



TD SYNnex Evolves Digital Bridge with New AI Assistant for Microsoft Teams to Drive Increased Agility for Partners

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FREMONT, Calif., & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNnex (NYSE: SNX), a leading global distributor and solutions aggregator for the IT ecosystem, today announced the launch of the PartnerFirst Digital Bridge AI Assistant, available now through its Microsoft Teams Plugin in North America. The assistant integrates real-time TD SYNnex product intelligence, solution enablement, and vendor program data directly into highly used business applications, creating more seamless interactions between resellers and their end customers.

According to TD SYNnex's [fourth annual Direction of Technology report](#), nearly half of North American partners identified AI integration with cloud-native technologies as the technology trend that will have the greatest impact on their business. The Partner First Digital Bridge AI Assistant brings that to life by embedding AI-driven insights directly into cloud-based collaboration tools, streamlining access to key data and insights to drive efficiency and speed.

Digital Bridge and this AI Assistant are part of [PartnerFirst](#), TD SYNnex's evolved customer digital experience designed to simplify processes and support partners throughout their journeys by integrating people, platforms, services and more. The AI Assistant provides partners with deep enablement resources and technical information within their conversations with end customers, without leaving the platform. This capability, along with the ability to retrieve real-time pricing, inventory, order status and more through adaptive cards within Teams streamlines and enriches technology discussions.

"Through this AI Assistant, we're operationalizing AI for partners by bringing trusted intelligence and personalized data into the tools they already use," said Nate Herz, SVP, CIO, North America, TD SYNnex. "This innovation provides information right at the point it is needed and eliminates the need to jump across platforms for essential information, helping partners unlock greater efficiency, speed, and most importantly, value for their customers."

Vendor integration also creates more efficiency and convenience for resellers. Dell Technologies is already collaborating with TD SYNnex to create more real-time updates through PartnerFirst Digital Bridge.

"The PartnerFirst Digital Bridge AI Assistant is transforming how partners access and act on

information,” said Erik Day, SVP & General Manager, SMB Strategy and Transformation at Dell Technologies. “By integrating real-time intelligence directly into Microsoft Teams, it streamlines the path from question to answer - helping partners respond faster, make better decisions, and deliver a stronger customer experience. This innovation reflects the next era of collaboration and growth across the channel.”

Digital Bridge launched earlier this year and has already been adopted by over 3,000 partners. Through Digital Bridge, TD SYNEX combines secure API connectivity, an AI-ready data foundation and workflow-native integration to deliver real-time insights and automation across tools like Microsoft Teams and Outlook. To learn more about Digital Bridge, visit <https://www.tdsynnex.com/na/us/digital-bridge/ms-apps>.

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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