

VisualSolv™ **CollabSolv™**

ExecConnect



Welcome to EXEC CONNECT 2024



Sandi Stambaugh

Senior Vice President
Vendor Business
Management

TD SYNEX



Tommy Plumer

VP Sales,
Marketing/
Communications

TD SYNEX

VisualSolv™ **CollabSolv™**

ExecConnect



VisualSolv™ **CollabSolv™**

ExecConnect



VisualSolv™ **CollabSolv™**

ExecConnect



VisualSolv™ **CollabSolv™**

ExecConnect



VisualSolv™ **CollabSolv™**

ExecConnect



Integrator Panel

HOT TOPICS FOR THE CURRENT ENVIRONMENT



Tommy Plumer
Vice President
Sales
TD SYNEX



Gilbert Gonzalez
CEO/Founder
MCS OF TAMPA



Kevin Groves
CEO and Owner
ALPHA



Bill Chamberlin
VP, Global Sales
and Marketing
VERREX



John Mitton
CTO / VP of AV UC
RED THREAD SPACES

VisualSolv™ **CollabSolv™**

ExecConnect



ECONOMIC UPDATE

with Dr. Chris Kuehl



Dr. Chris Kuehl

Managing Director

ARMADA CORPORATE
INTELLIGENCE

VisualSolv™ **CollabSolv™**

ExecConnect



AVIXA MARKET UPDATE

with Sean Wargo

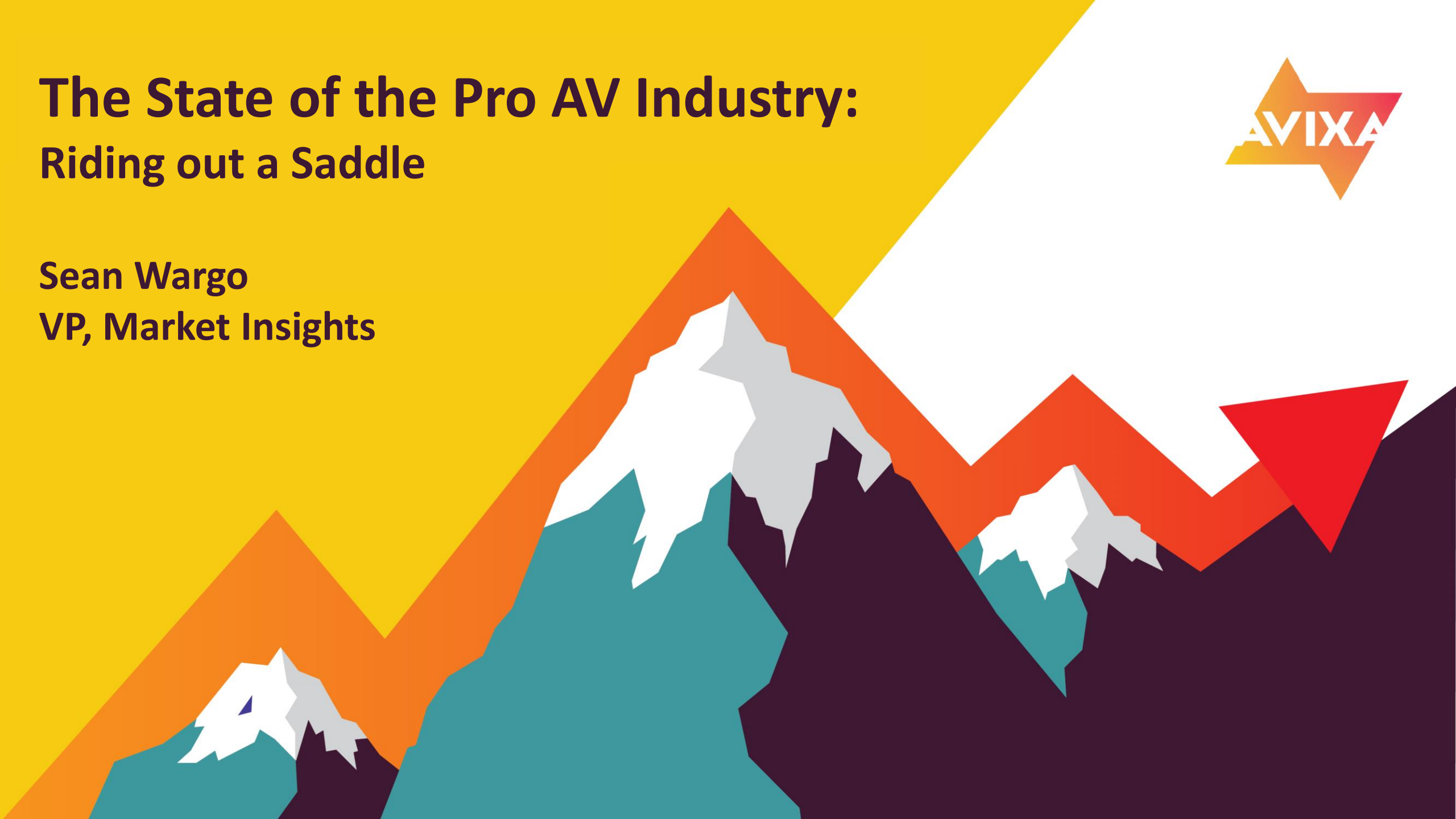


Sean Wargo
VP, Market Insights
AVIXA

The State of the Pro AV Industry: Riding out a Saddle



Sean Wargo
VP, Market Insights



1

Topics to Cover

1. The Macro Context
2. The Voice of the Customer
3. The Voice of the Channel
4. The Industry Outlook
5. Closing Thoughts

What are the headlines?

Econ is currently challenged, leading to a saddle, though performance is more even.



Uncertainty abounds.

High interest rates, geo-politics, elections, and poorer economic performance are creating a hedge effect.



India is the Star.

Geographically, India moves into the top seat as fastest growing AV market, though China is the largest even if growth has slowed.



Pro AV Benefits.

While office upgrade and evolution continues, the experience economy is dominating growth in pro AV. AI and other innovations are accelerators.

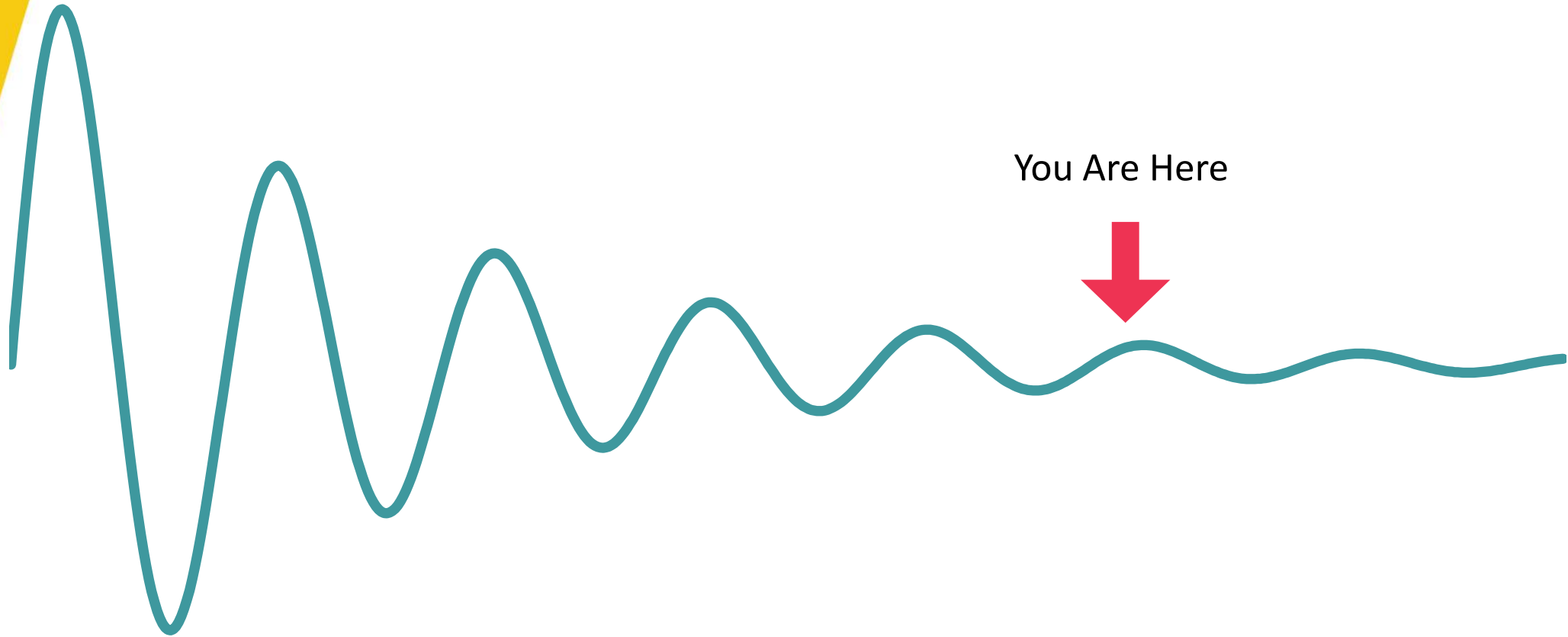


Hiring is the challenge.

Supply issues are largely resolved, but labor remains constrained, across the skill spectrum. Sectoral weaknesses help.

We are settling into long-term trends

Fluctuations from COVID and its recovery are finally mostly behind us. This is exciting!!



The US leads the West in short-term growth.

The US surprised with remarkable growth in 2023 while the Eurozone bordered on recession.



\$ AMERICAS

GDP growth in the United States came in unexpectedly strong in 2023 at 2.5%. That's improved the outlook for 2024, which has seen expectations increase from 1.7% to 2.4%.

