

How Does TD SYNnex's StreamOne Platform Support Partners?

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As hyperscaler marketplaces have rapidly grown and become a choice of procurement for customers, leading distributors have acted rapidly to develop their own platforms to support an increasingly diverse partner ecosystem.

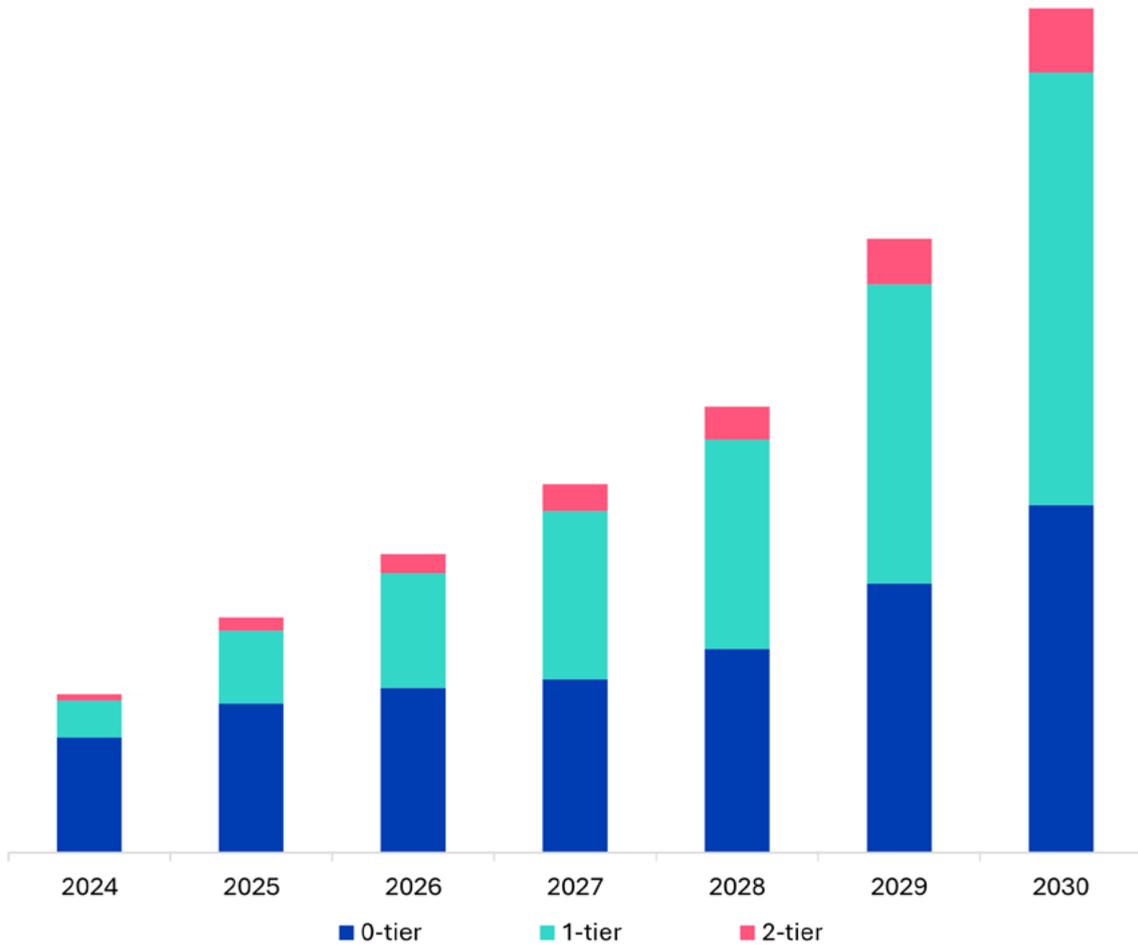
Through its StreamOne platform (which initially launched in 2011), TD SYNEX has continued to grow its cloud marketplace portfolio and build additional functionality—including robust SecOps features and enhanced White Label Storefront capability—providing an important service through aggregating multiple vendor products and services into packaged solutions for partners to procure and deploy for end-user organizations.

Distributor cloud marketplaces meet the new demands of end customers by facilitating the purchase of multi-vendor, everything-as-a-service solutions through a single pipeline. Marketplaces remove complexity in the procurement, management, and billing for partners and end-user customers. Additional functionality gives partners access to new capabilities to automate and manage multiple customer SaaS subscriptions and upgrades, manage contracts, quoting, and integrate invoices on behalf of end customers. Partners also benefit from API integration to connect their accounting software to the distributor's marketplace.

These innovations ensure distributors and partners can continue to provide tremendous value to end customers, while also enhancing partner profitability, efficiency, and customer service in selling SaaS solutions.

