

FROST & SULLIVAN

*CDW*

**2022**  
**CUSTOMER**  
**VALUE**  
**LEADER**

*GLOBAL DIGITAL*  
*TRANSFORMATION SERVICES*  
*INDUSTRY*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. CDW excels in many of the criteria in the digital transformation services space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

### *The Cloud and Managed Services*

The cloud continues to power digital transformation efforts for companies of all sizes across the world. However, as the cost and complexity of cloud deployments continue to multiply, enterprises find it challenging to manage transformation initiatives on their own and to keep abreast of the ever-evolving world of infrastructure, platforms, and applications. Managed services providers are becoming an

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**-Anisha Vinny**  
**Senior Industry Analyst**

increasingly crucial part of the mix for enterprises as they seek third-party assistance to help them navigate their digital journeys. According to the 2022 Frost & Sullivan Cloud User Survey, 72% of 894 enterprises reported having engaged a third-party services firm to assist with the strategy, planning, execution, and ongoing management of their digital transformation initiatives. Third-party services used by enterprises are forecasted to increase to 80% by 2025.<sup>1</sup>

<sup>1</sup>Frost Radar: Global Cloud Economics Market-2022 (Frost & Sullivan September 2022)

### ***Guaranteed Satisfaction through End-to-end Customer Service***

Founded in 1984 and headquartered in Lincolnshire, Illinois, CDW provides technology products and services for business, government, and education. The company's extensive products and services cover hardware, software, and integrated information technology (IT) solutions such as cloud, security, application development, hybrid infrastructure, and digital experience. In 2021, Frost & Sullivan recognized CDW for its strategy effectiveness, execution, and value through its strategic acquisition of multiple managed services companies and remains impressed with its continuous innovation and sustained leadership.

CDW Amplified™ Services was launched in 2019 to formalize design, orchestration and management services within the CDW catalog. The brand represents a host of capabilities, including cybersecurity, IT infrastructure, IT support for technical solutions, workspace services to enable employees to work from anywhere on any device, data analytics services leveraging artificial intelligence and machine learning for discovering, storing, and interpreting your data, and offering a broad spectrum of application services and expertise in development operations (DevOps).

*“Supporting the success of its business model is CDW’s ability to assist clients in addressing their priorities across two years of unparalleled supply difficulties due to COVID-19. The company’s impressive growth momentum and trajectory are a testament to its customer-centric approach, revolutionary technology solutions, and exceptional operational strategies, earning its clients’ trust and loyalty and enabling the company to capture market share.”*

***-John Sisemore  
Best Practices Research Analyst***

Additionally, Amplified™ Services focuses on the shifting migration, rationalization of workloads, automation, provisioning, and instrumenting environments for dynamic capacity planning, enhanced performance, and security. CDW is regarded as one of the best global supply chain providers in technology; Amplified™ Services leverages this strength to help clients understand and manage their supply chain challenges through analytics and instrumentation.

CDW is growing its business, revenues, and workforce, both organically and inorganically. As a result of timely and valuable company acquisitions, such as Berbee Information Networks, Kelway, Scalar Decisions, IG NW, Amplified IT, Focal Point and Sirius Computer Solutions, CDW has acquired new customers and an impressive

number of talented technology personnel and broadened its geographic reach and penetration in the large enterprise space. Today, the company has 12,500 employees in the United States (US) and 2,500 international employees operating across Canada, the United Kingdom and India. The company leverages its legacy in hardware and software to offer full-stack solutions that span end-users, devices, data centers, the cloud, and DevOps. The company leads some of the most significant digital transformation projects and is a preferred digital transformation partner for some of the world's most respected brands.

### ***Comprehensive Portfolio of Products and Services***

CDW's portfolio of products and services is comprehensive and addresses the entirety of an enterprise's digital lifecycle. In fact, there is little that CDW cannot provide at scale in the world of technology. Today, 250,000 customers work with CDW across the IT lifecycle. The company has 4,500 sellers offering more

than 1,000 brands in more than 150 countries. It has more than 1,000 architects, 2,000 engineering experts, and 1,000 technical personnel. This workforce helps CDW to meet and support its customers virtually and on-site. The company serves clients across various industry verticals, including healthcare, finance, higher education, retail, and small and mid-size businesses. CDW provides exceptional 24/7 service through its dedicated team of experts supporting customers with extended warranties and claims for devices such as laptops, printers, tablets, and monitors. In addition, the company offers data center maintenance plans through contracts and custom support programs designed to consolidate warranty dates and the service of multiple vendors.

In addition to technical experts who work directly with clients on their project needs, CDW helps organizations fill hiring gaps with technical staffing services so clients can be more agile and adjust as their business needs change. Specifically, an internal technology team can access experts without committing full-time employees to budget. They can hire CDW experts ranging from help desk, systems analysts and network engineers to other infrastructure and security personnel, applications and data management specialists, digital and content experts and broader program management office and business operations experts.

### ***Customer Service Excellence***

CDW's customer engagement strategy focuses on solving clients' business outcomes, taking its clients from vision to value. Across the board, the CDW team first understands the vision and goals for its client's business, and then jointly develops a strategy to realize this vision through technology. The CDW team then builds a roadmap with steps to achieve the client's goals. Thus, the company goes to market with a whole stack of services, enabling these experts to advise, design, orchestrate, and build an optimal solution for customers. In addition, CDW teams also can manage these environments over the years.

Moreover, CDW developed the ICARE<sup>2</sup> framework in its quest to enable its teams to help customers solve for business outcomes more effectively. The ICARE framework provides the company's workforce with a common language around results to use with customers. CDW's objectives in client engagements can be mapped to one of the following business needs:

- Innovate faster
- Cost mitigation, optimization, and upward return on investment
- Agility to make decisions on scaling and adapting to customer demands
- Risk mitigation, cybersecurity, and data protection
- Experience in new digital services for customers and their employees as well as in the managed services space.

The focus on business outcomes in concert with a focus on quality and customer satisfaction with Net Promoter Scores consistently above 50 points, sets the company apart.

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<sup>2</sup> CDW 2021 ESG Report, slide 10, <https://webobjects2.cdw.com/is/content/CDW/cdw/on-domain-cdw/cdw-branded/esg/2021-esg-report.pdf>, accessed October 2022

### ***Solid Financial Performance Spurs Growth Momentum***

In 2022, CDW revenues were \$24 billion, growing 17.8% yearly. Amplified™ Services is among the fastest-growing portions of its business, making it an area of focus and investment for the company. Supporting the success of its business model is CDW's ability to assist clients in addressing their priorities across two years of unparalleled supply difficulties due to COVID-19. The company's impressive growth momentum and trajectory are a testament to its customer-centric approach, revolutionary technology solutions, and exceptional operational strategies, earning its clients' trust and loyalty and enabling the company to capture market share.

### **Conclusion**

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Customer-centric strategies help companies safeguard leading positions in markets, but only if the approach is authentic and the implementation is seamless. CDW incorporates customer-focused strategies and exemplifies best practice implementation. The company acquired several companies that employ highly qualified technologists with specialized certifications equipped to navigate complex digital transformation and cloud needs. These experts assist or manage projects for CDW customers. In addition to access to specialists, the company makes available a wealth of helpful information to its clientele through newsletters, podcasts, reports, webinars, and whitepapers. This overall customer-first approach offers immense value to existing and new customers and solidifies CDW's reputation in the market.

With its strong overall performance, CDW earns Frost & Sullivan's 2022 Global Customer Value Leadership Award in the digital transformation services industry.

## What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty



## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO’s growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