€ EMEA

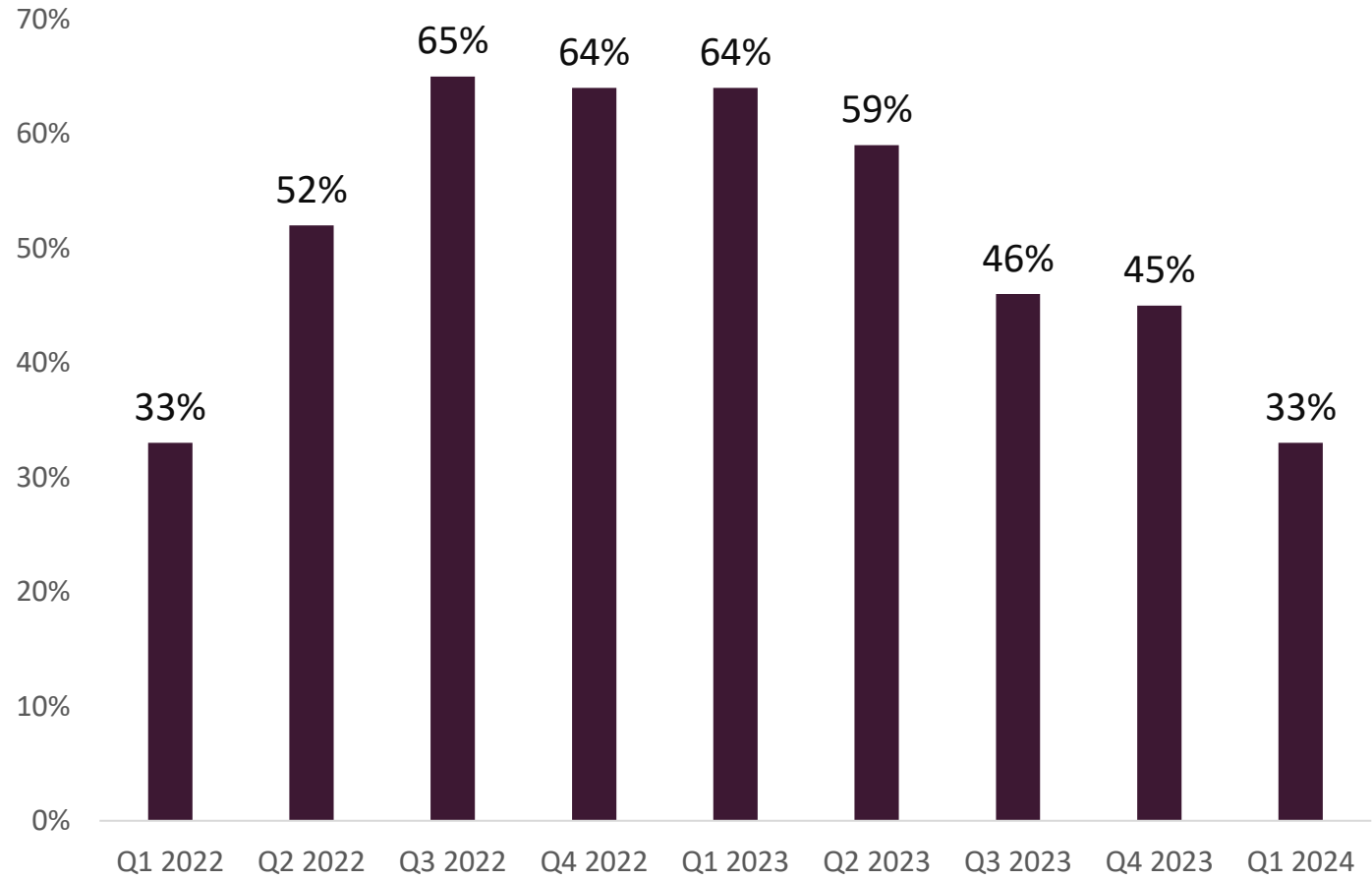
The Eurozone had back-to-back quarters of GDP decline in late 2023, with Germany the worst performer. 2024 is looking better.

¥ APAC

APAC has the strongest short-term outlook, with 4.3% GDP growth in 2023 and 4.5% in 2024. That said, this is weaker than what has been normal in APAC, primarily due to challenges in China.

Recession odds are way down

Odds of Recession in Next 12 Months



Source: Bankrate Economists Survey

- We have nearly “stuck the soft landing”
- One key implication: sustained higher interest rates

The Experience Economy is back!

- Its rise was one of the most influential pre-pandemic trends
- And now it is one of the most influential post-pandemic trends
- Crucially: It's a long-term trend!

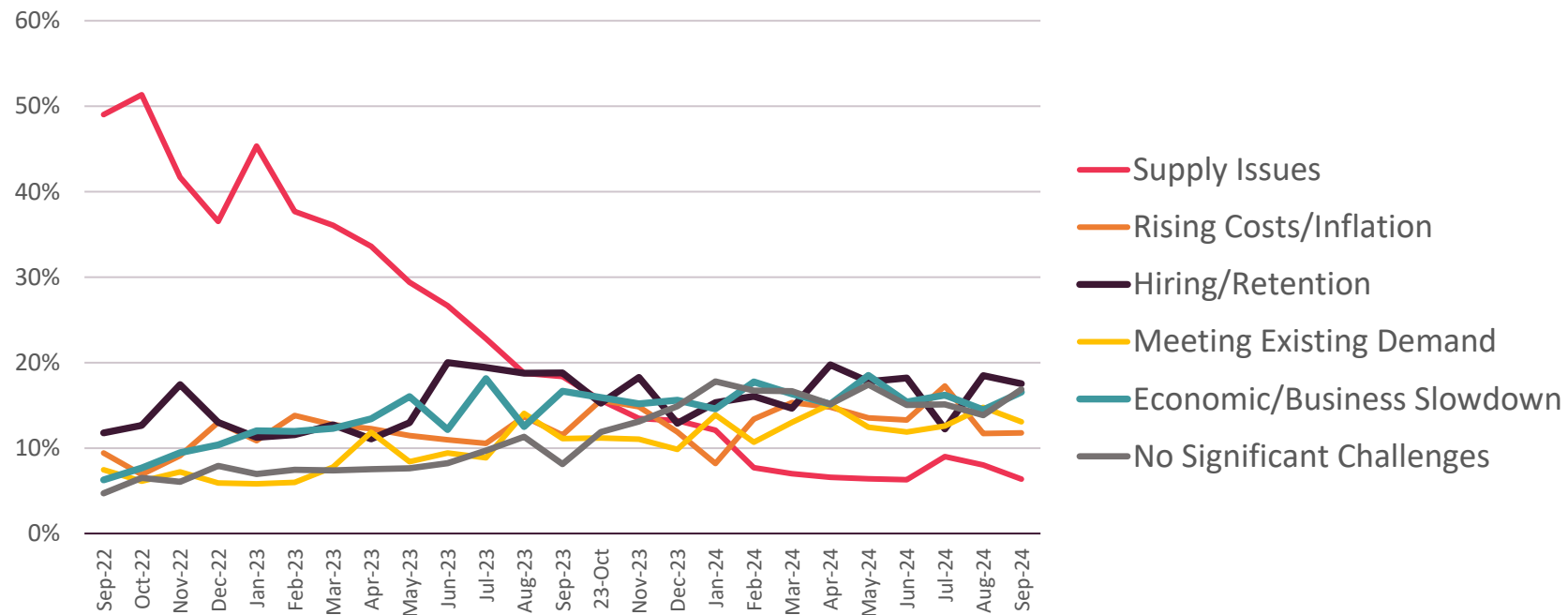


Hiring and Macro top challenge list.

With supply concerns abating, and unemployment low, hiring is moving up the ranks.

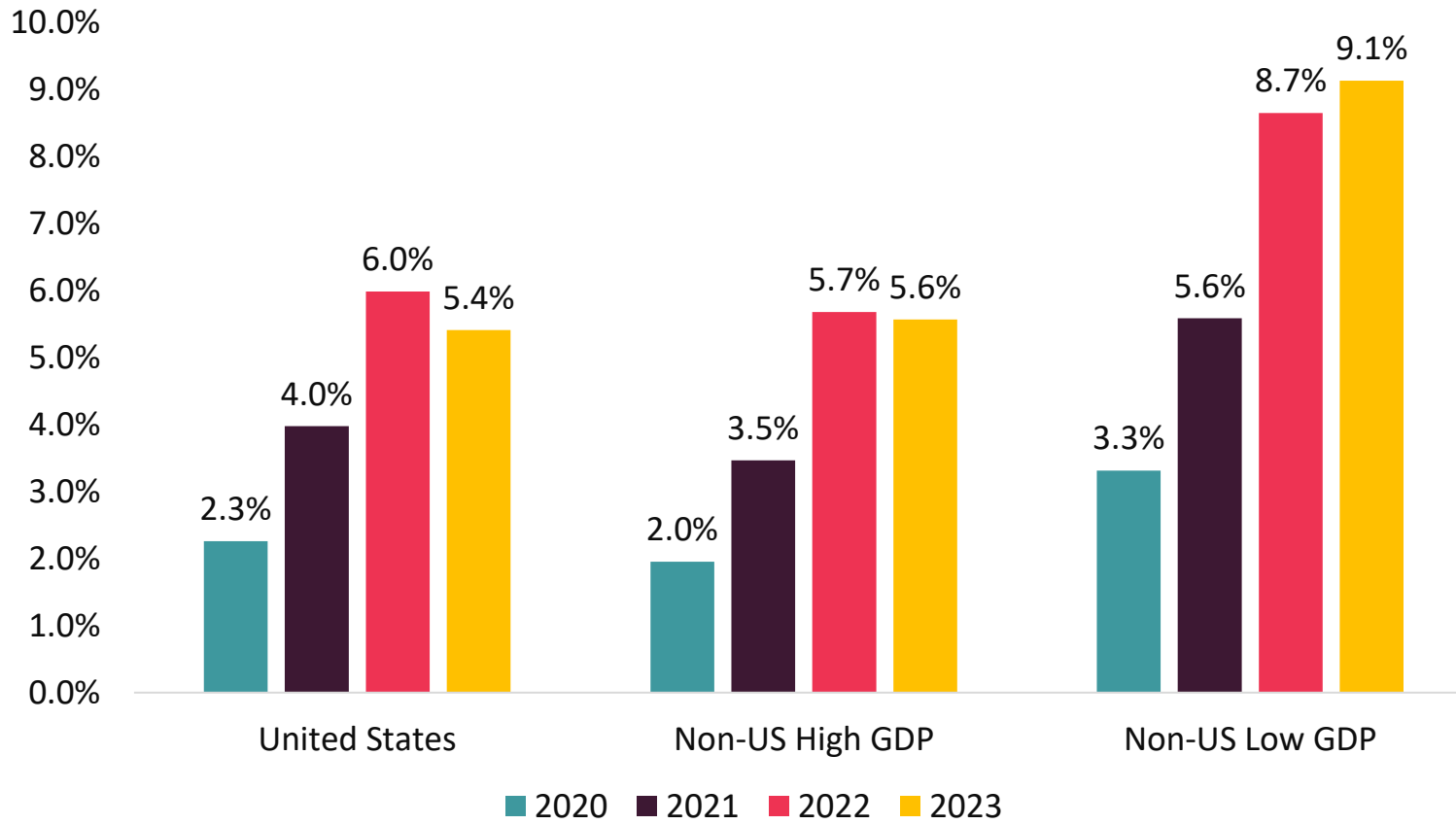
Current Challenges for AV Providers

(From the Monthly AV Business Index Study”



With tight labor, rates increase.

