



MANUFACTURING



TRANSPORTATION



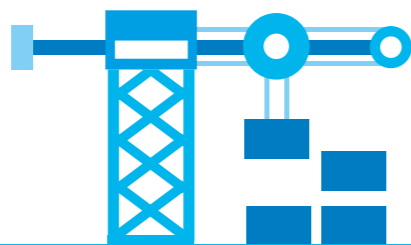
PROFESSIONAL SERVICES



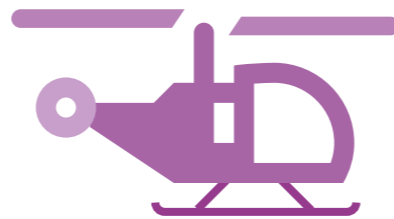
MAKE EVERY CONVERSATION COUNT

CLOUD SOLUTIONS and CDW

Choose from the following list of industries for a quick rundown of the most helpful steps that you can take to gain your customers' trust and earn their business by having more-productive conversations.



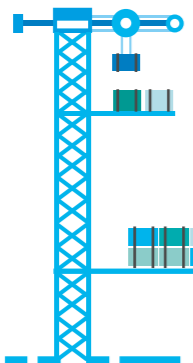
▶ **MANUFACTURING**



▶ **TRANSPORTATION**



▶ **PROFESSIONAL SERVICES**



MANUFACTURING



TRANSPORTATION



PROFESSIONAL SERVICES

MANUFACTURING

START THE COUNTDOWN



5 KNOW THE BIGGEST CHALLENGES

Manufacturers have to think about hybrid solutions that meet their needs, from managing the shop floor to controlling production. They want to know how they can seamlessly implement and integrate all the systems they need, at the right cost, while also meeting regulatory and compliance requirements.

4 UNDERSTAND HOW DATA CENTER SOLUTIONS HELP

59% of IT decision-makers find it challenging to deploy enterprise software on time and on budget.¹

48% of IT decision-makers call SaaS adoption a high or critical priority.²

60% growth of unstructured data is expected annually over the next five years.³

Moving to IaaS:

- Frees up IT staff by giving them fewer aspects to manage
- Simplifies and speeds deployment of new IT services
- Reduces the cost of software ownership

Moving to SaaS:

- Accelerates implementation of manufacturing software from months to days
- Automates software updates
- Enables real-time, simultaneous data updates across all systems and locations
- Eliminates the need for constant IT oversight of software

A cloud data solution:

- Eliminates barriers to data access that can lead to operational downtime
- Increases efficiency, with every location working from the most current data
- Reduces downtime with anytime, anywhere, any device access to required information

3 ENGAGE THE CUSTOMER BY ASKING “WHAT IF?”

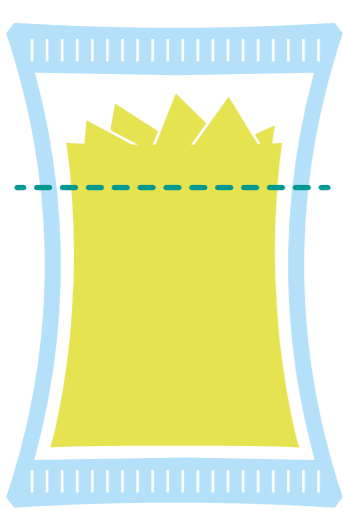
Infrastructure in the cloud

- Q:** What if you could improve network performance *and* deliver budgetary savings?
- A:** By eliminating the need to maintain a physical infrastructure or manage all software, a company can expect a 25 percent savings from its IT budget, according to CDW's 2014 State of the Cloud Report.
- Q:** What if you could manage multiple locations all at once?
- A:** The centralized infrastructure of the cloud means software updates are made once and can be automated for distribution. Your IT staff will no longer have to track every machine individually or travel to make updates.

Software in the cloud

- Q:** What if you could eliminate the need for your IT staff to manage software?
- A:** The centralized infrastructure of the cloud means software updates are made once and can be automated. No more tracking every machine individually or traveling to every location to make updates.
- Q:** What if you could improve employee productivity by supporting more mobile devices and applications, without complicating your system?
- A:** Client virtualization, via the cloud, allows you to support the BYOD trend and provide broader access to business applications, while improving security and streamlining management.

