



Powering SMB Growth

Expand your expertise, simplify business growth and maximize technology opportunities — all while staying focused on what matters most to you and your business.



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01 Value Proposition

TD SYNEX and Microsoft: Powering SMB Growth

When it comes to technology, there's no such thing as a one-size-fits-all approach. The IT industry is growing both in scale and complexity, making it more difficult than ever to find success with collaboration tools, productivity-boosting business apps, cloud technology, artificial intelligence (AI), security and other cutting-edge solutions. In just one year, from 2022 to 2023, there was a 625% increase in the number of partners offering AI and machine learning (ML) solutions.¹

By working with TD SYNEX and Microsoft, you can collaborate with decades of IT industry leadership and gain expertise, empower your business and partners by simplifying business growth and opening new opportunities to fuel innovation.

Everything we do is designed to **expand your reach, maximize growth** and **simplify technology-driven operations** – while keeping you focused on what matters most.

When we bring our unique skills together, we grow together. TD SYNEX is dedicated to help you:



Expand Your Expertise Through Collaboration

Achieve more with our network of trusted and trained IT channel experts – as well as more than 100 exclusive trainings and learning tools.



Open New Opportunities to Innovate

Accelerate your growth journey and ensure success every step of the way.



Simplify Operational Excellence

Take advantage of TD SYNEX and Microsoft's proven IT strategies to make technology more efficient, effective and profitable.

Simply put, our combined passion is helping technology professionals like you explore how they can achieve their most important goals and find balance by filling skills gaps, discovering new innovations and building lasting industry relationships.

1. TD SYNEX. The State of the Technology Ecosystem Report 2024. <https://eu.tdsynex.com/dot>.

02 High-Growth Technologies and Digital Transformation

In our unique position in the center of the IT ecosystem, we are witnessing the unprecedented convergence of high-growth technologies (cloud, security, data) to meet customer needs in digital transformation (DX) and AI solutions. Microsoft is no stranger to this transformation, incorporating industry-leading solutions into its portfolio in the last few years such as Microsoft Copilot and Sentinel. In just one year, from 2022 to 2023, there was a 625% increase in the number of partners offering AI and machine learning solutions.¹

Customers are seeking more value-added, customized and outcome-based solutions and services that address their specific business challenges and goals while providing measurable returns on investment and impact.

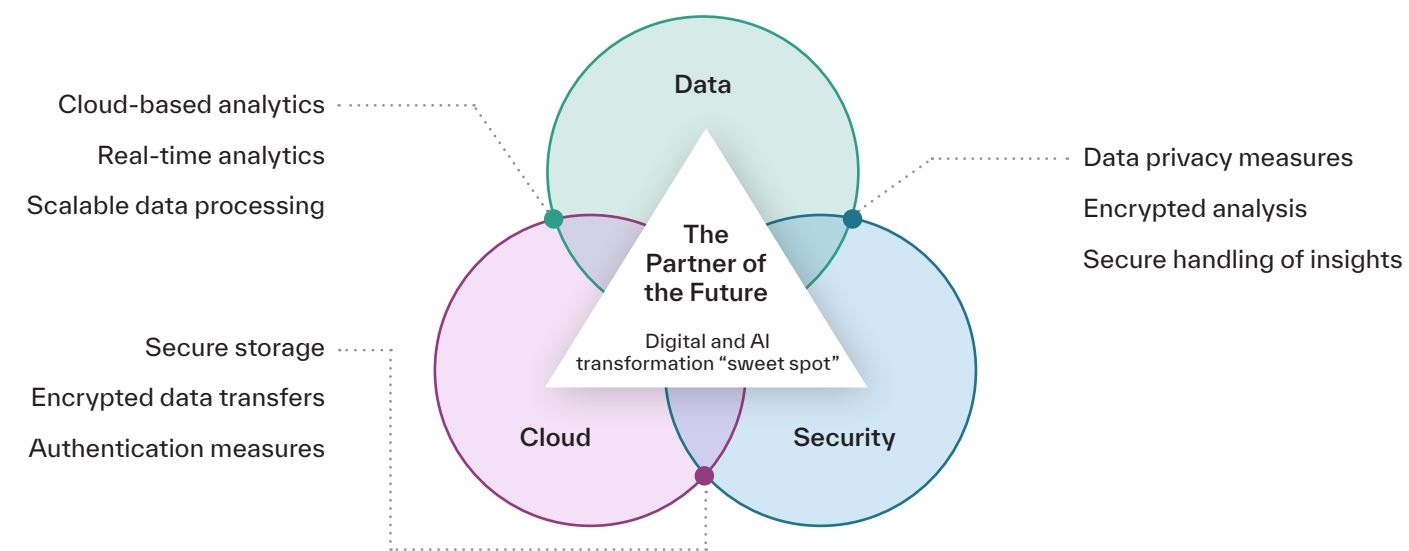
As a result, partners are adapting to the changing customer expectations and requirements, incorporating new capabilities and forming new alliances. The Partner of the Future must adapt strategies to become familiar with all high-growth technologies, including where they intersect. To do this, the Partner of the Future must determine what areas to invest and specialize in, and what areas to supplement their offerings with TD SYNEX or ecosystem partner offerings.