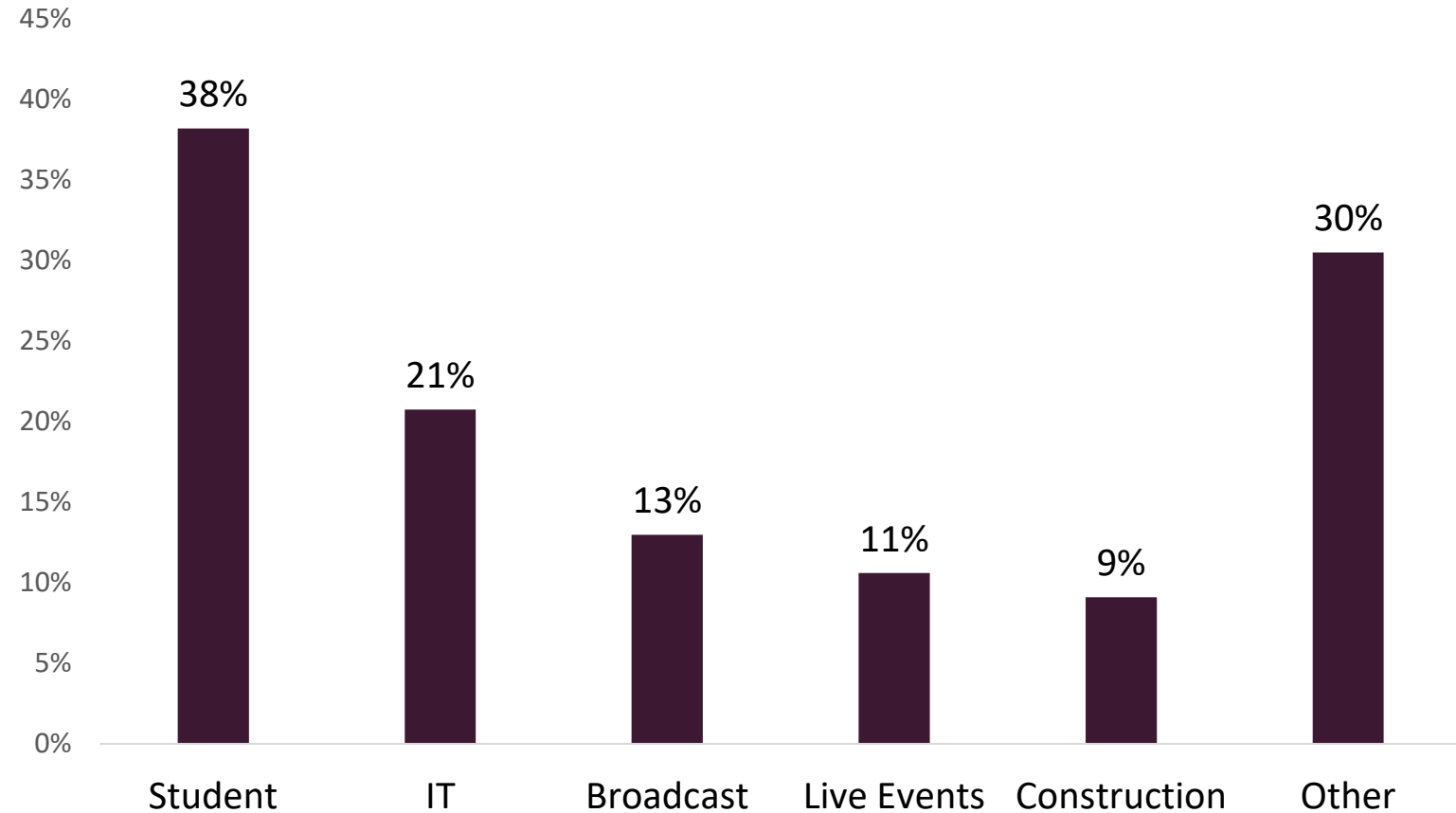
Worker demand continues to outpace supply, keeping hiring difficult.



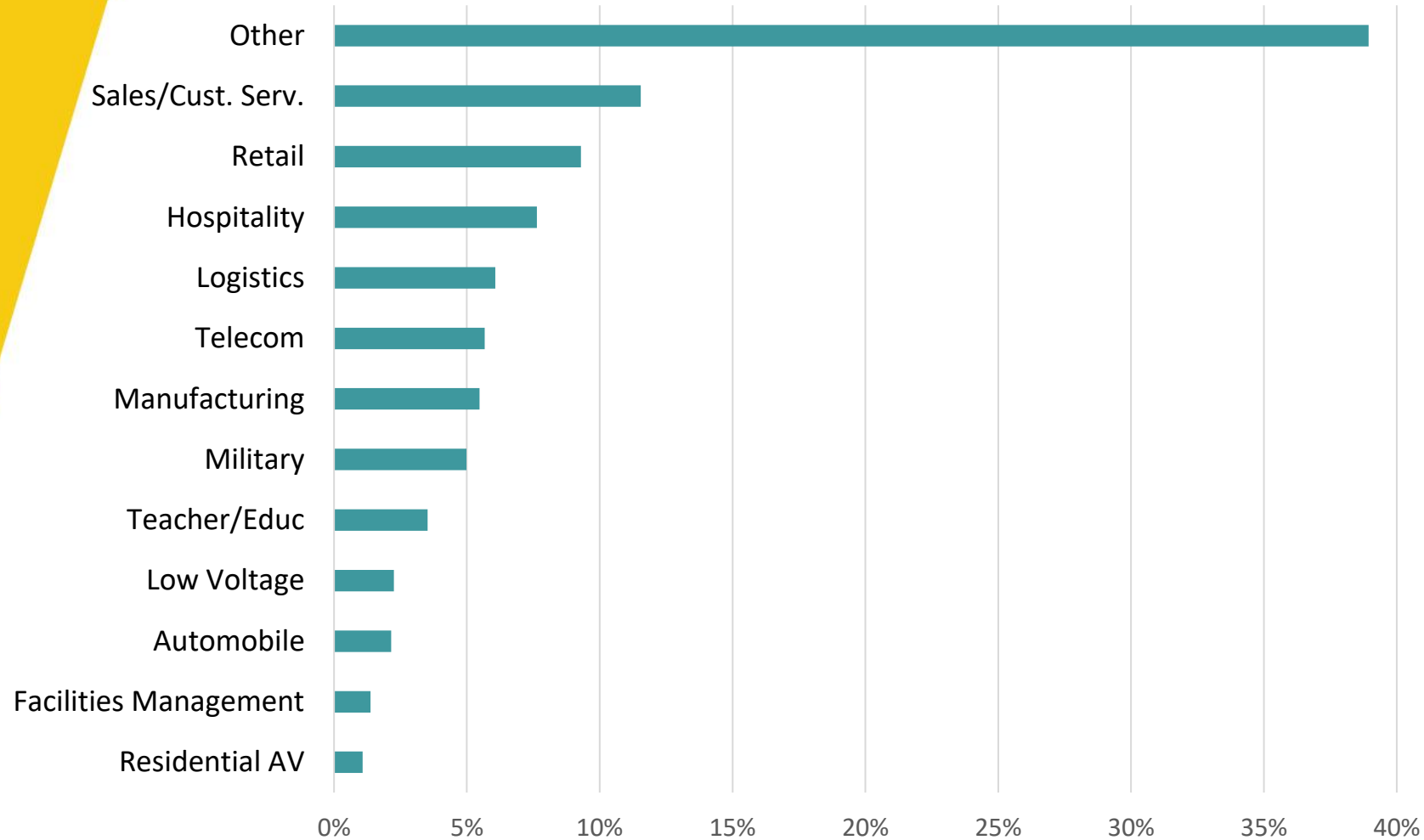
- High raises show the continued labor market tightness
- Conditions have cooled down substantially from 2022
- Workers are staying in their jobs at high rates now

How do people enter AV?

- Lots of people start their career in AV!
- IT is our biggest adjacency
- Live events may be even more important that suggested here



What makes up other?