2 SHARE A POTENTIAL SUCCESS THAT PROVES WHAT'S POSSIBLE

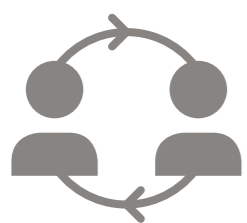


Make it easy to pinpoint the root cause of manufacturing issues that negatively impact your bottom line.

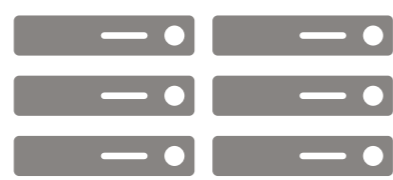
Incidents like overfilling packaging, such as putting 13 oz. of product into a package labeled 12 oz., can negatively affect a manufacturer's bottom line in a major way, and these issues can also be difficult to remedy. Siloed databases and inconsistent naming conventions from one plant to the next can make it nearly impossible to aggregate data and isolate the problem. With a cloud solution, everything resides in a single database across the enterprise, and naming conventions are automatically uniform. This allows for high-level, holistic visibility, which is especially beneficial for companies looking to clearly identify areas for improvement across global operations.

1 ANSWER WHY MANUFACTURING and CDW

Your partner is an important part of the conversation when it comes to choosing the right cloud solutions. Here are some key advantages that set CDW apart:



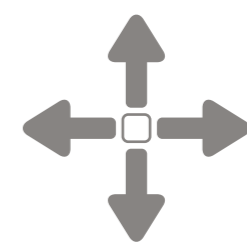
Dedicated partnerships with leading OEMs, including Cisco, Citrix, EMC, HP, IBM, VMware and Microsoft



Managed Services that support your dedicated networks, systems, databases, and select applications—at your place or ours



A modular system management approach, so you can select the services that fit best with your individual goals and current capabilities



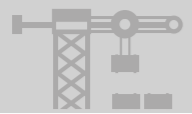
Solutions with the flexibility, scalability and productivity to meet the ever-changing needs of the manufacturing marketplace

READY TO TAKE THE CONVERSATION TO THE NEXT LEVEL?

Follow these links to see what your customers may be seeing and to know what CDW offers. This will help qualify your customers for further engagement with the cloud team.

[CLOUD RESOURCES ON CDW.COM](#) ▶

[CLOUD RESOURCES ON GETIT](#) ▶



MANUFACTURING



TRANSPORTATION



PROFESSIONAL SERVICES

TRANSPORTATION

START THE COUNTDOWN



5 KNOW THE BIGGEST CHALLENGES

Pretty much all transportation companies use a transportation management system (TMS) to manage freight sourcing, planning, execution and settlement, so they can move goods across the supply chain. This TMS needs to be flexible and responsive, because if transportation companies can't meet customer demands quickly enough, they can't compete.

4 UNDERSTAND HOW CLOUD SOLUTIONS HELP

25% of IT decision-makers expected IT budget savings with cloud computing over four years.¹

48% of IT decision-makers call SaaS adoption a high or critical priority.²

60% of IT decision-makers say that cloud computing has given their teams more time to focus on strategy and innovation.³

Moving to IaaS:

- Eliminates the need for capital investment in network upgrades
- Provides easy scalability to meet the varying needs of transportation
- Allows you to keep your existing management software solution as is

SaaS-based TMS:

- Accelerates implementation of TMS software from months to days
- Automates software updates
- Enables real-time, simultaneous data updates across all systems and locations

A cloud TMS solution:

- Enables sharing of resources between shippers and carriers
- Delivers real-time visibility into the supply channel
- Increases responsiveness for omnichannel fulfillment

3 ENGAGE THE CUSTOMER BY ASKING "WHAT IF?"

Upgrading a traditional TMS

Q: What if you could reduce from months to days the time it takes to get your TMS up and running?

A: A cloud-based TMS runs on existing vendor networks, and much of the software is ready to use out of the box. Nothing needs to be physically installed anywhere on your premises.

Q: What if you could have real-time insight into every aspect of your supply chain?

A: A key component of a cloud-based TMS is a single, central database, which gives you a real-time view into your entire supply chain, from the status of a particular order to the location of an individual truck.

SaaS-based TMS

Q: What if your TMS software could easily integrate with other vendor or partner software?

