

CDW + MICROSOFT: DISCOVER OUR CAPABILITIES



CDW + MICROSOFT

ADVISORY SERVICES

CONTRACT MANAGEMENT

DEPLOYMENT

SOFTWARE ASSET
MANAGEMENT

MONITORING AND
MANAGEMENT SOLUTIONS

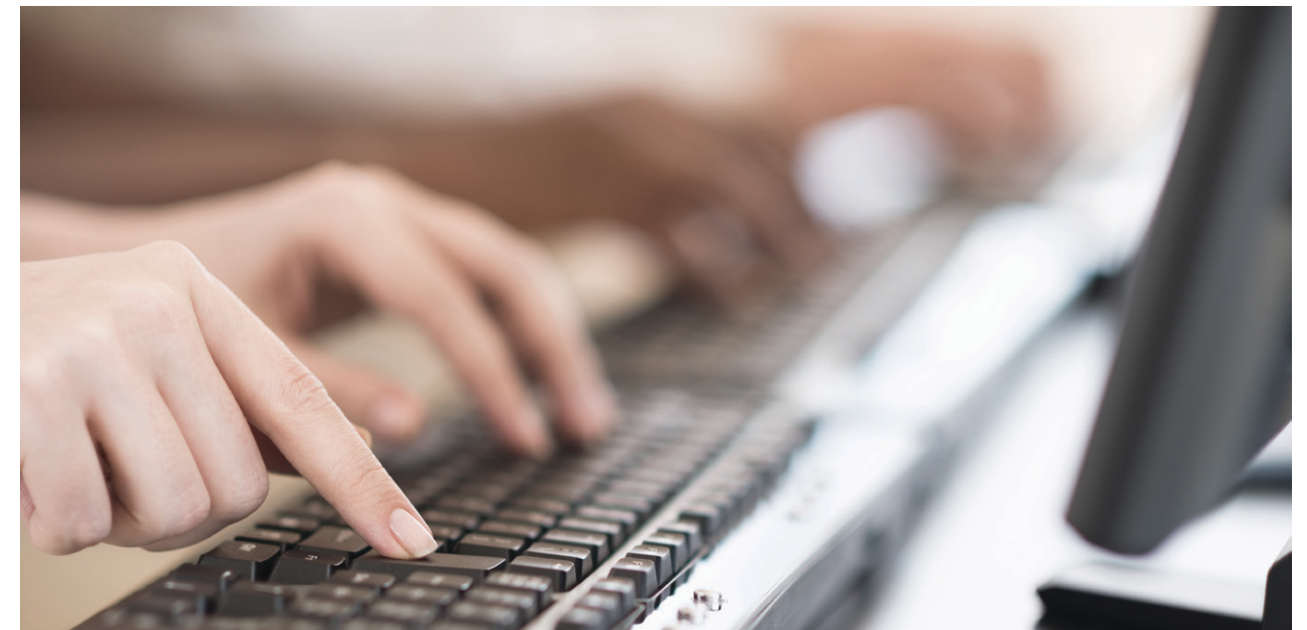
INFORMATION WORKER
SOLUTIONS

UNIFIED COMMUNICATIONS
SOLUTIONS

SERVER AND SECURITY
SOLUTIONS

ONLINE SERVICES
SOLUTIONS

SOFTWARE PURCHASE



NO ONE GETS MICROSOFT LIKE WE DO

Microsoft software is a cornerstone of most offices, providing mission-critical functionality that helps organizational processes run smoothly and effectively. But selecting, licensing, deploying and managing the software can be a full-time job – an investment of time and money you may prefer to spend on other priorities.

That's why many organizations are turning to CDW Microsoft Services for help. We have long been a close partner with Microsoft, and our deep understanding of its products and services has resulted in many successful service engagements and tens of thousands of contracts.

We are uniquely qualified to design IT solutions that help remove complexity and unnecessary costs from your organization. Our experts can become part of your team – available onsite, by phone or at a partner location – providing the support you need, exactly when you need it.