The Partner of the Future:

- Is evolving its strategies as DX expectations grow and customers demand more comprehensive and holistic solutions and services.
- Is focused on efficient growth.
- Is evaluating services, specialized partnerships and marketplaces to increase profitability, collaborating and co-creating with other channel partners, vendors and providers in the DX ecosystem.
- Cannot be defined by the labels of the past as types are converging and collaborating.

Accelerating Growth of Secure, Intelligent Cloud

Leveraging high-propensity use cases to help partners optimize digital transformation (DX) and AI



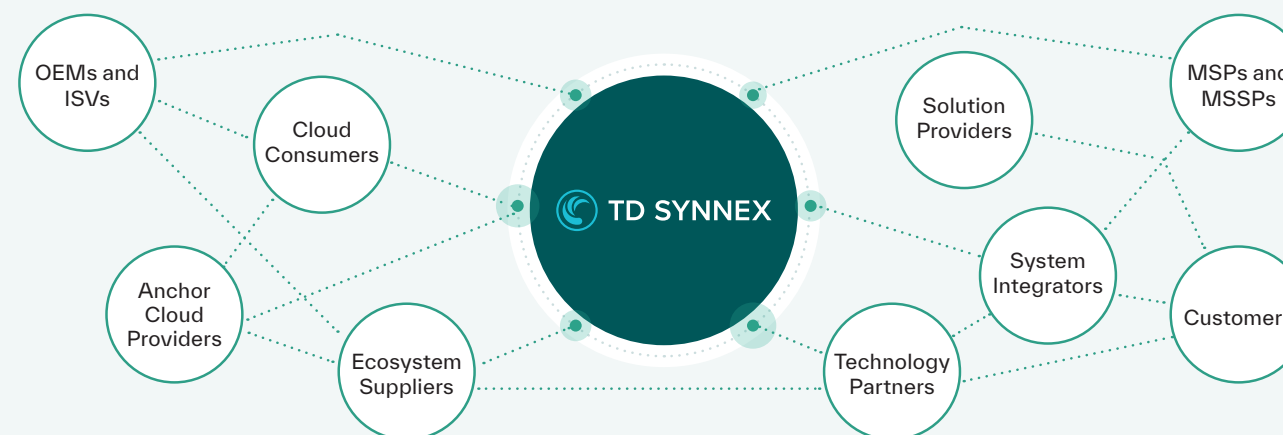
1. TD SYNEX. The State of the Technology Ecosystem Report 2024. <https://eu.tdsynex.com/dot>.

03 TD SYNEX Ecosystem

Hyperscalers sit at the core of this evolution and Microsoft holds a leading position thanks to its continued investments in creating a strong expert channel community and a cloud-first, but not cloud-only approach, including a robust hybrid cloud value proposition.

Wherever partners are on the journey to DX, the TD SYNEX ecosystem represents an incredible alignment of vision and mission among organizations focused on creating sophisticated IT offerings. We capture industry knowledge and insights in the form of proprietary reports to power up small and midsize businesses (SMBs) with the insights they require to identify their opportunities and act on them with simple-yet-comprehensive systems, tools and solutions.

As the Largest Global Solutions Aggregator in the Channel, TD SYNEX Is at the Heart of the IT Ecosystem



