



**FOR IMMEDIATE RELEASE**

## **CDW Canada finds Canadian businesses to ramp up PC, laptop and server purchases**

*North Rim Exploration wins annual contest*

**Etobicoke, ON – August 21, 2012** – CDW Canada, a leading provider of technology solutions for Canadian organizations in the public and private sectors, today announced the results of a recent customer survey that indicate purchasing new PCs, laptops and/or servers is a top priority for Canadian businesses.

The survey, which was conducted at the company's annual Business Technology Expo (BTEX) customer event, asked respondents to identify the areas in which they would be making IT purchases over the next six to 12 months. PC/laptops and servers ranked as some of the highest categories identified, with 79 per cent and 66 per cent citing these respectively. Hardware deployment and configuration was also cited by 64 per cent of respondents as an IT service they plan to use this year.

“The survey results tell us that innovation in technology is having an impact on IT purchases. Businesses and IT decision-makers want to take advantage of new, energy-efficient products by refreshing their technology,” says Daniel Reio, Director of Marketing for CDW Canada. “And with the upcoming launch of Windows 8, we anticipate the relative interest in refreshing PCs/laptops will be accelerated. Our trained account managers and specialists are available to help guide businesses as they refresh their technology with the latest hardware and software, finding the right technology to fit existing infrastructure.”

“As hardware and software technologies continue to improve and evolve, it is becoming harder to ignore the benefits of replacing older, aging IT infrastructure with newer, more modern equipment,” says Warren Shiau, Director of Technology Research at Leger Marketing. “The benefits of keeping IT up-to-date in terms of increased systems performance, reducing IT operating costs and administration costs, and employee productivity, are undeniable.”

With the company's recent Dream Vacation contest, CDW Canada customers who refreshed their technology were automatically entered for a chance to win a dream vacation prize. The contest winner is North Rim Exploration Ltd., based in Saskatchewan.

“North Rim is committed to providing innovative, leading-edge solutions to our clients and for supporting our employees,” says Audrey McMillan, Chief Financial Officer for North Rim Exploration Ltd. “We have and will continue to invest significantly in our information technology infrastructure in order to accomplish that goal.”

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**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, ranked No. 270 on the FORTUNE 500. In 2011, CDW Canada ranked #25 on Best Workplaces in Canada

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