



MISSION-FOCUSED I.T.

CDW NONPROFIT CAPABILITIES



"The fact that CDW has dealt with 9,000 nonprofits/NGOs in 30 years is its biggest differentiator. No one knows this space better than CDW – that's compelling."

Ed Anderson, Global CIO, World Vision

CONTENTS

- | | | | |
|----------|-----------------------|-----------|--|
| 4 | We Support Your Goals | 10 | Networking, Unified Communications, Data Analytics |
| 6 | Cloud | 13 | Software Management, Data Center Solutions |
| 7 | Security | 14 | Services and Support |
| 8 | Mobility | 16 | CDW Nonprofit Services Team |
| 9 | Point of Sale | 18 | Partners and Strategic Alliances |



80% of charitable organizations believe better technology leads to more effective fundraising, yet 66% believe they do not have the technology they need to effectively raise funds.

Source: findaccountingsoftware.com, "2014 Fundraising Technology Trends Study," October 2014

CDW'S NONPROFIT FOCUS ADVANCES YOUR MISSION

As an IT leader in the mission-driven nonprofit community, you manage a complex world of compelling priorities and competing challenges, including:

- Government budget cuts that increase pressure to accomplish more with fewer resources.
- The need to consistently attract and engage supporters and members with cost-effective outreach and high-profile advocacy.
- Rigorous donor and ethics scrutiny that demands more cost transparency and accountability.

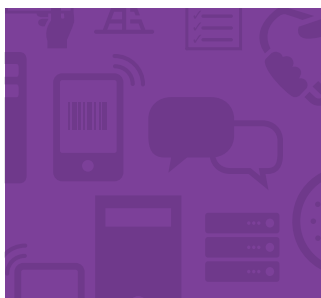
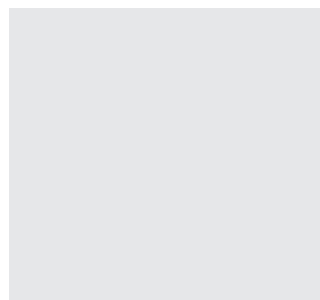
At CDW Nonprofit, our goal is to help you effectively and efficiently impact your mission with the optimal technology, services and support.

YOUR DECISIONS MATTER.

Your technology decisions help fuel your ability to make a positive impact on the world. Whether expanding online donations with mobile-friendly strategy, making it easy for visitors to purchase exhibit tickets with a point-of-sale system or embracing cloud solutions to improve staff collaboration, your technology choices matter.

YOUR PARTNER SHOULD, TOO.

That's why you need an IT partner who gets it – a partner who can help you successfully address multiple priorities with the right technology solutions. Because you're responsible for secure, reliable and flexible operations that strengthen your organization's impact, CDW's Nonprofit team is here for you.



WE SUPPORT YOUR GOALS

Ensuring optimal IT performance 24/7 demands teamwork. You can count on the CDW Nonprofit team to work closely with you to meet your goals. We have extensive experience supporting a full range of nonprofits including:

- Associations
- Faith-based organizations
- Foundations
- Museums and galleries
- Social service organizations
- Think tanks

You can be confident our experts understand your unique IT challenges and can leverage our national partnerships to find the right technology solutions to maximize your results. We are committed to bringing deep knowledge, responsive support and comprehensive services to every aspect of your IT infrastructure and operations.

WE LEVERAGE OUR PARTNERSHIPS

Selecting an IT provider with the right partnerships multiplies your benefits by providing access to the top technology companies, solutions and industry associations.

INNOVATIVE DEVELOPMENTS. Our alliances with leading technology manufacturers keep you connected to innovations, applications and advances.

