



Take another look at CDW. The cost of "free shipping."

When technology budgets are tight, we understand that "free shipping" sounds like an attractive benefit. But usually someone has to pay...



Shipping isn't free if your order is wrong, late or lost.

That someone is usually *you*. There are two ways a vendor makes a free shipping claim: build it into the product price tag or cut corners in other areas to absorb the price. At CDW, we don't make false claims or promise more than we can deliver. What you see is what you get: honesty, objectivity and fair business practices wrapped around every product that is shipped to your doorstep. There is a high cost to hidden costs. Here's how other technology providers use your so-called "savings" to mask the real costs of free shipping.

» Hidden cost #1: **Less choice.**

The easiest way for a technology vendor to lower costs is to narrow its product range. The vendor saves on everything from supplier relations to inventory costs—not with CDW. We give you access to more than 100,000 brand-name products from more than 1000 leading IT manufacturers. Plus, our buying power attracts the industry's top technology manufacturers and allows us to negotiate competitive pricing.

» Hidden cost #2: **Less urgency.**

Shipping isn't free if your order is wrong, late or lost. To make sure your order is exactly what you want, where you want it and when you want it, CDW has embraced the premier set of global standards for customer-focused quality management systems: ISO 9001:2000. And 94 percent of credit-approved, in-stock orders ship complete within 24 hours. To maintain this track record—and improve upon it—CDW has opened a new 513,000-square-foot Western Distribution Center in North Las Vegas. This cutting-edge facility more than doubles our capacity to ship IT products directly to our customers with speed and accuracy.

» Hidden cost #3: **Less support.**

If your vendor's idea of support is getting the box onto the truck, let us introduce you to CDW's 360 degrees of service. That's how we surround you with the comprehensive support you need to navigate the technology obstacle course across your entire information-technology lifecycle.

» Hidden cost #4: **Less technical expertise.** CDW has entire teams of technology specialists who are certified experts in their field. Their training and real-world experience offer you objective consultation on virtually any IT issue—from installing a single desktop software application to revamping your entire network. Our range of technology specialties—from networking, security, storage, power, telephony, mobile-wireless, voice and data, software licensing and document imaging—means we've got you covered.

» Hidden cost #5: **Less access.**

Would you rather speak to a live person or navigate your way through an electronic menu of canned responses? No matter what your question, your CDW account manager provides real answers—fast. Add dynamic customer-service tools, such as **CDW@work**®—your own secure CDW extranet to complement your account manager—and you can track your shipments from your order to your door.

» Hidden cost #6: **Less value.**

Cutting corners to spare shipping costs usually means compromising somewhere else. CDW never cuts back where it counts: value. Bundled in with every CDW delivery are the value-added CDW services you can't put a price tag on: product availability, service, solutions and access to vendor, product and service expertise—before, during and after every sale. Losing all this is a high price to pay for free shipping.

Bottom line: Accountability.

This is as important to us as it is to you. It's why our very first CDW customer—back in 1983—is still a CDW customer today. Accountability is how we continue to satisfy thousands of customers every day. As a valued customer, you are very important to us and we want to earn back your business. Let CDW provide the next bid for your product or service. We know you'll be pleasantly surprised at what we can do for you.



The Right Technology. Right Away.™
CDW.com • 800.800.4239



invent

World-class manufacturer of technology solutions committed to solving your business needs.