



FOR IMMEDIATE RELEASE

**CDW Canada survey finds virtualization offers positive ROI
for small and medium businesses**

Etobicoke, ON — November 22, 2011 — [CDW Canada](#), a leading provider of technology solutions for Canadian organizations in the public and private sectors, today revealed results from a recent customer poll indicating that small and medium businesses (SMBs) are reporting positive return on investment (ROI) from virtualization. The survey, conducted at the company's annual Business Technology Expo (BTEX), shows 59 per cent of virtualization users are seeing the ROI they expected, with another 26 per cent indicating virtualization has yielded better than expected results.

“Our customers are moving towards virtualization solutions because they optimize resources, allowing for more efficiency,” says Daniel Reio, Director of Marketing, CDW Canada. “By streamlining IT management, consolidating, using less hardware and saving energy, customers who virtualize are also saving on costs. SMBs in particular are looking for simple, effective ways to improve their networks and focus on their core businesses, rather than IT. Virtualization is a great option for them to maximize their IT infrastructure, and CDW Canada offers the knowledge and support to find the best solution for customers' needs.”

The CDW Canada BTEX survey also revealed that adoption rates of virtualization in the SMB environment is on the rise. Fifty-nine per cent of respondents currently use server virtualization in their workplace, while an additional 19 per cent are testing it.

“The survey results from CDW Canada confirm the increasing interest in server virtualization techniques,” says Michelle Warren, Principal, MW Research & Consulting. “Over the past year, we have seen a rise in virtualization interest from the SMB market. Simplifying data management and controlling costs are the primary benefits. But with this shift in approach, and the multiple products and services available for cloud computing, security, data management and virtualization, small and medium businesses would be prudent to consider working with a trusted IT services provider.”

CDW Canada offers expertise and an extensive list of solutions from a wide range of manufacturers to better manage data and help customers build a path toward cloud, including VMware vSphere® 5, one of the industry's leading virtualization platforms. The latest version of this product is now available and features enhancements to improve performance and availability for business-critical applications. It also introduces advanced capabilities to allow businesses to automate functions, freeing up their time to focus on their day-to-day tasks. VMware vSphere 5 offers complete data protection for all virtual machines with automated backup, and includes features such as vSphere Storage Appliance software, providing users with shared storage capabilities — without the need for any additional hardware.

Resources

- For more information on VMware's vSphere 5, visit www.CDW.ca/vsphere5

About CDW Canada

[CDW Canada Inc.](http://www.cdw.ca/) (<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 2010, CDW Canada ranked #36 and #16 on Best Workplaces in Canada and Great Workplaces for Women respectively.

-30-

For more information, please contact:

Cindy Watson/Claire McCorquodale

Strategic Ampersand Inc.

cindy@stratamp.com

claire@stratamp.com

(416) 961-5595