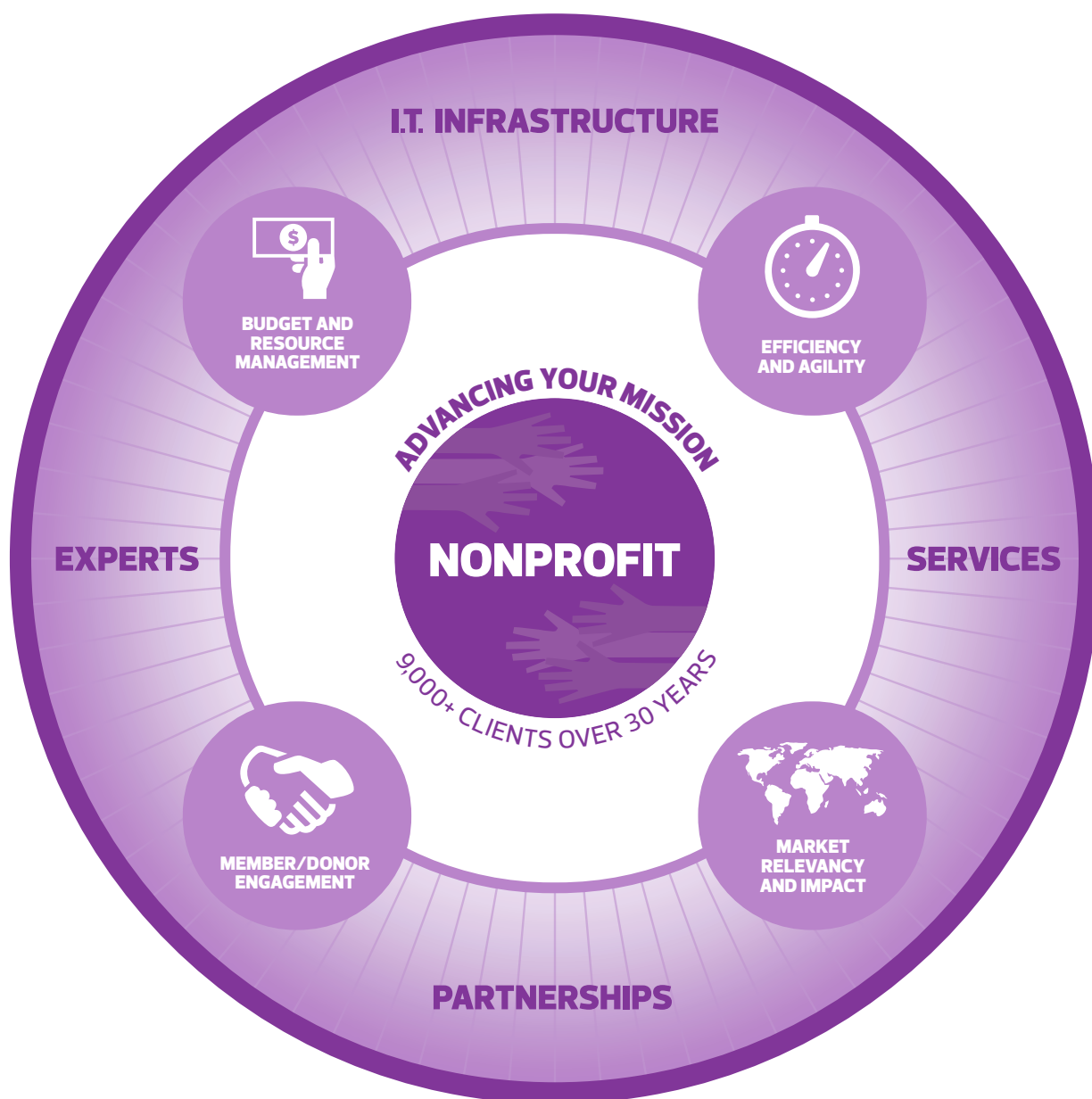
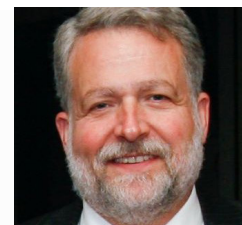
REDUCED PRICING. To help you maximize limited resources, we partner with vendors that offer special or discounted pricing to nonprofits.

VALUED INSIGHTS. Working with a broad range of nonprofit organizations allows CDW Nonprofit to share proven practices and successful solutions across our customer base.

FORWARD-THINKING. Involvement in thought-leading industry consortiums keeps us on top of developing trends, changing regulations and new policies.

"The fact that CDW has been around for 30 years and that CDW Nonprofit works with so many nonprofit organizations emphasizes how stable they are as a company, their longevity and nonprofit expertise."

Larry Casey, Director, Information Technology and Services, Winrock International



CDW, a 30-year-old provider of technology, services and support, is focused on helping more than 9,000 nonprofit organizations advance their mission with specialized industry expertise, shared best practices from nonprofit customers and access to a broad range of cost-saving IT solutions. Our dedicated nonprofit account teams help organizations leverage IT to better manage budgets and resources, expand member/donor engagement, strengthen market relevancy and impact, and increase efficiency and agility.



91% of nonprofit organizations are already using the cloud, and nearly 80% use more than one cloud solution.

