

Playbook for Business Partners

Tech Data Changes Its Name to TD SYNEX (DACH Region)

Tech Data renamed TD SYNEX

On September 1, 2021, Tech Data and SYNEX merged to become a leading global distributor and solution aggregator for the IT ecosystem: TD SYNEX. The brand was first launched in North America, while our European operations were run as ‘Tech Data, A TD SYNEX Company’.

As of October 17, 2022, we will adapt our European business to our global brand, i.e. Tech Data will also be run in Europe as TD SYNEX.

In addition to **changing our logo and brand identity**, we will also be renaming our companies and amending our email addresses and domains to universally reflect the TD SYNEX brand.

There will be no changes to our team, our solutions, the end-to-end portfolio or our existing contracts.

The impact on your business with us will be minimal. However, we know that rebranding the brand and the company may require you to make some system, process and marketing adjustments. In this **playbook** you will learn all about the extent and impact of this change. In separate **FAQs**, we will discuss specific issues that may arise — you can find these FAQs on the [landing page here](#).

About Us

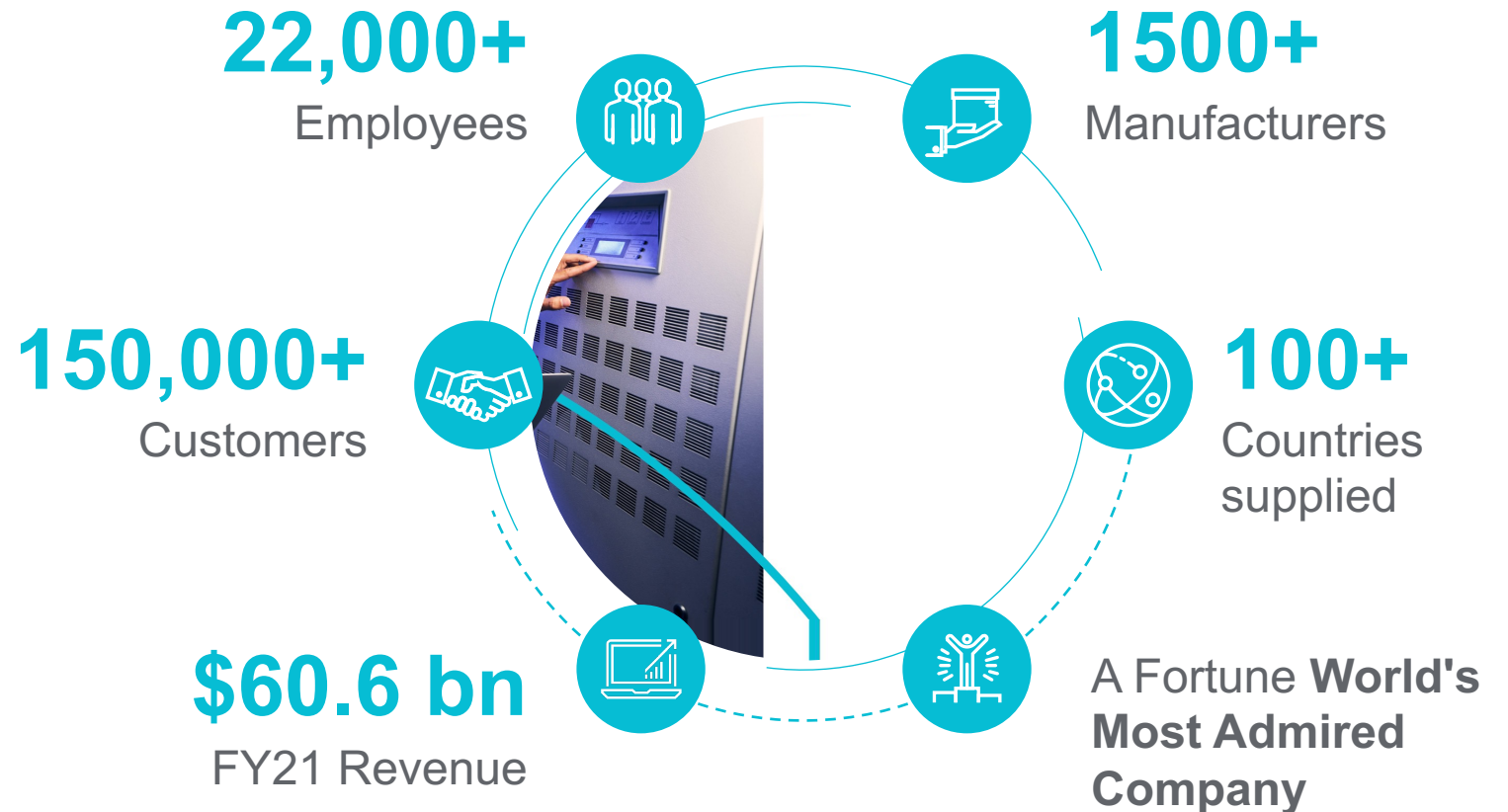
We are TD SYNEX (NYSE: SNX), a leading distributor and solution aggregator for the IT ecosystem.