We will work with you to evaluate and bulletproof your plans, analyze your purchasing history and inventory your current software assets to make sure you're buying exactly what you need. We'll help you navigate Microsoft's robust software offerings, from virtualization and desktop-management to networking and collaboration solutions. And we'll handle configuration, installation, licensing reconciliation and renewals, helping you manage costs across the board.

We get Microsoft. And we can share our knowledge with you, so your organization can spend less time managing software and more time putting it to work.



EXPERTISE IN THE FULL SOFTWARE LIFECYCLE

We successfully manage more than 21,000 active Microsoft agreements. Our expertise extends to everything from the evaluation process and technology planning to software purchasing and contract management tasks you have ahead. We are here to help you throughout the entire lifecycle of your software.

DURING THIS PHASE:

CDW MICROSOFT SERVICES CAN HELP:

TECHNOLOGY VALIDATION

- >> Provide solution briefings to educate on the new available technologies and solutions
- >> Administer technology roadmaps and plans in alignment with your strategic direction
- >> Provide advisory services such as proofs of concept, deployment planning and pilots to ensure that the Microsoft solution meets your business requirements

LICENSING PURCHASE

- >> Evaluate your technology plans, total software spend, software assets, software usage and purchasing history with the CDW Software Asset Manager and licensing reconciliation
- >> Optimize your investment by aggregating purchasing, consolidating vendors and negotiating the appropriate licensing contracts
- >> Propose various licensing and contract options to minimize total cost of ownership

CONTRACT MANAGEMENT

- >> Maximize benefits with proactive contract management services
- >> Ensure contract compliance for the true-up process and renewals
- >> Provide updates on product and technology licensing changes
- >> Give ongoing training and technology briefings to help you make the most of your software investment

DEPLOYMENT

- >> Provide budgets for solution deployment with early planning
- >> Ensure that you maximize the value of your Microsoft software with our deployment and migration services
- >> Utilize packaged design, planning and pilots to speed deployment



CDW + MICROSOFT AN AWARD-WINNING PARTNERSHIP



2011 PARTNER OF THE YEAR
Volume Licensing
Winner

- >> 2010 & 2011 Microsoft Volume Licensing Partner of the Year: This honors partners who consistently seek to innovate with their volume licensing solutions and services and provide ongoing attention to customer service excellence.
- >> 2011 Microsoft Operational Excellence Award
- >> 2011 Microsoft East Region LAR Partner of the Year
- >> 2011 Microsoft Windows Intune Black Belt Partner
- >> 2011 Microsoft Windows Solutions Incentive Partner of the Year
- >> 2011 Microsoft Education Partner of the Year (CDW·G)
- >> 2011 Microsoft Finalist Desktop Partner of the Year
- >> 2011 Microsoft Finalist Online Services Commercial Partner of the Year
- >> 2011 Microsoft Finalist Unified Communications Market Acceleration Partner of the Year

WHY WE WON IN 2011

- >> 1936 Select Plus, #1 in United States
- >> 8036 Open Value, #1 in United States
- >> 2500 Corporate Enterprise Agreements (EA), #1 in United States
- >> 489 Net New Enterprise Agreements, #1 Worldwide
- >> 90 ECIs (Virtualization), #1 Worldwide
- >> 243 EAPs (Application Platform), #1 Worldwide
- >> 524 BPOS customers, 106k seats, #1 Worldwide
- >> CDW is #1 in EA, with over 20,000 Select and Open Agreements managed



CDW provides best-in-class solutions and services to meet our joint customers' business needs. The depth of their knowledge on Microsoft solutions makes them a valuable partner, and CDW teams consistently demonstrate valuable Microsoft expertise. From emerging technologies and products to outstanding customer service to licensing agreements that fit, CDW knows Microsoft.

— JENNI FLINDERS, VICE PRESIDENT, U.S. PARTNER STRATEGY & PROGRAMS



CDW helped LA Fitness implement Microsoft Unified Communications to reduce costs through converged communications. Microsoft Lync Server for Instant Messaging and Presence, Conferencing and Enterprise Voice has transformed how LA Fitness does business.