A: The centralized nature of SaaS means cross-vendor integration needs to occur only at the cloud level. You will see cost savings by eliminating the need for individual site setup or for IT software management.

Q: What if your TMS allowed you to incorporate the latest tracking technology as it's introduced?

A: Barcode readers, RFID, etc. – today's tracking technology relies on software to function. The same will hold true for tomorrow's technology. With SaaS, you'll be able to add the newest technology simply by adding the software to your TMS cloud.

2 SHARE A POTENTIAL SUCCESS THAT PROVES WHAT'S POSSIBLE

Create a collaborative network among several companies that will benefit everybody involved.



It's not uncommon for carriers to drive an empty truck back to a specific endpoint. By helping shippers locate a potential empty-haul driver traveling a specific route, cloud-based TMS can help connect the two. This can create an additional revenue stream for carriers. It can also provide a shipping option that offers cost and time savings over bidding out a traditional one-way move. The wider this virtual network becomes, the greater the collaboration and the more positive the effect it can have on everyone's bottom line.

1 ANSWER WHY TRANSPORTATION and CDW

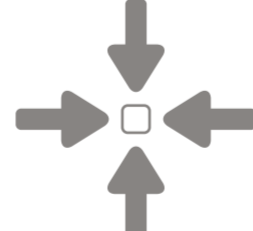
Your partner is an important part of the conversation when it comes to choosing the right cloud solutions. Here are some key advantages that set CDW apart:



Dedicated partnerships with leading OEMs, including Cisco, Citrix, EMC, HP, IBM, VMware and Microsoft



Integration Services that can be easily customized around your current infrastructure and business goals



An integration approach built with the flexibility to handle the complexity of incorporating almost any legacy system



Solutions that deliver the remote data access that transportation companies need to make confident, informed decisions



The broad expertise of an end-to-end provider of cloud applications, solutions and services in public, private and hybrid environments

READY TO TAKE THE CONVERSATION TO THE NEXT LEVEL?

Follow these links to see what your customers may be seeing and to know what CDW offers. This will help qualify your customers for further engagement with the cloud team.

[CLOUD RESOURCES ON CDW.COM](#) >

[CLOUD RESOURCES ON GETIT](#) >

¹"Silver Linings and Surprises: CDW's 2013 State of the Cloud Report," CDW, February 2013.

²"An S&R Pro's Guide to Security to, in, and from the Cloud," Forrester Research, December 2013.

³"Cloud Computing: State of Play Research," Manchester Business School and Rackspace, May 2013.



MANUFACTURING

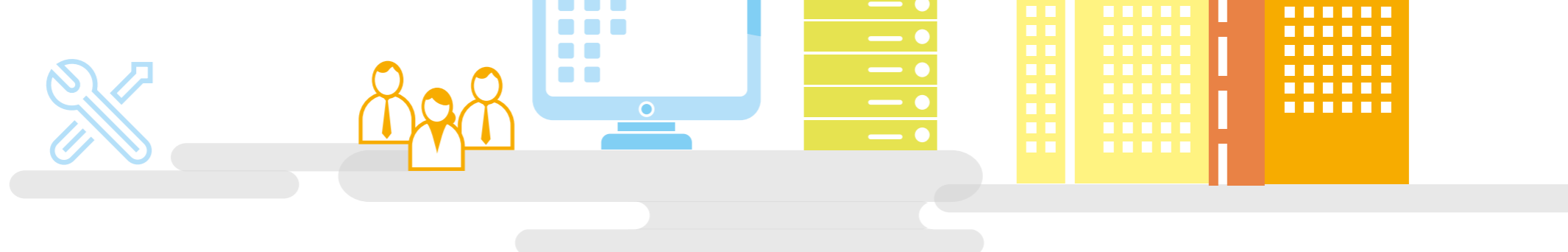


TRANSPORTATION

PROFESSIONAL SERVICES

PROFESSIONAL SERVICES

START THE COUNTDOWN



5 KNOW THE BIGGEST CHALLENGES

Professional services is people based. It often requires onsite engagement with customers, other consultants and consulting communities. IT operations typically aren't a major focus of their daily operations. However, mobility is an ever-growing concern. This makes the cloud a great solution for professional services companies. From email to software and back-office systems, a smart cloud approach enables these providers to focus on what they do best.