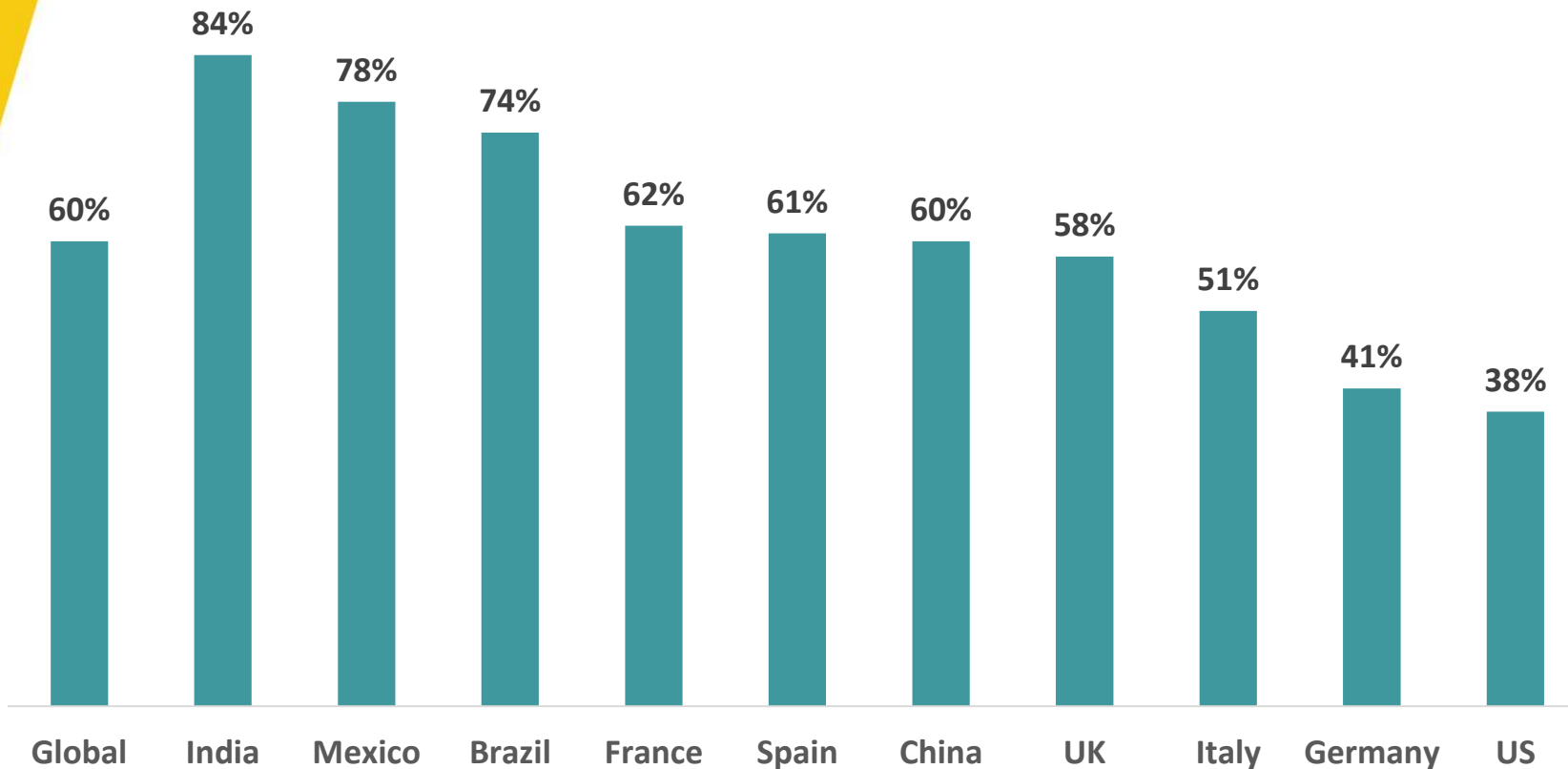


- ✓ AV pros come from all kinds of companies
- ✓ Large industries source more than close but small adjacencies
- ✓ Other is extra important in the US

Low expectations for US Q4 spend increase

Will planned spending on capital improvement projects for Q4 2024 increase compared to actual spending last year?

Percent of Respondents

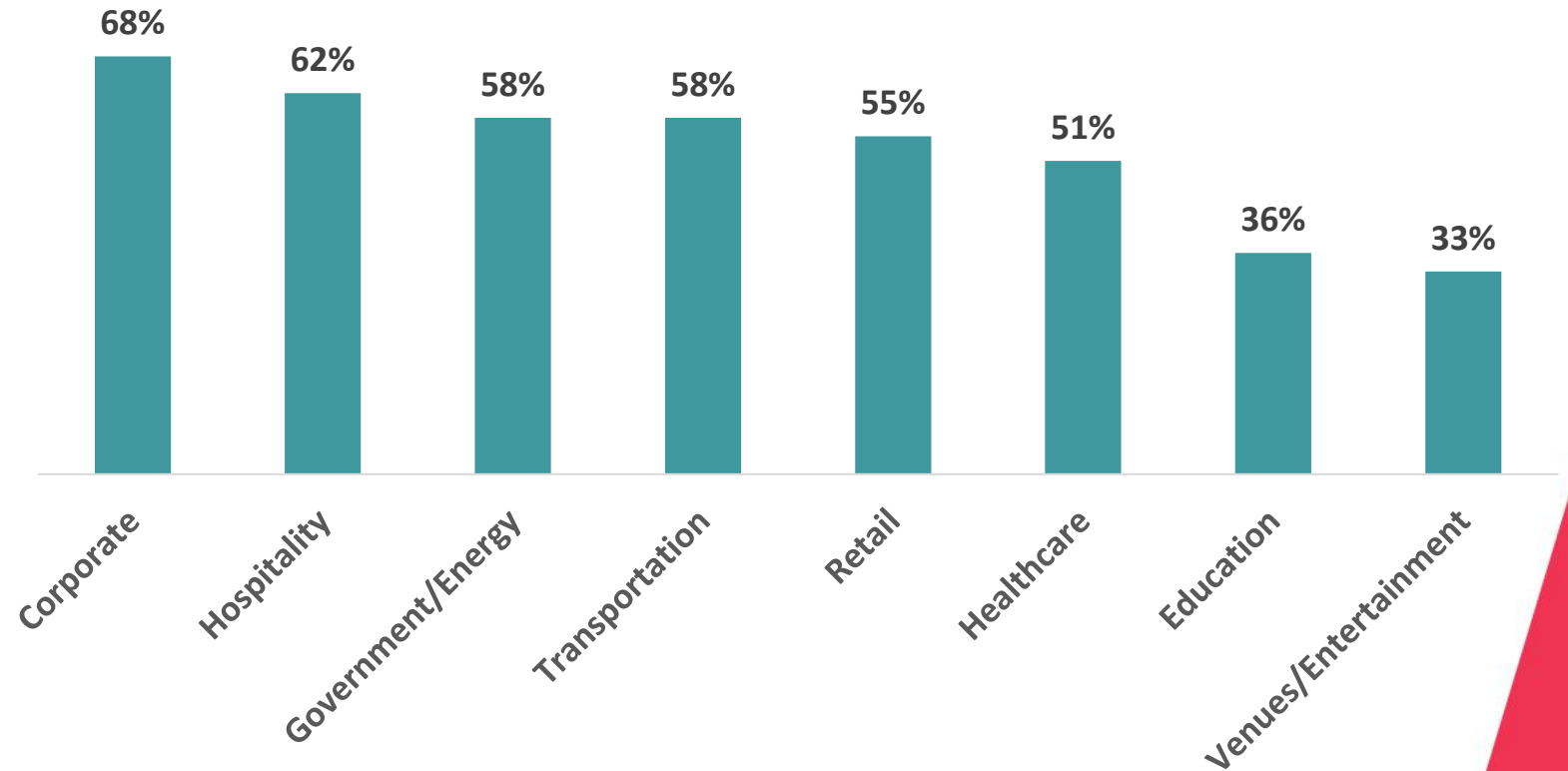


- ✓ Regional contrasts in growth expectations:
62% of US and 59% of Germany respondents expect capital projects spending to be the same or lower than last year.
Three quarters of respondents in developing countries (India, Mexico, and Brazil) expect higher spending.
- ✓ Overall, Q4 results are in line with full year averages for most countries.

Globally, events spend slows, hospitality grows

Will planned spending on capital improvement projects for Q4 2024 increase compared to actual spending last year?

Percent of Respondents



Return to events normalized

Venues and Entertainment spend in 2024 has been mostly positive but inconsistent overall. Q4's low spending growth expectations are driven by China and India.

The rise of hospitality

While Corporate remains strong as a catch-all category in all countries, Hospitality is seen as the recipient of growing spend everywhere except the US and France (which is recuperating from the Olympics budget spree.)

Collaborative spaces, control rooms rank high.

In which of the following spaces does your company plan to make AV upgrades this quarter?

Space	Corporate	% Planning Upgrade
Boardrooms/Group Collab Spaces		40.7%
Individual Work Spaces		32.5%
Control Rooms		32.4%
AV Production Rooms for Broadcast		31.8%
Classrooms/Corp Training Facilities		31.0%

Space	Venues/Entertainment	% Planning Upgrade
Control Rooms		35.3%
Waiting Areas/Lobbies		32.4%
AV Production Rooms for Broadcast		29.4%
Boardrooms/Group Collab Spaces		26.5%
Classrooms/Corp Training Facilities		23.5%

Space	Government	% Planning Upgrade
Large Group Presentation/Auditoriums		52.1%
Boardrooms/Group Collab Spaces		47.9%
Classrooms/Corp Training Facilities		45.8%
Control Rooms		43.8%
Waiting Areas/Lobbies		37.5%

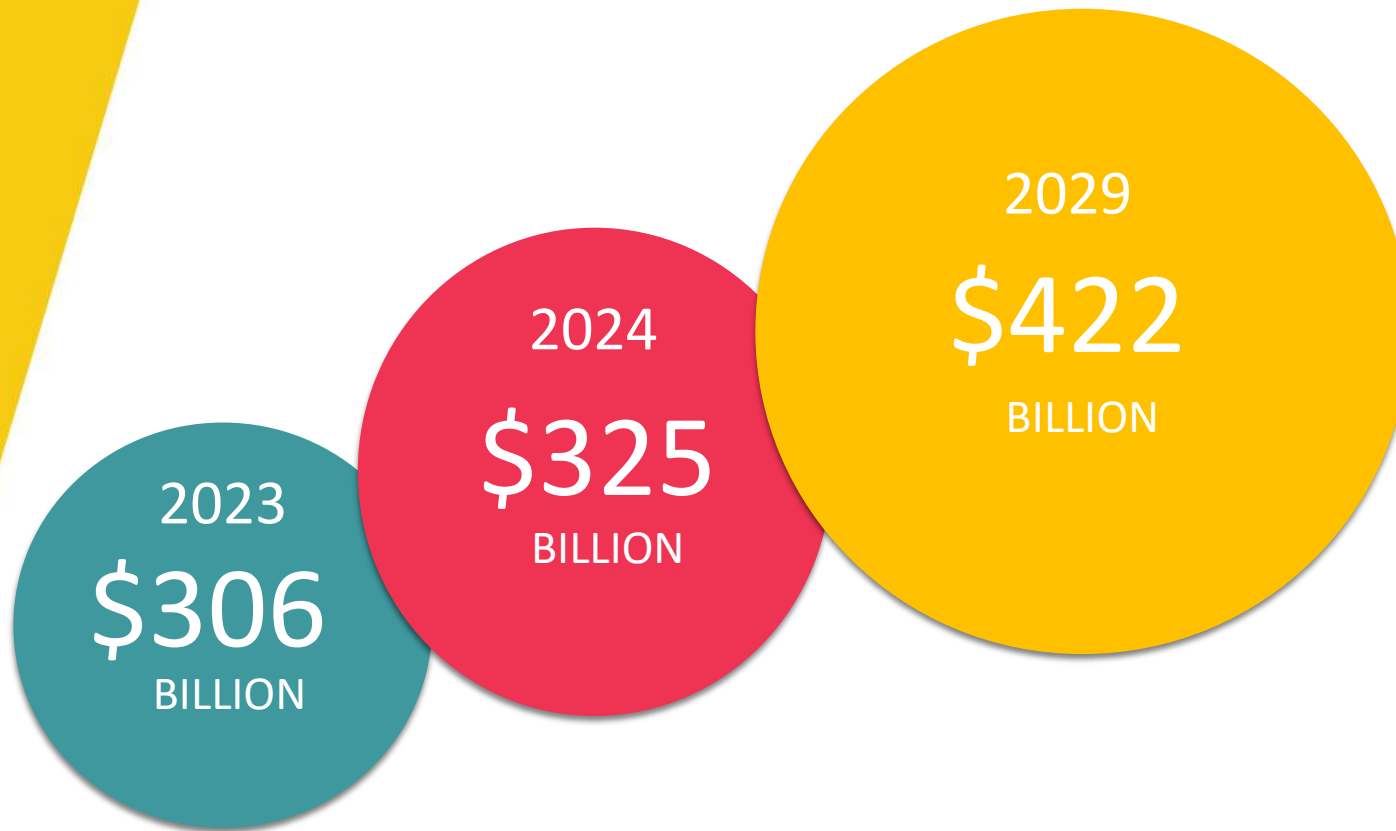
Space	Education	% Planning Upgrade
Classrooms/Corp Training Facilities		67.0%
Boardrooms/Group Collab Spaces		33.0%
Large Group Presentation/Auditoriums		31.1%
Individual Work Spaces		29.1%
Control Rooms		25.2%

Space	Healthcare	% Planning Upgrade
Patient Exam/Procedure Rooms		41.8%
Individual Work Spaces		34.3%
Waiting Areas/Lobbies		32.8%
Classrooms/Corp Training Facilities		29.9%
Control Rooms		23.9%

Space	Retail	% Planning Upgrade
Retail Salesfloors		43.6%
AV Production Rooms for Broadcast		32.1%
Retail Kiosks		28.2%
Boardrooms/Group Collab Spaces		26.9%
Control Rooms		23.1%

Consistent but more measured growth.

