



THE LITTLE RED BRIEF



Your answer to the latest and greatest issues facing IT.

VOL
02

BUSINESS CONTINUITY

NEXT GENERATION OF NETWORKING

It's common to downplay the importance of a resilient network. Until the network goes down.

CDW.com/resilient

The forecast for 2014*

57%

The amount of business video conferencing that will be HD

10x

That's the amount that business video conferencing will increase



Make your network resilient so company productivity never suffers.

It's hard to remember a time when a company wasn't dependent on its network. Nowadays, it's a strategic asset that's essential for business. Employees count on the network and rely on its availability every minute of every day so they can share and receive the information they need to get their jobs done. And your network is only going to become more integral to your business over the next four years. Ensuring it stays resilient — with redundancy built in — is key to creating a Next Generation Network that keeps you consistently productive.

21%

The compound annual rate at which business IP traffic will grow

180x

The increase in web-based video conferencing

- To learn more about networking solutions from CDW, contact your CDW account manager or call 800.985.4239

*Source: Cisco Visual Networking Index: Forecast and Methodology, 2009-2014

Improve data. Improve accessibility.

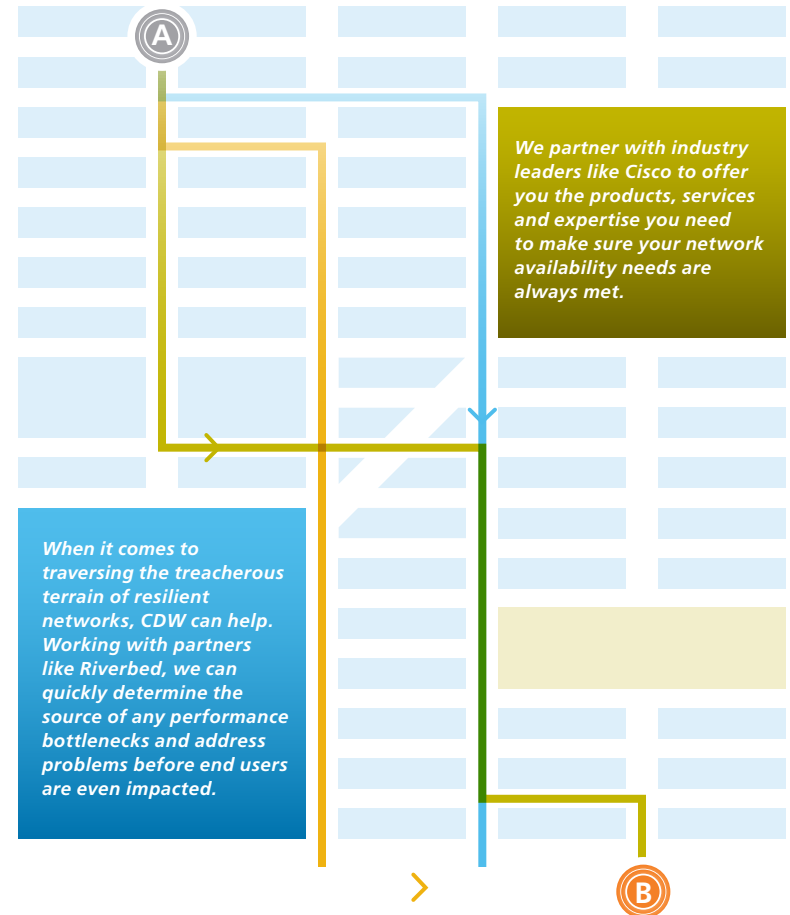
Think redundant. Think redundant.

When it comes to maintaining a resilient network, redundancy is a key aspect of ensuring minimal downtime if and when your primary network fails. Redundant hardware, software and carriers can ensure constant availability of your critical applications not only during outages, but also during peak usage times.

Even a small interruption in service can wreak havoc and cost your company a lot of money. By providing multiple pathways to your data, redundant components eliminate "single points of failure" that can occur when a piece

of equipment fails. It can also increase availability and help you cut down on costly data bottlenecks that increase latency and reduce productivity. Immediate benefits include faster Internet access and e-mail delivery, as well as better audio and video sync during video conferences.

Think of it like a city traffic system. If the main route your data takes becomes blocked, it can take side streets to avoid the jam. These multiple or redundant pathways ensure continued travel and access — and are part of what make up your resilient network.



Resilient Networks — Knowing Your Options

A little information can go a long way toward planning your solution.

There are many variables when it comes to building redundancy into your network. For example, it may make more sense to build it into your WAN (wide area network) than it does your LAN (local area network). Regardless, you'll want to select network management software that prioritizes the movement of your business-critical data during high-traffic times — as well as in the event of network outages. When it comes to your hardware choices however, there are two basic courses of action.

CDW not only offers invaluable services to assist you, but with cutting-edge technology from partner-vendors like Brocade, we can help you find the optimal solution for your business.

Take advantage of existing hardware

To create a separate path on an existing router, the device gets split in order to generate additional network pathways. If the primary path fails, the other paths can take on additional traffic to help prevent bottlenecks. The catch is if the entire device fails, then an outage is imminent. If you're confident that your hardware will perform reliably for a given timeframe, this may be a good option to consider.

