



**FOR IMMEDIATE RELEASE**

**CDW Canada survey reveals networking a top technology priority**

*Fifty-two per cent of Canadian businesses plan to optimize their networks*

**Etobicoke, ON – August 27, 2013** – [CDW Canada](http://www.cdw.ca/), a leading provider of technology solutions for Canadian organizations in the public and private sectors, today revealed results from a customer survey that found 35 per cent of Canadian businesses consider networking a top technology priority.

As part of the survey, which was conducted at the company's annual Business Technology Expo (BTEX) customer event, respondents were asked to identify their networking strategy. Fifty-two per cent of those surveyed said they plan to optimize their network environment, while 24 per cent said they would add more networking capacity.

“The influx of mobile devices and video are consuming more bandwidth on networks than ever before,” says Daniel Reio, Director of Marketing for CDW Canada. “In today's competitive business environment, companies strive to be smarter and faster in everything they do — no business can afford networking lag or downtime. Our customers tell us they require a network that's reliable, fast and secure to ensure the utmost in efficiency and employee productivity. CDW Canada is well positioned to help businesses of all sizes fully optimize their infrastructure and improve network performance.”

CDW Canada has specialists and certified solution architects who can provide advice to businesses seeking to optimize and add to their existing networks. Whether converging wired and wireless network architectures, moving toward unified access solutions, increasing capacity to meet user demands, or utilizing data centre switching to improve efficiency, CDW Canada has the experts and manufacturer partners to design and build a customized solution to help meet the needs of any business.

“CDW Canada works closely with businesses to assess their current technologies and helps to identify areas that can be improved,” Reio said. “The result is a networking solution that ensures seamless, high availability of critical applications to employees, partners and customers.”

**About CDW Canada**

CDW Canada Inc. (<http://www.cdw.ca/>) is a leading provider of technology solutions for organizations in the public and private sectors. As a trusted advisor for small and medium sized enterprises (SMEs), CDW Canada provides a single destination for organizations to research, inquire or purchase virtually any technology solution that they require. Customers benefit from one-on-one relationships with knowledgeable account managers who are backed by a team of

highly certified IT specialists. Through successful partnerships with more than 350 leading technology manufacturers, CDW Canada draws from a comprehensive selection of 160,000 technology products to help customers find the best technology to meet their unique business needs. Headquartered in Etobicoke, Ontario, CDW Canada is a wholly owned subsidiary of Vernon Hills, Illinois-based CDW Corporation. In 2012, CDW Canada ranked #28 on Best Workplaces in Canada.

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