# CDW COLLABORATION

## IT'S ALL ABOUT THE EXPERIENCE

## THE CHALLENGE

Organizations struggle to deliver a seamless collaboration experience to their employees that enables them to achieve their business objectives. Calling, messaging, meetings and sharing documents with others, inside and outside of their workplace, is a challenge:

**Fragmented Collaboration Experience:**
Too many different collaboration tools that are not integrated making the end-user experience challenging. In many cases the organization is paying for multiple collaboration tools that provide the same function.

**Different Communication Styles for End Users:**
Managing and supporting multiple generations of workers that want to communicate and collaborate differently without a strategy to define which tools are required by each worker or personality type.

**Many Consumption and Deployment Models:**
Organizations are struggling to find the right mix of cloud, Software as a Service (SaaS) and on-premises technology to support the business in a flexible, scalable and cost-effective manner. In addition, collaboration vendor consumption models are confusing and constantly changing.

**Limited End-User Adoption and Support Plan:**
End-user adoption is low because users lack the knowledge of what tools are available and how to effectively use them. These challenges are amplified when the proper end-user support is not in place. In addition, organizations have limited tools to analyze the adoption of technology that can be tied back to achieving a specific business objective.

As a result of the above challenges, employees are less productive and cannot effectively leverage existing tools to communicate and collaborate to get work done.

## FRICTIONLESS COLLABORATION

CDW helps clients enable a seamless collaboration experience centered around call, meet, message and share.

CDW
PEOPLE WHO GET IT
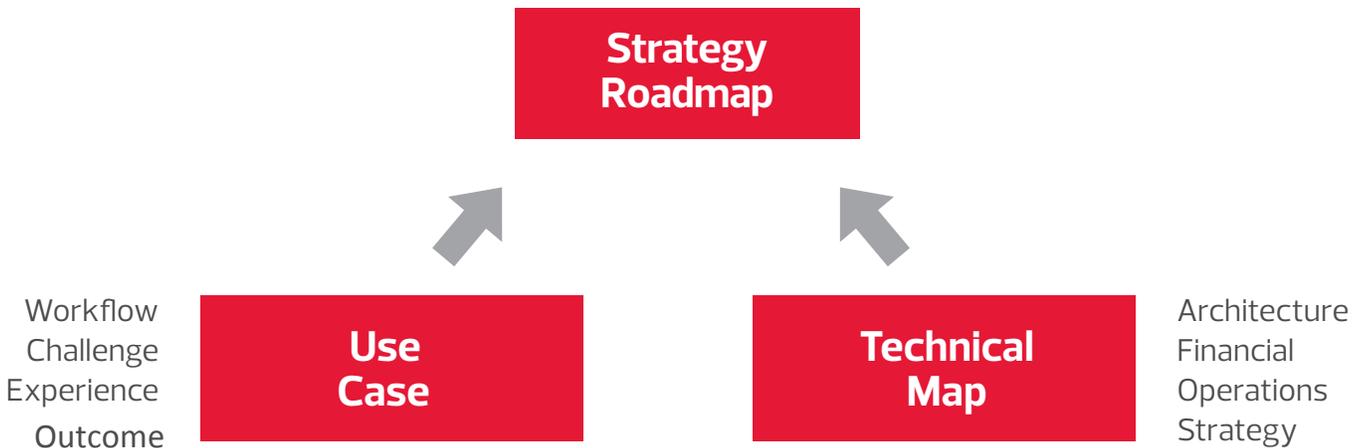
# THE SOLUTION – CDW SUCCESS LIFECYCLE

At CDW, we focus on how to help you improve your collaboration experience to achieve business outcomes faster and allow end users to become more productive. Individuals move from thinking about technology to getting work done. Towards this end, we created the CDW Success lifecycle.

**This lifecycle approach enables CDW's customers to achieve better business outcomes faster by aligning the IT solution to the line of business (LOB) priorities and use cases.**



**ENVISION**
Align your vision, business goals and needs to create a business outcome-based strategy focused on end-user experience.

**SUCCESS PLANNING**
Design and prioritize solutions based on desired outcomes from the Envision phase. Create an Adoption Success Plan based on the CDW BIG 4.

**SUCCESS ORCHESTRATION**
Solution implementation and orchestration of the success plan for adoption

**MANAGE AND MEASURE**
Track, optimize and enhance solutions based on results to drive desired business outcome, moving you forward over time.

# STRATEGY AND ROADMAP ADVISORY SERVICES

Our Strategy and Roadmap advisory services are designed to gain an understanding into how the line of business (LOB) users work, who they work with, where they work and how they communicate and collaborate to achieve their business goals. This process allows CDW to determine the priority use cases and the critical collaboration experiences that should be improved.



**Strategy Roadmap**

Workflow
Challenge
Experience
Outcome

**Use Case**

**Technical Map**

Architecture
Financial
Operations
Strategy

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With the information gathered from the Envision Phase, CDW works with your IT leadership to create a comprehensive collaboration strategy that is business outcome focused. The strategy defines the expected end–user experience that aligns to the identified use cases. This process also considers the current technology investment as the foundation to build upon.

## CDW BIG FOUR FOR CUSTOMER SUCCESS AND ADOPTION

Success happens when we tailor solutions to user needs AND empower them to utilize them. In the success planning phase, CDW will work with you to prioritize solutions based on business and technical outcomes. CDW provides planing and design services for implementation of these solutions. With our success and adoption services, we create and execute a tailored **SUCCESS MANAGEMENT PLAN** FOR ADOPTION with a focus on the CDW BIG 4 for success.



MEASUREMENTS THAT MATTER | MARKETING AND COMMUNICATIONS | END USER ENABLEMENT | EVERGREEN IT – SUCCESS SUSTAINMENT

**MEASUREMENTS THAT MATTER** CDW will work to identify and track Technical and Business measurements that matter to you. Through our adoption services you will be able to track and monitor measurements through the Lifecycle

**MARKETING AND COMMUNICATIONS** CDW will work to create a tiered approach to get everyone 'in'. This is accomplished with a detailed combination of marketing materials, communication, events and timelines.

**END–USER ENABLEMENT** CDW will work to build user enablement programs tailored to the business use cases and persona.  Champions and training programs created are focused and  use cases based on learning behaviors

**EVERGREEN IT – SUCCESS SUSTAINMENT** Along with new solutions and ever–changing tachnologlogy, today's IT departments have a pleathora of changes to deal with every day .  A focus on  IT Re–skilling and re–alignment,  IT Service Desk Enablement  and Change Management are important  for successful use of a new technology. CDW builds a plan with you do that

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## WHY CDW

The CDW framework enables CDW to focus on understanding specific business challenges first and then recommending the correct solution. This distinctly differentiates CDW from our competition and allows us to offer this in–depth approach for you.

| Collaboration Solutions | Mobile Solutions | Productivity Solutions |
|---|---|---|
| Communications | Connectivity | API Frameworks |
| Contact Center | Enterprise Mobile Management | Content Sharing |
| Messaging | Mobile Devices | Mobile Apps |

## 200+ Solution Partners

### FULL LIFECYCLE MULTIPLATFORM PROFESSIONAL SERVICES

CISCO Gold Partner    Microsoft

box    IBM Platinum Business Partner    pexip    vmware

CALABRIO    Jabra GN    plantronics    zoom

CITRIX    lifesize    Polycom

## LET'S GET STARTED

**Contact your CDW account manager to learn more about enterprise collaboration strategy at 800.800.4239**

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