8/1/2024

The CoE is a project in collaboration with IBM and is available to business partners in the region to support them in the co-creation of solutions and generation of new business opportunities for their customers.

SÃO PAULO--(BUSINESS WIRE)-- TD SYNnex (NYSE: SNX), a leading global distributor and aggregator of solutions for the IT ecosystem, today announced the opening of the Center of Excellence (CoE) in Latin America and the Caribbean (LAC) in partnership with IBM. The CoE, is a competency center that offers business partners and companies in the region the opportunity to learn about and explore cutting-edge technologies for the industry, such as AI, data, automation, customized solutions and sustainability, that impact and solve business challenges. In addition, customers also count with the support during the sales cycle to commercialize disruptive solutions. The center is already available to partners in Brazil and will soon be operational in the rest of the countries in LAC.

Otavio Lazarini, President, TD SYNnex, Latin America and Caribbean with Tonny Martins -
President and Technology General Manager, IBM Latin America. (Photo: Business Wire)

“We have the privilege of being a
bridge between the companies
that develop the technology and

the channels that bring them to market. We have common goals and responsibilities with the vendor and also with the resellers. The TD SYNnex CoE we are opening today with IBM will serve as a focus for innovation and best practices around new technologies. Our customers will benefit from unmatched expertise, leading-edge solutions and a commitment to continuous improvement, ultimately driving superior business results and competitive advantage,” said Otavio Lazarini, President, TD SYNnex, Latin America and Caribbean.

“At IBM, we believe that collaboration is key to enabling new and powerful ways to create impact in business transformation. The creation of the TD SYNnex CoE with IBM’s support, will enable our partners to create a differentiator in the market by creating or enhancing their solutions with disruptive technologies such as automation, data and artificial intelligence. Innovative solutions allow not only to optimize internal processes, but



also to create new opportunities, essentially contributing to sustainable economic growth and strengthening long-term competitiveness,” said Tonny Martins - President and Technology General Manager, IBM Latin America.

New technologies and constant support for business partners

With the growth expectations and the opportunities presented by the IT market in the region, there is also a need to be prepared to respond efficiently to a challenging scenario. In this sense, strategic skills development and training are essential.

The TD SYNEX CoE is headquartered in São Paulo, Brazil, and has support locations throughout the LAC region. It is supported by a multidisciplinary team focused on enhancing the capabilities of all business partners and driving their technical excellence. Areas of expertise include IBM software (data, Artificial Intelligence, business automation, IT and security automation), Storage and Red Hat (Openshift, Ansible and RHEL).

For Alvaro Andrade, Director, Vendor Management for IBM and Red Hat in TD SYNEX LAC, the CoE seeks to address partners concerns related to the use of IBM technologies - what is the best strategy to incorporate them in the market - and how to prepare their teams and customers and develop the best solutions for them. “Offering partners a unique experience is the main objective of the CoE. We are looking for our partners to have the ability to use IBM and Red Hat solutions more effectively, create solutions together, position them in the market and accompany their customers in the development of projects,” said Andrade.

The CoE will be connected to the entire LAC region and TD SYNEX is making significant investments in three pillars:

- First, in human resources. The center has more than 25 professionals located in different countries across the region. The team includes a group of architects with a superior level of technical knowledge and extensive experience in developing solutions. In addition, the CoE is also supported by the TD SYNEX's business development team, which will work to connect business partners with IBM and Red Hat, and develop demand generation and marketing plans. At the CoE, partners will have at their disposal support tools such as demonstration environments, reference cases, methodologies, proof of concept, among other resources, to support sales and boost MVP the performance.

- The second pillar is the physical center itself. The CoE is located in São Paulo, where TD SYNEX partners will be able to work together with IBM professionals in the region. The Center of Excellence will be connected to all TD SYNEX locations in Latin America and the Caribbean via remote pods, giving partners access to all resources available at the São Paulo Center. Business partners will be supported by a team of specialized professionals, through the appointment of a regional manager who will coordinate the work of the specialists based in the

different countries of the region.

- The third pillar of this investment is a solid marketing structure. Through the promotion of various events and activities, the CoE seeks to support the development of new business partners, offer new practices to pre-existing partners and position important technologies. It will work together to accompany partners throughout the sales cycle from training and development of a marketing plan, to lead generation support and follow-up. "TD SYNEX will facilitate partners' entry and growth in the IBM world, not only from a physical point of view, but also in terms of familiarization with the nuances of its technologies and business applications," says Fabiano Rodrigues, Director of IBM Product Distribution in Brazil for TD SYNEX.

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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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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Karina Seir

LAC Communications

305-542-0049

Karina.Seir@tdsynnex.com

Source: TD SYNEX