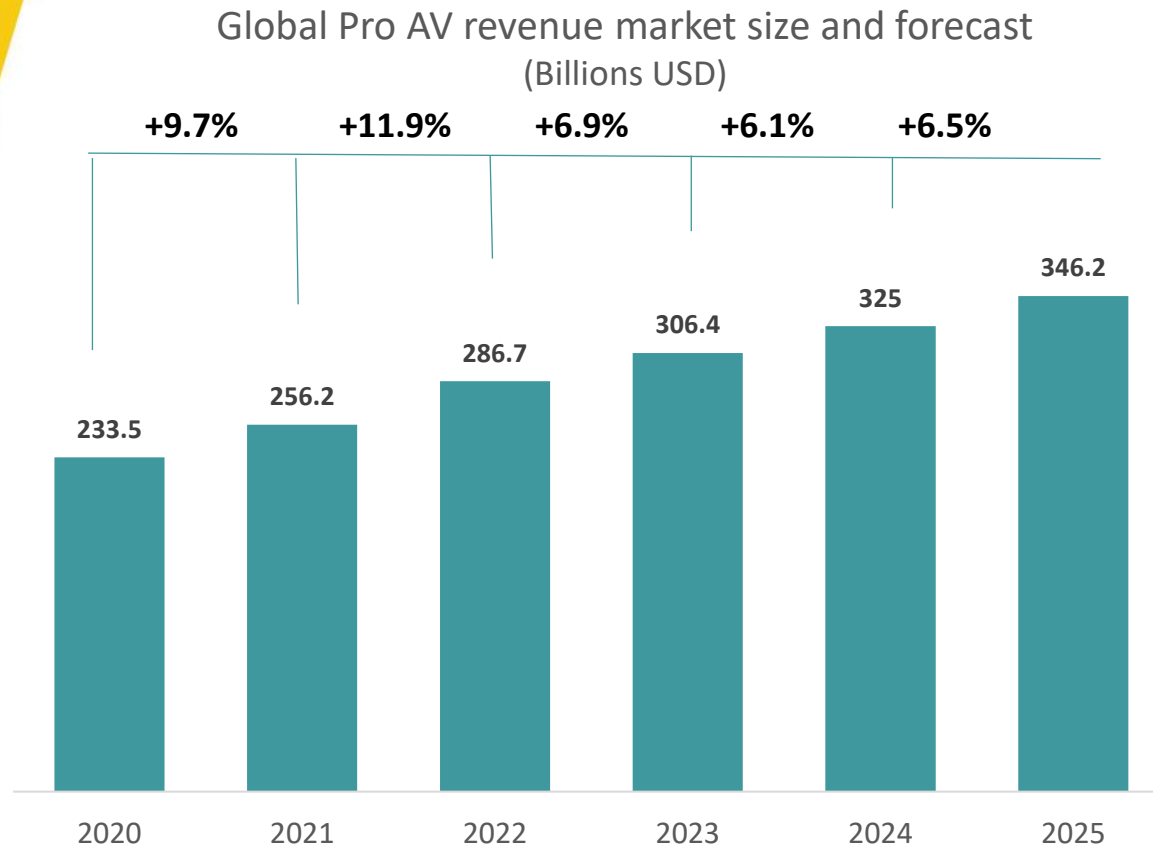
The Pro AV market is realigning and adapting to new technologies to drive business value.



- The 2024 Pro AV market growth is decelerating **6.9%** in 2023 to **6.1%** in 2024.
- However, the market will add **\$98B** over 5 years, with a **5.35%** CAGR.
- Pro AV is in transition, away from pandemic recovery to new engines of growth driven by experiences.
- Market challenges are shifting from supply issues to labor constraints, similar to pre-pandemic.
- AI is here but it's early!

Rapid recovery gives way to steady growth.

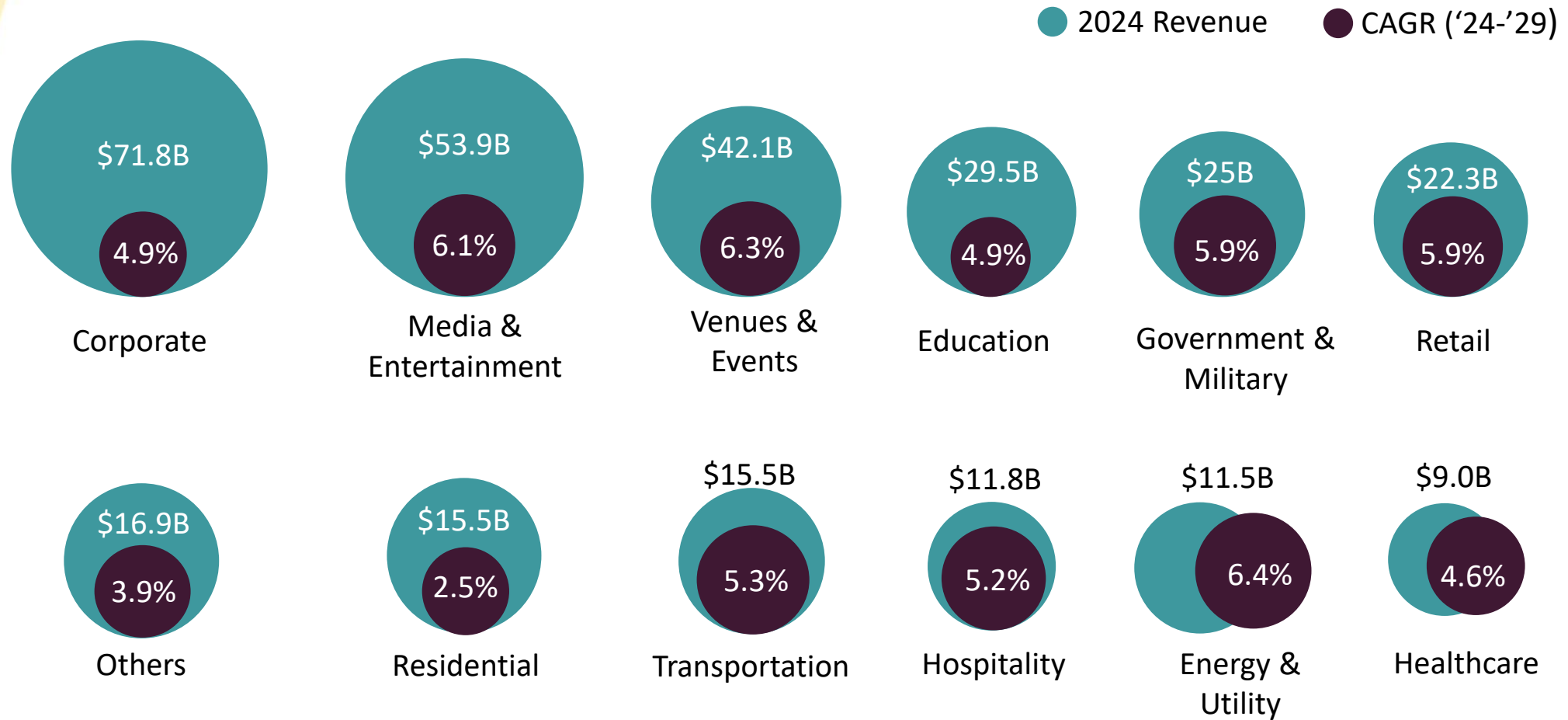
Post pandemic spending growth will be slower than expected reflecting overall deceleration.



- ✓ Some downward revisions were taken for 2021, 2022 and 2023. For these years, cloud collaborative service revenue was overestimated. This significantly contributes to total AV Cloud revenues and has an impact on total Conferencing and Collaboration revenues and growth rates compared to the 2023 iteration of the IOTA report.
- ✓ As noted earlier, Live Events was underinvested during 2021 and 2022 as the industry was recovering. The sector was one of the most negatively impacted by the COVID-19 pandemic; as it started to recover, investment in Pro AV equipment was geared towards critical needs. With the industry fully recovered and, in some cases, exceeding the levels of activities prior to 2020, it is now financially able to spend on much-needed refurbishment and upgrades.
- ✓ The component shortages that affected product lead times from 2021 until early 2023 have been resolved. Localized logistics concerns remain but the overall supply chain has more resiliency than in the past.

Growth decelerated slightly for all segments.

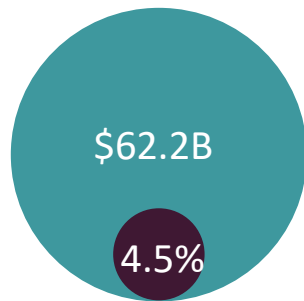
Coming off the post-pandemic peaks of 2022 and 2023, verticals remained consistent in market size.



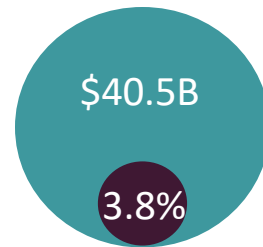
Solution shifts herald new spending trends.

Conferencing, Content, Digital Signage, and Security increased, with Learning and Control leveling off.

