



# TD SYNEX Prepares Partners for Market Evolution With New Specialized Community Structure

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PartnerLINK communities to offer increased benefits, customization for partner experience

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX (NYSE:SNX) today announced a new specialized and innovative structure for its partner communities in North America that will strengthen, empower and boost partner growth through intentional connection. As the market has evolved, partner needs have changed rapidly and the new tailored approach meets partners where they are at, providing customized benefits and support based on partners' individual needs and goals.

**PartnerLINK** aligns members to one of the newly established communities based on their areas of specialization or geographic focus, fostering stronger peer-to-peer relationships. The initial communities offered at launch include:

- PartnerLINK Ascend– US-based partners dedicated to facilitating clients' digital transformation leveraging advanced infrastructure, security, cloud, and analytics solutions powered by AI.
- PartnerLINK Advantage– US-based partners dedicated to advancing infrastructure modernization to improve the efficiency, reliability, and sustainability across various sectors.
- PartnerLINK Canada– Canada-based partners focused on all sectors and technologies.
- PartnerLINK Public Sector – Enhanced option for any PartnerLINK members selling into public sector.

The new structure, which build upon the success and history of previous TD SYNEX partner communities, including CommunitySolv, is hyper-focused on enabling partners to stay future-ready across all technology categories. Benefits will be expanded and will be specific to each community, providing greater access to specialized training, networking and business-building opportunities. Community members will also have access to early adoption opportunities, exclusive incentives and dedicated support teams.

“Encouraging customer growth through communities is an integral part of our business, and we want to continue



that legacy with an approach that supports our partners of the future and their rapidly changing business models,” said Gary Palenbaum, EVP of Revenue and Customer Success. “This new structure will encourage more direct customer engagement across all channels and offer tailored, meaningful benefits to partners, wherever they are in their journey.”

PartnerLINK will be led by Kristi Kirby, SVP, North American Communities, who is dedicated to the success of partners and is a veteran of partner engagement with deep sales and enablement experience. The new approach is designed to support partners with their growth and evolution through enhanced benefits and tools that will give them increased competitive advantage. Each community will have tailored benefits around four core principles: Lead, Innovate, Network and Knowledge. One key benefit is a new dedicated online, central member hub where community members can engage 24-7.

Current TD SYNEX Community Advisory Council members provided input and feedback on the new approach.

U.S. Council member and CEO of Abacus Group, a global, New York City based, Fintech MSP, Anthony J. D’Ambrosi shared: “The impact of community engagement has been invaluable for me and my team as we have navigated dynamic financial markets, invested in new technologies and expanded into new geographies. TD SYNEX, and the partner community, has been there to support and enable us at every step. I am confident that the evolution of the community structure, with enhanced benefits now available through PartnerLINK, will unlock even greater value for partners seeking to profitably grow their businesses.”

Brian Oleksiuk, Canadian Council member and President of Oxygen Technologies, added, “As the market rapidly changes, hearing perspective from our peers and partners is more important than ever. Having access to the expanded PartnerLINK benefits that are custom to the Canadian market only enhances the overall value we receive through our participation and engagement in the TD SYNEX community.”

PartnerLINK is open to all TD SYNEX partners in North America. To learn more about the new communities and corresponding benefits or to get engaged in PartnerLINK, visit <https://www.tdsynex.com/na/us/PartnerLINK/>.

## 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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