2021 ECONOMIC IMPACT REPORT
CDW Business Diversity Program

Get the facts
Welcome message from CDW’s CEO

Welcome to the 2021 CDW Economic Impact Report

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   Diverse suppliers and organizations
In the last two years, our deep vendor relationships have enabled us to help customers navigate unprecedented supply chain challenges and address new priorities around hybrid working and resiliency.

The agility, innovation and range of solutions offered by our Business Diversity Program have been vital to meeting those customer needs.

For CDW, partnering with small and diverse businesses, including minority, women, veteran, LGBTQ+ and disability-owned, is not only the right thing to do. It is – and will continue to be – an integral part of our business model.

Christine A. Leahy
President and Chief Executive Officer
ECONOMIC IMPACT REPORT

In 2021, the amount of money we spent with small and diverse businesses via our Business Diversity Program (BDP) grew to a record $3.4 billion.

This drove much-needed revenue for them while supporting 29,254 jobs and more than $1.7 billion in wages. It also took our total legacy spend in this area above $20 billion.

After two of the toughest years in modern history, this impact shouldn’t be underestimated. The pandemic has seen an increase in many companies’ interest in supplier diversity. Yet since 2019, there’s actually been a 40% decrease in number of programs designed to develop small and minority-owned businesses!

We’re delighted that CDW continues to buck this trend – not just by maintaining the investment, services and support we provide through the BDP but by actively growing and expanding it. As well as facilitating record levels of spending in the US, last year saw us launch our global business diversity presence in both the UK and Canada. We also added another 240 diverse firms to our network, taking the total to 1,340.

As a company, CDW’s vision for diversity, equity and inclusion will always be truly global. But we also know that success in boosting our partners’ businesses and transforming the lives of communities will come from taking a highly localized approach. In the last 12 months, we’ve therefore made a number of significant new hires to lead our business diversity efforts across four distinct geographical regions. We believe this will enable us to significantly boost performance and impact on the ground. You can read more about these new hires and what it means for the BDP on page 16.

Since its formal launch in 2007, the BDP has grown to become a cornerstone of CDW’s commitment to promoting diversity, equity and inclusion. This year’s report yet again underlines the value it continues to deliver for our company, our partners and our customers. We must now go even further and faster in 2022.

While our vision for diversity, equity and inclusion is truly global, we know that success will come from taking a highly localized approach.

Kristin Malek
Director, CDW Business Diversity

Mohammed Hussain
Senior Manager, CDW Business Diversity
WE GET
BUSINESS DIVERSITY
CUNY and CDW
SHARED COMMITMENT

In 2021, CDW Corporation and The City University of New York (CUNY) joined forces to support five diverse-owned enterprises in New York City forming the Mentor-Protégé Program. The driving force behind this important initiative was CUNY Chancellor Matos Rodríguez—who had a vision to connect the power of CUNY’s vast system of 26 schools across New York’s five boroughs with CDW’s industry-leading scale and expertise to benefit a collection of small, diverse-owned businesses.

The goal of the mentor-protégé relationship is to enhance supplier’s capabilities, assist in meeting development goals and improve their ability to compete for contracts successfully.

As CUNY is one of the country’s most diverse public higher education institution, we are accelerating our efforts alongside CDW to inspire more people of color, women and service-disabled veterans to directly participate in our vibrant University community and help make CUNY an even more inclusive institution.

Dr. William Choi,
Director Impact Programs CUNY

We were honored to have our efforts recognized in 2019 when CDW was formally inducted into the Billion Dollar Roundtable, an exclusive group of US-based companies that procure more than $1 billion annually from minority- and women-owned businesses.

CASE STUDY
EVIDENCE-BASED DIVERSE SUPPLIER RECOMMENDATIONS (CDW)

In 2021, CDW was recognized by Gartner in a case study that highlighted our unique Business Centric Diverse Supplier Database. Our database provides the business with relevant information on diverse suppliers’ true capability set. This helps the business more confidently assess a diverse supplier’s ability to meet its needs and improve the likelihood that selected diverse suppliers succeed.

THIS IS CRITICAL BECAUSE:

1. **Low visibility** into a diverse supplier’s capabilities often reduces the business’s willingness to select them.

2. **Business partners often hesitate to engage an existing diverse supplier** because they are unable to see sufficient evidence about the supplier’s fit with the new business need. As a result, potentially well-qualified diverse suppliers are often overlooked for new sourcing opportunities, leading to fewer repeat contracts and ultimately lower retention of diverse suppliers.
OUR HISTORY OF DIVERSE SPENDING

CDW started its BDP in 2007 to help customers meet their small and diverse business goals. Since then, CDW has continued to grow its program and our purchases from diverse suppliers have grown from $359 million in 2007 to over $3.4 billion – a 847% increase in just 14 years.