THE CDW SOFTWARE ASSET MANAGER

Software license compliance can be a challenging and time-consuming task, which is why we offer the Software Asset Manager (SAM) tool, a powerful IT audit and software licensing management solution. The SAM tool provides a complete, up-to-date reconciliation of your entire IT estate, comparing deployed assets against proven entitlements. It can help you identify, catalog and track all hardware and software in your network, so your IT assets can be better understood and managed.

WIDE RANGE OF SOFTWARE ASSET MANAGEMENT BENEFITS

COST SAVINGS

By capitalizing on our relationships and buying power with vendors and by making purchases through software license agreements, you can realize significant cost reductions in your software investment.

RISK MANAGEMENT

A SAM plan can help evaluate the legal risks associated with improper software deployment. It can also help ensure that only genuine software is used, lowering the chance of exposure to malware.

GOOD GOVERNANCE

SAM can help you achieve and evaluate compliance with government legislation such as Sarbanes-Oxley.

COMPETITIVE ADVANTAGE

An effective software plan can help you stay ahead of the competition by streamlining your operations and speeding time to market.

FOR MORE INFORMATION, INCLUDING AN ONLINE DEMO, PLEASE VISIT CDW.COM/SAM OR CONTACT YOUR CDW ACCOUNT MANAGER.

THE CDW CONTRACT MANAGEMENT PROCESS

Are you effectively managing your software, key codes and purchase records? Are you getting the most value out of your applications? Do you know what technology changes are coming and how they might affect your organization? CDW licensing specialists can help you address all of these issues and more.

We follow a formal contract management process to make sure that the entire team has the information and resources it needs and that nothing falls through the cracks. CDW manages your agreements with the following annual schedule.

AGREEMENT KICKOFF

- » Invitation to EA Onboarding Webinars
- » Active Software Assurance Benefits
- » Review agreement and Microsoft Volume Licensing Services
- » Introduction to CDW Technical Specialists
- » Schedule contract milestones

MONTH 1: CONTRACT EXECUTION

- » Assess Software Assurance Benefits activation and usage
- » Align with training partner and e-learning
- » Complete baseline assessment for your environment, including SAM, if appropriate
- » Review schedule for contract management services

MONTH 4: DEPLOYMENT PLANNING

- » Create a profile for goals, initiatives and deployment plans
- » Attend Customer Immersion Experience Lab
- » Engage with CDW Technical Specialist to discuss fast start deployment
- » Hold technology solution briefings
- » Utilize Microsoft Deployment Planning Services

MONTH 7: TECHNOLOGY VALIDATION

- » Review upcoming technology roadmaps and compare them with your goals and initiatives
- » Hold appropriate technology briefings and proof of concept
- » Schedule and complete Quarterly Business Review

MONTH 9: BEGIN TRUE-UP PROCESS

MONTH 10: ANNUAL REVIEW AND PURCHASE

- » Complete annual review
- » Add new products, if necessary

MONTH 12: TRUE-UP PROCESS COMPLETED



EXPERTISE IN THE LATEST AND GREATEST

Our specialists are ready to help you with everything from pre-sales to delivery and ongoing support, as well as the following cutting-edge technologies:



MICROSOFT VIRTUALIZATION AND PRIVATE CLOUD

Our virtualization sales specialists can assess your current environment and deploy a custom-fit solution, which may include desktop virtualization, application and server virtualization or a full private cloud solution using Windows server 2008 Hyper-V – all managed by Microsoft System Center.



MICROSOFT UNIFIED COMMUNICATIONS

As a member of Microsoft's Voice Specialized Program, CDW has proven and reliable experience helping our customers deploy unified communications solutions built on Microsoft Exchange and Microsoft Lync.



DESKTOP OPTIMIZATION

Our Microsoft Monitoring and Management sales specialists can create a desktop infrastructure with a proven set of integrated products such as Windows 7 Enterprise, Microsoft Desktop Optimization Pack and System Center products.



MICROSOFT CLOUD

As a leading Microsoft Online Services partner, we can conduct cloud computing assessments and deployment pilots to help you get up to speed on cloud technology by offering the following:

- **Office 365:** Get the same solutions as hardware while decreasing maintenance and management and boosting flexibility. Includes Office, SharePoint Online, Exchange Online and Lync Online.
- **CRM Online:** Find, keep and grow customer relationships by centralizing information with this system that easily adapts to their unique needs.
- **Windows Intune:** Manage, monitor and secure your PCs through a simple web-based console, whether your workers are in the office or on the road.

