



TD SYNEX Opens Innovation Studio with IBM to Provide Collaborative AI Enablement for Partners

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FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX (NYSE:SNX), a leading global distributor and solutions aggregator, today announced the grand opening of their new North American Innovation Studio in partnership with IBM. The studio is a strategic component of TD SYNEX's **Destination AI™** initiative alongside its IBM watsonx Gold 100 program, and now provides a dedicated physical space along with IBM trained, technical experts for TD SYNEX partners to leverage throughout their AI adoption and monetization journey.

The Innovation Studio is a dynamic space that supports digital and business transformation by connecting TD SYNEX partners with advancing technologies like AI, data, automation and hybrid cloud in a hands-on environment. With a dedicated space for partners to explore and demo IBM solutions, such as watsonx, with their customers, TD SYNEX simplifies access to new technologies and provides comprehensive support pre- and post-sale.

"The Innovation Studio is a powerful resource that empowers our partners to tackle the complexities of today's technology landscape," said **Mark Martin**, VP of Global Data & AI at TD SYNEX. "By fostering a collaborative environment, the studio enhances partners' technical expertise and optimizes their go-to-market strategies around high-growth areas like AI, hybrid cloud and automation. This is just one way we are making AI tangible for partners and helping them leverage platforms like IBM watsonx to achieve their business goals."

"Partners are the key to accelerating clients' AI-powered goals," said **David La Rose**, general manager, IBM Ecosystem, Sell. "Through our collaboration with TD SYNEX, we're enabling partners to develop deep expertise and hands-on training of our data and AI portfolios to help accelerate their enterprise AI goals through IBM watsonx and our other technology innovations. This is another way that the IBM Ecosystem is creating opportunities and value for partners and clients."



The studio builds on **TD SYNnex's IBM watsonx Gold 100 program**, which equips TD SYNnex partners to achieve IBM's Gold-tier partner status through specialized technical, sales and marketing enablement for watsonx solutions. More than 50 partners have enrolled in the program since announcing in May 2024 and are utilizing the new space for additional enablement, sales and training opportunities.

STEPS Consulting Group is one partner finding success with IBM watsonx through TD SYNnex. They are working with a multi-disciplinary architecture and engineering firm to overcome challenges related to project data analysis. By leveraging watsonx as a service, the firm is able to efficiently map past contracts and project data, improving estimate accuracy and increasing fundability for future projects. Through this partnership with TD SYNnex using IBM watsonx, STEPS Consulting is demonstrating the power of AI to drive business growth and solve complex challenges.

"The team at STEPS deeply values the support we receive from IBM and TD SYNnex within the IBM ecosystem," said **Craig Sizemore, Co-Founder and Managing Principal at STEPS Consulting Group**. "From the watsonx workshops to the comprehensive online and in-person training programs offered for both sellers and technical specialists, this foundation of knowledge and support has empowered us to drive and deliver successful engagements. We're excited about TD SYNnex's efforts to simplify AI adoption and monetization and look forward to leveraging the space to find new ways to deliver increased value to our clients."

Located in TD SYNnex's Clearwater, Florida, headquarters, the new Innovation Studio will provide partners with a variety of interactive enablement activities, including:

- **IBM watsonx Workshops and Trainings:** Partners participate in and host workshops and training sessions to enhance their skills and knowledge in AI.
- **Solution Demos and Sales Pitches:** Partners can use the space to host demos and sales pitches for end customers to showcase their solutions. Partners can also leverage the Solutions Center to store their solution demos permanently, allowing for easy access when presenting to customers.
- **Webinars and Events:** Partners can organize webinars and events to engage their customers, share insights and demonstrate their expertise with the support of TD SYNnex engineers, solution architects and Business Development Executives (BDEs) to facilitate activities.
- **Co-Creation Sessions:** Collaborative sessions where partners work with experts from IBM and TD SYNnex to develop innovative solutions and proofs of concept designed to help them succeed in a competitive high-growth market.

To learn more about the Innovation Studio and TD SYNnex's enablement resources for IBM's watsonx solutions, reach out to **TD SYNnex's dedicated IBM team**.

About TD SYNnex

TD SYNnex (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 SYNnex'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 SYNnex 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 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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