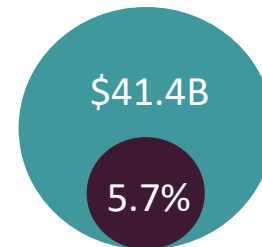
● 2024 Revenue ● CAGR ('24-'29)



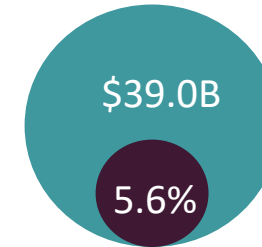
Conferencing & Collaboration



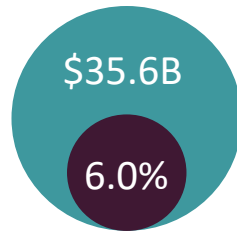
Learning



Digital Signage



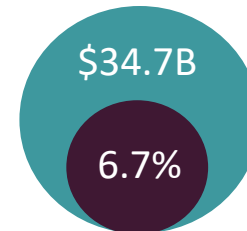
Broadcast AV



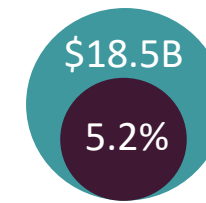
Performance & Entertainment



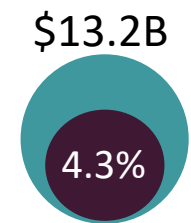
Security, Surveillance & Life Safety



Live Events



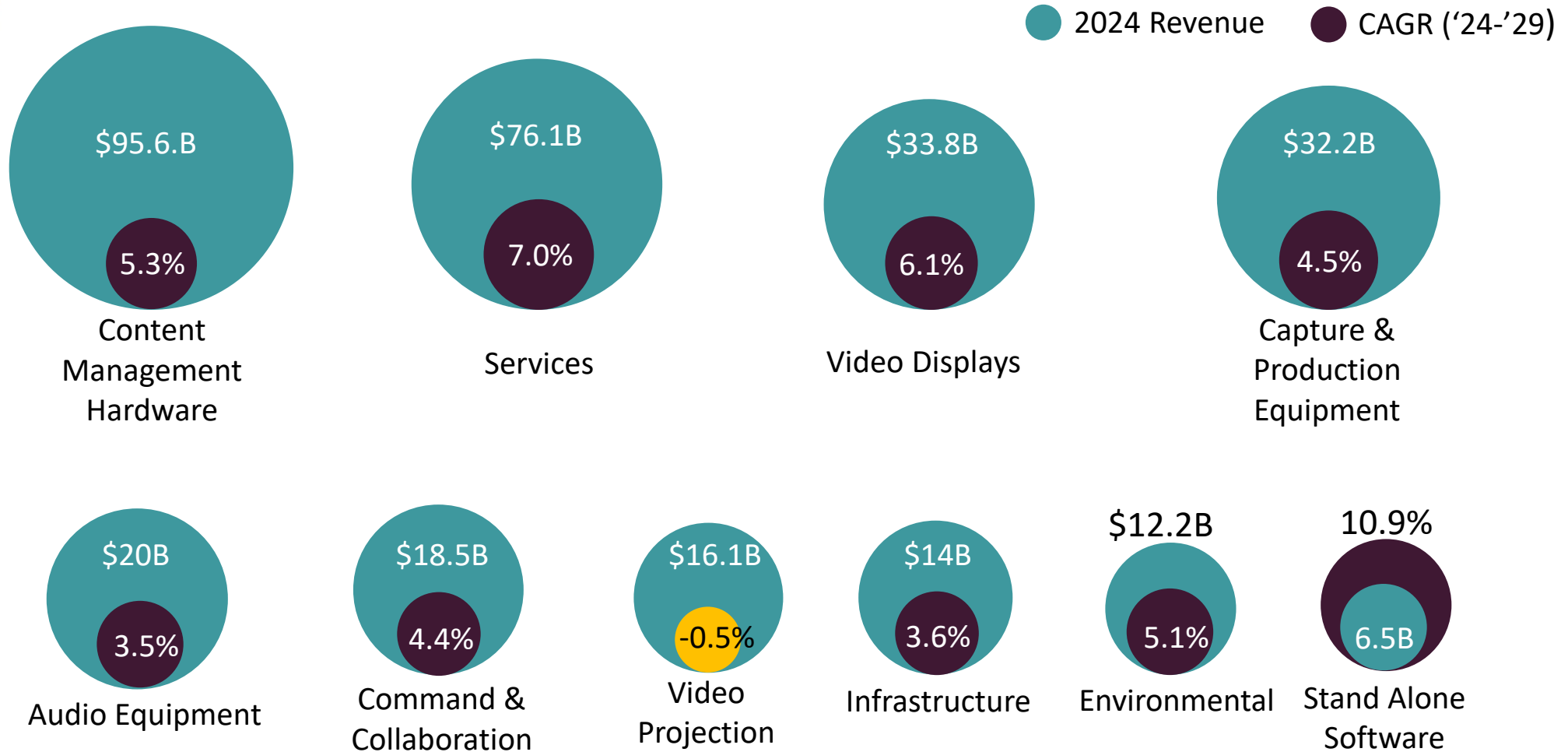
Command & Control



Others

Above average in Services, Displays, Software.

Content Management Hardware leads in scale and Capture & Production will be next \$30B segment.



Drilling into Manufacturing SAM Segments

Core Control

Traditional AV

IT/AV Overlap

Event Tech

2024 Raw Rev	\$10.6 B	\$48.1 Billion	\$84.5 Billion	\$47.5 Billion
Channel MU	20% Margin	19% Margin	15% Margin	19% Margin
2023 Growth	4.5%	1.6%	6.9%	11.0%
2024 Growth	3.3%	3.2%	6.5%	8.5%
5-year CAGR	3.68%	3.11%	6.17%	6.3%
Example Brands	Crestron, AMX, Extron, Kramer	Samsung, Legrand, Crestron, Etc.	AWS, Dell, IBM, Western Digital, Microsoft	Samsung, Sony, Yamaha

Outcomes:

- Operational efficiency
- Cost reduction
- Immersive experience



Transformational technologies.

As growth normalizes, tech shifts abound.



AVoIP

AV over IP allows for scalable and flexible distributions, relevant to Command & Control, Digital Signage, and Content Production.



Software & Cloud Migration

The shift to software and cloud-based solutions streamlines most solutions, providing flexibility, scalability, and potential cost savings.



Artificial Intelligence

AI is scene in automation of Security/ Surveillance/ Life Safety and adaptive interfaces for Command & Control. With more features on the way.



Extended Reality

XR applications extend to fields like manufacturing, retail, and healthcare, where simulation and visualization can benefit from the XR use cases.

Key Takeaways

Challenges of the past are giving way.

Supply chain challenges are largely rear-view. The future looks strong as the experience economy thrives. Labor will be a challenge. AI will help.



Lower growth

Growth is lower in the coming 5 years, but with upside.



Experiences

Upside comes from the experience economy and video as medium.



Adjacents

The video component is adding to adjacent entry.



Questions?

Reach out to us at:

swargo@avixa.org

phansen@avixa.org

msullivantrainor@avixa.org

VisualSolv™ **CollabSolv™**

ExecConnect



TD SYNEX Executive Panel INTRODUCTIONS AND INSIGHTS



Sandi Stambaugh

Senior Vice President
Vendor Business
Management

TD SYNEX



Cheryl Day

Senior Vice President
Vendor Acquisition,
Global Solutions

TD SYNEX



Lisa McGarvey

Vice President
Data, AI and IoT Solutions

TD SYNEX



Adam Rutstein

Vice President
Corporate Sustainability

TD SYNEX



Tommy Plumer

Vice President
Sales

TD SYNEX

TD SYNEX Executive Panel INTRODUCTIONS AND INSIGHTS



Sandi Stambaugh

Senior Vice President
Vendor Business
Management

TD SYNEX



Cheryl Day

Senior Vice President
Vendor Acquisition,
Global Solutions

TD SYNEX



Lisa McGarvey

Vice President
Data, AI and IoT Solutions

TD SYNEX



Adam Rutstein

Vice President
Corporate Sustainability

TD SYNEX



Tommy Plumer

Vice President
Sales

TD SYNEX

TD SYNEX Executive Panel INTRODUCTIONS AND INSIGHTS



Sandi Stambaugh

Senior Vice President
Vendor Business
Management

TD SYNEX



Cheryl Day

Senior Vice President
Vendor Acquisition,
Global Solutions

TD SYNEX



Lisa McGarvey

Vice President
Data, AI and IoT Solutions

TD SYNEX



Adam Rutstein

Vice President
Corporate Sustainability

TD SYNEX



Tommy Plumer

Vice President
Sales

TD SYNEX

TD SYNEX Executive Panel INTRODUCTIONS AND INSIGHTS



Sandi Stambaugh

Senior Vice President
Vendor Business
Management

TD SYNEX



Cheryl Day

Senior Vice President
Vendor Acquisition,
Global Solutions

TD SYNEX



Lisa McGarvey

Vice President
Data, AI and IoT Solutions

TD SYNEX



Adam Rutstein

Vice President
Corporate Sustainability

TD SYNEX



Tommy Plumer

Vice President
Sales

TD SYNEX

VisualSolv™ **CollabSolv™**

ExecConnect



More Than Distribution
**YOUR PARTNER FOR
GLOBAL DEPLOYMENTS**



Cheryl Day

Senior Vice President
Vendor Acquisition,
Global Solutions

TD SYNnex

TD SYNnex Global Solutions

TD SYNnex: The Destination for Global Sales

Simplifying the complex

Centralized team, regional support

Global program development

Global vendor expansion

Established compliance processes



Three Models Supporting Global Transactions

Local Support

- Delivery and operational support
- Local installation and implementation support
- Staging, integration, and reverse logistics in Europe, Asia and North America

Export

- Transactional end-user screening (Denied Party Check)
- Global tracking and importer of record (IOR) services
- Full-service transportation and trade compliance team
- Customs documentation management and preparation

Local Fulfillment – Intercompany

- Leverage N.A. vendor agreements
- Ability to source stateside / asset transfer
- Agility to support multi-national locations
- Streamlined processes across IT ecosystem

TD SYNEX Global Solutions Services

Global Deal Desk/Program

Global Contracts (Vendor/Partner)
Line card consultation
Solutions consultation
Power requirements review
Global Program Development based on vendor requirements
Bid Support for global projects and RFPs
Product access, harmonized terms/pricing where applicable
Virtual support teams around the world
Customer Onboarding/Reporting

