WE GET
THE DATA CENTER
IS THE CORE OF
YOUR ORGANIZATION.

For comprehensive data center optimization, you need IT Orchestration by CDW®.

Your Infrastructure Holds the Key to Your Future

Getting the job done in today’s fast-paced world, means many of your most critical operations revolve around technology. For those systems to work seamlessly, you need an infrastructure that’s primed to support changing workloads and evolving organizational needs.

At CDW, we bring you the solutions and the support you need to further your goals. We can assess your environment, design the best approach, orchestrate your solution and manage it throughout its lifecycle. With a flexible, resilient and efficient data center, you can support flexibility, resiliency and efficiency across your organization.
The CDW Approach

Updating your data center is a big undertaking. At CDW, we support the full stack and are highly skilled at integrating on-premises with major hyperscale, including Azure, AWS and GCP. Because of this, we’re able to offer support that simplifies your IT process.

Advise
To evaluate your current environment, we offer data center, data migration and cost optimization assessments led by both our experts and our partners. As a trusted adviser, we apply all of our experience, knowledge, resources and partner relationships to meet virtually every data center challenge your organization might face.

Design
CDW works with you to determine your specific technical requirements and identify the data center technologies that will work the best for your organization. And because we work with a wide range of leading data center partners, we can give you a clear view of all your options before making a decision.

Orchestrate
We have a team of trained and certified technicians who can assist with hardware configuration, rack configuration, software configuration, custom imaging, and asset tagging and tracking. Plus, our data center engineers can assist with implementing and integrating your solution as well as migrating your data during and after deployment.

Manage
To ease the burden on your staff, our managed services team can help with tasks like monitoring, upgrades, maintenance, reporting, and hardware and software incident management. And when it comes to hosting, we offer full racks and high-power densities in your choice of six world-class data center facilities across the country. For these hosted data centers, we provide a 100% uptime SLA on power and cooling.
CDW Amplified™ Services

Today, applications need to scale rapidly, and users need access to complex data at increasing speeds. It takes precise planning and execution to build a standards-based infrastructure that meets business needs. CDW Amplified Infrastructure services bridge gaps in expertise, tools and resources to scale and future-proof your data center architecture.

CDW Amplified™ Networks
• Enterprise Networking
• Enterprise Wireless Networking

CDW Amplified™ Hybrid Cloud
• Cloud
• Hyperconverged Infrastructure

CDW Amplified™ OS
• Operating Systems, Applications and Services

CDW Amplified™ Data Center
• Software-Defined Data Center — Virtualization, Storage and Compute
• Next-Gen Backup
• Data Center Migration and Optimization Services
• Compute and Storage
• Power and Cooling

CDW AMPLIFIED™ Data Services
• Artificial intelligence (AI)
• Machine learning (ML)

CDW AMPLIFIED™ Development Services
• Agile Application Development
• Application Modernization
• Software Design & Consulting

CDW ServiceNow® Solutions

IT Service Management and digital workflow platforms are rapidly becoming a cornerstone of IT. As a ServiceNow® Elite Partner and the 2021 Elite Segment Partner of the Year – with a leading CSAT score of 4.42 or above (out of 5) – CDW helps you optimize the value of your ServiceNow investment and streamline IT operations across your organization.
Compute

Compute environments can get complicated. It takes a balance of the right hardware and software, coupled with an eye on continuous optimization, power and cooling efficiency, and remote manageability to arrive at the right solution.

We help you turn computing into control, and leverage technology to your advantage to:

- Automate IT resource delivery
- Simplify complex IT services deployment
- Use existing capacity more efficiently
- Centralize management

Storage

Data is growing at an unprecedented rate, and it can be tempting to tack on additional storage devices and archiving solutions just for a place to put it all. But what you really need is a cohesive and efficient solution that’s prepared for the data yet to come, and that prevents the problems associated with a congested storage landscape.

We help you achieve faster, smarter storage that:

- Is simple and scalable
- Prepares you for unplanned data loss
- Enables an incremental cost structure
- Strengthens disaster recovery

Customer Success Story

Achieving Data Center Consolidation

Challenge: A construction company needed to consolidate their data centers from five locations into two locations in order to better manage critical applications like ERP.

Solution: CDW architected a hardware solution involving switches, storage and virtualization. Our ISE team also assisted with finding two centrally located data centers for the company’s colocation needs.

Outcome: Working with CDW allowed the company to arrive at a solution matching their requirements in weeks, not months. Speed was critical, since the company’s IT team needed to use end-of-year funds for the completion of this project.