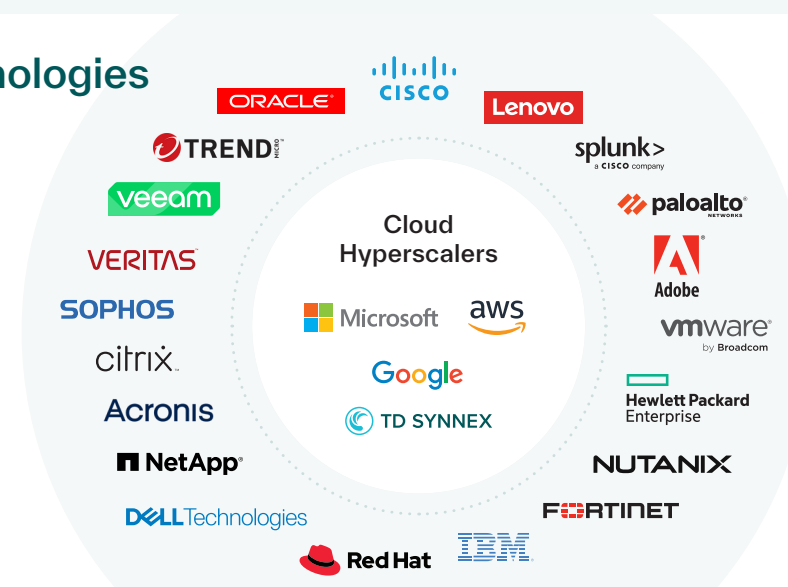
As part of our commitment to power SMB growth, TD SYNEX has developed specialized offerings for verticals and technology areas such as Managed Services Provider (MSP) Evolve, Independent Software Vendor (ISV) Evolve and Destination AI, supported by Microsoft's expert teams dedicated to drive channel success.

Our ecosystem is comprised of a network of trusted technology vendors and partners built over 40+ years, accessible to SMBs like you to help you tailor your offerings to your customer's needs.

TD SYNEX High-Growth Technologies

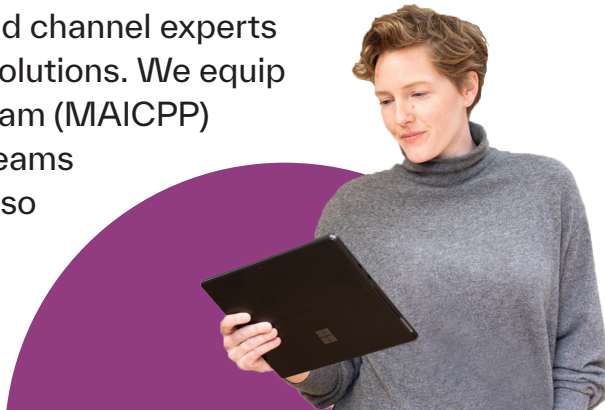
- Specialized offerings for verticals and technology areas
- World-class enablement programs
- A global, end-to-end cloud marketplace: StreamOne®
- Expert teams and a vast portfolio of trusted vendors and ISVs

In short, this ecosystem serves as an engine to enable SMBs to build, go to market and sell the Microsoft solutions the world needs to connect, learn and advance.



04 Expand Your Expertise Through Collaboration

We've got your back. We have a team of technology and channel experts to help you navigate through Microsoft programs and solutions. We equip you to advance in the Microsoft AI Cloud Partner Program (MAICPP) and fast-track your success. Emphasize our technical teams and cloud architects and add to the equation that we also have services experts to guarantee partners get the most out of their Microsoft partnership by building an end-to-end practice.



Unlock competitive advantages and achieve more by collaborating with our team of trusted advisors dedicated to helping you grow recurring Microsoft revenue — all while differentiating yourself with industry-leading innovations and cutting-edge cloud, AI and security solutions.

No matter where your customers are located, which Microsoft solutions they use or how they prefer to work, TD SYNEX and Microsoft are the go-to experts some of the world's biggest brands rely on for best-in-class service and support.

A Unique Channel Partnership

Take advantage of the insights and expertise TD SYNEX and Microsoft have gained across more than four decades of unprecedented experiences, partnerships and innovations. By collaborating with us, you empower your business to take a data-driven approach backed by a deep understanding of your channel, your customers and your most important objectives.

- Add 1,000+ Microsoft Cloud-trained support experts to your team to expand local, regional or global expertise as needed.
- Connect with leading industry experts through four TD SYNEX regional Microsoft Specialized Centers of Excellence located in North America, Europe, Asia Pacific and Japan as well as Latin America and the Caribbean. Plus, you can count on more than 25 certified Microsoft Cloud administrators, engineers and architects to always have your back.
- Go Local to win globally with 700+ in-country TD SYNEX Microsoft presales professionals, business development managers, customer success managers and licensing experts — as well as 500+ Microsoft Copilot-certified co-workers!.
- Expand your reach and take business growth to the next level by tapping into our global ecosystem of 240+ cloud vendors, solutions aggregators and service providers.



