PUT YOUR GROUP PRODUCTIVITY IN HIGH GEAR

THE SITUATION | THE SOLUTION | THE BENEFITS

Getting unified is easier said than done. Frictionless collaboration that drives positive business outcomes means giving your workers the power to connect, communicate and collaborate seamlessly. And that takes an experienced partner guiding your team down the right roads. From VoIP to video sharing, our experts can help you remove operational friction and

LET YOUR ORGANIZATION SURGE AHEAD.
THE SITUATION

Workers seated around a conference table understand how to collaborate. People bring in their respective reports and pitches. Information flows seamlessly. With the right people in the right places working in tandem, decisions get made, projects are completed and positive business outcomes follow. In a highly distributed and mobile workforce, though, teams rarely have the chance to share a table. Using technology to cross the chasm and drive the same positive business outcomes takes a cohesive approach, a culture of collaboration and expertise to accelerate deployment and adoption.

THE IDEA BEHIND FRICTIONLESS COLLABORATION

is to let workers communicate in the most effective, natural mode appropriate to the situation. When sales reaches out to accounting to discuss a client, unified communications (UC) allows the two to begin perhaps with messaging, switch into a video conference and jointly dive into a shared document, even if separated by thousands of miles.

IN ORDER TO BUILD A STRONG UC SOLUTION

IT needs to think of itself as a service provider, an organizational unit tasked with proactively delivering to its “clients” an optimal set of collaboration tools and services that can be affordably implemented and easily managed. Selecting CDW as a UC solutions partner will help greatly in fulfilling this new role.

THE SOLUTION

Frictionless collaboration means never having to halt the drive to positive operational results because of communication and collaboration roadblocks. Of course, every organization has its unique productivity barriers, such as antiquated applications, constrained network bandwidth and inability to track employees’ whereabouts. Often, these barriers become so entrenched that no one questions them. Only by experiencing the sudden nirvana of frictionless collaboration with UC do people realize what they’ve been missing and discover that teamwork doesn't have to be hard. Disparate workforces really can stay connected, responsive and productive once they have the right tools.

Frictionless collaboration isn’t necessarily a defined solution. It happens when the right UC components meet the way you work and your business objectives — a philosophy that integrates all your communication and collaboration experiences in a way that leaves your workforce connected and responsive.
By selecting the best partners and solutions, we’re able to deliver far more satisfying UC results. Our approach always begins by striving to understand the objectives of both your organization and its individual workers and then pairing the best UC solution against those drivers. By focusing on engagement, experience and adoption, CDW will:

1. Help you define a strategy and roadmap for collaboration success
2. Evaluate which tools will likely be most readily adopted
3. Identify organizational opportunities that will spur even greater adoption and ROI
4. Integrate any and all suitable UC technologies into your work environment with 100% confirmed compatibility
5. Coordinate post-sale courses and training to ensure that workers make the most of their UC opportunity

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**60%**

of technology management decision-makers consider deployment of collaboration technologies a high or critical priority.¹

**62%**

of survey respondents cite improved employee collaboration as a key driver for UC.²

**88%**

of technology management decision-makers are currently implementing integration with collaboration software.³

¹Forrester Research, Inc., Forrester’s Forrsights Software Survey, Q4 2013
²InformationWeek

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### The Benefits

Placing full collaborative freedom at your organization’s fingertips does more than benefit end users. It creates an ecosystem that improves organizations as a whole. By connecting employees across a wide range of devices and systems, you also build stronger, more engaged connections with suppliers, partners and customers. Best of all, workers will stay more task focused and creative because they’re not stuck struggling to communicate.

### Engagement, Experience & Adoption

Giving your workers the right tools is just the start. From management to end users, we make sure any UC solution you choose is deployed and adopted correctly, so you can hit the ground running. This includes:

- Proven courses in change management and business transformation
- Training services that span all aspects of your UC solution, from deployment to ease-of-use, including tools in collaboration, video conferencing and contact center
WHY CDW?

THE PEOPLE — As your trusted advisors, CDW can help assess your unique needs, desired business outcomes and anticipated challenges. The resulting UC solution will fit seamlessly within your organization and technology objectives. In addition to our account managers, who operate as your single point of contact, we have more than 60 experienced solution architects and 200 UC engineers who can help you find and implement the best solution.

THE PARTNERS — Our broad portfolio of vetted unified communication and collaboration vendors ensures that you have an extensive range of solutions to meet your specific requirements.

THE PLAN — CDW is here to help during every step. From helping customers understand and define their collaboration needs to procuring, integrating and managing collaboration technologies, CDW’s guidance can ensure widespread adoption and outsized UC results.

OUR PARTNERS

The Cisco® IP Phone 8861 delivers a powerful, user-friendly experience to your organization. Cisco Intelligent Proximity integrates select telephony features with your personal mobile devices. USB and Bluetooth® support offers choices in accessories, and wideband audio provides high-quality voice communications.

IBM® SmartCloud solutions offer a choice of robust, open infrastructure as a service (IaaS). Use self-service IaaS or fully managed IaaS to deploy and scale virtual and dedicated bare-metal infrastructure, develop applications and run your production-ready workloads.

Tools that work. Anywhere. Giving your employees the freedom to work when and where they need to — on their favorite devices — can increase productivity, simplify team collaboration and enhance their work-life balance. With Office 365®, anything you can do in the office, you can now do on the go.

SEE FOR YOURSELF.

BLOG POST: Realize a Frictionless Collaboration Experience Across Your Organization with CDW Unified Communications

From one-to-one voice calling to interoffice document editing, our broad selection of UC solutions has you covered. Read on to discover the benefits of going frictionless.

Find out more at CDWsolutionsblog.com/rightcollaboration

See how we can help your organization work in tandem at cdw.com/uc