



FOR IMMEDIATE RELEASE

CDW Canada Poll Indicates Virtualization is a Priority for Businesses

New server virtualization tool from CDW Canada helps companies determine if the technology is right for them

Etobicoke, ON — March 26, 2012— [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 that found virtualization technology to be a main priority for Canadian businesses.

Customers were asked a series of questions related to their upcoming IT decisions and implementation plans. Many businesses indicated they plan to implement virtualization within the next year.

The survey, which was conducted by CDW Canada between December 1, 2011 and January 31, 2012, revealed that 47 per cent of the businesses surveyed said they have already implemented virtualization within their company and of those, more than half did so to leverage existing infrastructure and resources. The survey also revealed that organizations choose to virtualize in an effort to better improve their security and business continuity efforts.

To help Canadian organizations assess their needs for specific technologies, CDW Canada has a variety of resources available to customers — including a new virtualization tool. The CDW Canada Server Virtualization Preparedness Self-Assessment Tool is a short, self-administered questionnaire that allows customers to determine if virtualization is right for their business and how ready they are to implement it.

“CDW Canada’s Server Virtualization Preparedness Self-Assessment Tool enables companies to determine if this technology makes sense for their organization and also assesses their readiness to deploy and manage virtualization,” says Daniel Reio, Director of Marketing, CDW Canada. “Our technology specialists, in addition to our partnerships with leading virtualization vendors and service providers, can help us to further ensure customers are approaching their implementations with the necessary knowledge and support, and help maximize the benefits of virtualization for those who have already implemented it into their environments.”

Resources

- For more information on CDW Canada’s Server Virtualization Preparedness Self-Assessment Tool, visit [CDW.ca/VirtualizationTool](#)
- To learn more about server virtualization and read a white paper on how virtualization can help you improve manageability, visit [CDW.ca/Virtualization](#)

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 2010, CDW Canada ranked #36 and #16 on Best Workplaces in Canada and Great Workplaces for Women respectively.

-30-

For more information, please contact:

Maxine Cheung/Cindy Watson

StrategicAmpersand Inc.

maxine@stratamp.com/cindy@stratamp.com

(416) 961-5595 x401/x433