TD SYNNEX Unveils AI That Works Alongside Partners, Expanding PartnerFirst with Agentic Capabilities

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New PartnerFirst capabilities debuted at Inspire put AI to work inside partner operations, from pre-built agents and a standardized MCP connector to lifecycle coaching and self-service reporting

FREMONT, Calif., & CLEARWATER, Fla.--(BUSINESS WIRE)-- Today at Inspire, TD SYNNEX (NYSE: SNX) shared the next evolution of PartnerFirst for North American partners, introducing new agentic AI capabilities designed to help partners spend less time navigating systems and more time growing their business. From pre-built AI agents and a standardized MCP connector to lifecycle coaching and self-service reporting, the new capabilities put AI to work across everyday partner operations helping to identify opportunities and accelerate outcomes.

“PartnerFirst is built to grow our customers’ business and in order to continue that progress, we want AI to be something our partners run on, not just experiment with,” said Nate Herz, Regional CIO North America, TD SYNNEX. “These agentic capabilities turn a connected platform into a connected customer experience that helps spot opportunities, make data-driven recommendations and work inside the tools partners are already using. By combining ease of use with powerful automation, MCP and Agent Bridge will help partners accelerate time-to-value and scale AI across their organizations.”

AI agents that run where partners already work

PartnerFirst Digital Bridge now has a robust **model context protocol (MCP) connector** that gives partners a powerful new way to connect AI applications directly to PartnerFirst data and capabilities, allowing partners to incorporate real-time business intelligence into the AI workflows they are already building and using. MCP exposes TD SYNNEX data, services, and business capabilities to partner-built AI apps and platforms through 53 available motions — with secure, governed access to quoting, orders, customers, products, pricing, and inventory. This standardized, comprehensive interface accelerates innovation and reduces development effort by embedding TD SYNNEX into partner AI workflows.

Clay Ostlund, president of Marco Technologies and TD SYNNEX customer has used the new MCP features. “The MCP connection brings faster, relevant information into the work we’re already doing. What used to take us hours now takes us minutes, so our team can resolve issues faster and focus on more productive work.”

Building on that foundation, **Agent Bridge** introduces an agent builder function as well as a marketplace of ready-to-use AI agents that connect the systems customers already use with PartnerFirst skills, data, and insights. These capabilities are designed to help customers quickly configure and adopt practical agentic AI capabilities without the need for additional tooling or development. These agents can run inside customer tools – automating quoting, product search, inventory look up, order tracking and other daily workflows inside the customers' environment.

Inside the platform experience, the **PartnerFirst Agent** is expanding as well. 40 additional features are now available, moving the agent from information access into task execution and workflow automation across product search, pricing, availability, freight, orders, invoices, quotes, RMAs and cloud subscriptions. In addition, AI product recommendations help resellers find the most relevant products, alternatives, accessories, warranties and services throughout the buying journey by analyzing product attributes, purchasing history and customer preferences. Partners gain those capabilities without building, hosting or managing their own agents or MCP infrastructure.

Guidance across the Customer Lifecycle

Building on the recent launch of Customer Lifecycle tools, a new Customer Lifecycle AI Business Coach is also now available to help transform complex partner data into actionable guidance. Customer Lifecycle AI turns business data into opportunity identification, risk awareness, and actionable recommendations with contextual insight, executive-ready visuals, and AI-assisted customer engagement inside everyday workflows. Partners who hold large volumes of customer, subscription, renewal and adoption data get clear signals on where to focus and what to do next, so growth opportunities and renewal risks surface early enough to act on. After initially launching with select vendors, 8 additional vendors are now available.

New self-service reporting rounds out the new offerings. **Build Your Own Reports** moves partners from static, manual reporting to flexible self-service insight, with immediate visibility into quotes, orders, invoices, credits, RMAs, subscriptions and renewals. Reports can be scheduled as subscriptions, built for a specific customer and shared with them, or copied and modified to cut setup time.

"Partners who lean into PartnerFirst are already growing faster, and these AI capabilities are built to widen that gap," said Jessica McDowell, SVP, NA Marketing and Digital Customer Success, TD SYNNEX. "With more than 65,000 active users, customers that are regularly transacting across our digital offerings are seeing impactful growth. When AI identifies the opportunity, recommends the next move and completes the work inside the tools partners already use, partners will more efficiently create outcomes and impact."

The new capabilities were shared first with attendees at the company's Inspire event today in Greenville, South Carolina. All partners can learn more by visiting https://partnerfirst.us.tdsynnex.com/.

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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