4 UNDERSTAND HOW CLOUD SOLUTIONS HELP

70% of organizations cited a fear of compromised security as a major barrier to cloud adoption.¹

70% of mobile professionals will conduct work on personal devices by 2018.²

81 minutes more productivity is gained by employees using their own devices.³

Moving to IaaS:

- Ensures that all your security software is running the most current version
- Includes built-in security, even for real-time and encrypted data
- Simplifies and speeds implementation of new security protocols

Moving to SaaS:

- Provides remote staff access to the programs they need, regardless of device
- Accelerates implementation of new processes from months to days
- Eliminates the need for constant IT oversight of software

A cloud solution:

- Frees up IT staff by giving them fewer resources to manage
- Reduces downtime with anytime, anywhere, any device access to required information
- Drives improved collaboration among remote employees

3 ENGAGE THE CUSTOMER BY ASKING "WHAT IF?"

Infrastructure in the cloud

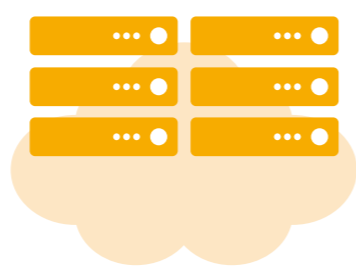
- Q:** What if you could improve network performance *and* deliver budgetary savings?
- A:** By eliminating the need to maintain a physical infrastructure or manage all software, a company can expect a 25 percent savings from their IT budget, according to CDW's 2014 State of the Cloud Report.
- Q:** What if you could manage data and resources for multiple locations all at once?
- A:** The centralized infrastructure of the cloud means that all your people are working with the most current data and software, even if they are at any of your other locations or outside the office.

Software in the cloud

- Q:** What if you could be sure that every employee was using the same, up-to-date version of software?
- A:** The centralized infrastructure of the cloud means that software updates are made once and can be automated. No more tracking every machine individually or traveling to every location to make updates.
- Q:** What if you could improve employee productivity by supporting more mobile devices and applications, without adding complexity to your system?
- A:** Client virtualization, via the cloud, allows you to support the BYOD trend and provide broader access to business applications, while improving security and streamlining management.

2 SHARE A POTENTIAL SUCCESS THAT PROVES WHAT'S POSSIBLE

Reduce the need for a large IT team, so you can focus your resources on what you do best.



Professional services is an industry of highly skilled people who rely on software and data, but they have better uses for resources than maintaining a large IT department. Take an accounting firm with a central corporate location, a number of regional offices and staff working onsite in clients' offices. They need to share large amounts of highly sensitive data among many people and locations, and even one person working from outdated information could cost the company or their clients millions. Moving its network and software to the cloud allows everything across the enterprise to reside in a single location that can be accessed securely by everyone and maintained by a very lean IT staff. This even allows for implementation of strict operational and security measures to meet regulatory requirements.

1 ANSWER WHY PROFESSIONAL SERVICES and CDW

Your partner is an important part of the conversation when it comes to choosing the right cloud solutions. Here are some key advantages that set CDW apart:



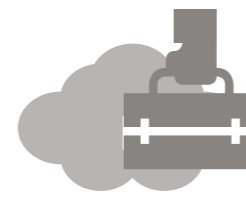
Dedicated partnerships with leading OEMs, including Cisco, Citrix, EMC, HP, IBM, VMware and Microsoft



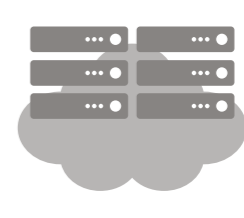
Migration Services that help efficiently and securely transition critical IT assets and implement new cloud technologies



Wide-ranging strategy consulting that covers discovery, evaluation, auditing, planning and post-migration assessment



Solutions that help professional services companies efficiently and confidently move their workloads to the cloud



The broad expertise of an end-to-end provider of cloud applications, solutions and services in public, private and hybrid environments

READY TO TAKE THE CONVERSATION TO THE NEXT LEVEL?

Follow these links to see what your customers may be seeing and to know what CDW offers. This will help qualify your customers for further engagement with the cloud team.

CLOUD RESOURCES ON CDW.COM >

CLOUD RESOURCES ON GETIT >