Source: nten.org, "The State of the Nonprofit Cloud," March 2012

WEIGH YOUR OPTIONS

- **Public cloud.** Resources are shared among several different organizations, and even the public.
- **Private cloud.** Resources dedicated to your organization are run in your own data center or that of a service provider, ensuring an extra layer of privacy and security.
- **Hybrid cloud.** Your public and private clouds remain distinct entities but are bundled together, providing both scalability and control.

CLOUD

MAXIMIZE RESOURCES WITH MINIMAL INVESTMENT

Cloud solutions help you minimize infrastructure investment, easily adjust IT capacity to changing needs, streamline administration and improve donor and staff communication. Working with 40+ carefully selected cloud partners, we offer nonprofit organizations a broad range of discount-priced public, private and hybrid cloud delivery models.

INFRASTRUCTURE-AS-A-SERVICE (IaaS)

IaaS provides a pool of virtual machines hosted offsite, giving you the ability to match servers, storage and networking to your particular needs.

ADVANTAGES INCLUDE:

LOWER COSTS. Eliminate the need for capital investment in substantial in-house infrastructure and reduce operational and support costs.

PREDICTABLE BUDGETS. Trade expensive and often unpredictable up-front costs for lower monthly charges, streamlining the budgeting process.

INCREASED AGILITY. Quickly scale up or down to meet changing needs, and pay only for what you use. Plus, you can easily take advantage of new technology as soon as it is introduced.

SOFTWARE-AS-A-SERVICE (SaaS)

(SaaS) solutions host and deliver applications from the cloud. Your users – whether they're staff, donors, members or visitors – can conveniently access your apps through a browser or mobile app.

YOU'LL EXPERIENCE:

SIMPLIFIED MANAGEMENT AND PEACE-OF-MIND SECURITY.

Apps update automatically, and our data protection always stays up to date with hosted email security and web filtering services.

IMPROVED PRODUCTIVITY AND ENGAGEMENT. With spreadsheets, word processing, presentations and email hosted in the cloud, your end users will always have what they need, in the office or on the go.

BETTER COMMUNICATION AND COLLABORATION. Your staff can securely collaborate from any location on any device, and your organization can take advantage of next-level integration of web and video conferencing, telephony, instant messaging and email.

SECURITY

We understand that protecting sensitive donor data is a top priority. CDW Nonprofit can help you strengthen information security with a comprehensive, proactive approach that protects your infrastructure and your data, inside the office and beyond.



PROTECT VALUABLE ASSETS WITH THESE SOLUTIONS:

MULTI-LAYERED PROTECTION. Mitigate and manage risk with tools such as anti-virus, anti-spam and anti-malware protection, content filtering, network access control, intrusion prevention and authentication.

DATA LOSS PREVENTION. Combine encryption with tools that classify, monitor, report and restrict data from being printed, emailed or copied to minimize the risk of data loss and help ensure compliance with company security policies.

MOBILE SECURITY. Make sure organization-owned and personal mobile devices remain secure with mobile device management (MDM) tools designed to update, manage and monitor mobile devices on your network.

PCI COMPLIANCE. Guarantee that your organization's payment card transactions comply with PCI Data Security (PCI DSS) guidelines to ensure data is properly protected, and avoid the risk of fines, additional fees or other penalties.



5 best practices to keep donor data safe:

1. Backup
2. User ID and password security
3. Audit trails
4. Physical security
5. User security awareness training

Source: nptimes.blogspot.com, "Is Your Nonprofit's Data Safe?" October 2012



40% of donors use a mobile device to make a donation, making online giving one of the fastest growing donation segments.

Source: jcsocialmarketing.com, "8 Ways Nonprofits Can Implement a Mobile Strategy," August 2013

MOBILITY

Mobility is an increasingly effective – and essential – strategy for attracting donations; engaging supporters, members and volunteers; enhancing staff productivity; and providing visitor way-finding guidance.

BOOST AGILITY AND ENGAGEMENT

CDW Nonprofit's Total Mobility Management solution can help you capitalize on mobility's value while also addressing the many challenges it raises.

WE CAN HELP YOU:

PLAN. Create a comprehensive mobility strategy.

ENABLE. Streamline all aspects of ordering, deploying and managing your mobile devices.

PROTECT. Take advantage of centralized management to protect your proprietary data and overall mobile environment.

SUPPORT. Equip your mobile professionals and volunteers with a live help desk and self-service support.

