



FOR IMMEDIATE RELEASE

**Nearly half of Canadian businesses identify IT storage
as a priority this year, CDW Canada survey reveals**

Twenty per cent believe Big Data will be impactful

Etobicoke, ON – May 6, 2014 – Forty-seven per cent of Canadian organizations have targeted IT storage technology as a key priority this year, according to the results of a survey from [CDW Canada](#), a leading provider of technology products, solutions and services for Canadian organizations in the private and public sectors.

In addition, the survey found that 29 per cent of Canadian businesses expect their storage to increase between 20 per cent and 50 per cent over the course of 2014, while another five per cent anticipate growth between 50 and 75 per cent.

“Canadian organizations are creating greater amounts of digital information year over year,” says Daniel Reio, Director of Marketing for CDW Canada. “Whether it’s e-commerce transactions, security videos or analytics data, all of this information needs to be stored, and in many cases backed up. As they try to find ways to manage incredible amounts of information, organizations are looking to optimize their existing infrastructure or upgrade from older storage technologies to newer solutions that may be more efficient.”

Big Data is another contributor to the growing need for storage, with 20 per cent of respondents saying it will be impactful to their business. “Organizations are realizing they can leverage data to help them better understand their business processes and customers,” says Reio.

As one of Canada’s leading technology solution providers, CDW Canada recognizes the importance of leveraging storage and data management across organizations. With CDW Canada’s storage management and virtualization solutions — and team of technology specialists — organizations can improve efficiencies by lessening administrative overhead, reducing their data storage maintenance needs and expenses and achieving greater stability for future growth.

For more information about CDW Canada’s storage solutions, visit <http://www.cdw.ca/datastorage>.

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About CDW Canada

CDW Canada is a leading provider of technology solutions for business, government, education and healthcare. Ranked the No. 1 solution provider in Canada on the Computer Dealer News Top 100 Solution Providers' list, CDW Canada has dedicated account managers who help customers choose the right technology products and services to meet their needs. The company's technology specialists and solution architects offer expertise in designing customized solutions and assist customers with the implementation and long-term management of those solutions. Areas of focus include software, network communications, notebooks/mobile devices, data storage and solutions such as virtualization, collaboration, security, mobility and data centre optimization. CDW Canada is named a Great Place to Work® and is a wholly owned subsidiary of Vernon Hills, Illinois-based CDW Corporation, a Fortune 500 company. For more information, visit www.cdw.ca.

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