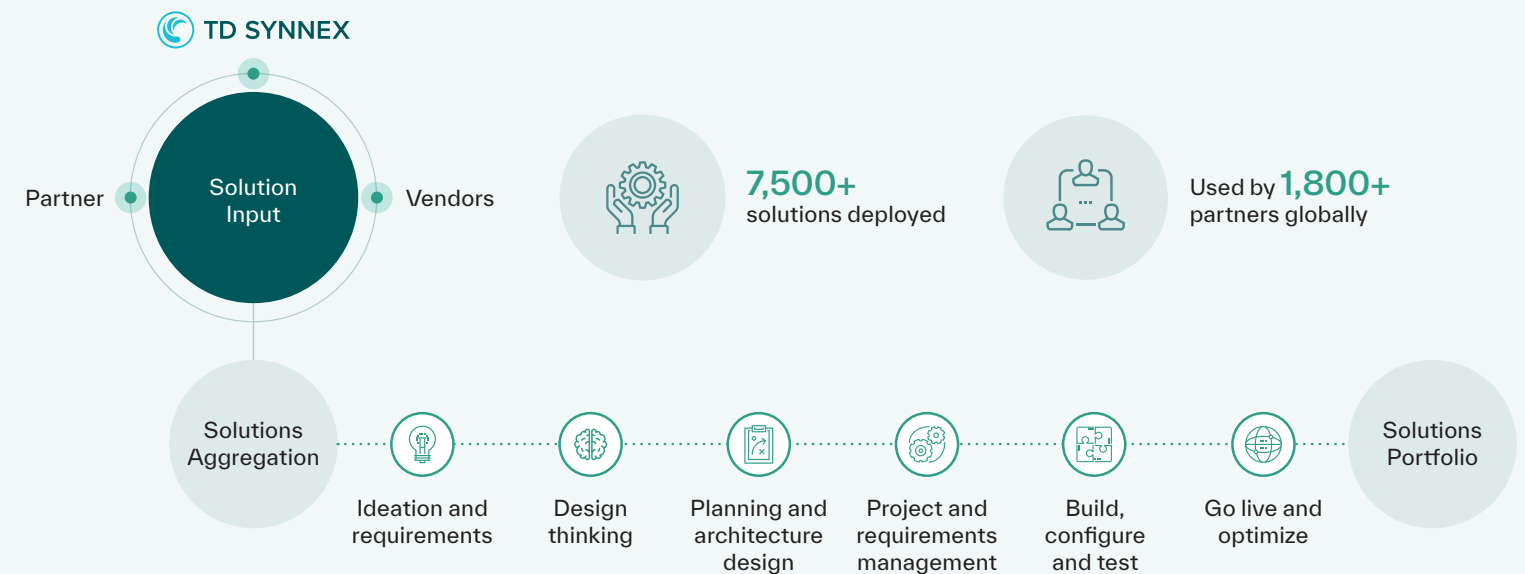
05 TD SYNEX Solutions Aggregation and Support for the Microsoft AI Cloud Partner Program

What We Do Best

TD SYNEX and Microsoft meet partner needs by aggregating complex solutions and technologies across the edge-to-cloud technology continuum. We help you simplify advanced solutions in a scalable way, empowering partners to deliver value across the digital transformation landscape.

Our Solutions Factory Approach

Solutions Factory is our proven methodology for developing our robust portfolio of market-ready solutions. It enables our partners to add vetted, validated, repeatable and scalable solutions to their portfolio profitably and with less risks.



Introducing the TD SYNEX AI Cloud Partner Program

Obtaining Microsoft Designations is not an easy task. To do so requires expert knowledge of Microsoft programs, demonstrated skills and customer success.

So, why do IT professionals work so hard to earn them? Microsoft Designations are key to growing partner profitability because they give its owner access to exclusive Microsoft programs, incentives, experts and much more — elevating them to the level of industry thought leader.

The TD SYNEX AI Cloud Partner Program is designed to incubate small to midsize business (SMB) partners who have yet to achieve a Microsoft Designation from the Microsoft AI Cloud Partner Program (MAICPP). It provides them with the necessary training, sales success and capabilities to propel them toward accelerated growth and adoption, fast-tracking their success. We're excited to engage partners with unforgettable activities tailored to enhancing their performance, skills, customer satisfaction and success.

06 Simplify Operational Excellence

Simplify Business Growth

We're on a mission to demystify channel complexity. We've been bringing to market innovative solutions to speed up technology adoption and help Microsoft partners like you simplify operational excellence.

Cut through complexity, focus your full attention on business priorities and find easier, faster ways to accelerate success by leveraging the StreamOne platform and additional tools and resources designed to unlock your full potential.

We can help you forge a path to IT channel success by simplifying operational excellence, empowering you to solve complex challenges and streamline technology-driven processes.

Make Dollars – and Sense – While Simplifying Technology

As the market changes and grows more complex by the minute, TD SYNEX and Microsoft ensure you stay focused on what matters most. By simplifying the IT ecosystem, Microsoft solutions and operational excellence, success has never been easier! TD SYNEX and Microsoft have a variety of proven tactics tailored to helping you do what you do best.