Utilize separate router hardware

Separate, redundant hardware is the most reliable option for several reasons. If your primary network devices fail, your redundant network devices will not be affected, ensuring quick availability. Also, your risk of physical device failure is dramatically reduced and overall latency and downtime is lessened as well. However, employing separate router hardware is the costlier of the two options.

Carrier A

Carrier B

Carrier Redundancy

Don't let a service provider disruption turn into a full-on business disruption.

If you only have a single carrier service provider, even the best redundant system can still be rendered useless by a service interruption. To truly optimize network availability, it's wise to maintain carrier service with two independent providers. That way if a construction crew accidentally cuts your primary line, or there's a major service outage on the service provider's end, you're still in business.

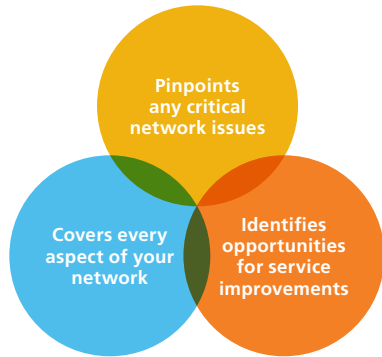
Clearly, there's a lot to take into account when bringing in a secondary provider. For example, it's important to make sure

your connection comes into the building in a different location than that of the primary provider. Also, you don't have to actively use your secondary provider — you can save on costs by holding service in ready mode until it's needed.

At CDW, we can help you with carrier selection and solutions — as well as with all your business continuity challenges. We have the expertise and experience. We take into account all the variables. And we work with top name vendors like AT&T and Sprint. Our job is to make yours easier.

Featured Service

CDW Network Assessment



Planning, building and refining an entire network is a challenging task. Ensuring it's resilient can seem even more so. To make it easier, we offer a Network Assessment that can provide a detailed analysis of your current network design, including mapping out all network devices, links and protocols; and identifying deployment best practices. We'll then offer suggestions on how to improve quality of service by identifying opportunities for WAN optimization, application acceleration and security enhancements — as well as the best way to move forward with building redundancy into your network.

We know there's no one-size-fits-all solution when it comes to building a solution. That's why we'll help you create a phased plan that works for your business and within your budget.

Why CDW? Because we deliver more than just products.

At CDW, you'll find the people, the products and the plan you need to implement a business continuity solution. And the depth and breadth of our product and service offering is the best in the industry. It goes beyond business continuity, including everything from virtualization and security to unified communications and more.

- **To learn more about networking options, or to consult with a specialist about solutions for your business, contact your CDW account manager or call 800.985.4239**

Or, visit [CDW.com/resilient](https://www.cdw.com/resilient)

The People

Your dedicated CDW account manager is backed by a team of industry-certified experts who can help you build the right solution for your business.

The Products

Because we work with many of the industry's top vendors, you won't get just any product — you'll get the one that will work best for you.

The Plan

CDW offers a variety of services that can help you recognize your infrastructure's weaknesses and create a plan of action to correct them.

Featured Partners



Think fast.

Cut bandwidth usage by 60% to 95%

The Riverbed family of WAN optimization solutions liberates businesses by increasing application acceleration, enabling IT consolidation and providing enterprisewide network and application visibility — all while eliminating the need to increase bandwidth, storage or servers. Many companies and organizations trust CDW to deliver greater productivity and cost savings by making their IT infrastructure faster, less expensive and more responsive with Riverbed technology.



Over seven million Integrated Service Routers (ISRs) deployed around the world

Cisco's Next Generation Integrated Service Routers (ISR2) enable the cost-effective delivery of high-definition collaboration. Cisco networking products also help companies construct a network infrastructure that delivers the full potential of technologies such as server virtualization and unified data center fabric. CDW is among an elite group of experienced Cisco partners, making us an ideal resource for your HA networking rollout.

BROCADE



A unified network and strategy architecture

Brocade delivers end-to-end, enterprise-class solutions that allow your organization to adapt with agility and perform without compromise. Brocade's proven data center heritage translates into network infrastructures that can handle massive surges in data growth. CDW's solution experts know how to match Brocade's network offerings with other world-class partners and technology leaders to create a more responsive and agile network.

Partnerships

- Cisco Gold Partner
- Cisco Master Partner
- Brocade Elite Alliance Partner

Awards

- 2009 Cisco US and Canada Theatre Partner of the Year
- 2009 Cisco US Regional — Central Collaboration Partner of the Year
- 2009 Cisco US Regional — National Cisco Capital Partner of the Year
- 2009 Cisco US Regional — South Commercial Partner of the Year

Technical Capabilities

- More than four dozen CCIE (Cisco Certified Internetwork Expert) certifications
- 140+ CCNA (Cisco Certified Network Associate) certifications
- 37 CDW networking specialists
- 27+ networking certifications
- Brocade Certified Network Professional/Engineers

To see how Riverbed, Cisco and Brocade might fit into your networking solution, contact your CDW account manager or call 800.985.4239

Or, for more information, visit CDW.com/resilient

