



TD SYNnex Unveils Its Strategy for Cybersecurity Practice in Latin America

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In 2025, security will dominate the IT agenda as the industry continues to combat ever-evolving cyber threats

MEXICO CITY & SÃO PAULO--(BUSINESS WIRE)-- TD SYNnex (NYSE: SNX), a leading global distributor and solutions aggregator for the IT ecosystem, unveiled its cybersecurity practice strategy, which is designed to help its partners accelerate their adoption of cybersecurity solutions by providing the personalized support they need no matter where they are in the process.

According to the recent **Direction of Technology Ecosystem Report**, the global cybersecurity market had a 10.2% increase by the end of 2024. Security was also identified by partners as the most important technology for revenue generation in the report.

Additionally, Mordor Intelligence forecasts a double-digit growth rate in global security spending by 2028, making it a priority for CEOs, in addition to strong service linkage and revenue opportunities.

"Cybersecurity stands out as a key growth driver in Latin America, and we are focused on enabling our partners with the capabilities, resources, and expertise they need to lead in this space," said Claudia Cincotto, Senior Director, Vendor Business, Cybersecurity at TD SYNnex in Latin America. "TD SYNnex's Cybersecurity Practice is a strategic investment designed to accelerate the deployment and impact of cybersecurity solutions across the region, empowering our partner ecosystem to deliver secure, scalable innovation and create long-term value for customers."

Against this backdrop, customers are looking to the channel for a trusted strategic advisor. To achieve this, TD SYNnex has a large team dedicated to the Latin America and Caribbean region, consisting of more than 250 dedicated members, including vendor business managers, business development managers (BDMs), and pre-sales

and post-sales engineers.

TD SYNEX also has the following resources available to its partners:

- Ability to deliver the right security and compliance frameworks
- Predictable costs with models as a service
- The most robust portfolio of security solutions and services
- Agility to deliver solutions in multi-cloud and hybrid environments, as well as in the face of increased IT and OT attack surfaces
- Insights to anticipate the growing threats and opportunities offered by AI
- Expertise to protect devices, applications, networks, data and users

In addition, TD SYNEX has the resources and tools necessary to support its partners in evolving their business models and ensuring that their organizations are prepared to successfully deliver high-growth technologies. Through the Practice Builder methodology, partners can develop their cybersecurity practices and deliver comprehensive security solutions to their customers. The program provides the essential tools, knowledge and industry relationships to help partners capitalize on opportunities in the marketplace.

For more information, please visit **TD SYNEX LAC's Cybersecurity Practice** site or contact us via **practicebuilderLAC@tdsynex.com**.

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** or follow us on **LinkedIn, Facebook** and **Instagram**.

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