ThreatCaptain Partners with TD SYNNEX to Put Financial-Impact Cybersecurity Selling in Reach of MSPs in North America

Gives MSPs in TD SYNNEX's partner network streamlined access to ThreatCaptain, helping them find, win, and grow cybersecurity revenue

GREENVILLE, SC, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- ThreatCaptain, a cybersecurity sales enablement platform built for managed service providers (MSPs), today announced a distribution agreement with TD SYNNEX, a leading global distributor and solutions aggregator. Under the agreement, MSPs in TD SYNNEX's partner network gain streamlined access to ThreatCaptain's Anchor and First Mate suites, the platform's tools for generating qualified pipeline and closing business with cybersecurity financial-impact selling.

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>
> *Scott Young, SVP, Vendor Management, TD SYNNEX*

MSPs frequently lose deals not because their services fall short, but because the conversation starts in the wrong place. Selling bottom-up (i.e., leading with tools, features, and technical threats) rarely gets MSPs in front of the owners and CFOs who actually decide whether to invest. ThreatCaptain was built to fix that by translating technical findings into the financial-impact language that earns MSPs a seat at the executive table. The agreement with TD SYNNEX extends that capability to MSPs across TD SYNNEX's partner network in North America.

The two suites address different stages of that sales motion. The Anchor Suite is ThreatCaptain's lead-generation engine, helping MSPs identify and reach qualified prospects with ideal-customer-profile discovery, decision-maker intelligence, and outreach tools. The First Mate Suite is ThreatCaptain's core platform for winning deals, built around translating technical security findings into executive-actionable dollar figures. The suite pairs that analysis with business risk assessments, downtime and insurance-gap modeling, and white-labeled proposal and reporting tools that turn technical risk into an executive-ready business case.

“MSPs lose cyber deals because they're pushed to sell tools and threats to IT managers, instead of financial risk to the executives who write the check. Anchor and First Mate give MSPs a

repeatable way to find the right buyer and speak their language from the very first call," said Adam Anderson, CEO of ThreatCaptain. "Partnering with TD SYNNEX means we can put that capability directly in front of the MSP community, at the scale this problem deserves."

"MSPs are under constant pressure to prove the business value of security, not just describe the technology behind it. Adding ThreatCaptain to our portfolio gives our partners a practical way to have that conversation, and it expands the opportunities available across our ecosystem," said Scott Young, SVP, Vendor Management, TD SYNNEX.

The Anchor and First Mate suites are available now to MSPs through TD SYNNEX

About ThreatCaptain

ThreatCaptain is a cybersecurity sales enablement platform built for managed service providers (MSPs). It translates technical security findings into financial-impact language, helping MSPs sell their IT services to business owners and CFOs instead of only IT managers. ThreatCaptain is based in Greenville, South Carolina. Learn more at threatcaptain.com.

https://www.tdsynnex.com/ About TD SYNNEX

TD SYNNEX (NYSE: SNX) is a leading global distributor, solutions aggregator, and original design and contract manufacturer that plays a central role in connecting the technology ecosystem. We support more than 150,000 customers across over 100 countries with a comprehensive edge-to-cloud portfolio spanning cybersecurity, analytics, artificial intelligence, mobility, and Everything-as-a-Service. We are a Fortune 100 company that helps partners maximize the value of technology investments and achieve measurable business outcomes through our global reach, expertise and enablement capabilities. Headquartered in Clearwater, Florida, and Fremont, California, the Company's distribution business brings together a broad portfolio of IT hardware, software and systems, providing access to products across the global IT ecosystem. The Company's Hyve Solutions business partners with technology companies to design, manufacture, and deliver traditional and accelerated compute, cloud, and connected infrastructure. For more information, visit www.TDSYNNEX.com, follow our newsroom or follow us on LinkedIn, Facebook and Instagram.

Safe Harbor Statement

Statements in this news release that are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 involve known and unknown risks and uncertainties which may cause the Company's actual results in future periods to be materially different from any future performance that may be suggested in this release. The Company assumes no obligation to update any forward-looking statements contained in this release.

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