By 2027, channel partners will be responsible for the majority of spend that flows through cloud marketplaces, despite the additional opportunities created for vendors in the agentic age.

Chart 1: Share of channel spend via hyperscaler cloud marketplaces



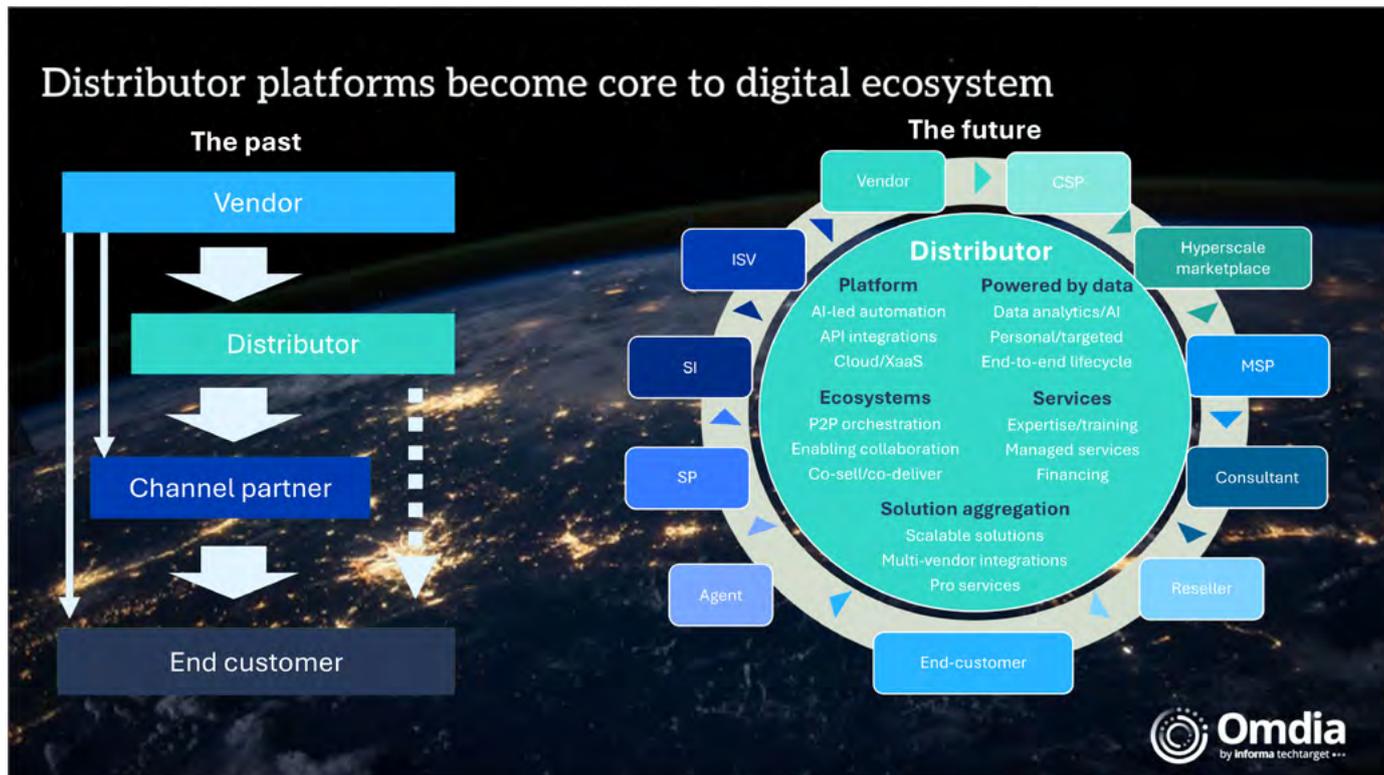
Source: Omdia

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Programs such as Designated Seller of Record (DSOR) also allow distributors to increase the share of spend they drive via cloud marketplaces, particularly with integrations such as “Buy with AWS.”

The growth of professional services and agentic AI will further enable partners to guide and influence the spending of their end customers via marketplaces.

The increasing complexity of customer cloud environments will drive an increased volume of channel partner offers, as customers depend on their trusted advisors and partners to maximize return on investment and impact of IT spend.



Cloud-based and SaaS technologies have the potential to significantly reduce the role of distribution in a linear IT channel and the services offered by traditional distribution. SaaS adoption led to the emergence of hyperscaler cloud marketplaces as a new route to market, giving customers a way to procure, manage, and pay for SaaS subscriptions directly from a broad catalogue of vendors, eliminating the need for them to transact with partners and distributors operating in a linear IT channel.