CDW.com/DataCenter 800.800.4239
Virtualization

When it comes to virtualization, maximizing your server resources is only the beginning. We can help you leverage virtualization for server efficiency and better abstract, pool and automate to achieve:

- Superior performance
- Higher availability
- Significant cost savings

Containerization

Containers can add agility to your infrastructure and let you achieve better cloud and data center performance. Working with CDW to fulfill your container needs lets you:

- Enable delivery of agile cloud-native applications
- Prepare your data center for hybrid application architectures
- Create powerful self-serve and DevOps workflows
- Automatically scale application infrastructure

Software-defined Networking

Software-defined networks enable next-gen capabilities for LANs and WANs, which support software-defined data center technology and enable critical network architecture with software controls. We can help leverage SDN to move toward a software-defined data center that extends efficiency, flexibility and security to your storage, network and more.

We offer extensive planning and design assistance to help you achieve:

- Microsegmentation
- Improved application performance
- Zero-touch provisioning
- Fabricwide configuration
- Fabricwide firmware management
- Reduced configuration errors
- Virtualization integration
- Advanced troubleshooting
- Open APIs
Converged and Hyperconverged Infrastructure

Simply updating or adding equipment as computing workloads, storage needs and network demands increase can leave you with a disjointed ecosystem. To help you truly optimize, we bring you all the hardware and software you need to build a converged data center environment. And help you leverage hyperconverged infrastructure to bring cost savings and scalability to compute, storage and networking functions.

We work with you to simplify and optimize your infrastructure to improve scalability while achieving:

- Fast time to market
- Streamlined administration
- Better support
- Trusted, reliable technology
- Predictable performance
- A lower upfront investment
- Higher resource utilization
- Granular scaling
- Simplified management
- Better productivity

Backup

Your data is a critical component of your data center. In the case of a disaster, you need to recover data quickly to keep operations running smoothly. We help you build a customized plan that supports your organization by streamlining backups and data management.

We help you simplify backup and disaster recovery to:

- Prepare for unanticipated data loss with offsite backup
- Eliminate reliance on local systems
- Strengthen disaster recovery by leveraging cloud
- Collapse existing backup infrastructure into an easy-to-manage appliance

Customer Success Story

Overcoming an Aging Server Environment

**Challenge:** An insurance provider needed to ensure client data was backed up and stored due to regulations, but also to provide the best experience to its customers. Due to an aged server and inactive storage environment, the provider was unable to retrieve backup client data.

**Solution:** CDW’s Data Center team proposed a future state production and disaster recovery environment. Due to the provider’s lean and limited IT team, CDW utilized professional services for implementation, conversions and configurations.

**Outcome:** The Account Manager received approval from the CIO and CEO to purchase a 5-year annual lease agreement.
Power and Cooling

Overheating. Power surges. Energy inefficiency. All take time and funds away from your IT infrastructure. We help you find power and cooling solutions that protect your equipment, maximize efficiency and save you money. And as one of the largest providers of power protection products, we offer competitive pricing, dedicated resources and rebate programs.

We help you realize power and cooling efficiency to achieve:

• Better visibility to spot and prevent potential problems
• Measurement of power consumption and kWh to calculate power usage effectiveness
• Tighter control of costs
Get Started on the Road to Data Center Innovation

Whether you’re looking to upgrade specific components of your data center landscape or seeking to redefine your approach using on- and off-premises resources, we can help. And because our experts have experience with solutions of all sizes, from simple hardware upgrades to complex, large-scale rollouts, we’re ready for any challenge you throw our way.

Dedicated Data Center Expertise

- **200+** People focused on Data Center
- **500+** Certifications
- **9.9** Average years with CDW
- **90+** Inside technical resources
- **70+** Field technical resources
- **25+** Partner awards

Our Partnerships

As a top partner for the industry’s leading hardware and software providers, we’re able to offer a variety of solutions and services to meet your unique data center needs.

**Compute**
- Cisco
- Dell Technologies
- Hewlett Packard Enterprise
- IBM
- Lenovo

**Storage**
- Dell Technologies
- Hewlett Packard Enterprise
- IBM
- NetApp
- Pure Storage

**BU & DR**
- Cohesity
- Commvault
- Dell Technologies
- Druva
- Rubrik
- Veeam
- Veritas

**Power & Cooling**
- APC
- Eaton
- Tripp Lite
- Vertiv

**CI**
- Cisco
- Dell Technologies
- Hewlett Packard Enterprise
- IBM
- Lenovo
- NetApp
- Pure Storage

**HCI**
- Cisco
- Dell Technologies
- Hewlett Packard Enterprise
- IBM
- NetApp
- Pure Storage

**SDN**
- Cisco
- VMware
- A&O
- Cisco
- HPE OneSphere
- Red Hat Ansible
- VMware

**Virtualization**
- Red Hat
- VMware

**Container**
- Cisco
- Docker
- Red Hat Ansible
- VMware

To take your data center to the next level, contact your CDW account manager or visit [CDW.com/DataCenter](https://www.cdw.com/datacenter).