

Why Buy From CDW?

FAST, ACCURATE ANSWERS TO YOUR MOST PRESSING TECHNOLOGY QUESTIONS FROM HIGHLY-QUALIFIED EXPERTS

TECHNICAL
EXPERTISE



For many IT executives, the call for help starts way before a technology solution is ever purchased. It begins the moment you know your business processes are no longer effective—or even in place. Maybe the company president committed you to implement a large-scale networking project on a dime-sized budget by next quarter. Or perhaps your outdated security protection plan is starting to show some cracks. It also could be something as small as replacing the keyboard that a new employee accidentally drowned in yesterday's latte.

Faced with critical decisions under a time crunch, you do everything to avoid making a knee-jerk decision. But your CIO is breathing down your neck for an answer—**fast!** Who do you turn to for answers? With CDW, you get more than just product. You get a **highly-qualified** team of **industry-certified** technology experts who offer experienced advice. We address your needs at every stage—from pre-sales support, to specialized configuration, to implementation, to post-sales maintenance and repair. **CDW works with you to choose solutions that meet industry-specific requirements—before, during and after every technology purchase.**



Before You Buy...

Whatever the size, scope or scale of the need, we understand that you have many technology provider choices. CDW aims not only to fill the gap between purchase and deployment, but to take the pain out of your decision-making process—**right from the start.**

CDW's Expertise Spans Many Specialties

Your CDW Account Manager not only listens to your needs, but knows when to bring in the right mix of technical experts to address your specific concerns. CDW's highly-trained and certified specialists understand technology, business and industry issues so that we can recommend a total solution that fits all of these requirements.

CDW offers technical expertise across such areas as:

- » NETWORKING
- » STORAGE
- » VOICE AND DATA
- » MOBILE-WIRELESS
- » POWER
- » SOFTWARE LICENSING
- » SECURITY
- » TELEPHONY
- ... and more.

We Reach Out to You

CDW offers many ways to see, firsthand, how we can serve your needs. Some of our customers have enjoyed visiting our facility for a CDW Executive Briefing and Tour... others have participated in CDW Webinar presentations... and many have attended CDW onsite conferences featuring keynote industry speakers on topical IT issues. Whether face-to-face, via the Web or over the telephone, CDW supports you with a spectrum of technical expertise and service offerings.



CDW's goal is to offer an unbiased, vendor-neutral, value-added service that will enable you to make the most informed and educated decision around your IT purchasing needs.

The Right Technology. Right Away.™
CDW.com • 1.888.399.4CDW



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CDW Systems Engineers Assess Your Needs From Every Angle

At CDW, we strive to keep you in balance with the right blend of technical expertise to back up your primary account manager. We assemble a team of experts who not only know technology, but understand business issues. Consider your CDW account team as a virtual extension of your in-house staff. We supplement your decision-making process so that you can make the best choices for your organization.

Whether General or Specialized . . .

During the initial stage, CDW's pre-sales systems engineers work in lockstep with you and your CDW Account Manager to mine your unique business and technology requirements. Our systems engineers range from technical generalists to subject matter experts. Whether you need someone to address your overall technology needs, advise on business IT protocol or recommend a solution designed for specific industry requirements, CDW can help.

Or Manufacturer-Specific . . .

CDW also has some technicians who are sponsored and trained directly by several of CDW's vendor partners. For example, CDW hosts onsite systems engineers representing major partners such as EMC®, Hewlett-Packard®, Cisco®, Hitachi®, Microsoft®, IBM® and others.



After Your Purchase...

CDW's passion for technology begins with our account teams—and continues long after your purchase is made. Your CDW Account Manager is backed by a team of specialists who are highly-trained and certified in the latest technologies and solutions. Your Account Manager initially will work with you to assess your needs, and then bring in the best experts to take care of your specific issues. Collectively, your CDW Account Team will put their expertise to work for you—from beginning to end—until your needs are resolved to satisfaction.

Qualified to Satisfy

CDW's technicians are certified in several areas, including CompTIA, Cisco and Citrix, to name a few. Many have received specialized certification directly from our technology partners including Apple®, Microsoft® and Sun®. Our experts continue to receive ongoing training to increase their technical and customer service skills to provide you with the best support possible. This "technician-centric" approach clearly lends itself to CDW being a "customer-focused" company.

