



Tech Data Launches Destination AI™ in APJ to Support Partner Enablement

Destination AI™ offers comprehensive AI enablement to help partners win in every stage of their AI journey

Singapore, 19 September 2024 – Tech Data, a TD SYNnex Company, today announced the launch of **Destination AI™** in Asia Pacific & Japan (APJ), a strategic initiative designed to deliver comprehensive AI enablement, solutions, services, and programs that give partners a competitive edge in the fast-evolving AI landscape.

According to IDC's Worldwide Black Book 3rd Platform Edition – Forecast¹, the APJ region is projected to invest approximately \$43.6 billion in AI technologies in 2024. This investment is anticipated to increase to \$104.3 billion by 2028, reflecting a robust compound annual growth rate (CAGR) of approximately 24.4%.

AI enables organizations to harness data in innovative ways, improving planning, reducing risk, and enhancing customer experiences. As AI continues to revolutionize industries, partners are facing continuous pressure to stay ahead of the curve. Destination AI™ helps partners meet these demands by providing the latest AI insights, training, expert guidance, and ongoing assistance at every stage of their AI implementation journey:

- **Awareness:** Educating partners on the latest AI advancements with curated industry reports, vendor insights, and AI use cases to keep them ahead of market trends.
- **Enablement:** Offering AI training, practice-building resources, and vendor-specific education to help partners rapidly develop AI capabilities and integrate them into their strategies.
- **Support During Sale:** Providing expert guidance, hands-on AI solutions, and dedicated assistance throughout the purchasing process to meet partner and customer needs.
- **Support After Sale:** Delivering ongoing services such as assessment, monitoring, and training to maximize the value of AI investments.

¹ IDC Worldwide Black Book 3rd Platform Edition - Forecast 2024 | Sep (V3 2024)

"With Destination AI™, partners can seamlessly embrace the future of artificial intelligence and seize new growth opportunities," said **Jaideep Malhotra, President of TD SYNEX, Asia Pacific & Japan**. "By offering comprehensive enablement support and curated AI resources, we empower our partners to thrive at every stage of their AI journey and excel in the rapidly evolving IT landscape."

With a robust portfolio of AI vendors, Destination AI™ combines Tech Data's solutions aggregation capabilities via its Tech Center of Excellence (COE) to provide pre-validated solutions, and build practical use cases, such as virtual assistant, automation and innovative content creation. This approach simplifies the complexities of strategic AI adoption, enabling partners to drive successful business outcomes.

Anand Chakravarthy, Vice President, Advanced Solutions said, "As the AI revolution accelerates, we are committed to being the leading destination for AI enablement, empowering our partners to engage in meaningful conversations with their end customers while delivering effective AI solutions to meet their business needs."

For more information, visit [here](#).

About Tech Data

Tech Data, a TD SYNEX (NYSE: SNX) company, 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.techdata.com/apac or follow us on [LinkedIn](#) and [Facebook](#).

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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