



TD SYNnex Strengthens PartnerFirst to Deliver More Data-Driven Partner Experiences

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Enhanced digital experience gives partners greater visibility, automation and insights to accelerate growth

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNnex (NYSE:SNX) continues its expansion of [PartnerFirst](#), its digital customer experience, with new data-driven commerce capabilities available in North America that give partners greater visibility, automation and insight across the customer lifecycle.

"Partners don't need more dashboards. They need better methods to help them identify opportunities sooner, act faster, and grow profitably," said Reyna Thompson, President, North America, TD SYNnex. "The latest enhancements to PartnerFirst give partners greater visibility across the customer lifecycle, automate key workflows, and turn data into action so they can scale their business with greater precision."

Lifecycle stage analysis with reporting by quantity and value is now live for select vendors including Microsoft and Cisco, alongside personalized views tailored to internal data and PartnerFirst reseller profiles, creating more opportunity for customer growth. New campaign management tools enable targeted nurture communications and message tracking across both reseller and end-user audiences, while direct integration with transactional systems allows users to seamlessly access agreement details and take immediate purchasing actions. In addition, opportunity reconciliation capabilities deliver comprehensive performance insights—including close rates, revenue retention, renewal rates, upsell success, and churn—equipping both TD SYNnex and its partners with the metrics needed to drive more informed decisions and accelerate growth.

Atlantic Data Systems, an SMB reseller and TD SYNnex customer, has been an early user of the new features. "Customer Lifecycle has quickly become the resource in PartnerFirst that I check most often," said Taylor Roy, owner of Atlantic Data Systems. "It unifies the lifecycle signals for two of the largest vendors. Customer Lifecycle helps me get a clearer picture of my opportunities across the many customers I support, so I can focus on growing instead of tracking deals across platforms."

Further enhancements have been made to even more deeply incorporate cloud into the commerce experience, bringing together purchasing power for the full portfolio of TD SYNnex offerings. With this, partners are now able to see data and contracts for cloud customers with subscription widgets. Unified quoting is also now available with comprehensive dashboard and analytics for efficient reporting. Customers are also now able to purchase and monitor renewals easily and conveniently through a

mobile app, currently available for Apple IOS and Android.

TD SYNnex [PartnerFirst Digital Bridge](#) has also expanded its offerings, with Connectors now live for Salesforce and QuickBooks Online. These integrations streamline workflows by enabling real-time access to pricing, inventory, orders, and key lifecycle data. The TD SYNnex PartnerFirst Digital Bridge connectors have enabled integrations with partners that would not have been possible without this platform. These integrations deliver efficiency and operational excellence for the channel, ultimately reducing friction for end customers.

TD SYNnex PartnerFirst Digital Bridge also helps to advance the goals of the TD SYNnex Destination AI™ program by making AI more accessible and actionable within partners' existing workflows. After first launching in Microsoft Teams, Digital Bridge AI assistants are also now live in Slack, with real-time price and availability checks, and via Webex, which helps users check real-time price and availability, look up order status, find assigned TD SYNnex contacts, and get vendor-specific answers backed by documentation. QuoteSync, a new streamlined quoting experience recently launched in Digital Bridge, allows customers to simplify quote conversion and reduce manual and duplicate entry by syncing complex PartnerFirst quotes and quote-specific details directly into their connected CRM or PSA.

"We are seeing immediate impact on customer growth as they leverage PartnerFirst and Digital Bridge," said Jessica McDowell, SVP, NA Marketing and Digital Success, TD SYNnex. "Customers that are regularly transacting across our digital offerings are seeing nearly 30 percent growth on average, outpacing customers not leveraging digital solutions. We know that optimizing features in PartnerFirst helps customers move deals earlier and close faster."

In addition, a new Services Marketplace is now available in PartnerFirst allowing partners to discover IT services that complement their business through a single digital experience. With the Services Marketplace, partners can leverage AI-powered search to find the right SKUs, evaluate offerings with detailed Service Briefs and submit service inquiries directly in the platform. Partners can find integration, installation, managed services and more available to explore in the marketplace today.

To learn more about PartnerFirst and these capabilities, visit <https://www.tdsynnex.com/na/us/en/partnerfirst.html>.

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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