



# TD SYNnex Report: Channel Partners Seek Balance Between Accelerating AI Innovation and Core Technologies

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Third Annual Direction of Technology Report highlights key trends shaping the IT landscape, including AI innovation, security advancements, and the growing importance of ESG.

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNnex (NYSE: SNX) today published its **Third Annual Direction of Technology Report**, which reveals that as the technology landscape evolves, businesses plan to invest in strong technology infrastructure, leverage high-growth technologies and work in close conjunction with expert, trusted partners.

The report is based on a survey of more than 1,000 technology resellers, systems integrators, service providers and managed service providers from over 60 countries globally. These respondents shared they are accelerating investments in AI and Generative AI (Gen AI) technologies, with nearly half saying they plan to offer AI-driven solutions within the next two years.

The report also emphasizes the critical role of security, as it remains the top offering for partners, underscoring the need to balance innovation with risk mitigation. But when it comes to doing business, resellers prioritize affordability and flexibility, responding to the evolving needs of their customer base.

"For the third straight year, the Direction of Technology report provides a clear picture both of the current state of the technology market and areas where businesses say they plan to invest the most," said Patrick Zammit, CEO of TD SYNnex. "This year, we're seeing much more detail on how partners are embracing the power of AI and cloud technologies while making technology more adaptable to the needs of their customers. At the same time, they are balancing the need for robust security and regulatory compliance across all industries."



The report highlights five key global trends influencing the IT market in 2024:

- **Leading with Ingenuity and Flexibility:** Tech leaders know certifications and specialization are keys to success in the dynamic tech marketplace, especially in cybersecurity (58%), data privacy (58%) and artificial intelligence (AI) (45%). At the same time, they're optimizing flexible spending solutions to meet the needs of their customer base in today's shifting economic climate.
- **Driving Innovation with a Strong Foundation:** With AI changing the way we do business, channel partners are under mounting pressure to make the case for high-growth technologies, including nearly half (44%) who plan to offer AI in the next two years. To power the future, the ecosystem is investing in core technologies like security and hardware, ensuring that the new goes hand-in-hand with the foundational.
- **Leveraging Essential Solutions for a Complex World:** This year, products at the intersection of security and innovation are driving the financial success of the channel and the broader marketplace. Respondents identified security as the top profit generator in the ecosystem, while networking, endpoint devices, AI and hyperscale infrastructure round out their top revenue drivers.
- **Prioritizing Collaboration, Coordination and Consolidation:** The technology ecosystem thrives when leaders embrace the interconnection of the channel. With nearly three-quarters of information technology (IT) spend (73.2%) driven by partners in 2024, it's clear that collaboration will be crucial as the channel contends with rising competition and technological transformation.
- **Meeting Regulation and Mitigating Risk:** Across all industries, global topics like climate change, human rights and strong corporate governance are changing the regulatory and risk landscape. Respondents are keenly aware of this, identifying environmental, social and governance (ESG) standards as one of the top two challenges for their business in the next two years. To stay on top of this shifting landscape, partners plan to offer technology solutions that help customers move toward a more sustainable and equitable society.

"By focusing on these key trends, companies will not only be ready to adapt, but to thrive," said Jill Kermes, Corporate Vice President, Global Corporate Communications and Citizenship. "Looking ahead, technology leaders must stay focused on how to best optimize and grow their business, as well as how they can deliver solutions that best support the people who will use them."

In addition to the global Direction of Technology report, TD SYNEX will publish supplemental reports for each of its global regions: North America, Europe, Latin America and Caribbean, and Asia Pacific and Japan, later this year.

To download the new Direction of Technology report, visit <https://content.tdsynex.com/dot/>.

## 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) or follow us on [LinkedIn](#), [Facebook](#) and [Instagram](#).

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