



# TD SYNEX Launches Destination AI™ Practice Accelerator to Expand Partner Go-to-Market Efforts for Aggregated AI Solutions

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New program empowers North American partners to build their AI practice through tailored support

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX, (NYSE:SNX), a leading global distributor and solutions aggregator for the IT ecosystem, today announced the launch of its Destination AI™ Practice Accelerator in North America to fast-track AI go-to-market efforts and monetization for partners. The program provides personalized support to partners looking to deliver specialized AI solutions to their customers.

According to TD SYNEX's recently released **Direction of Technology report**, partners are rapidly increasing investments in AI, with nearly half of all channel partners planning to offer AI-driven solutions in the next two years.

"As AI continues to evolve, TD SYNEX understands that it is not a standalone product – integrating AI across other high-growth solutions and industry verticals is the most effective way for partners to include it in their business strategies," said Jessica Yeck, Senior Vice President of Vendor Solutions at TD SYNEX. "Through the Accelerator program, we're leveraging our expertise to empower partners to enter the AI market in their area of proficiency, with personalized support throughout the go-to-market process – from technical enablement to marketing and selling the solution to their customers."

Part of **Destination AI™**, TD SYNEX's comprehensive global AI market strategy, the Accelerator program enables partners to identify AI opportunities for their end customers and build an AI practice to meet those needs. The program will feature a new aggregated AI solution each month, with new cohorts of partners participating in six-week courses focused on going to market with one of these solutions on a quarterly basis. Each cohort of the Destination AI™ Practice Accelerator Program will participate in specialized training sessions and receive enablement resources tied to their vertical use case, enabling them to craft a customized market strategy.



TD SYNEX is now recruiting its next cohort of partners for its upcoming Accelerator program, which will focus on leveraging Generative AI (GenAI) for business automation. Sponsored by Intel, the solution will demonstrate the significant business impact of maximizing GenAI investments. The solution will feature Iterate.ai's AI platform, which enables enterprises to build production-ready applications and ready-to-use products for private AI requirements. TD SYNEX is now recruiting its next cohort of partners to participate.

"This program brings Destination AI™ to life by supporting partners throughout their AI journey – from awareness and enablement to support during and after sale," said Sherry Bennett, Chief Data and AI Scientist at TD SYNEX. "By leveraging a hands-on, collaborative approach, we're able to better understand our partners' goals and challenges in entering the AI market and enable them to execute strategic go-to-market initiatives that will unlock a clear path to revenue."

The program piloted in June, with 12 participating partners across the retail vertical trained to go to market with **VisionAI** – a solution aggregated by TD SYNEX that combines offerings from Intel, SAS and meldCX to enhance retail operations and elevate customer experiences. The pilot program received Intel's Distribution Q324 Excellence Award, demonstrating its success in driving impact within the AI sector.

"There is a lot of noise in the reseller space around what we should be bringing to our customers around AI and machine learning," said Nazrin Sadikhova, Director of Sales at Technology Group Solutions (TGS). "TD SYNEX's Accelerator program was very specific to the vertical, offering and use cases relevant to our business. For this reason, it allowed us to identify who our target customers are, and what the talk track is. TD SYNEX even assisted with the marketing collateral and prepared our engineers to speak to the technology effectively."

To join the next cohort of TD SYNEX's Destination AI™ Practice Accelerator Program, **contact us**. To learn more about TD SYNEX's Destination AI™, visit [tdsynnex.com/us/en/services/specializations/destination-ai](https://tdsynnex.com/us/en/services/specializations/destination-ai).

## 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.TDSYNNEX.com](http://www.TDSYNNEX.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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