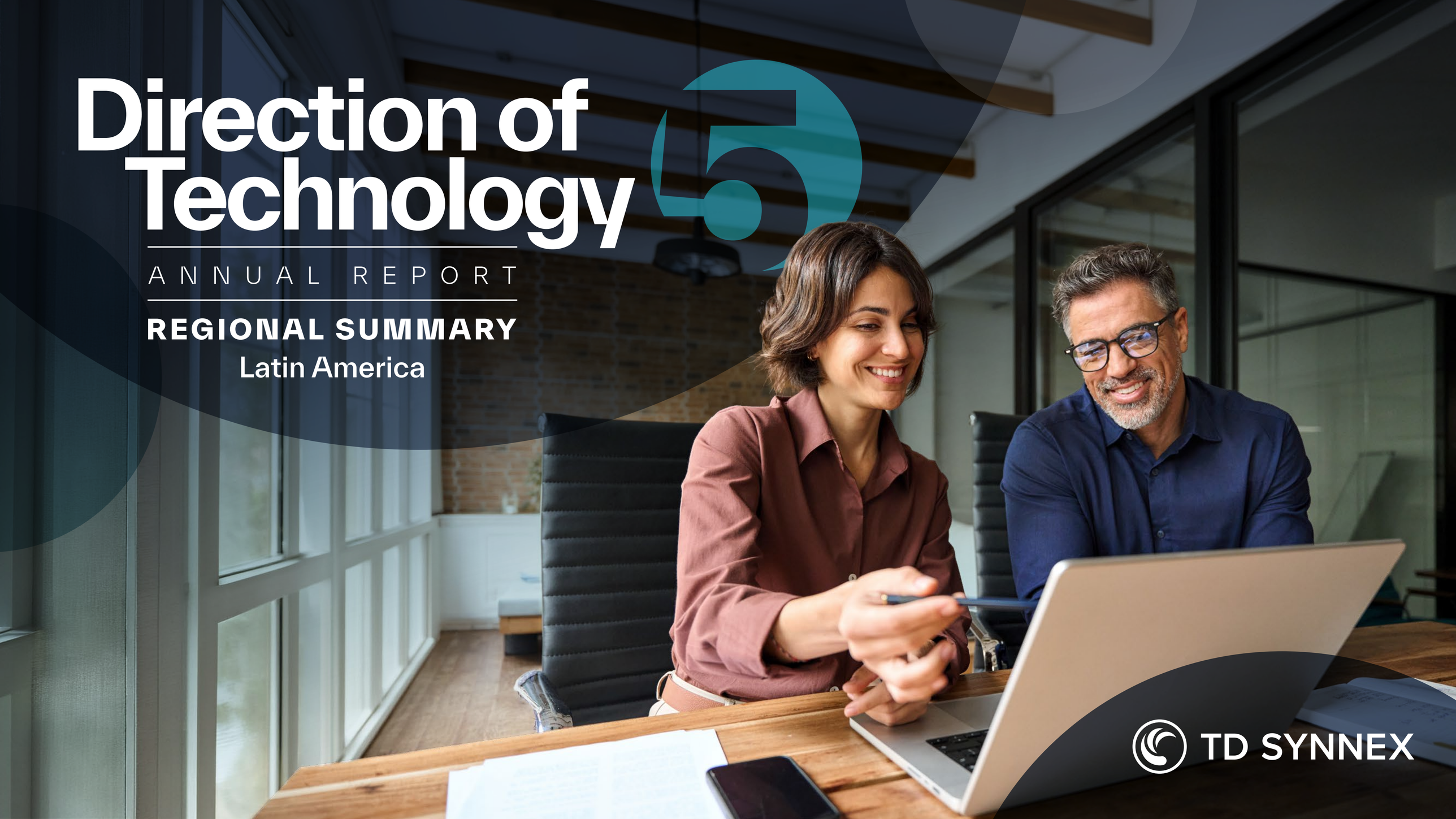
Direction of Technology 5

ANNUAL REPORT

REGIONAL SUMMARY

Latin America



TD SYNNEX

Customers need more than **technology that can**. They need **confidence that it will**.

Technology is becoming easier to access, buy and compare, while successful implementation is becoming more complex. That is shifting partners' value away from the transaction and toward the ability to create confidence in an outcome.

Feedback from more than 1,500 channel partners serving primarily small- to medium-size customers across 45 countries reveals a clear pattern: partners that can prove capability, translate technology into business value and earn trust are better positioned to capture growth now and remain relevant as the market changes.

