

# Direction of Technology Ecosystem Report

To meet the challenges of the moment, today's leaders need the expertise, specialized training and skills that will shape tomorrow.

Leveraging TD SYNnex's unique position in the center of the technology ecosystem, the Direction of Technology Report provides valuable insights on trends impacting vendors, partners and end users. This year's report captured feedback from over 1,000 reseller partners in more than 60 countries, assessing their performance, outlook and expectations for the next year and beyond.



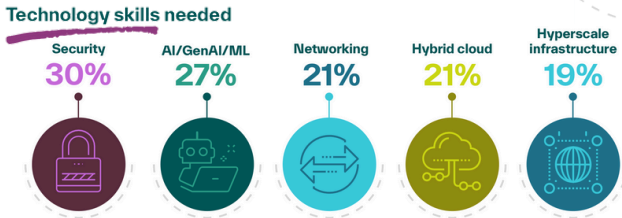
1,000+ partners  
60+ countries



## This year's findings reveal Five Global Trends:

### 1. Leading with Ingenuity and Flexibility

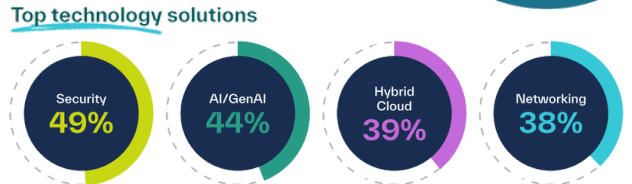
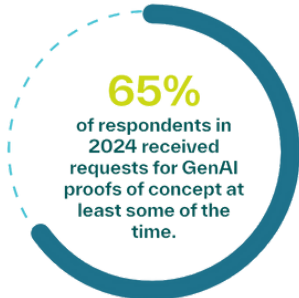
As partners navigate economic uncertainty and changing disclosure mandates, they will need evolving skills, regulatory expertise and flexible spending solutions.



Respondents see security and AI skills as top hiring priorities.

### 2. Driving Innovation with a Strong Foundation

AI continues to spur innovation across the tech ecosystem and is poised to advance progress in unprecedented ways. Respondents are simultaneously prioritizing critical technologies like security, hardware, data storage, services and more, which will provide the springboard GenAI and AI solutions and services.



While AI solutions have risen in importance, core technologies remain high priority.

### 3. Leveraging Essential Solutions for a Complex World

Products at the intersection of security and innovation are driving the success of the channel and broader marketplace. Respondents identified security as the top profit generator in the ecosystem, while networking, endpoint devices, AI and hyperscale infrastructure round out their top revenue drivers.



### 4. Prioritizing Collaboration, Coordination and Consolidation

With nearly three-quarters (73.2%) of IT spend driven by partners in 2024, it's clear that collaboration is crucial as the channel contends with rising competition and technological transformation.



### 5. Meeting Regulation and Mitigating Risk

Climate change, human rights and strong corporate governance are changing the regulatory and risk landscape across all industries. To stay ahead, partners plan to offer solutions that help customers move toward a more sustainable and equitable society.



Results collected via survey by Canalys April-June 2024

Read the full report here.

For additional resources, visit [news.tdsynnex.com](https://news.tdsynnex.com).