MICROSOFT SOLUTION AREAS

Together with your CDW team, you can select the right combination of products and solutions to address your organization's needs and get the most from your Microsoft investment.



We also offer award-winning national services in core solution areas:

» MONITORING AND MANAGEMENT SOLUTIONS

With Microsoft specializations in Windows Desktop Deployment and System Management, we are uniquely qualified to deliver solutions for Windows Client, application virtualization and desktop optimization.

» INFORMATION WORKER SOLUTIONS

Our consultants can deliver smart, focused information worker solutions, including Microsoft SharePoint Collaboration, Business Intelligence, Business Process Automation and Enterprise Search.

» UNIFIED COMMUNICATIONS SOLUTIONS

Our dedicated unified communications team can provide end-to-end services for Microsoft Exchange and Lync Server, integrated into your back-end server environment and across all applications and devices.

» SERVER AND SECURITY SOLUTIONS

CDW offers a comprehensive suite of server and security solutions, including server virtualization, SQL Server database implementations, directory services, Microsoft Forefront security, identity management and network access management.

» ONLINE SERVICES SOLUTIONS

We can help streamline your organization's communications with e-mail, remote file sharing, web conferencing and the Microsoft Business Productivity Suite – a hosted platform that you can deploy quickly and easily with practically no up-front investment.



We can help you through the entire lifecycle of your project, providing expertise and insight every step of the way.

1. DEFINITION

- Strategy briefings
- Business value assessments
- ROI analysis

2. VALIDATION

- Proof of concept
- Deployment planning
- Production pilots

3. DEPLOYMENT

- Migration services
- Implementation services



NATIONAL SCALE WITH LOCAL CAPABILITIES

CDW has the Microsoft expertise you need – wherever you happen to need it. We offer national scale coverage, and local capabilities if you need a specialist to drop by your office and answer questions, make recommendations or talk about the latest trends and challenges. So, no matter where you are, we're there to bring you our expertise.

OUR TEAM IS YOUR TEAM

Consider us an extension of your internal IT staff, customizing our services to meet your specific needs. Our certified Microsoft licensing specialists, consultants, technical specialists, pre-sales system engineers, solution practice managers and sales specialists are ready to help you maximize your Microsoft investment. And we stay on the cutting edge of Microsoft technologies by participating in early-adopter programs, advisory committees and launch events. That way, we have proven knowledge and experience when the time comes for you to adopt these new solutions.

TERMS & CONDITIONS: The terms and conditions of product sales are limited to those contained on CDW's website at CDW.com; notice of objection to and rejection of any additional or different terms in any form delivered by customer is hereby given; CDW®, CDW·G® and PEOPLE WHO GET IT™ are trademarks of CDW LLC; all other trademarks and registered trademarks are the sole property of their respective owners



CDW – MICROSOFT EXPERIENCE AT A GLANCE

A Microsoft LAR since 1999, we have a tradition of excellence that we're proud to share with our customers. Our passion, commitment and resources are yours, and together we can deliver IT solutions that meet your organization's needs and surpass your expectations.

- » Completion of thousands of Microsoft services engagements
- » CDW coworkers with deep expertise in Microsoft Solutions who are focused on enabling our customers to maximize software investments
- » Since 2007, CDW has provided over 650 Microsoft Deployment Planning Services (DPS) engagements around the desktop, Exchange, Lync and SharePoint
- » More than 20,000 active Microsoft Agreements, including 1900+ Select Plus Agreements and 2500+ Enterprise Agreements

TO LEARN MORE ABOUT OUR MICROSOFT SERVICES FOR BUSINESS ORGANIZATIONS:

- » Visit CDW.com/microsoft
- » Contact your CDW account manager
- » Call 800.800.4239



FOR GOVERNMENT, EDUCATION AND HEALTHCARE:

- » Visit CDW.G.com/microsoft
- » Contact your CDW·G account manager
- » Call 800.808.4239