I think that customer relationship and trust are proving to be more valuable than technical certifications.

MSP
NA

Customers increasingly value partners who understand their industry and solve complex problems with their expertise even though many vendors are still focusing more on technology than business know-how.

MSP
EMEA

Technology is becoming commoditized; customers compare prices in minutes. Trust and differentiation are key.

Systems Integrator
LATAM

One of the most underappreciated shifts in the IT channel is the move from product reselling to outcome-based services, especially with the rise of AI. Customers increasingly care less about the technology itself and more about the business results it delivers. Partners that can provide strategic guidance, AI expertise, security and measurable outcomes will be better positioned for long-term growth than those focused primarily on product sales.

Wholesaler
APJ

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LATIN AMERICA REGIONAL SUMMARY

1

Growth alone is no longer enough.

Business health is strong and services-led, but customer acquisition and tech integration create friction.

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Latin America
Executive Summary

Latin American channel partners operate in a market where customers are eager to adopt advanced technology, but who often need guidance on where to start. Competitive advantage comes from combining technical capability with advisory services, knowledge building and execution management to capture growth and stay relevant.

Growth has taken hold, and **optimism is high.**



of partners grew revenue this year (up from 62% in 2025 – a 14-point increase).



of partners are optimistic about growth prospects over the next 12 months.



Cybersecurity and advisory work **anchor revenue.**

50% earn meaningful revenue from cybersecurity, the largest revenue stream for LATAM partners.

42% earn meaningful revenue from professional, consulting, and advisory services.

Partners plan **to build on that.**

76% expect professional, consulting and advisory services to grow as a total share of business.

59% expect software resale to grow as a total share of business.

Investment is **following demand.**

76% are increasing investment in cybersecurity.

70% are increasing investment in cloud.

68% are increasing investment in AI solutions and services.

The physical layer **remains a strategic priority.**

As advanced workloads introduce new implementation demands, infrastructure matters more.

51% are increasing investment in data center infrastructure.

49% expect hardware resell and endpoint devices to grow as a total share of business.

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LATIN AMERICA REGIONAL SUMMARY

Proof turns capability **into outcomes.**

With AI adoption expanding fast, partners must address data and operational barriers to turn customer interest into production.

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Latin American partners **are mid-journey on AI.**



66%

self-describe themselves as AI Ready or AI Experts.

Partners running on AI **win on every metric.**

The market is increasingly rewarding partners who can bring proof to the conversation.

4x more likely to earn meaningful AI revenue.

Margin gain. **+33 POINTS**

24x more likely to see most pilots reach production.

The main blocker partners cite to scaling AI is readiness.

39% security, legal, or governance concerns.

Data not ready for AI deployment. **37%**

36% lack of internal skills or expertise to manage technology post-deployment.

Each one of these is a gap partners can close, **creating confidence that AI will deliver measurable outcomes.**

Data-readiness, governance and post-deployment enablement are services customers need that partners can - and should - support.



Agentic AI and AI-powered cybersecurity are **the next opportunities for partners to own positive outcomes.**

55% see agentic AI and workflow automation as a top AI entry point.

51% see AI-powered cybersecurity as a top AI entry point.

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LATIN AMERICA REGIONAL SUMMARY

3 Trust is the advantage that compounds.

As direct vendor sales and channel consolidation pressure traditional models, trusted relationships and specialization become irreplaceable.

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The market **is shifting.**



75% agree the "general technologist" partner will struggle and specialization will win.

72% agree the channel will see significant partner consolidation driven by AI capability gaps.

Partners are **feeling the competition directly.**

50% see technology vendors selling directly to their customers as a top competitive threat.

42% see hyperscalers selling direct to their customers as a top competitive threat.

31% are concerned about other traditional channel partners in their region.

The advantage becomes **being a partner customers can trust.**

72% agree that the partners who will win in the next 3 years are the ones customers trust most, not the ones with the deepest technical certifications.

The clearest way to earn that trust is to **meet customers at the point of uncertainty.**

46% say their customers initiate AI conversations because they know they should do something but aren't sure what.

Customers want to adopt advanced technologies, but many still lack a roadmap. The partner that guides the direction, not just the product, creates confidence when customers are uncertain.

The formula for growth is trust – with character and competence as the key ingredients.

Partners' reasons for winning AI deals show both at work.

