TD SYNNEX Releases AI Game Plan to Support Partners' Effort to Accelerate AI Adoption with Customers

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New workshop framework helps partners deliver repeatable, outcome-driven AI strategies as part of TD SYNNEX's Destination AI™

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNNEX (NYSE: SNX), a leading global distributor and solutions aggregator for the IT ecosystem, today introduced AI Game Plan, part of Destination AI™, a new partner-led workshop experience that helps organizations translate AI opportunities into real-world business outcomes.

According to TD SYNNEX's fourth annual Direction of Technology report, 45% of partners say their top challenge in implementing AI solutions is translating AI into customer-specific business value. AI Game Plan is designed to bridge that gap by empowering partners to lead the AI conversation with their enterprise- and mid-market-level customers through an interactive experience that identifies areas of opportunity within their business to implement AI solutions.

Through the AI Game Plan experience, partners guide their customers through a structured, three-phase workshop oriented around discovery, scoring and activation. Partners work with their customers to identify pain points across their business where AI could alleviate issues and drive efficiencies. From there, they score and prioritize use cases based on factors like feasibility, impact and strategic alignment. The session concludes with a shortlist of two to three high-value, budget-aligned AI initiatives and a clear 90-day roadmap for implementation.

As part of TD SYNNEX's Destination AI™ enablement framework, AI Game Plan complements the company's comprehensive suite of value-add enablement, including region-specific initiatives and services, designed to accelerate AI adoption and success for vendors and partners. The offering is best suited for partners in the "AI Ready" or "AI Expert" tiers of Destination AI™'s partner profiling system, who are already dedicating time and resources to advancing AI opportunities.

"One of the biggest challenges to effectively leveraging AI is prioritizing and defining where to use it within the business and how to maximize the return of these investments," said Sergio Farache, Chief Strategy and Technology Officer at TD SYNNEX. "Through AI Game Plan, we are enabling our partners to facilitate repeatable, outcome-oriented AI engagements through an engaging workshop experience that helps their customers move beyond curiosity to real results."

"As we help our customers navigate AI adoption, AI Game Plan gives us a clear framework for identifying where AI can make a meaningful impact," said Marty Mackey, VP, Sales and Marketing, at CMA Technology Solutions. "The structured approach makes it easier to guide our customers through potential use cases tailored to their business and focus on the opportunities that matter most. TD SYNNEX's support has helped us bring clarity and momentum to these early AI conversations."

AI Game Plan is now available globally for eligible partners. To learn more about Destination AI™ and the new AI Game Plan offering, visit https://www.tdsynnex.com/us/en/services/specializations/destination-ai/contact.html.

About TD SYNNEX

TD SYNNEX (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 SYNNEX'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 SYNNEX 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.TDSYNNEX.com, follow our newsroom 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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