Global In-Country Support

Vendor and process management
Local partner engagement and coordination
Local currency management
Local tax management
In-country ordering
Partner payment management and coordination
Centrally coordinated – locally executed

Global Export Services

Transactional end-user screening (Denied Party Check)
Global tracking and importer of record (IOR) services
Full-service transportation and trade compliance team
Customs documentation management / preparation (Commercial invoice, export licenses, electronic export information)
Product classification review and validation
Export/Import license, certificate management

Global Deployment Services

On-site Installation
In-region Integration
Regional Warehousing
Customer Owned Product (COP)
Staging
TD SYNEX Capital / Global Financing

Supporting over 150 countries globally

Vendor Case Study

Business Problem

- No existing global program, resulting in inefficient processes for supporting multi-country/region projects

Solution / Collaboration

- TD SYNEX and large Reseller partnered to work with Vendor global team on program development
- Crafted operational support models and flows including central procurement model in the EU simplifying the engagement /delivery process

Business Outcomes

- Set up Partner as EU hub
- Aligned partner as the pilot partner in the program
- On-boarded 2 additional partners (one in US and one in UK) into the pilot
- Model extended to cover Asia as well as the US (for non-domestic partners)

Supporting Vendor Global Program Development



Regions: Global (Americas, EMEA, APAC)

Partner Case Study

Business Problem

- Vendor distribution agreements in several, but not all countries
- End-user requirement: Transactions must be executed locally

Solution / Collaboration

- End-user location mapping
- Regional strategy for coverage gaps
- VAT/Tax information, entity set-up
- Vendor authorization added to site list documentation / Vendor authorization tracking

Business Outcomes

- **Authorization:** Gained vendor approval / authorization to execute in all locations
- **Quoting:** Managed quoting activities (international price lists, local currency, valid configurations)
- **Pricing:** Ensured special pricing in all countries
- **Transactions:** Managed transactions locally (PO, invoice flow, local currency, collection process)
- **Taxes, Delivery, Installation:** Managed local taxes, business authorizations and country business requirements, delivery in country, and required in-country support/installation
- **FX, Transfers:** Managed foreign exchange and transfer pricing requirements to ensure customer credited with appropriate margin on all transactions locally in \$USD
- **VAR/End User Relationship:** VAR remained primary relationship and communication driver

Multinational Global End-User Sales Opportunity



Overseas U.S. Military Sales Case Study

Business Problem

- Solutions needed to be FAA compliant and procured in Turkey.

Solution / Collaboration

- Crafted flow with vendor and partner U.S. Federal teams leveraging TD SYNEX Intercompany process to support a local billing and delivery model
- Created order process to support custom requirements for U.S. Federal government.

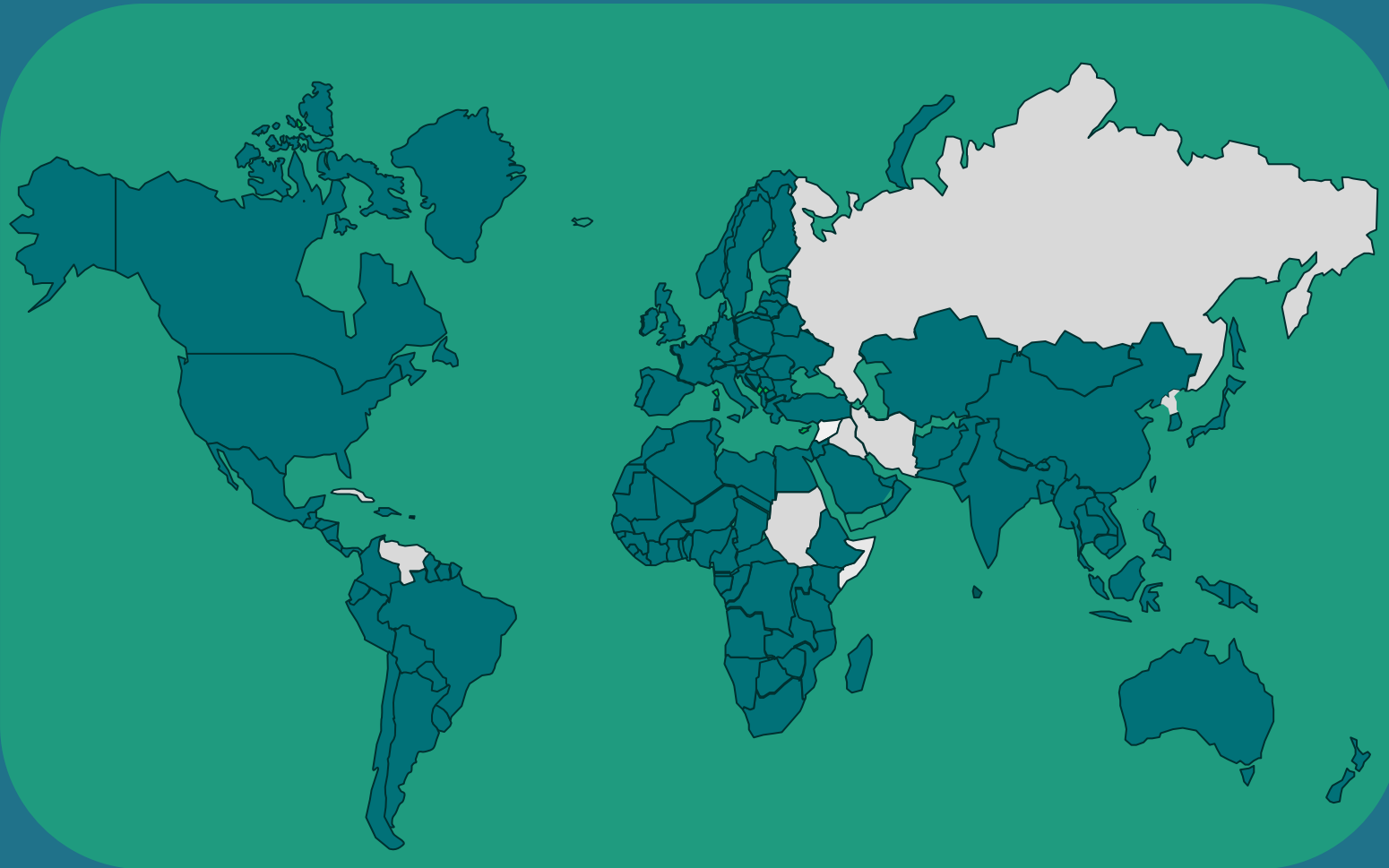
Business Outcomes

- Gained vendor approval / authorization to execute in all locations
- Opportunity was closed and won; approx. \$835K
- Additional opportunities continuing with this vendor
- Vendor able to leverage TD SYNEX capabilities, resources and business acumen to support this custom request

OCONUS Support for Turkey



Expand Your Reach



Compliance Cross Checks



Global Logistics and Operations Consultations



Customs Management Services



Global Expansion Advisement

➤ GlobalSolutionsNA@tdsynnex.com

Thank You

VisualSolv™ **CollabSolv™**

ExecConnect



More Than Distribution
**YOUR PARTNER IN
NAVIGATING THE
COMPLEXITY OF AI**



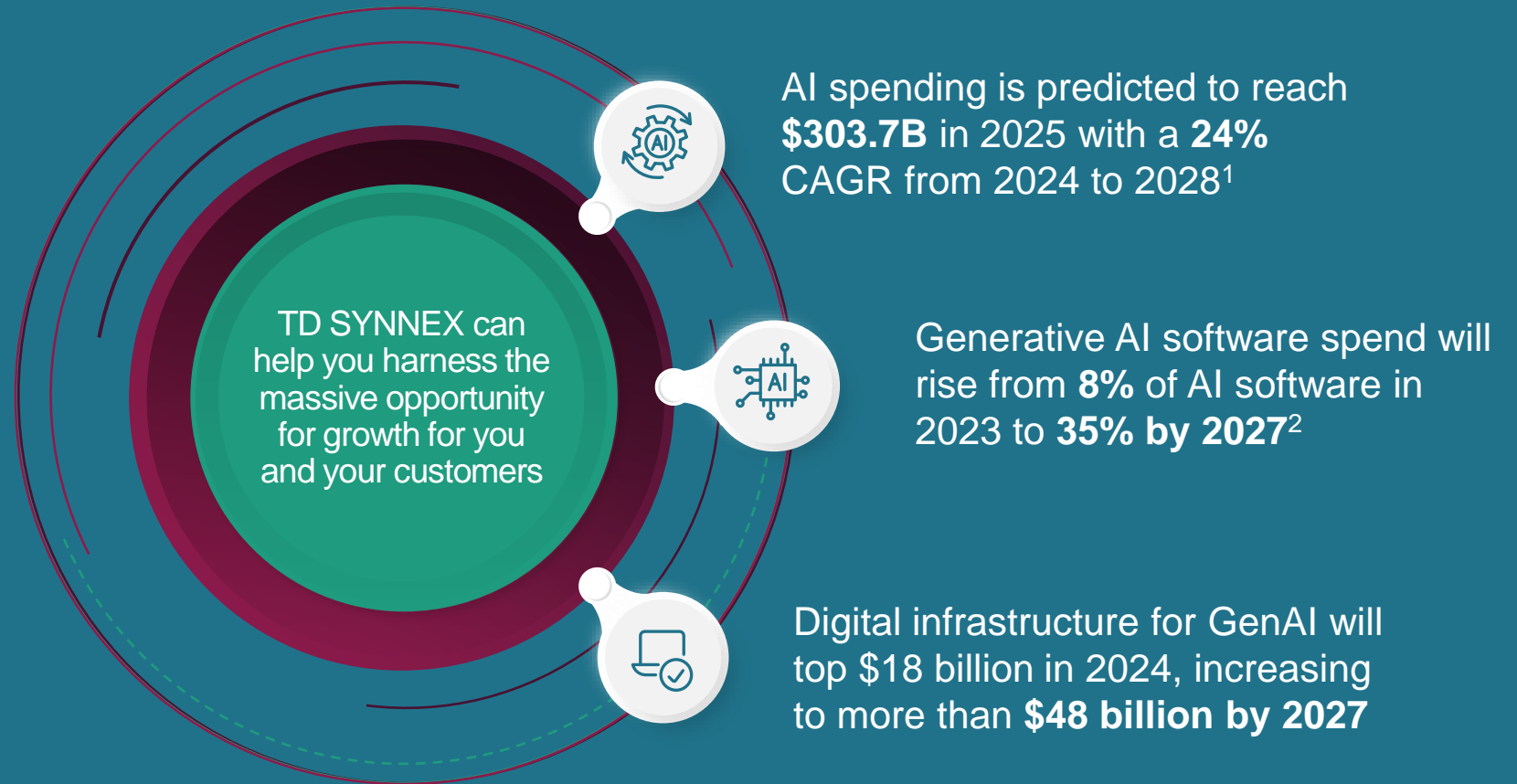
Lisa McGarvey

Vice President
Data, AI and IoT Solutions

TD SYNnex

Artificial Intelligence

(AI) is transforming the market landscape



Data driven companies outperform their competitors by up to 20% creating new opportunities for growth and differentiation

