

# CDW's Recent Acquisitions Empower Cloud Strategies and Consulting Excellence

EMA IMPACT BRIEF



## Abstract

CDW Corporation made two strategic acquisitions this year, bringing Enquizit and Locus into its portfolio. The acquisition of Enquizit enhances CDW's Public Sector Cloud Services Practice, allowing for accelerated cloud strategies and increased value for government and education customers. With Locus, CDW gains consulting expertise in information security, cloud computing, networking, and infrastructure, strengthening its ability to address complex technology challenges and meet customer demands in these areas.

## Background – Evolving Tech Landscape

In today's rapidly evolving technology landscape, businesses, governments, and educational institutions face increasing challenges to optimize their IT infrastructure and leverage cloud services effectively.

Since its first services acquisition in 2006, CDW has built out a full-stack engineering services team focused on digital transformation, from code and applications to cloud, data, and security. CDW's Amplified™ Services team designs, orchestrates, and manages comprehensive technology solutions. Their portfolio of services identifies and assesses IT network security risks, increases understanding of and visibility into cloud management, and prepares organizations for an evolving technology landscape.

In response to this evolving landscape, CDW looks to provide comprehensive services and solutions. The acquisitions of Enquizit and Locus are part of CDW's strategic initiatives to enhance its capabilities and meet the evolving needs of its diverse customer base.



## Key Ramifications

The acquisitions of Enquizit and Locus have several key ramifications:

- The acquisition of Enquizit, an experienced provider of AWS cloud services, complements CDW's strengths in delivering solutions to corporate enterprises. It positions CDW to better assist its public sector customers in their cloud strategies. With Enquizit's expertise in application modernization, cloud transformation, and cybersecurity, CDW can help customers accelerate the transition and monitoring of workloads, resulting in more nimble execution and faster ROI at scale.
- Locus brings extensive consulting experience in information security, cloud computing, networking, and infrastructure to CDW. This acquisition strengthens CDW's ability to address complex technology challenges organizations across various industries face. Locus' recognition as a top-performing partner underscores their expertise and the value they bring to CDW and its customers.
- Both acquisitions provide CDW with access to highly skilled professionals in their respective domains. Enquizit's team brings extensive experience in designing, developing, and managing mission-critical applications. Locus expands CDW's access to scarce talent in cloud, security, and networking, enabling the company to better meet customer demands in these areas.

## EMA Perspective

CDW's strategic acquisitions demonstrate their commitment to staying at the forefront of technology solutions and meeting the evolving needs of their customers. The addition of Enquizit strengthens CDW's position as a leader in providing cloud services to the public sector, enabling them to deliver optimized and secure cloud solutions. Furthermore, Locus enhances CDW's consulting capabilities, equipping the company with the expertise needed to address complex technology challenges organizations face.

EMA believes that these acquisitions align with CDW's overarching goal of providing end-to-end technology solutions and delivering value to their customers. The expertise and talent gained from Enquizit and Locus will enable CDW to further support their customers' technology transformations and drive innovation across industries.

### About EMA

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