We’re determined to use our size, influence and reach to help build a better, more equal society.

$20 billion+

Total spend with diverse suppliers since the inception of the program in 2007

$3.4 billion

CDW spend in 2021
For CDW, it is about having a meaningful impact. We know when we invest in small and diverse businesses, we have the opportunity to drive job creation and create lasting economic empowerment in the community.

Kristin Malek,
Director CDW Business Diversity

Expansion of UK and Canada program
This year we expanded the reach of our business diversity program in both Canada and in the UK. In Canada, we made $77M in purchases from small and diverse businesses and in the UK $37M.

Formalized Partnerships with three Canadian Diversity Organizations:
WBE - Women’s Business Enterprise, CCAB - Canadian Council for Aboriginal Business and CAMSC-Canadian Aboriginal and Minority Supplier Council.

Gartner.
Featured in Gartner for Supplier Diversity Excellence.

CDW Supplier Diversity program named Best of the Best by Diversity Journal.

CDW expands business diversity team hiring 4 regional leaders.

CDW and CUNY launched the Mentor Protégé Program.

CDW completes acquisition of Sirius Computer Solutions, Inc., a leading provider of secure, mission-critical technology-based solutions.

CDW joins The global network of executives
MEASURING ECONOMIC IMPACT

When CDW partners with a small and diverse-owned business, we’re investing in its community too.

By creating opportunities for our partners to increase their sales revenue, we enable them to invest in their own growth and spend more with other firms in their supply chain.

This creates a powerful multiplier effect, generating jobs, increasing wages, boosting local economies and generating tax revenue, especially in underrepresented and underutilized communities.

TYPES OF IMPACT

DIRECT (CDW spend)
CDW diverse spend on immediate suppliers who employ people to support their sales.

INDIRECT (Supply chain impact)
Lower tier suppliers who also employ people and hire other suppliers.

INDUCED (Community impact)
Employee spending generates sales and jobs at business in their communities.

AREAS OF IMPACT

Production
Purchases from small and diverse businesses support economic activity at these suppliers and creates a ripple effect of purchases through their supply chain.

Jobs
Suppliers ramp up staff to support additional sales. This supports jobs at the small and diverse suppliers, within their supply chain and in their communities.

Income
Employees that hold these jobs earn incomes that help support their families and create additional spending.

MULTIPLIER EFFECT
Cumulative result from direct + indirect + induced impact.

TAXES
Economic activities generate revenues for the government in the form of personal and business taxes. Taxes support government spending and investment within the community.

Source: Supplier.io
DIRECT IMPACT: OUR DIVERSE SPENDING IN 2021

$3.4 billion
Total CDW spend in 2021

JOBS
29,254
Jobs supported at U.S. small and diverse businesses, their supply chain and local communities.

INCOME
$1.7 billion
Wages and benefits earned through jobs that help support families and create additional spending.

Source: Supplier.io
$3.4 billion
Total CDW spend from small and diverse businesses in 2021

$5.7 billion
TOTAL ECONOMIC ACTIVITY

$1.5 billion
In taxes generated
Economic activities generate revenues for the government in the form of personal and business taxes. Taxes support government spending and investment within the community.

THE MULTIPLIER EFFECT OF OUR BUSINESS DIVERSITY PROGRAM

The impact of our supplier diversity program reaches beyond simply increasing our partners’ sales revenue. It also creates a multiplier effect by letting small and diverse-owned firms invest in their own growth and spend more with other businesses in their supply chain. This, in turn, generates jobs, increases wages and boosts spending in local communities.

29,254
JOBS

Direct
(CDW purchases)
12,968
$872 million

Indirect
(Supply chain)
7,391
$450 million

Induced
(Community impact)
8,895
$400 million

$1.7 billion
INCOME
WE GET BUSINESS DIVERSITY

JOBS SUPPORTED AT TOP 10 INDUSTRIES

Many CDW suppliers often target only specific sectors. This narrow focus limits their potential to the customers who can benefit from their solution.

CDW works in the public, private, nonprofit, education and healthcare sectors. To secure the best solutions for all our customers, we empower our Tier 1 diverse suppliers to make cross-sector transitions.

We have helped suppliers transition from servicing only the government sector to also selling to the private sector. CDW opens doors for these businesses by providing education, training and introductions to expand their customer base.

Our customers benefit immediately from these improved procurement options.