Here's how:

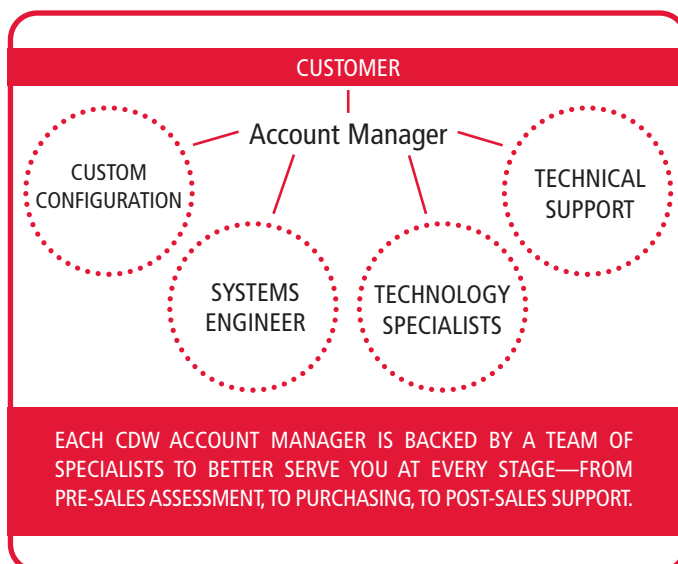
» FIVE-YEAR TECHNICAL SUPPORT

Every CDW customer receives ongoing technical support service on computers, computer peripherals and operating systems five years from the date of purchase.

» 24x7x365 CDW SUPPORT

Telephone—CDW's certified technicians quickly respond to about 600 issues a day year-round, with consistently superior customer satisfaction survey ratings on hold times, professionalism, listening/understanding and delivery on promise. Our customers are able to reach us through a toll-free 800 number, so even the most remote locations can call CDW directly and get support just by reading their product's asset tag number.

We add value by working directly with you and your CDW Account Manager to select the best mix of products, services and support to address your needs.



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All CDW-trained technicians are based in the United States. Because we're onshore, there are no time delays or communication issues. We're dedicated exclusively to CDW customers to ensure you get the fastest and best service possible.

Many of our technicians have invested their careers in CDW, and rigorously pursue ongoing training to bring you the most updated technical knowledge. All are CompTIA certified and hold—at a minimum—A+ and Network+ certifications. Many Level Two technicians also are accredited in various engineering and manufacturing training courses. CDW prides itself on our ability to consult with customers on a full range of cases—from simple to complex, from general to industry-specific. No job is too small or too large for us.



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Online—CDW also welcomes customer interaction in many other ways—via e-mail, CDW's extranet Website or through an online CDW chat session that puts you in direct touch with a qualified technician. We promptly respond to e-mail and chat inquiries from 7 a.m.–7 p.m. CST, Monday through Friday. Our 24x7 extranet (CDW@work) enables you to create, track and edit your own case.



» CDW REPAIR CENTER

CDW's CompTIA A+ authorized repair center spans a 4,000-square-foot facility adjoining the CDW warehouse and Business Technology Center. The area is fully Electronic Static Discharge (ESD) resistant to protect against product failures.

In addition, CDW is an authorized service provider for brand manufacturers including Acer®, Apple®, Hewlett-Packard®, IBM® and Toshiba®. All of our technicians are factory-trained and certified directly from these manufacturers and thus adhere to their repair policies.

Through our onsite repair center, our customers benefit from:

Quick service—Average repair turnaround in 2–3 business days (depending on parts availability).

High volume repair capability—CDW averages 600–700 repairs per month (around 30–40 repairs per day) and maintains weekday plus Saturday hours.

In and out of warranty product service—We can service products that are in warranty as well as those whose warranties have expired.

Original brand manufacturer replacement parts—Based on CDW's close working relationships with our technology partners, we can procure new components quickly.

Whether you're a walk-in customer or sending us a system for repair by mail, CDW will take excellent care of your equipment. Aside from quality repairs from certified technicians, CDW customers benefit from measurable time savings and peace of mind from knowing that their repairs will be done correctly.

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 in-stock inventories **on time** and **on budget**.

Ask your Account Manager how CDW can put our technical expertise to work for your business.

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