TD SYNNEX Expands Destination AI™ with New SMB-Focused Capabilities to Help Partners Build Repeatable AI Practices

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The combination of new SMB-specific experiences in AI Game Plan and TD SYNNEX Cloud Labs and a new AI Skills Marketplace in StreamOne® creates a connected Destination AI™ journey from opportunity discovery through deployment and customer outcomes.

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNNEX (NYSE: SNX) today announced new SMB-focused capabilities within its global Destination AI™ framework. Built specifically for partners serving SMB customers, the expansion helps partners identify high-value AI opportunities, validate use cases and deploy practical solutions more efficiently. The launch introduces SMB-specific experiences in AI Game Plan and TD SYNNEX Cloud Labs, a new AI Skills Marketplace in StreamOne®, and dedicated AI Skills training designed to help partners build and scale AI practices.

Destination AI™ for SMBs is organized around five connected pillars, enablement, discovery, proof of value, delivery and adoption, giving partners a structured path from identifying customer needs to validating and deploying AI-powered solutions through integrated digital tools. Available globally, the framework helps partners scale successful engagements across SMB customers while creating more consistent customer outcomes and recurring revenue opportunities.

As AI adoption accelerates, SMB customers are looking for solutions that deliver measurable business value without lengthy implementation cycles. Partners, meanwhile, need a repeatable way to move from customer interest to proven business outcomes. IDC reports that SMBs are prioritizing solutions that are easy to implement and demonstrate clear value, increasing demand for offerings that accelerate the path from concept to deployment. Destination AI™ for SMBs addresses that need through an approach designed for faster, more accessible adoption.

"The conversation around AI is no longer about possibility. It's about execution," said Sergio Farache, Chief Strategy and Technology Officer at TD SYNNEX. "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. The initial AI Skills available through Destination AI™ for SMBs focus on high-impact business domains including sales, marketing, customer support, operations and knowledge management, helping partners connect AI investments to measurable business outcomes. As adoption grows, we will continue expanding the skills, domains and use cases available through the Destination AI™ framework."

New capabilities available through Destination AI™ for SMBs include:

- **SMB-specific AI Game Plan experiences** that help partners identify and prioritize AI use cases aligned to customer priorities and desired business outcomes.
- **SMB-focused Cloud Labs experiences** that enable partners and customers to validate AI use cases and AI Skills through hands-on proof-of-value engagements before deployment.
- **A new AI Skills Marketplace in StreamOne®** that provides access to reusable AI Skills across key SMB domains, including sales, marketing, customer support, operations and knowledge management, helping partners accelerate deployment through prebuilt capabilities designed around common business tasks and workflows. While the AI Skills are available at no cost, they can create revenue opportunities by driving AI license adoption, increasing consumption and expanding demand for AI services across the customer base.
- **A dedicated AI Skills Foundations course** that helps partners build the foundational knowledge and confidence needed to identify, position and support AI opportunities.

Together, these prebuilt capabilities lower the barrier to AI adoption for resellers by providing a more accessible starting point, enabling partners to begin with targeted use cases and expand over time. This helps partners bring customer solutions to market faster and accelerate AI adoption among SMB customers.

"Our SMB customers recognize the potential of AI, but they often need guidance in identifying the use cases that can truly deliver business value," said Juliano Carboneri Francisco, Head of Technology at Axians, a Brazil-based TD SYNNEX customer. "The new Destination AI™ capabilities strengthen our consultative approach, enabling us to accelerate the identification, validation, and implementation of AI solutions aligned with each organization's strategic priorities. More than adopting new technologies, our focus is helping customers transform AI investments into measurable business outcomes, including revenue growth, operational efficiency, and better decision-making. Destination AI™ helps make that journey more structured, scalable, and outcome-focused."

To learn more about available resources to accelerate AI adoption, 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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Emily Moseley
Global Corporate Communications
727-538-5864
Emily.moseley@tdsynnex.com

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