- Accelerate your go-to-market processes and solve serious IT challenges with TD SYNEX Cloud Labs, a virtualized environment designed to help you create Proof-of-Concept (PoC) cloud demonstrations at any scale.
- Avoid problems and speed up resolutions when issues occur. You can enjoy anytime, anywhere Microsoft support with multi-language, 24/7 customer service through TD SYNEX.
- Move your business forward with training and education resources designed to drive your Microsoft Designation, MAICPP status and more with 2,000+ trainings available in 20+ countries.
- Explore our digital training library and level up your workforce's skills with a variety of self-paced sessions hosted on TD SYNEX's Channel Academy.

Create Technology Experiences Tailored to Your Customer's Business Model

Take advantage of the management platform TD SYNEX and Microsoft trust to host end-to-end digital innovations: StreamOne®. With us, it has never been easier to create, operate, deliver and manage IT products, solutions and services.

- Overcome the challenges of legacy subscription and consumption-based IT service models by simplifying multi-cloud provider management with a single platform: StreamOne®.
- Integrate TD SYNEX and Microsoft's most advanced security tools, processes and technologies to keep your enterprise IT safe with StreamOne® SecOps.
- Streamline the procurement and invoicing for any solution in the StreamOne® platform. Our APIs and Professional Services Automation (PSA) connector capabilities make it possible to drive innovation with existing technologies at virtually any size or scale.



07 Cloud Labs

You're Invited to the Copilot Cloud Labs Experience

Embark on an unparalleled journey with TD SYNEX and Microsoft's Copilot Cloud Labs Experience – a cutting-edge initiative designed to empower partners and their customers across today's transformative age of AI.

What Is It?

We provide a virtual environment to enable partners like you to get started with Copilot and solve industry issues by creating flexible, scalable and cost-effective Proof-of-Concept (PoC) environments. Replicate real-world customer scenarios to illustrate tangible business benefits, explore specific functionalities through predefined use cases and demonstrate Copilot's versatility to discover how this unique offering sets us apart!

Take advantage of our exclusive demo environment, hands-on experiences and Copilot for Microsoft 365 showcase opportunities to tap into your technology's true business potential.

How Can This Experience Help You?



Bookable Demo Center

Partners can reserve dedicated slots in Cloud Labs with ease, allowing them to showcase Copilot's capabilities to customers at a time that works best for everyone involved.



Technical Excellence

We guarantee a superior experience by configuring essential technical recommendations, including SharePoint conditional access, role-based access controls, sensitivity labeling and data indexing.



Exclusive Access

Complete our Copilot Cloud Labs Enablement sessions to gain access to the Copilot Cloud Labs Experience, ensuring you have a foundational understanding of the tool and everything it can do.



Expert Guidance

Request expert support from us at any time. This includes additional paid support options to deliver top-notch assistance precisely when and where you need it.



Global Support Network

Our subsidiaries all over the world stay informed of partner opportunities to promote seamless support and collaboration.

08 StreamOne® Cloud Management

StreamOne®: The Most Complete End-to-End Cloud Management Experience

Optimize and grow your multi-cloud business with an unmatched Cloud Management Platform to create a fluid, expandable technology management environment that helps partners advance their digital transformation journey.

StreamOne® provides a unified and automated delivery model to simplify the complexity of the IT ecosystem for MSPs. This platform is architected for enabling MSP growth and revenue gains at scale through industry-leading Professional Services Automation (PSA) Connectors, consolidated billing, end user self-service capabilities, cost optimization tools and other best-of-breed technologies to help expand your cloud business.

<h3>Acquire</h3> <ul style="list-style-type: none"> Login and Security <ul style="list-style-type: none"> Multi-Factor Authentication (MFA) GDAP User Accounts Management and Agreements <ul style="list-style-type: none"> Click-Through Agreements Onboarding Support Role-Based Access Controls <p>Operational Efficiency</p>	<h3>Integrate</h3> <ul style="list-style-type: none"> Integration Management <ul style="list-style-type: none"> Third Party Marketplace Support via API PSA Connections White-Label Storefronts 	<h3>Purchase</h3> <ul style="list-style-type: none"> Product Portfolio <ul style="list-style-type: none"> Breadth of Vendors Depth of Capabilities Access to Programs Detailed Product Content and Access to Marketplace Rich Product/Plan Information and Comparison Options Quoting and Pricing <ul style="list-style-type: none"> Clarity on Partner Pricing and Margin Product Add-Ons Cross-Sell Opportunities" Ordering and Provisioning <ul style="list-style-type: none"> Provisioning Experience Credit Check Partner Cost and Margin Clarity at Checkout Search, Filter, Sort and Export Orders <p>Solution Identification</p>
<h3>Manage</h3> <ul style="list-style-type: none"> Subscriptions Lifecycle Management <ul style="list-style-type: none"> Real-Time Vendor Sync Full Lifecycle Management Order and Subscription Views Reports <ul style="list-style-type: none"> Detailed Consumption Reports Billing Validation Cost Optimization Recommendations Dashboard Module Home Page Notifications <p>Post-Sales Support</p>		<h3>Bill</h3> <ul style="list-style-type: none"> Billing Management <ul style="list-style-type: none"> Billing APIs Billing Consolidation Data Reconciliation Automated Billing Custom Invoices Budget and Notifications

