MOBILIZING COMPETITIVE ADVANTAGE

See how our experts can bring together applications, devices, management and security to orchestrate a mobility solution that can help your organization get, and stay, ahead.
Mobility has changed the way we work today. It has increased flexibility and productivity for workers everywhere. And it has thoroughly complicated IT management. Devices, carriers, apps, security. Keeping up is a challenge. Getting ahead is even harder.

At CDW, we can help, from assessing your environment and building a customized strategy to implementing your solution and simplifying management. Our unique approach brings you the strategy, the technology and the support you need to empower your IT teams and outperform the competition.

ENABLE INNOVATION WITH A COMPREHENSIVE APPROACH.
OBSTACLES TO MAXIMIZING MOBILITY

Clearing the way for future success.

Expectations are high as organizations everywhere look to advance mobility. The potential to minimize process, maximize productivity and mobilize workflows across devices and locations is huge. But for many organizations, the increased IT workload has impeded opportunities to advance.

**INCREASED DEMANDS**

There are more mobile devices to manage than ever before. And in addition to supporting multiple devices per employee and minimizing security risks, your IT staff is expected to find ways for mobility to bring competitive advantages. Unfortunately, the burdens of day-to-day management leave most internal teams underequipped to examine internal and external needs and take their group from being a cost center to a profit center.

**2:1**

Customer-focused business technology spending is expected to outpace back-office IT spending by more than a two-to-one margin in 2016.

**STALLED STRATEGIES**

Mobility is no longer in its infancy, but organizations still report that they’re in the very early stages of mobility development and maturity. As the technology area grows larger and more complex, starting small with solutions like a virtual private network (VPN) or enterprise mobility management (EMM) can make sense. But it takes a comprehensive strategy to move from simply maintaining mobility to positioning your organization for success.

**11%**

The percentage of companies that report having fully implemented mobility strategies.

BUILDING AN EFFECTIVE MOBILE POLICY

See how a formal policy that encompasses devices, applications and content can help you protect your organization and realize the benefits of mobility. Read the white paper at CDW.com/mobilitypolicy

**SOURCES:**


OUR MOBILITY STRATEGY

Let our expertise become your expertise.

With extensive experience and close relationships with leading industry partners, we get mobility. We offer strategy workshops to help you define your mobility vision and create a roadmap to bring it to life. As we develop a plan, we’ll take your existing infrastructure, network, collaboration tools, security and policies into account.

It’s all part of our approach to mobility, designed to propel your organization forward. Encompassing applications, devices, and management and security, it gives you the tools you need to meet your goals and better serve your employees and customers. You’ll also have access to:

**EXPERT SUPPORT**

Your CDW team is led by a dedicated account manager and gives you access to the collective knowledge of solution architects, engineers, optimization specialists, help desk specialists and EMM administrative support. And because our experts work hand in hand with other industry professionals, you can get additional insight and guidance from top device manufacturers, carriers and app developers.

**STRONG PARTNERSHIPS**

Our close relationships with industry leaders and Gartner Magic Quadrant vendors allow us to bring you proven mobile solutions to further your organization while protecting your data. We offer your choice of devices, carriers, EMM providers and apps and will provide our objective expertise to help you make the right choice for your organization.
CASE STUDY

Suppliers are thrilled with the new platform. They most appreciate that we can provide them richer information about what’s happening day to day in the market.

Michael Berger
Executive Director of Enterprise Management

SUPPORTING SALES AND BOOSTING PRODUCTIVITY WITH TABLETS.

See how we helped The Charmer Sunbelt Group (now part of Breakthru Beverage Group) arm its sales force with preconfigured iPad devices and improve customer service by delivering marketing materials and real-time inventory information right where they’re needed.

CDW.com/charmernb
As one of the pillars of our mobility approach, our robust applications portfolio can help you meet your organizational goals. We'll help you develop comprehensive mobile app strategies and even work with you to quantify the business benefit of apps. With our expertise, you'll be able to find a solution that's right for today and scalable and flexible enough for the future.

Your strategy could include a mix of custom development, off-the-shelf apps or virtualized options — all viable choices for demonstrating ROI. And since we have experience working with organizations and partners in a variety of industries, we can use our vertical knowledge to help you find the right solutions for your organization.

**OUR APPLICATION OFFERING**

- App assessment & strategy
- Mobile application management (MAM)
- Application testing assistance
- Custom app development guidance
- Vertical-specific bundles
- Application & desktop virtualization
- Customized app store
Building a cohesive app strategy.

Our experts can help you look at the big picture and find an approach that keeps these key considerations in mind:

**SECURITY**
Unless they’re provided with the apps they need, users will often circumvent policies to use unapproved applications to retrieve sensitive data, exposing your organization to considerable risks.

**DEVELOPMENT**
Before you begin mobile app development, you need to find a trusted developer and accurately estimate project costs.

**DEPLOYMENT**
It’s important to have a plan to get your app in the hands of your employees, integrate it with existing systems and provide user technical support.

**ADOPTION**
To get the most out of your app investment, you need to actively support user adoption. More than 60% of employees cite poor user experience as the reason for rarely using enterprise mobile apps.

