TD SYNNEX Brings Destination AI™ for SMBs to Microsoft Partners to Help Turn AI Opportunities into Scalable Practices

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Combining Destination AI™ for SMBs with Microsoft Copilot, Microsoft Fabric and the Microsoft Cloud gives partners a connected path from AI opportunity discovery through proof of value and deployment, on display at Microsoft Ignite Booth #2032.

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNNEX (NYSE: SNX) today announced how its Destination AI™ for SMBs framework helps Microsoft partners identify AI opportunities, demonstrate value and grow their AI practices. Building on the SMB-focused capabilities TD SYNNEX introduced in October, the offering brings TD SYNNEX resources together with Microsoft technologies, including Microsoft Copilot, Microsoft Fabric and the broader Microsoft Cloud, so partners can apply AI to the applications, data and business processes their customers already rely on.

Destination AI™ for SMBs is organized around five connected pillars (enablement, discovery, proof of value, delivery and adoption) that align with Microsoft's Frontier Transformation strategy which focuses on integrating AI into everyday workflows and connecting it with business data, applications, security and governance.

“According to TD SYNNEX's 2026 Direction of Technology Report, only 13% of channel partners surveyed have seen a majority of AI pilots reach production, citing governance concerns, unclear business value, skills gaps and adoption complexity among the barriers. We believe this program helps address these barriers,” said Sergio Farache, Chief Strategy and Technology Officer at TD SYNNEX.

“AI and agents are the great democratizer for small businesses, opening up tools that were once reserved for large enterprises,” said Nicole Dezen, Corporate Vice President, Global Channel Partner Sales, Microsoft. “But SMBs don’t make these choices alone. They count on partners to be their trusted advisors and their IT department, guiding the technology decisions that will fuel their growth. TD SYNNEX’s Destination AI for SMBs gives Microsoft partners a clear path to do exactly that, from the first conversation to a working deployment.”

A typical engagement might begin with a specific operational challenge, followed by use case development and hands-on validation. Partners can then use those findings to guide deployment decisions and help customers understand the expected business impact. Capabilities available to Microsoft partners through Destination AI™ for SMBs include:

- SMB-specific AI Game Plan experiences that help Microsoft partners identify and prioritize use cases for Microsoft Copilot and the Microsoft Cloud, aligned with customer priorities and business outcomes.
- SMB-focused TD SYNNEX Cloud Labs experiences that let partners and customers validate Microsoft AI use cases and AI Skills through hands-on proof-of-value engagements before deployment.
- An AI Skills Marketplace in StreamOne ® that provides reusable AI Skills across sales, marketing, customer support, operations and knowledge management, helping partners put Microsoft AI to work on common business tasks while creating opportunities for additional Microsoft licensing, consumption and services revenue.

Microsoft partners can build their skills through two Microsoft Partner Enablement Journeys now live in TD SYNNEX Channel Academy: the AI Business Solutions Copilot & Agents Partner Enablement Journey and the Microsoft Security Partner Enablement Journey for the Microsoft Defender & Purview Suite for Business Premium.

For partners already working within the Microsoft ecosystem, Destination AI™ for SMBs offers a way to extend existing customer relationships into new areas of AI. Successful engagements can lead to additional Microsoft technology adoption, increased consumption and demand for services as customers expand their use of AI.

"The conversation around AI is no longer about possibility. It's about execution," said Sergio Farache. "To drive AI adoption among SMBs, the focus needs to shift beyond productivity use cases like improving emails, documents and presentations and toward solutions that address core business needs and processes."

Partners attending Microsoft Ignite, November 17–20, can see Destination AI™ for SMBs in action at TD SYNNEX Booth #2032. In-booth sessions with live demos walk through each stage of the partner journey, and a featured breakout session covers how to "Scale your AI practice: from AI curiosity to frontier transformation."

To learn more about available resources to build and grow an AI practice, visit https://www.tdsynnex.com/na/us/destination-ai/.

About TD SYNNEX

TD SYNNEX (NYSE: SNX) is a leading global distributor, solutions aggregator, and original design and contract manufacturer that plays a central role in connecting the technology ecosystem. We support more than 150,000 customers across over 100 countries with a comprehensive edge-to-cloud portfolio spanning cybersecurity, analytics, artificial intelligence, mobility, and Everything-as-a-Service. We are a Fortune 100 company that helps partners maximize the value of technology investments and achieve measurable business outcomes through our global reach, expertise and enablement capabilities. Headquartered in Clearwater, Florida, and Fremont, California, the Company's distribution business brings together a broad portfolio of IT hardware, software and systems, providing access to products across the global IT ecosystem. The Company's Hyve Solutions business partners with technology companies to design, manufacture, and deliver traditional and accelerated compute, cloud, and connected infrastructure. For more information, visit www.TDSYNNEX.com, follow our newsroom or follow us on LinkedIn, Facebook and Instagram.

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