44.75% Professional, scientific and technical services
19.95% Internet and other information services
9.17% Publishing industries, except Internet
7.93% Other services*
6.87% Warehousing and storage
6.67% Computer and electronic product manufacturing
3.13% Administrative and support services
2.97% Wholesale trade
0.9% Miscellaneous manufacturing
0.7% Construction

*Other services include Repair and Maintenance, Parking Lots and Garages, Professional Organizations

Source: Supplier.io
DIVERSE SUPPLIER SPOTLIGHT

BlackHawk Data

BlackHawk Data is a value-added reseller, solutions provider and managed services vendor in the New York, New Jersey and Metropolitan area. Women-owned, the company has been a CDW partner for six years and offers clients everything from design services and staging to deployment, implementation and day-two support.

BlackHawk employs a team of around 25 IT and data specialists, priding itself on combining the agility and flexibility of a small vendor with a big vendor approach to deeply understanding the technology and the individual needs of customers. As CEO Maryann Pagano explains, “We bring to the table the solutions and service quality that CDW and its clients deserve.”

There are lots of diversity businesses out there but not all are created equal.

At BlackHawk, we know we can do the job well and bring to the table the solutions and service quality that CDW and its clients deserve.

Maryann Pagano
CEO, BlackHawk Data
DIVERSE SUPPLIER SPOTLIGHT

Mpulse is a minority-owned IT consulting firm and has been a CDW partner for 10 years. The company provides distribution services, technical solutions, staff augmentation and managed services to healthcare and technology organizations.

Powered by a dedicated team of technical specialists and customer service experts, Mpulse is known for its agility, strong relationships and client-centric approach. It is this shared commitment to understanding and meeting the needs of customers that, according to President & CEO, Tyrone Dixon, make its partnership with CDW “the perfect marriage.”

The reason we’ve been successful with CDW is because our goals align.

Together, we help clients get where they want to be from a technical perspective while also helping them attain their diversity spending objectives.

Tyrone Dixon
President & CEO,
Mpulse Healthcare and Technology LLC
CDW BUSINESS DIVERSITY PROGRAM EXPANSION:

WHAT'S NEXT?
APPOINTED REGIONAL LEADERSHIP FOR ENHANCED IMPACT

In a world that’s neither truly global nor truly local, we believe taking a more customized and coordinated regional approach to the BDP will deliver a powerful competitive advantage – both for CDW and for our small and diverse-owned partners.

In 2021, we therefore reorganized our U.S. program into distinct geographical regions, each with a dedicated regional leader. As well as making us more agile and effective in identifying and mentoring new diverse partners, this approach allows us to gain a deeper understanding of the unique challenges, opportunities and economies of scale each region faces. We then use these insights to inform and tailor our business diversity strategy, boosting both performance and impact.

Kristin Malek
Director Business Diversity

Mohammed Hussain
Senior Manager

Marla Schreiter
Business Analyst

Neal Poland
Market Leader West

Daniel Segarra
Market Leader South

Germaine Reece
Market Leader Central

Adam Akmal-Gonzalez
Market Leader East
IN 2021, WE LAUNCHED OUR GLOBAL BUSINESS DIVERSITY PRESENCE IN UK AND CANADA.

CDW Business Diversity Program is member to 4 Global councils, piloting T2 reporting to UK Customers

When CDW partners with a small or minority-owned businesses, we're investing in its community too.

This year, we expanded the reach of our Business Diversity Program in Canada, where CDW made $77 million in purchases from small and diverse businesses. We expect this number to continue to grow as our customers are increasingly looking to buy from and work for organizations that share their values around diversity, inclusion and social justice.

Kevin Denison
Business Diversity Program Leader CDW Canada

IN 2021

CDW UK

$37 million
CDW total purchases in the UK

CDW Canada

$77 million
CDW total purchases in Canada
DIVERSITY AS A VALUABLE ASSET

The positive social and economic effects of the Business Diversity Program will always be the key metric of its success.

As a business, CDW cares deeply about promoting diversity, equity and inclusion wherever we operate.

Yet the program’s impact stretches beyond just our diverse partners and their communities. For our customers, its benefits are considerable too.

When an organization works with CDW and one of our small and diverse-owned partners, our supply chain becomes their supply chain, helping them meet their own diverse procurement goals. It also clearly demonstrates their intention to promote diversity, inclusion and equity, strengthening their relationships with key stakeholders. This, in turn, may lead to increased customer sales, greater employee loyalty and heightened interest among investors.

Likewise, companies that partner with diverse businesses can benefit from tax relief and incentives at a local, state and federal level. They can secure first-mover access to the latest, most innovative solutions. And they can enhance the agility and resilience of their supply chain in the face of disruption – something the last two years have cast into sharp relief.

Simply put, building a diverse supplier network is now about far more than simply being a good business.

