



Introducing TD SYNEX PartnerFirst, a Unified Digital Portal for Enhanced Partner Experience

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A milestone in TD SYNEX's digital strategy, new comprehensive commerce features now available for North American partners, other regional availability coming soon

FREMONT, Calif., & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX (NYSE: SNX) today introduced TD SYNEX PartnerFirst, an evolution of the customer digital experience that will bring together platforms and capabilities through a unified global framework with regional customization. An important milestone in the TD SYNEX omnichannel digital strategy, PartnerFirst is designed to simplify processes and support partners throughout their journeys by integrating people, platform, services and more.

"Digitalization is imperative to putting our partners first by leveraging cutting-edge technologies like AI, automation, and advanced analytics to enhance our operations and customer engagement. Through this omnichannel approach, we're able to accelerate growth and drive the critical business outcomes our partners expect," said Patrick Zammit, CEO, TD SYNEX. "At our core, TD SYNEX is a collection of specialists dedicated to helping our partners unlock unique opportunities – part of what we refer to as Making IT Personal. That's precisely what PartnerFirst delivers."

That focus on specialization is exactly what channel partners and their end-user customers are increasingly coming to expect, according to the just-released [TD SYNEX Direction of Technology report](#). Specifically, "industry expertise and consultation" was the top priority valued most by end-users of the reseller partners they rely on. Moreover, channel partners demonstrated the strongest growth characteristics when offering specialized services, which could include AI, analytics and vertical-specific solutions.

New modern and intuitive features are now available for partners in North America, with global functionality to come. In the newly redesigned digital experience, TD SYNEX has combined hardware, cloud and renewals into a cohesive digital experience across not just commerce, but including education, enablement and communities. This unified approach will reduce friction and help expedite operations, making it easier for partners to not only manage, but also expand their business and use insights to react to customer needs and truly deliver outcomes.

"PartnerFirst will bring all of the best aspects of our business together, across all platforms, programs and of course, the power of our people. Through this unified platform, we will remove complexity and improve efficiency for our partners, while continuing to provide the valuable specialized expertise

required for the evolving market,” said Nate Herz, CIO, North America, TD SYNEX.

The platform includes comprehensive management and insights with features to streamline purchasing, such as a centralized dashboard, intelligent search functionality and actionable insights to assist partners in making quick decisions. In addition to the best-in-class commerce capabilities, PartnerFirst also provides access to solution exploration, training and enablement, partner health and fitness, community and loyalty programs. Artificial intelligence is used to offer personalized recommendations and identify opportunities. These features are intended to help partners work more efficiently and effectively in a competitive market.

More than 100 TD SYNEX PartnerLINK members piloted PartnerFirst and have given critical input on the features and functionality that have shaped development.

“The digital services that TD SYNEX provides to us are critically important. As we continue to grow and as technology continues to evolve, we are now asked to be everything to everyone. PartnerFirst allows us to bring everything we need into one platform,” said **Adam Sprague, CEO of BrunNet, solution provider and TD SYNEX partner.** “It’s helping us do our jobs better, more efficiently. And that’s what it’s all about. If we are more efficient, we can make more money, and we can grow.”

To learn more and begin leveraging the new features of PartnerFirst, visit <https://www.tdsynex.com/na/us/en/partnerfirst.html>.

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](#).

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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