



Confidence in a connected world.  Symantec.

## PARTNER SUCCESS

# CDW®

## Setting the Standard as a Nationwide Symantec Partner

Vernon Hills, Illinois-based CDW has partnered with Symantec for years to drive software sales and provide customers with market-leading solutions. As a Symantec National Platinum Partner, CDW is able to gain access to Symantec resources from the management level down to local sales and engineering teams, broadening the company's reach and improving customer service. The company is also benefiting from Symantec's strategic acquisitions, which allow it to offer more complete solutions and help customers safely move applications to the cloud.

### Moving technology on a massive scale

CDW is big—really big. Just about anyone who has dealt with business technology on any level has seen CDW's marketing vehicles, if not ordered from the company directly. The Vernon Hills, Illinois-based company brings in more than \$8 billion in annual revenue, and resells more than 100,000 products to customers of all sizes in nearly all verticals across the U.S.

"We consider ourselves the leading IT solutions provider in the country today," says Matt Troka, vice president, product and partner management. "We supply pretty much anything that goes in a PC or server, along with the software, and we partner with all the big names."

CDW's success is driven in part by close attention to "three P's," says Shea Hart, director, product and partner management. "We focus on processes, people, and partnerships," he explains. "When we work with our technology partners, we really break it down and figure out how we can best work together to find our customers' pain points and provide the best solution. Even though we're a large company, our local reach allows us to be very intimate with our customers."

### A critical partnership for software sales

That level of intimacy also extends to CDW's relationships with technology partners. On the software side, one of CDW's most important partnerships is with Symantec. "Symantec is consistently one of our top 3 software partners in terms of their contribution to our overall software sales," says Tom Maloney, director, software sales. "Our relationship with Symantec is long and rich, and we sell the whole portfolio of Symantec products across multiple customer segments. Symantec spends a considerable amount of time with us in our offices as well as doing customer calls and customer events. We have very good relationships all the way up to the CEO level."

### PARTNER PROFILE

**Website:** [www.cdw.com](http://www.cdw.com)

**Headquarters:** Vernon Hills, Illinois

**Geographic Area Served:**  
Nationwide

**Serves Company Size:**  
Small Business, Medium & Large  
Business, Healthcare, and Public  
Sector

**Status:** Symantec National  
Platinum Partner

**Symantec Solution Focus:**  
Endpoint Security, Data Protection,  
Archiving, IT Compliance, Data Loss  
Prevention, Endpoint Management,  
Storage Management, IT Service  
Management, Messaging Security  
and Security Management

**"We don't get a lot of runaround from Symantec when it comes to getting the answers we need. They don't act as big as they are, and that's a compliment."**

### Matt Troka

VP, Product and Partner  
Management  
CDW

CDW holds Symantec Specializations in Data Loss Prevention, Endpoint Management, Enterprise Security, and Small and Medium Business, helping the company to align its technology expertise with customers' needs. "Symantec Specializations allow us to expand our knowledge and capabilities in high-growth market segments," says Maloney.

As of late, Symantec solutions have resonated particularly well with CDW's healthcare customers, says Hart. "We have a large business practice wrapped around healthcare," he says. "We work strategically with Symantec to look at individual accounts and develop a focused marketing plan and a call to action, and to make sure that we have our healthcare account managers ready to sell Symantec solutions."

The CDW team appreciates having a line of sight into Symantec's sales organization as well as access to Symantec engineers and local resources. "Symantec has structured its partner program to be effective from the C-level all the way down to the individual contributors and sellers in our organization," says Hart. "It's very unique to find two large organizations working together as one company, focused on delivering solutions that really solve business problems for our customers. Having Symantec Specializations also helps us gain additional expertise for solving our customers' needs. On a ranking scale of our partners, Symantec consistently exceeds expectations."

Troka agrees. "We don't get a lot of run-around from Symantec when it comes to getting the answers we need," he says. "They don't act as big as they are, and that's a compliment."

### An expanding relationship

The close relationship that CDW has developed with Symantec has prompted the company to enhance its capabilities around Symantec products in recent years, including a professional services business that CDW hopes to grow. CDW has made substantial investments into Symantec Renewals Specialists, Symantec PreSales Specialists and Symantec Data Loss Prevention Specialists.

