

DAVID JORDAN

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David Jordan is the Chief Financial Officer of the Americas at TD SYNnex.

In his role, he is responsible for overseeing all financial aspects of the Americas business. Prior to TD SYNnex, Mr. Jordan was with Tech Data for 7 years, serving most recently as the Chief Financial Officer of the Americas. Mr. Jordan earned a bachelor's and master's degree in accounting from the University of Florida.

As the CFO of North America, can you share in your own words why we have established our own captive financing company and the importance to our channel?

I believe financing and leasing is a key enabler for growth in the IT channel. Having an in house financing company allows us to do number of things. First, we can be considerably more creative. Secondly, we can be significantly more flexible which allows us to move at light speed. From a partner perspective, if you have speed, creativity and flexibility, that will ensure that more deals get over the line, and we realized that the only way to do all three is to own your own financing entity. It allows us to control our destiny, which is important.

How can TD SYNnex Capital be a strategic advantage for our reseller customers?

Partnering with TD SYNnex Capital will help increase cash flow and reduce risk for our partners. Financing also helps partners drive larger transactions and close deals quicker. From a pure economic perspective, resellers who do a larger portion of deals through financing, are worth more and have a greater valuation, because you're generating more cash and you have less risk. The other thing that is important to consider is that your business becomes more predictable because you know exactly how long these leases are and when the payments stop. Your sales team can leverage this data to engage the customer 6-12 months in advance of expiration to drive a new proposal. So by having better cash flow upfront, combined with less risk and a more predictable sales cycle, You're worth more.

Do you think that our vendors can leverage this program as well?

"Yes, I believe partnering with TD SYNnex Capital will help vendors accelerate their success in the market. We have some vendor partners who prefer us to finance non-investment grade deals, others want us to stand up a captive finance business on their behalf. One of the biggest shortfalls from a Vendor perspective is they can't do multi-vender solutions financing, so that's really the white space that TD SYNnex Capital can fill. We can finance anything, including whether it's bought from TD SYNnex or not, and that allows us to put together larger transactions, including all the different pieces of the solution, and get them over the line faster. Financing is good for the channel ecosystem, therefore the more deals financed, the better. A good example of this is turning a one year software solution transaction into a three year deal with 3 annual payments to match the license term."

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What about credit capacity?

Leveraging TD SYNEX Capital will significantly increase a reseller's credit capacity. We evaluate all financed transactions based on the end-user's credit so it's 100% incremental to their existing credit line. For resellers who can balance financing and traditional trade lines, you are significantly increasing the total volume of transactions you can put through. This is especially important for partners that are on an accelerated growth path to ensure they have the credit capacity needed to support that growth.

What advice would you give a CFO trying to grow their business?

The most important item a CFO can focus on is ensuring a business has adequate liquidity (cash + unused debt capacity). Leveraging financing and financial solutions will provide businesses significantly more liquidity in addition to improving their cash conversion cycle. Better cash flow and liquidity will no doubt ensure you can accelerate growth, protect your business in the event of downside, and ensure they have adequate capacity to manage swings in their business.

We are your trusted advisor. Start the conversation today.

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