Distribution is rapidly evolving

In 2026, transacting with partners through cloud marketplaces has become standard practice for distribution—TD SYNEX has more than 30,000 active partners using StreamOne and the platform supports more than 600,000 end users globally. Distribution has reached a level of maturity in the SaaS era where the ability to offer a best-in-class cloud marketplace is no longer a competitive edge—it is essential to merely participate in the modern IT channel.

Omdia research highlights the role TD SYNEX's partners play in supporting its diverse partner ecosystem. StreamOne provides TD SYNEX partners with a broad range of services to support customers.

The findings can be grouped into four key areas:

1. Strategic support and account management

Partners highlighted the role TD SYNEX plays as a strategic partner in supporting their RFPs and speed of response when supporting them with bids. Partners cited the depth and breadth of account management, the longevity of relationships with TD SYNEX as a key strength.

“TD SYNEX was able to help us with pricing and with a very rapid response time.”

“We’ve been working with TD SYNEX for more than a decade. They know and understand us, know our strengths, and where they can best support us. It’s much more than just a platform engagement.”

2. Enablement programs are key for partners

TD SYNEX's partner enablement programs were highly praised. Partners recognized the value of training, technical expertise and knowledge of TD SYNEX's team, marketing assets and campaigns as well as support for onboarding suppliers.

“TD SYNEX has really supported our business. We’ve really benefited from their expertise and experience on AWS and Azure. A lot is changing all the time, and their support is invaluable to us to keep up.”

“We needed support for a cloud migration project. We worked with TD SYNEX's team to help us. Their knowledge and understanding were invaluable to us.”

“The support around cybersecurity has been really vital for us—the cross-sell, up-sell opportunities have grown as a result.”

3. Supply chain and operational excellence were highlighted

Partners also noted TD SYNEX has a critical role to play in supporting them across the supply chain. Partners felt they had much better visibility of availability, automated processes, and efficiencies from being able to identify the correct solution more quickly. Partners also noted improved support for MSPs.

“We’ve seen a real change; availabilities are clearer, some processes have been automated, and that’s improving our efficiency from a resource and cost perspective.”

“I think the exchange of data has improved, it’s more effective, and we have improved visibility on deals.”

“The synchronization of billing is really important; we choose the billing cycles. It’s added greater transparency and accuracy to what we’re doing and made us more efficient.”

“Where TD SYNEX really excels is being able to combine the personal touch with the digital platform. It’s able to bring both together, and that helps drive our business.”

“We’ve found that TD SYNEX has introduced additional support for MSPs—especially in PSA. This is much needed and appreciated.”

4. Platform evolution is recognized

Partners also recognized the evolution of StreamOne and that the updated platform has seen significant enhancements and improvements.

“We’ve been working with TD SYNEX for more than a decade. They know and understand us, know our strengths, and where they can best support us. It’s much more than just a platform engagement.”

“We actually moved away from StreamOne and have now come back. The refreshed platform is night and day from the original. It might not be as slick as others, but it’s much, much better than it was. But it’s not just the platform that’s important—it’s everything else that TD SYNEX offers. For us, a whole service distributor is key.”

“The partnership with TD SYNEX is key and shows a really strong story from the vendor to the end customer with TD SYNEX and MSP in the mix.”

Keeping ahead needs ongoing investment

The role distributors play in the ecosystem is diversifying, and there are arguably more ways than ever for distributors to differentiate and create new value-added services to support their vendors and partners in capturing new opportunities.

Distributors must continue to digitally innovate their marketplace platforms, leveraging data and AI to provide even more automation for vendors and partners to support them in driving both greater efficiency and an overall better customer experience. Bringing innovation to their marketplace platforms is a key area in which distributors can differentiate from competitors and provide continued value to the vendors and partners they serve. Distributors that continue to enhance their existing high-value services, as well as integrating with and building bridges to other ecosystems and routes to market, will thrive in the AI era.

About TD SYNEX

StreamOne® is TD SYNEX's global cloud management platform, putting partners in control through data-driven decisions, rich customer insights and solutions aggregation. It supports the end-to-end digital journey for partners, accounting for how they acquire, purchase, manage, bill and support customers globally. Addressing the challenges of both subscription and consumption-based IT service models, StreamOne® simplifies management of multiple providers in a single platform with out-of-the-box support for AWS, Microsoft, and Google. With best-in-class capabilities, including SecOps, FinOps, white label storefronts, and a full range of API integrations, StreamOne® is a clear choice for partners and vendors looking to accelerate their digital transformation.

For more information, visit tdsynnex.com/StreamOneIcn.

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