**DEVICES**
When selecting or developing an app, compatibility across iOS, Android and Windows devices is critical.

**MAINTENANCE**
The final, sometimes-forgotten step is to update the app based on user feedback and OS changes.

Making it happen with support from CDW.

**End-to-End App Expertise**
Our experts can help you develop a strategic view of your app initiatives, aligning decisions to needs, budgetary constraints and existing infrastructure.

**Vertical Expertise**
With experience across a variety of industries, including retail, healthcare, manufacturing and transportation, we can find solutions that fit your organization’s processes.

**Your Own App Store**
We can help you create and implement a centrally managed and branded app store that provides a single point of access to IT-approved applications.

**Mobile Application Management (MAM)**
Visibility brings security. An MAM solution allows you to track new apps, determine usage and identify potential rogue apps.

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Getting the right equipment in hand and ready to go.

When it comes to mobility, devices play a huge role – from both an end-user perspective and a management perspective. So, in addition to offering a wide array of devices, we offer the support you need to control them all.

We’ll help you choose from mobile phones, tablets, notebooks, connected devices and accessories that span the top operating systems and carriers. And we’ll simplify deployment with services including centralized procurement, cross-carrier activation and customization.

Managing a growing mobile workforce.

We can help you make the most of mobility by supporting your workers wherever they go and on whatever devices they choose.

**PROCESSES**

Without the right devices and applications, employees are often unable to follow organizational processes when remote or mobile.

**ENDPOINTS**

By 2020, the average person is expected to have more than four different connected devices. And when workers are using more devices than ever, you need to support more devices than ever.

61% of workers report working outside the office at least part of the time.

**SOURCES:**
Managing a growing mobile workforce.

PROCUREMENT & PROVISIONING
With our streamlined Mobility Management Portal, selection, deployment, activation and administration are easy. It gives your employees the ability to order from a predefined catalog of devices and accessories to perform upgrades or change existing services, all in accordance with your organization’s governance policies.

CROSS-CARRIER ACTIVATION
To get your devices ready to go right out of the box, we can activate voice and data plans across the four major carriers prior to shipment. Your end users can start utilizing their devices immediately, and your IT staff is free from activation-related tasks.

DEVICE CONFIGURATION
In addition to helping you select the right devices and carriers, we offer a wide range of services to help ensure your devices arrive customized, configured, personalized and ready to use.

OUR CONFIGURATION SERVICES

- User profiles
- Geofencing
- Time-based profiles
- Account access
- Apps
- Device kitting
- Company-specific literature
- Asset tagging and data capture
- Laser etching
- Imaging
- iOS/Android customization
- Burn-in

Our Trusted Partners

Smartphones:
- Acer
- LG
- Panasonic
- Samsung

Connectivity:
- Cradlepoint
- Sierra Wireless

Cellular Routing:
- AT&T
- Verizon
- T-Mobile
Getting the right devices, data and applications into the hands of your employees is only part of the battle. This pillar of our mobility approach includes the management and security required to keep those devices working and to keep your organization safe. We offer a full range of proven mobile device management tools and end-to-end security from the industry’s leading providers. With the right solution in place, tracking, managing and securing phones, tablets, notebooks and any other endpoints are simplified. And you’ll have more time for other projects.

77% of IT professionals say that data security and user privacy concerns are their biggest challenges when building a mobile strategy.⁶

While mobility brings unprecedented opportunities, you may also be facing unexpected risks. Hear what our experts had to say about reducing risk while pursuing progress at blog.CDW.com/mobile-risk

**Unified Management Console**
Our unique portal streamlines management by allowing you to track, manage and secure every endpoint and device from a single, centralized console.

**Mobile Workspaces**
Mobile devices are accelerating the client virtualization space. We’ll help you provide the applications and content your users need through workspace solutions. You can choose to virtualize legacy applications or the entire desktop experience for better operating efficiency and improved mobile security.

**Security Expertise**
We’re proud to be the no.1 partner for all of the industry’s top security vendors, including data loss prevention and anti-malware technologies.

**Mobile Expense Management**
Simplify expenses by automating and managing invoices, payments, and review and approval processes. We’ll even help you maximize costs savings with our own insights into your total wireless communications spend.

**Enterprise Mobility Management**
Services include MDM, MAM, mobile content management (MCM) and help desk — extending beyond mobile devices to include cloud, virtualization and network platforms to help manage and secure apps and other enterprise mobile activity.

Our Trusted Partners

**Mobile Workspace:**
- Citrix
- Microsoft
- VMware

**Security:**
- Sophos
- Trend Micro
SERVICES & SUPPORT

Maximizing your investments with invaluable expertise.

We're here to help you move your mobility strategy forward with services that encompass applications, devices, and management and security. Our collaborative approach extends through every step of the process, from assessment and design to deployment and ongoing management. We'll even assist with policy definition by sharing expertise, best practices, checklists and templates. All these support your organization as you look to improve processes and gain a competitive edge.

To learn more about our comprehensive approach to mobility, visit CDW.com/mobility, contact your account manager or call 800.800.4239.

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