¹ Source: IDC Worldwide Black Book 3rd Platform Edition July 2024. CAGR calculated from 2024 to 2028

² Source: Invest Implications: Forecast Analysis: Artificial Intelligence Software, 2023-2027, Worldwide

³ Source: Canals Special Report: Now and next for AI-capable PCs, January 2024

Key factors



Major refresh opportunity as Windows 10 reaches end of life



A significant effort to educate buyers



Ethical debates will hinder corporate deployment

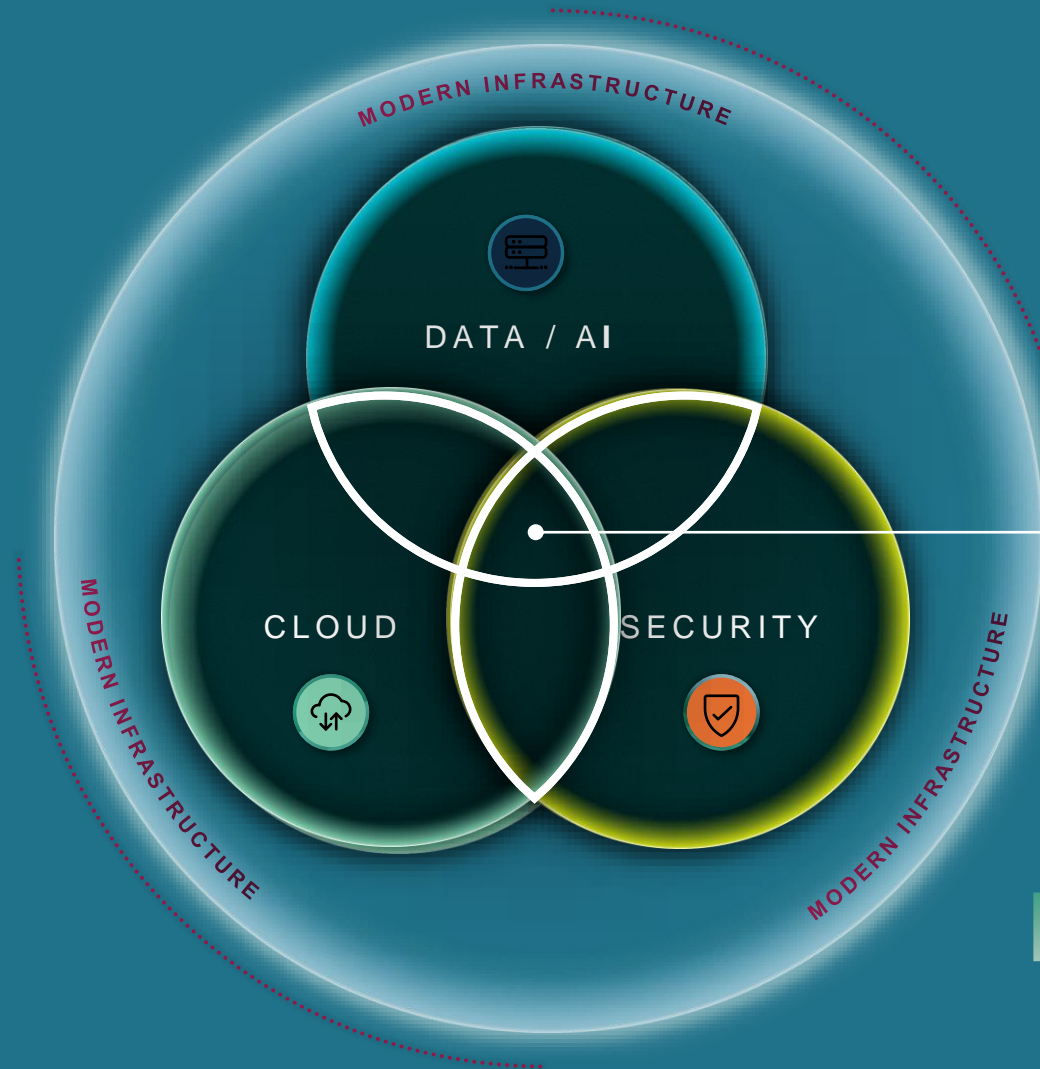


AI solutions suited to marketplace transactions



TD SYNnex AI COE

Delivers complete solutions



**Where is your
Entry Point?**

Destination AI

TD SYNnex's Destination AI

Use Case support across key AI technology segments



Business Process
Automation



Advanced Analytics
/AI Foundations



Computer
Vision/Vision AI



AI / ML Ops

Generative AI:

Accelerates onramps to provide value

AI Infrastructure:

AI Drags need for Additional On-premise / Off-premise Infrastructure

Destination AI™

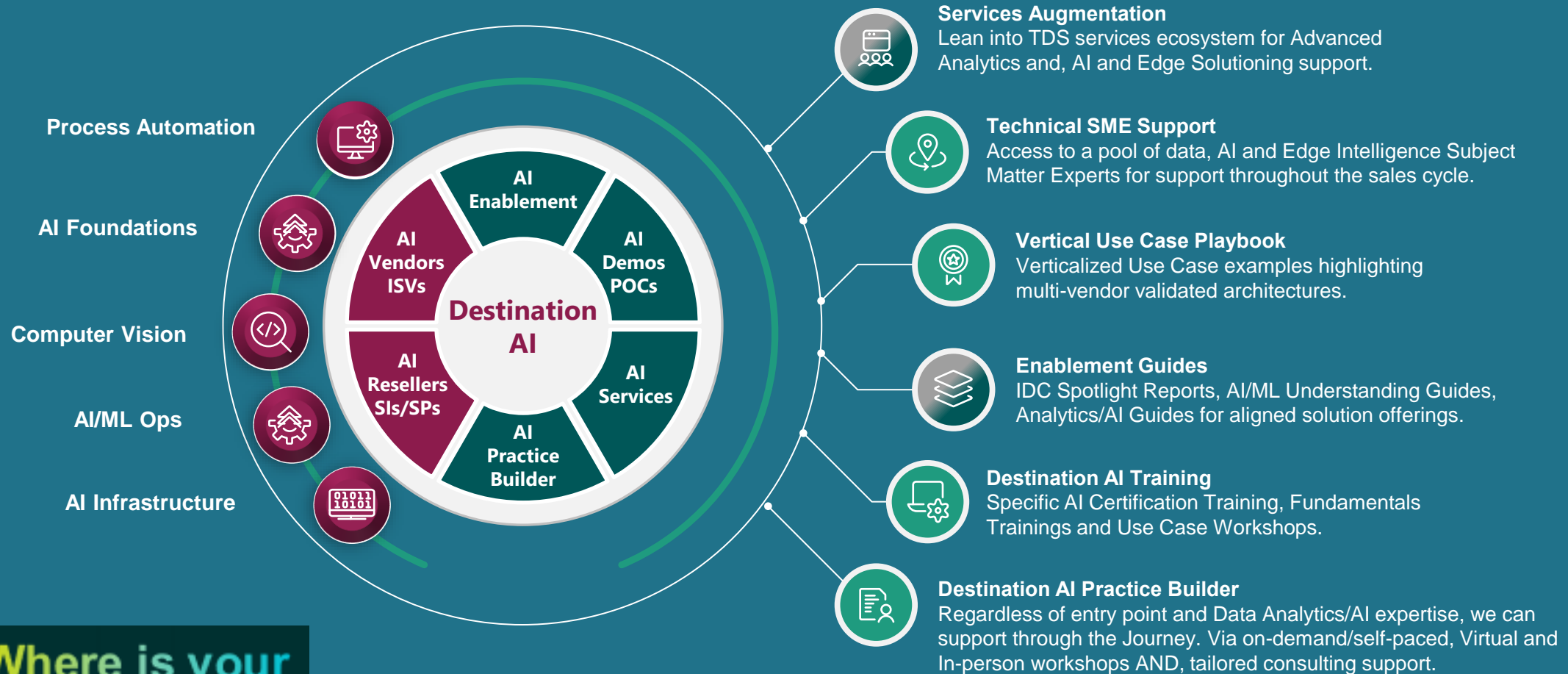
Vendors that have selected TD SYNnex to **amplify** their position in AI



<p>AI-Enabled Independent Software Vendors (ISVs) ISVs with infused AI into their software applications used by businesses</p>	
<p>AI Accelerators Technology optimized to boost the performance of AI applications and models</p>	
<p>Core AI Software/Platforms SW to Create and enhance AI models</p>	
<p>AI Infrastructure Edge, cloud, compute network, storage, PCs, and infrastructure consumed by AI</p>	<p>Hyperscalers [Microsoft, Google Cloud, aws]</p> <p>Hybrid [EQUINIX, Lenovo, Hewlett Packard Enterprise, IBM, ddn, NVIDIA, CISCO, DELL, NetApp]</p> <p>AI Devices [DELL, ASUS, hp, cradlepoint, Apple, ADLINK, ADVANTECH, AXIS COMMUNICATIONS]</p>

* Some Vendors have solutions across multiple segments. Additional AI vendors available. ** Not all vendors are available in every region

Destination AI enablement resources eliminate complexities to give you a competitive edge



**Where is your
Entry Point?**

VisualSolv™ **CollabSolv™**

ExecConnect



Lean In Session

MARKET AND EMERGING TRENDS



John Mitton

CTO / VP of AV UC
RED THREAD SPACES



Partrick Cahill

Head of Sales National
Partners (Var/SI)
LOGITECH



Cheryl Day

Senior Vice President
Vendor Acquisition,
Global Solutions
TD SYNEX



Lisa McGarvey

Vice President
Data, AI and IoT
Solutions
TD SYNEX



Adam Rutstein

Vice President
Corporate Sustainability
TD SYNEX



Rich Ventura

VP
SONY

VisualSolv™ **CollabSolv™**

ExecConnect



CLOSING REMARKS

VisualSolv™ **CollabSolv™**

ExecConnect



VisualSolv™ **CollabSolv™**

ExecConnect