Around 22,000 employees and experts from the IT industry share the ambitious goal of providing the world with convincing technology products, services and solutions.

We are an innovative partner that helps our customers maximize the value of their IT investments, achieve business results and develop growth opportunities.

At our core we are a company that cares. We take care of our partners, our employees, our investors and the world around us. And we are committed to being a great diverse and inclusive employer of choice.

For more information: www.tdsynnex.com



Rebranding/Renaming

WHAT IS CHANGING.

- The names of the Tech Data companies in EMEA
- Names of bank account holders
- Brand identity (logos, branding and corporate identity)
- URLs/domains of the external communication platforms
- Email addresses will be changed to @tdsynnex.com

WHAT IS NOT CHANGING.

- Team/contacts/organizational structure/services
- Legal form of the company
- Commercial register number
- Tax office numbers
- Bank details & SEPA direct debit mandates
- Contracts
- Customer numbers

New Name

From Tech Data to TD SYNEX

- The change to the name of our companies will take effect on—or around—October 17, 2022. Since we depend on local authorities, we cannot provide an exact date for the change.
- Please consider October 17 as the effective date of the name change and ensure that your systems have adopted this change on that date. All of your systems or tools that use the name of our company must be updated.
- In our systems, the new company name will appear on all our documents, e.g. on orders, invoices, quotations, proofs of delivery, etc. as of the cut-off date.
- The name change will affect our bank accounts (= account holder's name) and payments issued by those accounts.
- As of October 17, all invoices from business partners should be issued with the new company name.

New Branding

From Tech Data to TD SYNEX

- Tech Data's logo and brand will be changed to TD SYNEX on October 17.
- This also changes our corporate identity. From October, you will see the new look and feel on our homepage, in our digital communication platforms, on printed documents and at our events.
- In order to reflect this change, we ask you to change the name and logo on:
 - Invoices
 - Correspondence and other documents
- The new TD SYNEX logo is available on request from your contact person.

Change of email addresses/domains

Change to @tdsynnex.com

- As of October 10, emails will have the new extension @tdsynnex.com.
- Emails sent to old Tech Data email addresses will be forwarded accordingly.
- Please have the new email address @tdsynnex.com added to your whitelist so that emails from your organization can continue to be received and will not end up in the spam folder.
- Generic email addresses, such as sales@techdata.com, will also be changed accordingly.
- You should update any systems or tools that use our email addresses over time.
- Our domains will also be adapted accordingly. Please save the new URLs to your systems.

Questions?

We have already answered some questions in our FAQs, which you can find on the special [landing page!](#)

If you have any further questions, please contact your contact person in our company or the following email address: renaming.DACH@techdata.com