

# ENTERPRISE COLLABORATION STRATEGY



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## HOW CAN CDW HELP?

An Enterprise Collaboration Strategy will help organizations speed up innovation, better serve customers and quickly pivot to adopt rapidly changing Unified Communications & Collaboration technology. But for organizations to define an effective Collaboration Strategy, they must be able to answer several critical questions:

- **Which solutions are best, and which capabilities are the most useful for a given task?**
- **How does your organization's collaboration strategy align with its business goals?**
- **How can your organization use collaboration solutions to break down barriers among its lines of business?**
- **How can it provide a seamless user experience to clients regardless of platform or technology?**
- **How can you meet your users' needs while introducing them to new solutions?**

A CDW Enterprise Collaboration Strategy can answer these questions, taking the confusion out of collaboration. It gives your organization keen insight into how to implement collaboration solutions that empower users, increase efficiencies and improve the customer experience.

### FIVE PILLARS OF COLLABORATION



#### **Unified Communications: Voice, Video, Presence**

All organizations can use these basic communication tools to build a collaboration foundation. The immediacy and power of video collaboration increase interactive communication and eliminate barriers that hamper productivity.

#### **Messaging**

Tools such as email and instant messaging (IM) enable users to communicate quickly via typed text from endpoints such as desktop PCs and mobile devices. Messaging solutions can also make it easy to exchange files and other resources as part of a real-time conversation.

#### **Contact Center**

Contact center solutions instantly provide users the ability to deliver a higher level of customer service. They can quickly find answers and connect with subject matter experts in real time.

#### **Social Collaboration**

Social tools foster a total collaboration experience and can help your organization monitor and protect its brand.

#### **Content Sharing**

This technology allows for more meaningful and quicker collaboration. It lets users share, comment and edit in real time, simultaneously.

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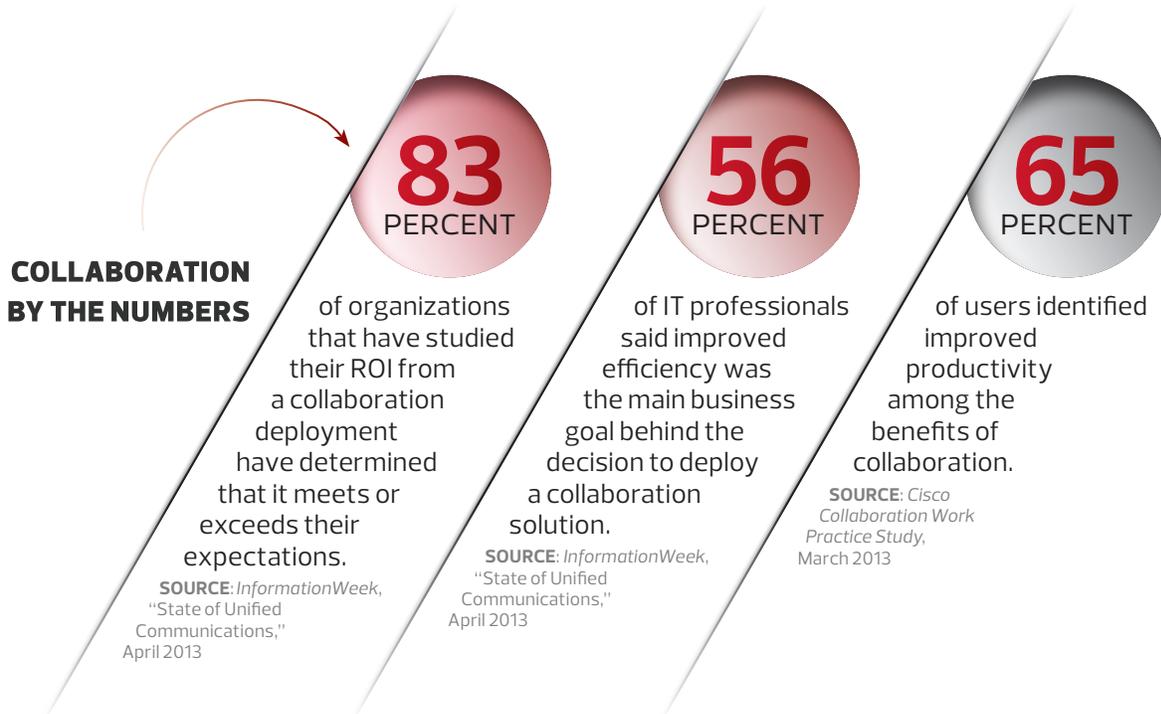


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## What Is an Enterprise Collaboration Strategy?

When it comes to collaboration, most organizations don't know where to start. A CDW Enterprise Collaboration Strategy aligns advanced technologies to your evolving business and user needs. Our analysts define a collaboration strategy that enhances the customer experience and provides your organization with the flexibility and vision to adapt to changes in business needs as well as technology. They drill down to your organization's different teams and lines of business to understand the challenges and definition of collaboration within each team and across the organization.

Once the strategy has been defined, CDW solution architects work with you to design a solution – a plan and a timeline. CDW can also help with the deployment, adoption and maintenance of a collaboration solution.



### WHAT ARE THE BENEFITS OF A COLLABORATION STRATEGY?

A CDW Enterprise Collaboration Strategy provides your organization with a holistic view of the tools it has in place for customer service, giving leaders a view of where opportunities for improvement exist. The assessment improves the understanding of collaboration and communication challenges within teams and across your organization.

The strategy also helps your organization build a business case for implementing appropriate solutions. It provides a roadmap your organization can use to apply technology and achieve your goals.



### LET'S GET STARTED

Contact your CDW account manager to learn more about an Enterprise Collaboration Strategy: **800.800.4239**.