In an ever-changing and unpredictable operating environment, it means doing good business too.

Building a diverse supplier network is now about far more than simply being a good business.
In an ever-changing and unpredictable operating environment, it means doing good business too.

David Hutchins
Vice President, Strategic Programs and Sales Enablement CDW
WHAT ARE COMPANIES DOING ABOUT SUPPLIER DIVERSITY?

30% of organizations are setting formal supplier diversity spending goals for the first time.

By 2025, companies globally expect to increase their diversity spend. Top organizations plan to go even further.

2021  Up 50%  2025

7.2% US $72 million*
13% US $130 million*
20% US $200 million*

*Per billion dollars of total spend

The diverse business term has grown to include underrepresented and underutilized groups. Investment is expected to increase across six diversity groups.

Diverse business generally refers to a business that is at least 51% owned by a diverse individual or individuals.

- 77% Black-owned businesses
- 66% LGBTQ-owned companies
- 66% Women-owned businesses
- 63% Service-disabled veteran-owned businesses
- 62% Hispanic-owned companies
- 52% Asian-owned businesses

Source: 2021 study by The Hackett Group, Inc.
INCLUSION, EQUITY AND BELONGING

The work we do to support diverse suppliers is rooted in the same values that are at the heart of CDW itself.

To cultivate this culture, we focus on embedding diversity, equity and inclusion across all our operations – from who we are and how we operate to the way we recruit and develop talent. We’re also working hard to integrate these values across all our business practices, backing that up with measurable targets and clear lines of accountability.

Of course, this approach extends to how we continue to grow investment with small and minority-owned businesses via our Business Diversity Program. And in this report, we’ve seen the record-levels of spending we facilitated in 2021 along with the powerful multiplier effect this created for jobs, wages and local economies.

Our aim is to have a similarly transformative impact at a grassroots level. For example, we’ve invested in scholarships, student support, marketing and technology among underrepresented and underserved communities. We’ve also building long-term partnerships with historically black colleges and universities (HBCUs), such as the Southern University to drive spending and deliver better, more equitable opportunities for students.

More than anything else, the ‘CDW Way’ is built on diversity, equity and inclusion. We will continue to invest in making those values a lived reality and, in doing so, create a brighter, more prosperous future for our business, our people, our communities and our supply partners alike.

Keith Sanders
Vice President, Business Talent Strategy and Inclusion CDW

What CDW is doing should be a model for every company that talks about diversity, equity and inclusion and digital equity. If they are serious about these concepts, they can do what CDW has done: make the investment.

Dr. James H. Ammons Jr.
Executive Vice President, Southern University System

Learn more about CDW’s strategy for Diversity, Equity and Inclusion
OUR MEMBERSHIPS AND AWARDS:

3 MAKING IMPACT
Supporting Small and Diverse Business Groups

Alongside our membership of the Billion Dollar Roundtable, we actively support a variety of organizations and events that focus on identifying opportunities for small and diverse businesses to thrive and grow.

WBE Canada is honored and privileged to celebrate one year anniversary of our partnership with CDW. It is exciting to see global partners extend opportunities in their supply chain to local suppliers – CDW got it right in Canada! We look forward to the outcomes we co-create for Canadian women-owned businesses and communities they live in.

Women Business Enterprises Canada Council (WBE Canada)

WBE Canada is the bridge between corporate and public procurement and Canadian Women Business Enterprises (WBEs). As a quality third-party certifier of businesses owned, managed and controlled by women, we have been connecting them to corporate supply chains since 2009.
WE’RE ALSO PROUD TO HAVE BEEN RECOGNIZED FOR DIVERSITY EXCELLENCE IN 2021

by a number of leading organizations and publications dedicated to providing greater representation, employment and economic advancement for minority, women, veteran and LGBTQ+ communities.

- U.S. Veterans Magazine Best of the Best Supplier Diversity Program
- Professional Woman’s Magazine Best of the Best Supplier Diversity Program
- Black EOE Journal Best of the Best Supplier Diversity Program
- HISPANIC Network Magazine Best of the Best Supplier Diversity Program
- Supplier Diversity Program Best of the Decade by MBN Diversity
JOIN US
TO MAKE IMPACT TOGETHER

BECOME A DIVERSE SUPPLIER

As a diverse business owner, you have goals for growing and developing your company and becoming a diverse supplier to a Fortune 200 company.

Let’s talk.

IF YOU ARE AN ORGANIZATION

CDW has earned a solid reputation for building a successful supplier diversity program.

We provide mentorship and training for organizations looking for best practices in the supplier diversity space and encourage companies that want to define their own supplier diversity program.

Register your company

Get in touch