Character

40% We had an existing relationship - they came to us because they already trusted us

23% We were honest about what we didn't know

Competence

39% We could translate AI complexity into plain business language

27% We had the deepest knowledge of their specific industry or business problem

27% We had the strongest technical capabilities or certifications

Technical acumen and certifications remain the foundation, but competitive advantage comes from going beyond technology expertise to help customers understand what it means for their business—and how to act on it.

Partners look to distributors for expertise and value-added services - not only as logistics providers.

Financial enablement is a differentiator



prioritize financing and credit support, highlighting the importance of commercial flexibility in partner growth.

Technical expertise and training are equally important



of partners selected pre-sales technical expertise and consultation as critical.



identified Training, education, and enablement programs (e.g., certification, technology-specific training, go-to-market readiness) as important.

Reliable logistics and delivery round out the list for what partners most need from their distributor.



see reliable logistics and delivery mattering most from their distributor.

Customers are eager to adopt new technologies, but **long-term value belongs to the partners who teach, guide and create confidence in outcomes.** Those who build data readiness capabilities, prove business value and own customer outcomes **will stand out in an increasingly consolidated market.** As technology becomes easier to buy, **the partners who own the outcome will be hardest to replace.**

TD SYNNEX **customer testimonials**

Today, we couldn't operate without our partnership with TD SYNNEX. I develop business opportunities with my customers by leveraging TD SYNNEX's full infrastructure, with the confidence of knowing that TD SYNNEX respects our opportunities and is always there when we need support. That's what gives us peace of mind and confidence.

Eduardo Pina Mamede
Founder & CEO | Atalaya Consultoria

TD SYNNEX helps us explore paths and solutions we might not pursue on our own. With that support, we can approach customers with greater confidence, knowing we have the capabilities and backing needed to deliver the best outcomes. This enables us to take on new opportunities and continue growing.

Ricardo Gómez
Commercial Director | IT Servicios

Three years ago, we turned to TD SYNNEX for support in accelerating our cybersecurity strategy. Today, we're bringing that same experience to artificial intelligence. Over the past two and a half years, we've grown nearly fourfold, working as one team. For us, the NTT DATA + TD SYNNEX combination is unique in Latin America.

Marco Sánchez
Sales Director | NTT DATA Mexico

SOLUTION HIGHLIGHTS

Cloud Competence Center

The Cloud Competence Center is a strategic growth engine for our partners. It combines deep cloud expertise, proven best practices, governance frameworks and specialized consulting to speed up cloud adoption and transformation.

Through professional services, technical guidance, training and advisory, the Cloud Competence Center supports partners across the full cloud lifecycle: strategy, architecture, implementation, modernization and ongoing optimization. Its core areas are governance, FinOps, Managed Services and AWS Control Tower and Landing Zone, all aimed at scalable, secure and compliant operations. The Cloud Competence Center also leads high-impact initiatives in Data & Analytics, Data Lakes, Generative AI and Modernization.

The Cloud Competence Center also builds long-term partner capability by guiding partners to key AWS certifications and competencies, most notably the AWS MSP Competency. This sets partners apart and drives scalable, sustainable growth. The result: stronger AWS alignment, more mature operations, a broader service portfolio, new revenue opportunities and greater value for customers.

Center of Excellence & Innovation

The TD SYNNEX LATAM Center of Excellence & Innovation (CoE&I) is a regional hub designed to accelerate the adoption of emerging technologies, support partner growth, and enable the development of innovative business solutions across Latin America and the Caribbean. The center brings together technical expertise, business consulting, enablement programs, and hands-on technology resources to help vendors, partners, and end customers transform ideas into tangible business outcomes.

Operating through physical centers in Brazil and Mexico, complemented by regional innovation pods across Latin America, the CoE&I provides access to advanced demonstrations, proof-of-concept (PoC) development, solution validation, training, and co-creation workshops. The center supports a broad ecosystem of technology vendors spanning cybersecurity, cloud, artificial intelligence, data analytics, networking, automation, storage, and modern infrastructure solutions.

Learn more about both offerings by contacting your TD SYNNEX account representative.

ABOUT US

TD SYNNEX

Making IT Personal™

About the TD SYNNEX Direction of Technology Report

At TD SYNNEX, we believe data matters most when it helps people act with greater confidence. That is why the Direction of Technology Report is more than a collection of findings. It's a core part of our story and our guide for turning insight into meaningful outcomes. By making these insights personal, practical and relevant, we can help our partners navigate change, build trust and move the technology industry forward. Together, we can own the outcome.

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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