

## Why Buy From CDW?


SPECIALISTS KEEP YOU IN COMPLIANCE  
WITH YOUR SOFTWARE LICENSE CONTRACTS—  
AND YOUR BUDGET

### SOFTWARE LICENSING



As the universe of software licensing agreements grows more convoluted, **CDW is the authority** in helping our customers navigate the complexities of software license agreements. From start to finish, our qualified software licensing specialists are there to help you choose the best licensing program for your business, negotiate the best terms, keep track of all of your software assets and ensure that you never go out of compliance when contracts are near expiration or up for renewal.

Every CDW Account Manager is backed by a team of **software licensing specialists** who are trained and certified on leading vendor licensing programs. They have industry-standard certifications, training and industry awards from top-tier software providers, and continue to stay current on all program changes and enhancements. CDW does your software licensing homework for you, so you don't have to. Your primary Account Manager will work with you to understand your project and then engage a software licensing specialist to review the specifics (i.e., current technology, business goals). We take a vendor-neutral approach to solving problems, assisting with contracts and creating your licensing solution. **CDW simplifies and streamlines your software license management strategies with unique services and tools.**




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CDW has close working relationships and certifications with leading software vendors such as:

- » **Microsoft®**—Certified Partner, LAR (Large Account Reseller), ESA (Enterprise Software Advisor)
  - » **Symantec™**—#1 reseller, Enterprise Sales Partner, 2002 SMB Reseller of the Year
  - » **Adobe®**—ALC (Adobe License Center), Adobe's 2001 Partner of the Year
  - » **VERITAS™**—VERITAS Partner Program, National Reseller Partner
  - » **Macromedia®**—#1 reseller
  - » **Network Associates®—McAfee®**—Volume Product Partner (VPP), Top 5 McAfee reseller
  - » **Computer Associates®**—#1 reseller of CA for five consecutive years, Overall Top Reward Point Earner for Premier/Enterprise Level, 2002
- ... and more.



CDW maintains relationships with industry-leading software license tracker partners to keep you in compliance.

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### Added Value for You:

#### COMPLIANCY—CONSULTANCY—CONSISTENCY—COMPATIBILITY

Our customers benefit from dedicated CDW software licensing specialists who are cross-vendor certified on multi-level licensing programs. As a result, we bring our business partner expertise to you, among other numerous value-added benefits including:

- » **Compliance**—We keep you compliant by helping you track all software licenses purchased from CDW so that there are never any surprises when it comes time to terminate or renew a contract.
- » **Consultancy**—CDW software licensing specialists are customer-loyal and vendor-neutral. We act as a resource as you navigate the many options, benefits and conditions of programs offered by a wide variety of licensing partners.
- » **Consistency**—As software licensing programs become more complicated and confusing, we work to make them easy. What you get from CDW is consistent, reliable advice—and more answers than questions.
- » **Compatibility**—Not all customers require long-term contractual license agreements. Some are better suited with transactional (or open-ended) license programs that can expand as the business grows. CDW software licensing specialists work on your behalf to identify the specific license program, volume pricing options and flexible payment plans that are most compatible with your needs at every stage of your business.

CDW's scope, scale and size enable us to bring you these value-added services. In addition, with a CDW extranet (**CDW@work**), you gain access to a unique tool to manage your software assets—**Software License Tracker**.



### Software License Tracker— Simplify Your License Management

The Software License Tracker is an innovative online feature that keeps you in compliance and allows you to better manage your software assets with one consolidated view. You can readily track your contracts and serial numbers, physical locations and license renewal details. Reports can be customized and generated as often as you want—daily, weekly, monthly or even by purchase order or the type of license purchased. The Software License Tracker captures license agreement start and end dates and can schedule reports on a weekly or monthly basis for any selected or specific months.

Contact your CDW Account Manager for a demonstration or to set up your own Software License Tracker program.

CDW delivers more than just product. We have the passion to take service to the next level of customer responsiveness—delivering IT business solutions from one of the industry's largest providers of technology products and solutions.

Ask your Account Manager how CDW can put our software licensing capabilities to work for your business.

