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CDW Canada survey finds 44 per cent of Canadian organizations will see increased IT budget in 2013

Survey results also indicate hardware refresh and upgrades are a top technology priority

Etobicoke, ON – December 5, 2012 – According to a recent customer survey from CDW Canada, a leading provider of technology solutions for Canadian organizations in the public and private sectors, many Canadian organizations indicate an increased IT budget in 2013 compared to in 2012. Additionally, hardware refresh and upgrades were noted as one of the highest IT priorities for companies in the new year.

“Refreshing technology on a regular basis can help organizations increase productivity levels, improve overall efficiencies and save on costs in the long term. With many organizations noting an increased IT budget year-over-year, businesses will be able to take advantage of the benefits of a technology refresh in 2013 to become more productive and competitive in the marketplace,” says Daniel Reio, Director of Marketing for CDW Canada

IT Budget

Forty-four per cent of respondents stated their IT budget for 2013 is more than in 2012, up 10 per cent from last year’s response to a similar question. When asked about key drivers that influence a business’ IT spend, productivity gains were noted by 43 per cent, new technology/solutions by 34 per cent and cost reduction by 15 per cent.

Survey respondents were also asked to identify their technology priorities for 2013. Hardware refresh/upgrades ranked highest followed by wireless/mobility and software refresh/upgrades.

“Hardware and software refresh and upgrades have become a top priority for our customers,” says Reio. “Windows 8 will drive adoption of new tablet and laptop form factors for customers who want to interact via touch interfaces.”

The survey, conducted by CDW Canada between October 1 and November 21, 2012, asked customers about their use of technology and IT plans for 2013. Survey respondents ranged from small to mid-size businesses (SMBs) to large enterprises of 500 employees and more.

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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