EMPOWER. Enhance staff and volunteer productivity, and improve donor convenience and engagement, with customized app development and collaboration tools.

WE OFFER:

MOBILE DEVICE MANAGEMENT. Centralize device management and benefit from remote device wipe, password management, alert messages and lock-and-find device capabilities.

MOBILE APPLICATION MANAGEMENT. Safely distribute, secure and manage mobile applications.

MOBILE CONTENT MANAGEMENT. Authenticate users and prevent data loss via printing limitations, geofencing and limiting access.

MOBILE MANAGEMENT PORTAL. Integrate, control and simplify day-to-day administration with our customizable and flexible web-based administrative tool.

MOBILE EXPENSE MANAGEMENT. Consolidate wireless expenses and provide reports for tracking, analysis and invoice payment.

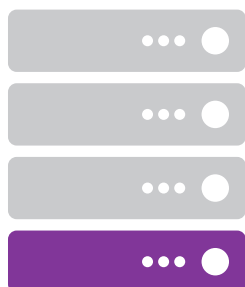
POINT OF SALE

Reliable point-of-sale (POS) systems build visitor and customer loyalty, streamline purchasing of tickets and merchandise, support asset management and collect valuable customer information. CDW Nonprofit can help you find the POS solution that best meets your needs, including self-serve kiosks, mobile options, tablets, scanners and ISV (independent software vendor) software.

ENHANCE THE CUSTOMER EXPERIENCE. Think of a POS system as an interactive conduit with your customers, members and donors that can:

- Increase transaction speed and security
- Ensure pricing is accurate
- Integrate with other applications to improve data accuracy, automate reporting information and deliver data critical to informed decision making
- Support member-, donor- and customer-focused initiatives such as rewards and loyalty programs
- Enable convenient, wireless point-of-purchase payment for products or services with mobile (mPOS) options

BETTER CONTROL, IMPROVED EFFICIENCY. Asset tracking and inventory management technologies such as barcode scanning and RFID (radio frequency and identification) can track sales, monitor assets to ensure they are not missing or stolen, signal when to replenish inventory and enhance forecasting models.



NETWORKING

It's imperative to stay connected with your staff, donors and members, whether through VoIP phone systems or mobile devices. CDW Nonprofit network optimization and wireless infrastructure solutions can:

- Provide a better user experience
- Reduce operating and management costs
- Improve flexibility and speed of access to your network
- Ensure application availability
- Enhance security

UNIFIED COMMUNICATIONS

Whether you're launching a fundraising campaign, seeking to keep members actively engaged or convening an online brainstorming session with board members across your region, the ability to tap into a vast array of unified communications tools can make all the difference. The experts on CDW's Nonprofit team can assist you with:

CONFERENCING AND TELEPHONY. Design and implement a customized IP telecommunications solution – including easy-to-use teleconferencing options.

MESSAGING (EMAIL AND IM/PRESENCE). Take advantage of traditional on-premises email, next-generation cloud-based email platforms and collaboration tools such as instant messaging/presence capability.

SOCIAL COLLABORATION AND CONTENT SHARING. Capitalize on collaboration tools to securely share information, encourage innovation and build connected communities.

DATA ANALYTICS

Predictive analytics can help you determine which content most effectively attracts visitors online and in person, provide valuable insight into where your supporters are located and how they prefer to contribute, and tell you which initiatives are having the most significant impact.

CDW Nonprofit can help you implement business intelligence (BI) solutions to:

- Generate actionable insights from growing volumes of internal and external data, whether it's identifying your most promising donors or evaluating the effectiveness of new initiatives.
- Give your staff, leadership and board of directors quicker access to information for better decision making about programs, needs in your community or donor engagement.
- Stretch your limited resources for maximum impact.

A photograph of four people in a professional setting. A woman with blonde hair, wearing a blue denim shirt and a light-colored skirt, is standing and looking at a laptop. The laptop is resting on a stack of cardboard boxes. To her left, a woman with dark hair and bangs, wearing a light blue button-down shirt, is looking towards the laptop. Behind the blonde woman, a man with short brown hair, wearing a light blue button-down shirt, is looking at the laptop. To the right, another man with grey hair, wearing a light blue button-down shirt, is also looking at the laptop. The background is slightly blurred, showing what appears to be an office or warehouse environment.

57% of nonprofit organizations report they are not properly utilizing their donor data for potential marketing and fundraising opportunities.

