

# Making Apple devices at CDW more competitive than ever.

## CDW Device as a Service with Apple Devices



The Apple Residual Value Guarantee (RVG) is a strategic enhancement to CDW's Device as a Service (DaaS) program, offering customers exclusive access to lower-cost financing for Apple devices. By leveraging Apple's strong resale value, CDW reduces upfront costs and monthly payments — making premium Apple hardware more financially accessible and competitive. This program empowers organizations to modernize their device fleets with greater flexibility, and improved ROI.

CDW Device as a Service with Apple Devices can help you achieve:

 **Revenue Enhancement**       **Reduced Cost**       **Increased Performance**

### Finding the Right Solution

Device as a Service is a consumption-based model where organizations can finance devices — desktops and notebooks — from CDW instead of purchasing them outright. DaaS boasts a number of services capabilities for end-user customer devices, including procurement, deployment, management and end-of-life disposal, refresh and recycle. Our world-class logistics capabilities and financial expertise enable you to focus your time and energy on more strategic business outcomes and reduce the burden on your IT staff.

Some of the benefits organizations realize by leveraging Apple RVG in DaaS include:

- **Lower monthly costs:** By factoring in Apple's residual value guarantee, customers enjoy reduced monthly payments.
- **Improved total cost of ownership (TCO):** Apple RVG reduces upfront investment and enhances ROI, making Apple devices more cost-competitive.
- **Streamlined lifecycle management:** CDW's provisioning and support services — including Apple Business Manager enrollment, break/fix coverage and asset tagging — simplify deployment and reduce IT burden.

## CDW + APPLE

CDW has a deep understanding of Apple macOS deployment, security and management, making us a trusted partner for organizations looking to optimize their macOS environment. With years of experience delivering Apple-focused professional services, we help businesses seamlessly integrate macOS into their IT ecosystem while ensuring security, compatibility and operational efficiency.

Our strong partnership with Apple allows us to provide best-in-class recommendations tailored to each organization's unique needs. We take a comprehensive approach, assessing architecture, security, application compatibility and device management to deliver a clear roadmap for macOS readiness.

CDW's proven methodology ensures organizations receive expert insights aligned with industry best practices. From planning to implementation, we provide the strategic guidance necessary to maximize the value of macOS, enhance security and streamline management for a future-ready Apple environment.

**To learn more about CDW Device as a Service with Apple Devices, contact your account manager or call 800.800.4239.**

CDW's full lifecycle of Services can support your organization no matter where you are on your journey