Power Up Your Business With StreamOne® PSA Connectors

Are you an MSP looking to streamline procurement and boost revenue? With StreamOne® PSA Connectors for ConnectWise and Autotask, you can transform business processes through seamless data integration to your PSA platform of choice.

StreamOne® PSA Connectors offer advanced synchronization settings for adaptable cloud management and near-real-time sync, ensuring accurate visibility into vendor pricing, subscription changes and more! Plus, our

connectors come with intuitive installation, error-handling filters, global sync settings, real-time subscription updates and automated billing reconciliation.

Save time and resources through automated billing reconciliation; reduce errors and streamline multi-cloud billing, unified customer management, white-label storefront and data visibility operations. With StreamOne® PSA Connectors, growth has never been faster or easier to achieve.

09 Managed Services

TD SYNEX Professional and Managed Services

As Microsoft's largest distributor, TD SYNEX is positioned to provide you with a competitive edge in your market by helping you overcome barriers to grow business.

No matter where you and your customers are located, TD SYNEX Services across the globe can expand your portfolio, technical capabilities and reach, accelerating deals and business outcomes.

<h3>Deep expertise</h3> <p>Across technologies, vendors and industries</p>	<h3>Global reach</h3> <p>Ability to deliver in all regions</p>	<h3>Partner ready</h3> <p>Easy to buy, easy to sell</p>
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Why Leverage TD SYNEX and Microsoft Managed Services?

<h3>Augment your bench</h3> <p>Accomplish more, deliver faster and more effectively and compete in larger business segments without expanding your full-time employee count</p>	<h3>Expand your portfolio</h3> <p>Quickly enhance your capacity and capabilities by gaining instant access to services, resources and tools to fill in services gaps</p>	<h3>Increase profitability</h3> <p>Elevate profit margins beyond traditional product sales by providing an additional layer of value to your customers</p>	<h3>Single source</h3> <p>Build greater efficiencies every step of the lifecycle process by consolidating your services under one trusted, proven and experienced service provider</p>
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Our services model and offerings are purpose-built for the channel

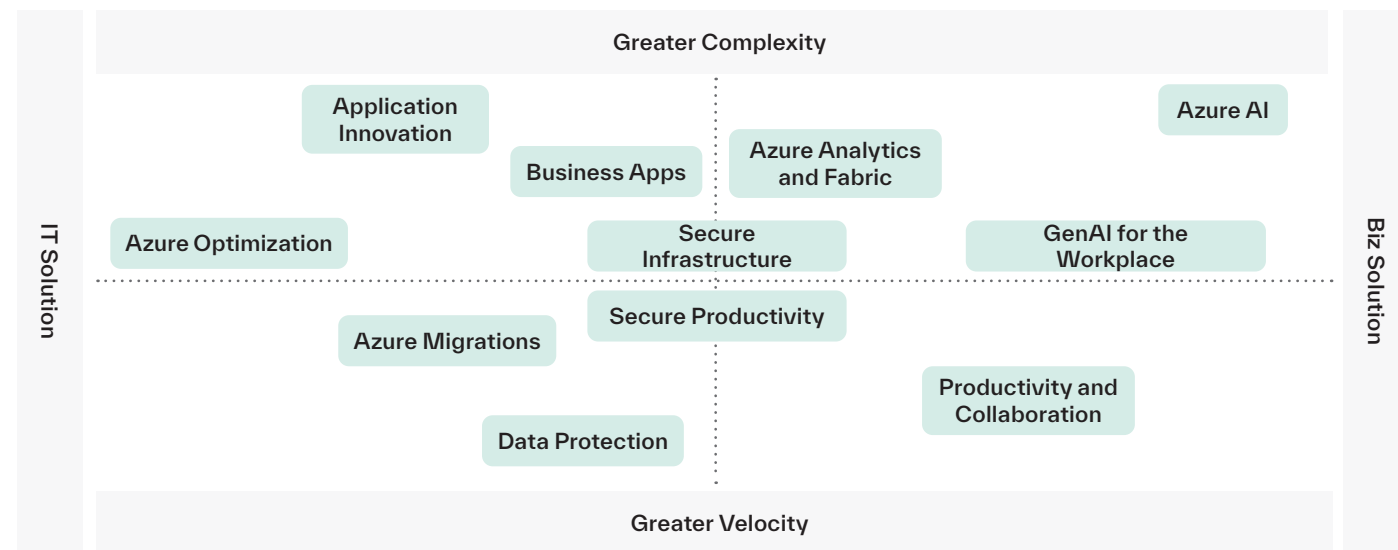
We're Here for You, However and Whenever You Need Us