Source: iatspayments.com, "Nonprofits are collecting big data, but most are having trouble using it," February 2014

59% of nonprofits sent an e-newsletter at least once a month, and one-third emailed fundraising or advocacy appeals monthly.

Source: nonprofitmarketingguide.com, 2014 Nonprofit Communications Trends Report



SOFTWARE MANAGEMENT

In today's do-more-with-less environment, the ability to optimize your software investment has become increasingly critical.

MANAGE STRATEGICALLY AND EFFECTIVELY

CDW Nonprofit offers:

ASSESSMENT. To streamline operations and leverage finite resources, you first need to understand your current software usage, issues, licensing and contracts.

REDUCED PRICING. Keep your costs low with discounted or special nonprofit pricing.

VALIDATION. Every software investment should align with your long-term goals. CDW Nonprofit helps you select, test and pilot the right solutions.

DEPLOYMENT. We help you design, implement, migrate and integrate the most effective solutions.

MANAGEMENT. We help you deal with multiple licenses, vendors and solutions to right-size your licensing, avoid unnecessary costs, consolidate billing, remain in compliance and stay on top of licensing expiration and renewal.

DATA CENTER

In today's digital environment, your data center is the brain and backbone of your organization. Rapid growth in user demand and data storage needs puts serious pressure on your data center.

KEEP PACE WITH GROWTH

CDW Nonprofit solutions include:

CONVERGED INFRASTRUCTURE. Combine servers, data storage, networking equipment and software into a single unified computing system that offers cost-efficient scalability, tighter security and increased mobility.

VIRTUALIZATION. By virtualizing servers, networks, storage resources and desktops, you can increase agility, reinforce security, unify management and ensure application responsiveness.

STORAGE. Build a unified storage environment that efficiently accommodates the proliferation of email and growing volumes of data, streamlines data retention policies, enables fast access to the information you need, and is flexible, secure and easy to manage.

BACKUP. Enhance your ability to store, search for and restore critical information for high availability using a range of tools including data deduplication, integrated technologies, cloud-based backup and centralized management software.

POWER AND COOLING. Reduce energy costs and provide backup to power planning for uninterrupted data access with modular, scalable systems and smart management software.



SERVICES AND SUPPORT

A critical part of CDW Nonprofit's end-to-end IT approach is our ability and commitment to offer ongoing support for all your technology needs.



KNOWLEDGEABLE CDW ACCOUNT TEAM. In addition to your primary CDW Nonprofit account manager, you can count on CDW's experts in technology and technical support to provide the best-fit strategies and solutions for your organization.



TOLL-FREE TECHNICAL SUPPORT. CDW's 24/7/365 U.S.-based toll-free technical support help line is staffed by Level One associates who are CompTIA-certified and hold (at minimum) A+ and Network+ certifications. Our average call-to-answer is less than 60 seconds, and we offer support for computers, peripherals and operating systems for five years from their date of purchase.



ONLINE SUPPORT. CDW's online support (including live chat) is available through your own personalized My Account feature on CDW.com, which provides 24/7/365 access to your latest order and purchase information and the real-time status of your account team. In addition, CDW.com offers easy-to-use tools that help you manage your hardware assets and software licenses, streamline purchase approvals, obtain quotes and much more.

ALWAYS AT YOUR SERVICE

CDW Nonprofit can help you leverage the latest technology to support you in your day-to-day challenges, or we can design major projects and installations.

Our services span:

ASSESSMENT, PLANNING, DESIGN.

CDW Nonprofit specialists consult and collaborate with your IT team to evaluate your legacy infrastructure and help ensure it can scale with your technology requirements.

CONFIGURATION. We can tailor your technology solutions to your precise specifications in CDW's Configuration Centers. For out-of-the-box use, our configuration experts can customize notebooks, desktops and other hardware, saving you time and resources.

INSTALLATION AND DEPLOYMENT.

Our installation services ensure your new IT solutions are up and running as fast as possible.

PRODUCT LIFECYCLE SUPPORT.

If you're resource-strapped, we can offer your organization's IT team extra support through onsite staffing and training. We also can help protect the lifespan of your technology with maintenance contracts and, when the end is near, provide proper asset disposal.

COLOCATION SERVICES. CDW Nonprofit and our trusted partners help you improve the redundancy and resiliency of your telecommunications, voice and data services for reliable WAN, Internet, voice and hosting. Our telecommunications team has access to over 70 carriers and 600 data centers domestically and internationally, including five data centers operated by CDW that provide hosted and managed services.

