

MICROSOFT BUSINESS VALUE ANALYSIS

CDW helps customers maximize their software investment through our licensing and solution expertise, personal customer service and strong Microsoft relationship. With deep implementation experience in Microsoft Server and Security, Monitoring and Management, Information Worker and Unified Communications experience, CDW is the right partner for delivering Microsoft solutions.

Unified Communications: Platform Overview Increase Productivity Through Communications Convergence

With a Microsoft unified communications solution, your organization will be able to harness the power of software to streamline communications and collaboration with anytime and anywhere access, using tools that are integrated seamlessly and easy to use. Integrating the experiences traditionally associated with the telephone (phone calls, voicemail and conferencing) with the work done on a computer (documents, spreadsheets, e-mail, calendars and instant messaging (IM)) has the power to fundamentally change the way your people work.

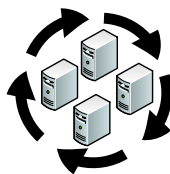
Microsoft software helps you break down communication silos with a highly secure, extensible communications platform. With enterprise telephony (Voice over Internet Protocol, or VoIP) and the integration of your telephony and e-mail infrastructures with unified messaging, you will be able to deliver a robust e-mail, voicemail, calendaring, IM and conferencing solution that is cost-effective and easy to manage.



Streamline Communications

Microsoft unified communications provides a familiar interface across the PC, web and mobile devices, helping accelerate end-user adoption and enhance productivity. Benefits:

- Click to communicate from within Office applications
- Enable "anywhere access" communications
- Enhance collaboration with unified conferencing



Increase Efficiency and Flexibility

Microsoft unified communications helps increase IT flexibility while maximizing resources and budget with a simplified communications infrastructure, common management tools and a choice of on-premise or hosted solutions. Enables you to:

- Simplify management, improve administrator productivity
- Provide professional-grade reliability, availability, security
- Maximize IT resources with software-plus-services



Amplify Protection and Control

Microsoft unified communications includes built-in protections that maximize IT control and help ensure your communications are secure, compliant and available. Helps you to:

- Achieve and maintain compliance
- Safeguard sensitive information
- Reduce the risk of malware and spam



Provide a Unified and Extensible Platform

Microsoft unified communications provides an extensible, software-based foundation that integrates your existing messaging and voice infrastructure and adapts to your changing business needs. Benefits:

- Integrate and extend upon existing investments
- Extend communications into business processes



For more information, please contact your CDW account manager at 888.738.4239 or visit CDW.com/microsoft

UNIFIED COMMUNICATIONS: BUSINESS VALUE

Realize Immediate Cost Savings and Increased Competitive Advantage

We understand that most companies today are under pressure to cut costs. Microsoft unified communications solutions can help you achieve this while giving your people the ability to transform ideas into value to maintain your business's competitive advantage. Our technologies can help you realize immediate cost savings while increasing your competitive advantage in a more environmentally sustainable way.

Decreasing Cost

Help reduce travel, communications and IT costs

- Reduce travel expenses (up to 40%)
- Reduce telephony/audio conferencing charges (up to 40%)
- Lower real estate and facility costs (up to 40%)
- Lower messaging and voicemail costs (up to 40%)
- Reduce the cost of communications systems (up to 50%)

Note: Please see the "Achieving Costs and Resource Savings with Unified Communications" white paper for details.

Improving Business Outcomes

Maximize individual productivity, foster team collaboration

- Improve user and team productivity (up to 30 min./day)
- Complete projects faster (up to 10%)
- Shorten sales cycle times (up to 20%)
- Resolve customer issues faster (up to 20%)
- Attract and retain customers

Note: Based on actual Microsoft customer evidence and a composite case study of a 4000-person company developed from interviewing 15 companies. Please see the "Total Economic Impact" of Microsoft Unified Communications" white paper issued by Forrester Research (see below) for details.

Increasing Environmental Sustainability

Reduce fossil fuel consumption with web conferencing and reduce energy use with USB phones:

- Reduce carbon emissions from business travel and commuting
- Reduce carbon emissions from office buildings
- Reduce power consumption

Analyst Findings

Forrester found that "organizations can achieve significant productivity improvements and cost savings by deploying Microsoft **unified communications (UC)** products." Based on the results of in-depth interviews with 15 organizations currently using Microsoft UC products, Forrester created a composite organization of 4000 employees. They found a risk-adjusted return on investment (ROI) of 563 percent and savings of nearly \$40 million over three years.

Source: A commissioned study conducted by Forrester Consulting on behalf of Microsoft; "The Total Economic Impact of Microsoft Unified Communications Products and Services," Forrester Research, Inc., October 2007.

Benefit	Result
Payback period	2 months
Improved productivity	13 minutes saved/day/employee (\$20 million)
Saved travel costs	23% reduction (\$15 million)
Reduced time to complete projects	10% reduction (\$15 million)
Shortened sales cycle	20% time saved (\$5 million)
Reduced dial-in conferencing costs	50% reduction (\$0.6 million)
Reduced telephony charges	40% reduction (\$1.2 million)

Realize IT Benefits through Choice and Flexibility

Choose on-premise or hosted deployment, with a consistent user experience and common architecture and data model across deployments and the flexibility to change your deployment model at any time.

Leverage Microsoft's interoperable platform by extending your existing investments with software-powered communications and building on applications that use common standards and an extensible infrastructure.

