



TD SYNEX Accelerates Innovation and Growth Through New Partner Loyalty Program

2025-05-13

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX (NYSE:SNX) today announced the launch of a new Partner Loyalty program in North America, an initiative designed to boost and reward partner ecosystem engagement and incentivize sustained growth by connecting partners with specialized resources, sales support and skills-building opportunities. It is now available at no additional fee to eligible partners prioritizing growth and leveraging TD SYNEX's Advanced Solutions portfolio, consisting of AI, modern infrastructure, security, cloud and analytics solutions, and will expand to other partner types later this year.

According to TD SYNEX's **Third Annual Direction of Technology report**, over half of partners identified expanding their technology and solution offerings as their top strategy for growth. The Partner Loyalty program uniquely positions partners to achieve this expansion through a tier-based model that provides them with tailored solutions and market insights based on their business size and portfolio, along with marketing, travel and learning incentives that advance their growth.

"Collaboration is the core of our business at TD SYNEX, and we are constantly identifying creative ways to support our partners' business goals," said Jessica McDowell, SVP, North America Marketing and Digital Customer Success at TD SYNEX. "We have a comprehensive collection of tools, services and solutions to support our partners, but we understand it can often be tough to know where to focus next. Through the Partner Loyalty program, we are not only rewarding partners for the great work they are already doing, but also incentivizing new activities that can help us achieve mutual business growth. This demonstrates how much we value their trust in our partnership and shows how we can truly win together."

A key component of the program is the Partner Loyalty digital platform – a hub designed to streamline the partner experience and strengthen long-term engagement. By integrating with partners' existing TD SYNEX accounts, it delivers real-time incentive tracking and consolidated access to partners' most-used platforms, services and



support teams.

Partners can earn additional benefits by adopting new technology segments and vendor lines, attending TD SYNEX events and leveraging TD SYNEX training services and financing programs. As the year progresses, the range of rewarded activities and associated incentives will expand. Current benefits include:

- Earning complimentary MDF
- StreamOne® account credit that can be used to purchase new solutions or manage current subscriptions
- Employee training and certification opportunities to support continued learning and skills building
- Travel credit towards TD SYNEX and industry events, along with exclusive event experiences
- Special interest rates or extended term options via TD SYNEX Capital and Amplify

“We are the bridge between cutting-edge technology and real-world impact — and that impact starts with our partners. Their success is our priority. We know their time is valuable and their options are many. When they choose TD SYNEX, we make that choice count. Our Loyalty Program rewards partners who lead with innovation and drive meaningful change,” added Calhoun McKinney, VP, North America Go to Market for TD SYNEX.

The Partner Loyalty program was unveiled to partners at the 2025 High-Growth Conference in Los Angeles, Calif. It was piloted with select Advanced Solutions partners who provided vital feedback on the program before rolling it out to the larger Advanced Solutions partner base.

Theo Warffemius, of DenPro Inc and TD SYNEX Partner shared, “Navigating today’s dynamic IT market requires agility, adaptability and a keen eye for what’s next. TD SYNEX has been instrumental in simplifying this complexity so we can stay focused on our customers and our growth strategy. The Partner Loyalty program is a natural extension of their support, making it easier for us to maximize our technology investments. We’re excited to unlock even greater value for our customers through this new initiative.”

For more information on the TD SYNEX Partner Loyalty program, visit <https://site.tdsynnex.com/partner-rewards-program-1/p/1>.

About TD SYNEX

TD SYNEX (NYSE: SNX) is a leading global distributor and solutions aggregator for the IT ecosystem. We are 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, follow our [newsroom](#) or follow us on [LinkedIn](#), [Facebook](#) and [Instagram](#).

Copyright 2025 TD SYNEX Corporation. All rights reserved. TD SYNEX, the TD SYNEX Logo, and all other TD SYNEX company, product and services names and slogans are trademarks of TD SYNEX Corporation. Other names and trademarks are the property of their respective owners.

Emily Moseley

Global Corporate Communications

727-538-5864

Emily.moseley@tdsynnex.com

Source: TD SYNEX