## CDW SUCCESS SUMMARY

### Specializations

- Data Loss Prevention
- Endpoint Management
- Enterprise Security
- Small and Medium Business

### Key Industries

- Construction
- Financial
- Insurance
- Real Estate
- Manufacturing
- Public Administration
- Retail Trade
- Services
- Transport
- Public Utilities
- Wholesale Trade
- Other

### Services

- Management Consulting
- Business Process Management
- IT Consulting
- IT Implementation
- Education
- Training
- Operations Management
- Outsourcing
- License Management

### Authorizations

- Enterprise Vault Authorized Partner
- Academic Authorized Partner
- Government Authorized Partner
- Authorized Product Partner - UNIX Specialty
- SMB Specialist

### Top 10 Selling Symantec Products Offered

- Symantec™ Endpoint Protection
- Symantec™ Protection Suite
- Symantec Backup Exec™
- Symantec NetBackup™
- Symantec Enterprise Vault™
- Symantec Brightmail™ Gateway
- Altiris™ Client Management Suite from Symantec
- Veritas Storage Foundation™
- Symantec™ Security Information Manager
- Symantec™ Data Loss Prevention

### Technical Accreditations

- Altiris Deployment Solution Foundation
- Altiris Notification System Foundation 6.0
- STS Altiris Client Management Suite 7.0
- STS Symantec Backup Exec 12 for Windows Servers
- STS Symantec Backup Exec System Recovery 8.5
- STS Symantec Control Compliance Suite 9.0
- STS Symantec Data Loss Prevention 9.0
- STS Symantec Endpoint Protection 11
- STS Symantec Enterprise Vault 8.0 for Exchange
- STS Symantec Mail Security for SMTP 5
- STS Symantec Management Platform 7.0
- STS Symantec Network Access Control 11
- STS Symantec Security Information Manager 4.5
- STS Veritas NetBackup 6.5 for Unix
- STS Veritas NetBackup PureDisk™ 6

For more information on CDW and other partner success stories, please go to <http://go.symantec.com/partnersuccess>.

CDW realizes that Symantec is now relying on strategic partners like CDW to offer enhanced services to our customers moving forward. “We are very excited about the fact that Symantec has transitioned to a partner-led services model,” says Maloney. “We’re positioning ourselves to take advantage of that. Most of our CDW-badged services delivery capability is centered in the Midwest right now, but over the next couple years, we are going to be expanding that nationwide.”

Symantec has also acquired companies that CDW worked with previously, such as PGP™, Altiris™, Vontu™, and GuardianEdge™, expanding the partnership naturally. “Symantec’s strategic acquisitions have really resonated with our customers, and Symantec has been very successful at bringing those acquired companies into the fold,” says Hart.

“Whether it’s endpoint security, data protection, or storage management, Symantec continues to acquire market-leading solutions that help us solve business-critical problems for our customers,” adds Maloney. “And the training acquired from Symantec Specializations in these areas helps us deliver superior customer value in all of our solution areas.”

In some cases, CDW collaborates with other Symantec partners to increase mind share and capacity at the local level. “It’s very interesting, because you can have a conversation with people who may in fact be your competition, but both companies benefit,” Troka explains. “We can say, ‘Hey, why don’t you guys handle the licensing part, and we’ll handle the services part,’ or vice versa. That’s become a more common occurrence over the last couple of years, and Symantec has done a nice job of promoting and facilitating that.”

### Staying on the leading edge

The fact that Symantec has been proactive in optimizing its product line for cloud environments and virtualization has been and will continue to be a boon for CDW customers. “Everyone’s being tasked to do more with less, and there are some business challenges that are really horizontal that Symantec has great products around,” says Maloney. “We’re seeing a lot of interest in virtualization, data loss prevention, and deduplication, and Symantec has made all of these areas a priority.”

As more of CDW’s customers contemplate moving business applications to the cloud, the company will lean heavily on Symantec solutions. “Our customers are looking for market leaders to help them define what their cloud strategy should be,” says Hart. “Symantec has done an excellent job of positioning themselves, and I think that customers and partners in the channel will gravitate to companies such as Symantec and CDW to really define what the best practices are. Symantec continues to be a thought leader in terms of defining what a private cloud means and what solutions work best in that environment.”

### Continuing a history of excellence

CDW will continue to work closely with Symantec to provide customers with the best possible solutions and service. Together, the two companies have hundreds of thousands of customer relationships, so the ongoing success of their partnership will have an impact nationwide.

“Symantec and CDW are both strong brands with a history of excellence,” Maloney concludes. “Our brands help elevate each other and set a high standard for the industry.”

“It’s very unique to find two large organizations working together as one company, focused on delivering solutions that really solve business problems for customers. On a ranking scale of our partners, Symantec consistently exceeds expectations.”

#### Shea Hart

Director, Product and Partner Management  
CDW

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#### Tom Maloney

Director, Software Sales  
CDW