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OUR RECOMMENDATION: INTEGRATED CAPABILITIES, SUPPORT AND SERVICES

Unified Communications

Products included: Exchange Server, Office Communications Server 2007 R2 to Lync Server 2010, Office Communicator to Lync, Office Live Meeting

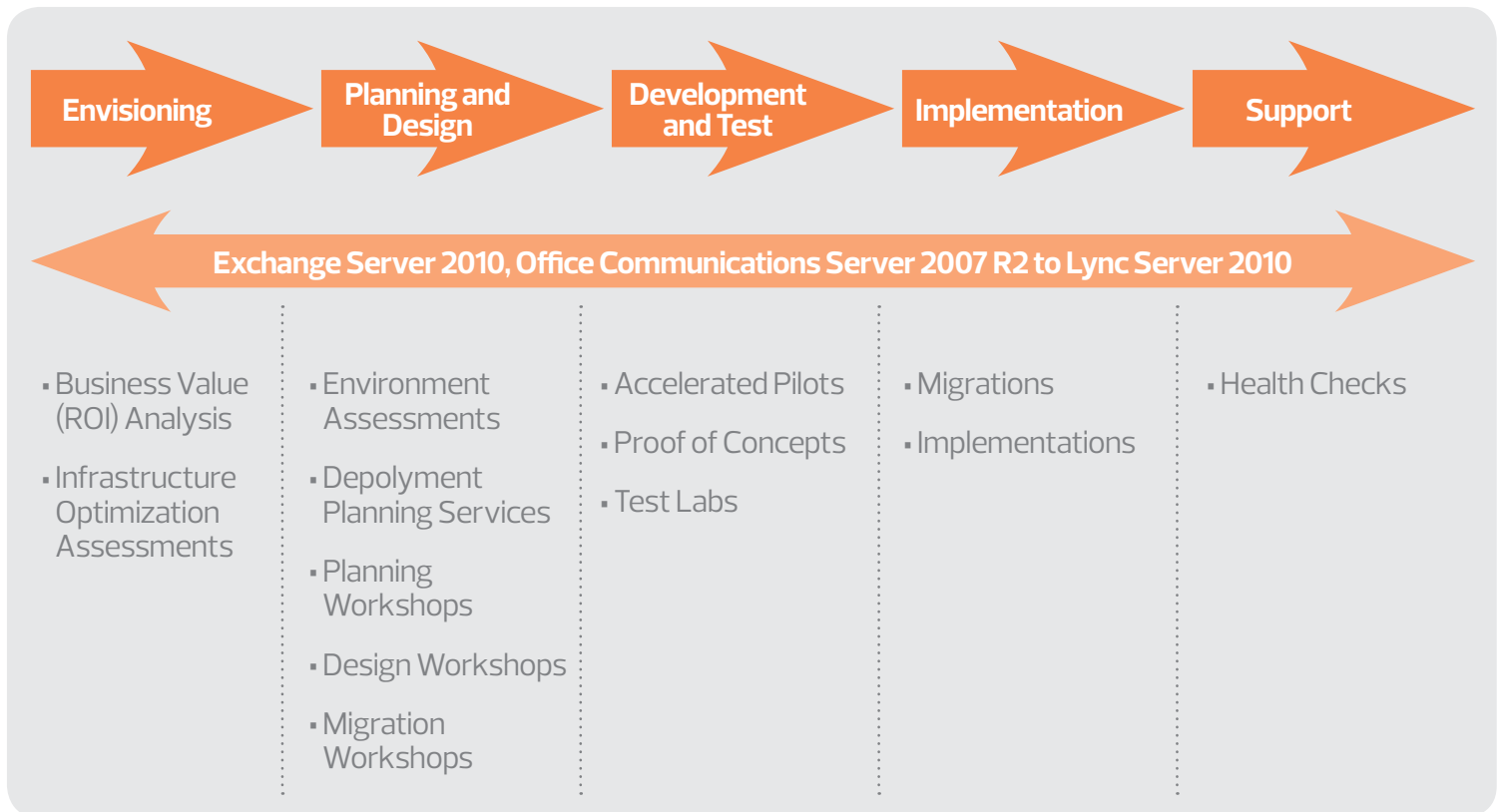
Business Value: Unified communications, an emerging suite of integrated technologies, offers the promise of converging voice, data and video communications. Unified communications enables organizations to significantly increase their information workers' productivity while reducing overall infrastructure and administrative costs. It integrates collaboration technology, such as calendaring, e-mail, web conferencing and instant messaging, with communication tools, including telephones (landline and mobile), audio and video, and voice messaging.

Microsoft Unified Communications Engagements

CDW is strategically positioned to provide end-to-end services for Exchange and Office Communications Server to Lync Server. We have built a team of certified consultants who have earned Microsoft specializations in delivering messaging, mobility, instant messaging, presence, conferencing and VoIP solutions.

Our team has worked together to develop a set of documents and processes to help better deliver what our customers expect and deserve. Additionally, we have a number of core design, pilot and implementation offerings that allow us to rapidly design and implement solutions focused on Unified Communications.

Our consultants are part of a professional team that includes architects, project managers and pre-sales technical support. They continually communicate with their team throughout the project in order to provide expertise and experience to produce the solution that best fits your organization.



Why CDW?

With CDW's expertise in product, services and licensing, you can maximize your software investment by deploying what you own and ensuring you are getting the total benefit out of your solution purchase. We strive to ensure our customers can lower their total cost of ownership and enjoy all the benefits of the Microsoft solutions. We have the passion, commitment and resources to take service to the next level of customer responsiveness – delivering IT business solutions.

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