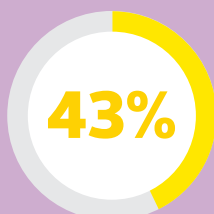


CDW DATA MANAGEMENT FOR NONPROFIT ORGANIZATIONS



INDUSTRY TRENDS

Ineffective use of data creates missed opportunities



of nonprofit organizations are using their donor data for potential marketing and fundraising opportunities.¹

Donors expect ROM metrics



of nonprofit funders now request impact data or program metrics to justify donations.²

¹iatspayments.com, "Nonprofits are Collecting Big Data, but Most are Having Trouble Using It," 2014

²121giving.com, "The Business of Nonprofits: Amplify Your Fundraising Success with New Technologies and Proven Business Practices," 2015

WHY DATA MANAGEMENT?

Nonprofit organizations need to manage and leverage rapidly expanding volumes of data to fundraise more effectively, operate more efficiently and maximize your impact. A data management strategy that encompasses data storage, cloud and business intelligence solutions keeps data organized and accessible, improves IT control and visibility, lowers costs and optimizes analytics.

CHALLENGE: USING DATA TO ADVANCE YOUR MISSION

Overwhelming Volumes of Data

- With more data generated everyday, available storage space is shrinking dramatically
- Lack of well-defined data retention policies also contributes to data proliferation

Inefficient Data Storage

- Need to unify storage management across numerous sites, staff, volunteers, donors, visitors and members
- Haphazard or inefficient data storage and archiving solutions
- Need expert guidance evaluating the costs, effectiveness and security levels of the multiple storage options available

CDW DATA MANAGEMENT SOLUTIONS

Data Storage

- Unify data storage management
- Streamline data retention policies and design a customized data storage blueprint that is flexible, secure and easy to manage
- Specific solutions:
 - Direct-attached storage (DAS)
 - Network-attached storage (NAS)
 - Storage area network (SAN)
 - Unified storage
 - Software-defined storage (SDS)
 - Flash storage
 - Hierarchical storage management

Expectations for On-Demand Data Access

- Stakeholders expect immediate access to the information they need, whenever they want it, wherever they happen to be
- Cost-effective outreach, communication and collaboration depend on convenient, timely data access

Cloud

- Cost-effective and easily expandable to meet changing needs
- Provides anywhere, anytime data access, supporting collaboration
- Integrates data from multiple sources, helping to drive effective analytics
- Securely protects sensitive donor data
- Specific solutions:
 - Backup as a Service (BaaS)
 - Infrastructure as a Service (IaaS)
 - Disaster Recovery as a Service (DRaaS)
 - Desktop as a Service (DaaS)

TOP TECHNOLOGY PARTNERS



CHALLENGE: USING DATA TO ADVANCE YOUR MISSION (Continued)

Pressure to Do More with Less

- Cost pressures and reduced funding make it increasingly critical to operate as efficiently as possible
- Limited IT staff makes managing and updating extensive onsite storage and data center infrastructure difficult
- Need to meet state and federal compliance requirements

Optimize Fundraising, Engagement and Impact

- Need to understand who their most promising donors are, where supporters are located and how they prefer to contribute
- Must determine which fundraising methods are most successful
- Communication must be personalized and meaningful to build long-lasting donor relationships
- Donors demand transparency and accountability related to their dollars
- Need to make smart decisions about how and where to allocate resources to maximize social impact

CDW DATA MANAGEMENT SOLUTIONS (Continued)

Data Analytics and Business Intelligence

- Ensure your IT systems and applications are running at peak performance levels
- Support compliance reporting through log aggregation
- Identify donor/supporter preferences and behavior patterns to enhance fundraising and engagement and lead to greater retention
- Gain real-time access to accurate data combined with the right analytics to make effective decisions about how programs and services are used, determine beneficiaries and/or geographic areas with greatest need, improve emergency response rate and identify unmet needs
- Easily extract, sort, summarize and present complex data to your board or to donors – "return on mission" metrics
- Specific solutions:
 - Software platform
 - Hardware components
 - Implementation and configuration services

HELPFUL RESOURCES

- [Data Center Solutions and CDW](#)
- [IT Lends Children's Miracle Network Hospitals a Hand](#)
- [Advance Your Mission with the Cloud](#)
- [CDW Nonprofit Cloud Solutions](#)

VALUE PROPOSITION

CDW Nonprofit can help nonprofit organizations assess their storage and data analysis needs as well as build and support a smart data management strategy that advances their mission. Working with top vendors, we design and implement customized data storage, cloud and data analytics/business intelligence solutions that unify data management, streamline data retention and optimize data analytics and are scalable, flexible, secure and easy to manage. Discounted nonprofit pricing may be available for some solutions.

SPECIALIZED SERVICES

CDW Nonprofit's end-to-end services provide guidance on aligning mission-critical goals with a smart storage strategy, using our team of certified engineers. Services include:

- Assessment, planning and design services, including RFP support, engineering design and review, cost assessment and benchmarking, contract negotiation
- Hardware implementation services
- Software installation services
- Data migration services
- Managed services that include monitoring, upgrades, maintenance, reporting, and hardware and software incident management for storage networking solutions. Discounts may be available.



Learn more about our nonprofit data solutions contact your CDW Nonprofit account manager, call 888.294.4239 or visit [CDW.com/nonprofit](https://www.cdw.com/nonprofit).