



TD SYNnex Unveils Next Phase of Destination AI™ to Operationalize Partners' AI Strategies

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Enhancements redefine how partners navigate AI opportunities and investments

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNnex (NYSE:SNX), a leading global distributor and solutions aggregator, today announced the next evolution of its global, industry-leading Destination AI™ program designed to modernize partners' go-to-market strategies and capitalize on the growing demand for AI-enabled solutions.

As AI matures, the market is increasingly focusing on integrated, AI-enabled technologies across security, networking, storage, cloud and more. This evolution requires a holistic approach to AI go-to-market strategies, emphasizing the importance of AI-ready infrastructure, hardware and other high-growth technologies. To navigate this shift, TD SYNnex has strategically enhanced its global Destination AI™ framework to better support partners' AI strategies.

"The global AI landscape has changed dramatically since the launch of Destination AI™, unlocking new opportunities for growth and business transformation," said **Mark Martin, Global Vice President of Data & AI and Vendor Transformation at TD SYNnex**. "This next era of Destination AI™ is designed to streamline partners' connection with our AI vendor ecosystem and develop the specialized skills and technical expertise needed to win in a rapidly evolving market. Our regional teams have been instrumental in modernizing the program, collaborating to ensure that partners around the world can leverage these advancements to stay ahead in the AI market."

A key component of the updated framework is the Destination AI™ Solution Grid, a visual tool that connects partners with areas of AI opportunity aligned to their current capabilities and strategic goals. The new methodology coordinates with Destination AI™'s partner AI profiling, which identifies partners as Aware, Ready or Expert in AI. It then maps AI-native and AI-enabled solutions from leading vendors and technology verticals onto a grid that



reflects both the technical complexity of the solution and the sophistication of the sales play required.

“Partners know they need to invest in AI but identifying where to start and how to scale isn’t easy in the ever-changing market,” said **Ed Morales, North America Vice President of AI and Digital Transformation Strategy at TD SYNEX**. “By leveraging our deep industry expertise and close relationships with leading AI vendors, we’ve evolved Destination AI™ to meet the customized needs of our partners and simplify their AI go-to-market journeys. Our North America team has launched the Solution Grid which now serves as a key pillar of this effort by providing a way for partners to visualize their AI journey, match opportunities to their strengths and scale their practice with confidence.”

TD SYNEX is also deepening its AI investments internally by prioritizing AI-focused training and upskilling for its co-workers, specifically through its Global Specialized Skills curriculum and newly launched class of internal Destination AI™ Champions who guide partners through their AI journey by serving as business outcome-oriented AI experts.

The enhancements to Destination AI™ were previewed to partners at the 2025 High-Growth Conference in Los Angeles, Calif., including the new Destination AI™ Partner Assessment Tool — a readiness evaluation exclusive to partners in North America that helps identify their current AI maturity and aligns them with appropriate solutions via the Solution Grid. The assessment provides a guided entry point into the AI market based on technical capability and sales readiness.

For more information about enhancements to Destination AI™, visit www.tdsynex.com/us/en/services/specializations/destination-ai/contact.html.

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](#).

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Emily Moseley

Global Corporate Communications

727-538-5864

Emily.moseley@tdsynnex.com

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