HOSTING AND MANAGED SERVICES.

We can protect your operations with a full range of services efficiently and economically, whether your technology is located on your premises (remote) or in our Enterprise Hosting Center.

AGGREGATION SERVICES. As one of the world's largest direct agencies/brokers of telecommunications and cloud services, CDW's aggregation services team will scope and define your voice and data requirements and then connect you with a provider that can meet your requirements, both domestically and internationally.

E-PROCUREMENT INTEGRATION.

CDW Nonprofit works with third-party e-procurement software providers, marketplaces, exchanges and consortiums to help you refine your buying procedures, consolidate purchases through a single interface, and decrease transactional and order fulfillment costs.

LEASING. We work with a variety of leading financing companies to help you affordably take advantage of the latest technology.

DATA LOSS PREVENTION RISK

ASSESSMENT. We'll provide a thorough review of your existing environment, a definition of project requirements, and detailed vendor evaluations, recommendations, future design and proof of concept.

PENETRATION TEST. We can help you conduct a full security audit for both internal and external threats.

MAINTENANCE AGREEMENTS.

CDW Nonprofit provides a variety of SLA options, coterminous support contracts, and maintenance and retainer contracts so you can select the support level you need.

CDW NONPROFIT SERVICES TEAM

Get expert advice from people who get nonprofit IT.

When you partner with CDW Nonprofit, you get a committed team of experts who understand your organization and are committed to helping you achieve your IT goals.

- An account manager who understands the nuances of the nonprofit sector will be there to address the specific needs of your nonprofit organization.
- Our solution architects – highly certified professionals with extensive nonprofit experience – offer expertise in designing customized solutions.
- Our advanced technology engineers assist you with implementation and long-term management.



WHO WE ARE

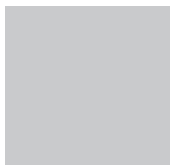
- Highly certified IT solutions provider
- Experts with extensive depth and breadth of knowledge about the best IT solutions for your unique needs
- Consistent recipient of industry partnership awards

WHAT WE DO

- Provide you with a clear view of all your solution options
- Help you choose the best-fit solution for your needs, goals and budget
- Partner with vendors that offer special or discounted pricing, to nonprofits to help you keep your costs low
- Assist you at any and all stages, from inquiry to implementation

HOW WE DO IT

- Account teams dedicated to your organization
- Expert pre-sales solution architects
- Assessment teams to assist you on- or offsite
- More than 700 certified technology engineers





"The real value of CDW is in the broad portfolio of products and services that they can offer us."

Jake Marshak, Senior Director, IT Services and Infrastructure at The Brookings Institution



PARTNERS AND STRATEGIC ALLIANCES

With powerful, cost-effective performance, your organization can advance your mission and deliver meaningful impact. We get it – and we deliver. CDW Nonprofit partners with the leading technology companies to bring you the IT solutions you need to efficiently manage your budget and resources, enhance member and donor engagement, and nimbly strengthen your market relevance.

CDW has consistently received industry recognition based on our dedication to excellence, and we proudly affiliate with the leading nonprofit technology associations to stay in lockstep with the trends and policies shaping our clients' opportunities and challenges.

CDW's partnership with top-tier technology providers that offer special pricing to nonprofit organizations is one of the many ways we provide added value to your organization.

In addition, CDW's partnership with UK-based Kelway helps us efficiently support international organizations.

TOP TECHNOLOGY PARTNERS



CORPORATE PHILANTHROPY AND COMMUNITY SERVICE

At CDW, we're committed to the success of the communities where we live and work. We make it a priority to contribute to a wide range of charitable programs and events, and we encourage our employees' desire to give back to their communities through volunteer efforts. Here are just a few of the programs and organizations CDW and its employees support:



AWARDS AND RECOGNITION

2012 Server Platform Partner of the Year

2012 Cisco Partner Summit Award (nine honors)

2012 Citrix Large Account Reseller of the Year

2012 Emerson Network Power U.S. Direct Market Reseller of the Year
2012 Top Technology Vendor International Legal Technology Association

2013 The InformationWeek 500 Most Innovative Business Technology Organizations

2013 Fortune 500 Ranked 267
2013 IDG's Computerworld Best Places to Work in IT

To learn more about how we can help you achieve your IT objectives, contact your CDW Nonprofit account manager at **888.294.4239** or visit **CDW.com/nonprofit**.