<h3>Teach me to do it</h3> <h4>Training and Education</h4> <p>Learn your way Choose from more than six training delivery methods</p> <p>Upskill for success Technical product, industry certification and more...</p>	<h3>Help me to do it</h3> <h4>Presales Design and Enablement</h4> <p>Configuration, solution design and validation</p> <p>Multi-vendor + technology solutioning and enablement</p> <h4>Solution Centers</h4> <p>Technology and vendor supported 200+ demos and proof-of-concepts (PoCs) across vendors, technologies and verticals</p>	<h3>Do it with/for me</h3> <h4>Services Augmentation</h4> <p>Professional services</p> <p>Integration/supply chain services</p> <p>Managed services</p> <p>Support/maintenance</p>
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10 Open New Opportunities to Innovate

Open New Opportunities to Innovate

We provide small and midsize businesses (SMBs) with all the right conditions to win a competitive edge. Regardless of where you are in your cloud journey, we have the training, systems and tools to drive your success. We have designed special offerings based on technology areas aligned to Microsoft's Designations consistently engineered to power SMB growth.



Defining Your Path Toward Your First Designation

Acquiring a Microsoft Designation requires focus and investment. TD SYNEX AI Partner Program has been designed to elevate your expertise on Microsoft foundational technologies: Modern Work and Azure Infrastructure. We offer tailored support, exclusive incentives and promotions to foster skill enhancement and mastery through targeted sales and technical training.

Accelerating SMB Performance

Within every sector of technology, TD SYNEX and Microsoft have developed unique capabilities to support you in your enablement journey — all of which share a consistent framework to speed up partner engagement.

- We help you gain awareness of their opportunities in the SMB space through Microsoft with data-driven insights and proprietary industry reports. Proof of that is our Technology Ecosystem Reports, including reports addressed at specific audiences like Managed Service Providers (MSPs).
- We help you double down on your current strengths and skills, and we enable you to further develop specialization focused on your desired technology area or vertical. We cover certification training to help you progress in your Microsoft AI Cloud Partner Program (MAICPP) Designations and Specializations — while reinforcing your skills with business, technical and go-to-market capabilities that can be digital- or workshop-based.
- We support during the sale with access to our cloud and channel experts, finding the right technology solution, the best architecture and even the right program to drive success. We also fast-track your time to market through our TD SYNEX Cloud Labs and Solutions Accelerators, as well as equipping you with unique benefits and innovations.
- We are also capable of providing after-the-sale support to guarantee customer success with tailored cloud services, reliable cloud management engines like StreamOne® — featuring a seamless, end-to-end digital management experience that helps partners acquire, integrate, purchase, manage and bill solutions.

We Provide Partners With All the Right Conditions to Gain a Competitive Edge

Here are our capabilities to accelerate performance:



Are You Ready to Achieve More?

SMBs are winning with us. Here's how we help you open new opportunities to innovate:

- Modern Work and Copilot: With 3,000+ TD SYNEX Certificates issued and 400+ demo hours provided, we've accelerated generative AI adoption for leading partners like you across the globe.
- Azure Migrations: From comprehensive assessments, expert enablement and consultations to complete migrations and managed services to accessing the right programs and incentives, fast-tracking your practice.
- Security: Zero trust means removing implicit trust. Bringing our SecOps portal has dramatically increased the security posture of our partners and helps you jumpstart your security practice.
- Business Apps: Leveraging our awarded Practice Builder program, you can build your Dynamics competencies, allowing you to provide a higher value and grow your business.

Engage with us to know more!

Don't Take Our Word for it...

Everything we do is designed to give you the expertise, simplicity and opportunity to fuel SMB innovation and growth. Here are a few things our satisfied TD SYNEX and Microsoft partners said about their experiences with us:

"TD SYNEX stands out from the pack in terms of their drive to get down to the level where they are designing an Azure solution that's specific to a client's needs. We're talking fully invested in our business and our clients."

Andre Dowding
Managing Director
Net Intellect



"Through TD SYNEX, our employees' skills have grown in competencies and knowledge of the Microsoft world and its possibilities. TD SYNEX, for me, means partners, friends, kindness, projection and, ultimately, solutions."

