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**CDW Canada survey finds improving business processes a key driver for IT spend for Canadian SMBs**

*Small- and medium-sized companies cite limited IT budget as primary challenge*

**Etobicoke, ON – October 4, 2012** – A recent customer survey from CDW Canada, a leading provider of technology solutions for Canadian organizations in the public and private sectors, found that the majority of small- and medium-sized businesses (SMBs) view technology as very important to the success of their business. However, many of these same organizations also state that one of the biggest challenges they face is managing a limited IT budget.

According to the survey results, while 91 per cent of SMBs realize the importance of technology to the success of their business, 64 per cent cite managing a limited IT budget as one of the primary challenges to upgrade or maintain their current technology.

Improving business processes was noted as a key driver when it comes to IT purchases and decision making by 70 per cent of the surveyed SMBs. Other drivers included reducing costs and keeping up with current technology trends.

“Our SMB survey reinforces what we have been hearing from customers — that they are challenged with being able to sustain and introduce new technologies into their companies due to limited resources,” said Daniel Reio, Director of Marketing, CDW Canada.

“Managing budget is one of the biggest challenges facing organizations — SMBs in particular,” said Michelle Warren, President at MW Research & Consulting. “The irony is that by implementing the proper technology tools, they can increase productivity, streamline operating expenses, increase employee morale, respond to customer needs efficiently, and ultimately increase revenues. Recognizing the significant contribution that technology plays in this delicate balancing act is the first step to growing their business effectively and efficiently.”

“For SMBs in particular, working with a solution provider such as CDW Canada makes a huge difference,” said Reio. “CDW Canada works with companies of all sizes to help them meet their IT needs by recommending and providing solutions that are best suited for their requirements. Our team of dedicated account managers and technology specialists work as an extension of our customers’ existing IT departments to help them maximize the return on their technology investment.”

CDW Canada’s SMB survey, which was conducted in August 2012, focused on topics such as challenges, investment priorities and technology services.

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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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