Juan Camilo Giraldo
Chief Executive Officer
COMUN IT



"We are a small business with a capable team, but there are times we require a second opinion, deeper technical knowledge with Microsoft products or assistance in developing custom solutions. It's a luxury to be able to lean on TD SYNEX for advice and technical expertise."

Sha Nayagar
Managing Director
Boost IT



"Microsoft product knowledge was a huge gap for us – we wanted to go deeper but we didn't quite know how. As soon as we started having discussions with TD SYNEX, they were all over it. Their product knowledge is excellent, and they keep us up to date on the incentive side of things really well. Now, we understand the actual technical and financial benefits of partnering with them and Microsoft – and it's not just product knowledge, but practical knowledge too."

Nathan Vickers
Managing Director
Amaze360



Microsoft Global Directory

Want to know where to find us? Connect with your local TD SYNEX Microsoft representative listed below:

Europe and Western Asia

Austria	+43-1-48801-254	MWP.AT@tdsynnex.com
Belgium	+32-2-583-85-49	Microsoft.BE@tdsynnex.com
Bulgaria	+359-88-621-3914	Kaloyan.Stoyanov@tdsynnex.com
Croatia	+385-99-371-8577	Danijel.Novakovic@tdsynnex.com
Czech Republic	+420-724-250-413	Martin.Hala@tdsynnex.com
Denmark	+45-44887505	CloudSoftware.DK@tdsynnex.com
Finland	+358-201553605	CloudSoftware.FI@tdsynnex.com
France	+33-825-32-80-00	MicrosoftBU@tdsynnex.com
Germany	+49 89 4700 3020	CSP-Microsoft.DE@tdsynnex.com
Hungary	+36-20-272-3667	Zoltan.Horvath@tdsynnex.com
Italy	+39-0298495553	MicrosoftCloud.IT@tdsynnex.com
Netherlands	+31-88-1334240	Jelmer.Vet@tdsynnex.com
Norway	+47-22897075	CloudSoftware.NO@tdsynnex.com
Poland	+48-22-547-92-00	Cloud-PL@tdsynnex.com
Portugal	+21-472-84-00	CSP.PT@tdsynnex.com
Romania	+40-21528-1650	Ana.Cobzaru@tdsynnex.com
Serbia	+381-62-217-187	Dragana.Zemcov@tdsynnex.com
Slovakia	+421-917-490-301	Andrea.Gafrikova@tdsynnex.com
Slovenia	+386-31-652-846	Ziga.Vuzem@tdsynnex.com
Spain	902-930-940	Cloud.ES@tdsynnex.com
Sweden	+46-87952050	CloudSoftware.SE@tdsynnex.com
Switzerland	+41-41-799-19-88 (DE+IT) +41-22-99-63-11 (FR)	Software.CH@tdsynnex.com
Turkey	+ 90-216-999-53-00	Microsoft.TR@tdsynnex.com
United Kingdom	+44-(0)256)-788121	CSP.UK@tdsynnex.com

Asia-Pacific

Australia	1300-36-25-25	AUS-Cloud-Sales@techdata.com
Hong Kong	+852-2565-1682	Enquiry_HK@techdata.com
India	+91-22-69410200	Sales.India@techdata.com
Indonesia	+62-21-5088-2399	Yustiardi.Winata@techdata.com
Japan		JP_MicrosoftCSP@tdsynnex.com
Malaysia	+603-7664-1800	Cloud@mytecd.com
Singapore	+65-6361-0100	TDD_SG_Microsoft@techdata.com
Vietnam	+84-909495162	Doan.VuManh@techdata.com

North America

Canada	MicrosoftCSPCanada@tdsynnex.com
United States	MSFTCSP@tdsynnex.com

Latin America

Argentina	Alejandro.Bustos@tdsynnex.com
Brazil	SSCloud@tdsynnex.com
Chile	Ricardo.Maldonado@tdsynnex.com
Colombia	Fredy.Moreno@tdsynnex.com
Costa Rica	MicrosoftLACSP@tdsynnex.com
Ecuador	Nelson.Vargas@tdsynnex.com
Mexico	MicrosoftContact.MX@tdsynnex.com
Panama	MicrosoftLACSP@tdsynnex.com
Paraguay	Alejandro.Bustos@tdsynnex.com
Peru	Jesus.Salvador@tdsynnex.com
Puerto Rico	MicrosoftLACSP@tdsynnex.com
Uruguay	Alejandro.Bustos@tdsynnex.com

Partner with TD SYNEX and Microsoft to empower your business with collaboration and expertise, simplify operational excellence and open new opportunities to fuel your innovation.

