CDW LIFECYCLE ASSET MANAGEMENT:

WHAT TO EXPECT

With such a large portion of their IT budgets dedicated to software, organizations need a way to manage hardware and software assets on an ongoing basis. CDW's lifecycle asset management practice offers a focused approach to tracking the location and configuration of IT assets, helping organizations not only optimize costs but also maintain license compliance, streamline contract negotiations, support mission-critical technology rollouts and prepare for digital transformation.

Services for Every Stage of the LAM Journey

Designed to meet customers where they are, our proactive services aim to help your organization realize a dramatic ROI.

Project-Based Engagement
Understand your license position for a single software publisher.

Maturity Assessment
Align the right people and processes to support and grow your LAM practice.

Technology Solutions
Gather accurate inventory data to empower better management and decision-making.

Ongoing Solutions
Drive persistent improvement through long-term guidance and custom support services.

The Pillars of LAM Success

When it comes to managing IT assets effectively, technology is only one piece of the puzzle. CDW's comprehensive services address five core components to ensure a successful LAM practice.

- **People**
- **Processes**
- **Technology**
- **Communication**
- **Continuous Improvement**

CDW PEOPLE WHO GET IT

An Inside Look at Our LAM Program

While every customer experience will be slightly different, you can expect us to perform the following onboarding steps, among others.

Step 1: Initial Consultation

Once you decide to partner with CDW, our team will work with your organization to scope your specific needs and goals. We'll identify the right LAM approach by asking questions such as:

- What is your desired outcome?
- Which tools are you using now?
- Are those tools standardized?
- What do your business processes look like?
- Who are the stakeholders in your current processes? Are they the right people?

Step 2: Solution Evaluation

Our LAM experts will review your current technology and processes to gauge whether they are capable of meeting your business needs. Then, we will either:
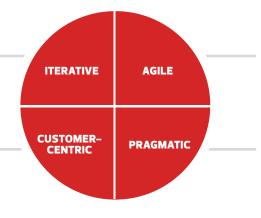
- Work with you to plan an asset management strategy built around your current solution
- Help you find a solution that better fits your needs

Step 3: Proof of Value

Once we understand your desired outcomes and resources, our team will begin a targeted LAM approach that proves the value of our services every step of the way and ensures you're truly satisfied with our work before we expand the scope.

As you start seeing measurable results from our LAM services, you can pocket those savings or reinvest them into other IT projects.

Get to know our targeted LAM approach

ITERATIVE | **AGILE**

CUSTOMER–CENTRIC | **PRAGMATIC**

Iterative

Similar to the way organizations have largely transitioned from waterfall to agile processes, our team has adopted an iterative approach to LAM. That means that we've built frequent checks into our workflow so we can proactively identify and correct issues along the way, ensuring successful outcomes for our customers.

Agile

The IT industry is always evolving, and the ability to respond to changes quickly is essential. Our breadth of IT knowledge enables us to approach strategic projects with an adaptable mindset, so we waste no time overcoming challenges or adjusting to new industry developments — all to your benefit.

Customer–Centric

We get that every organization has unique challenges and goals. That's why we customize every service offering to best fit your business requirements, whether your organization comprises several global offices, has multiple governance structures or requires different software from one division to the next.

Pragmatic

Rather than analyzing default data that doesn't reflect your specific business challenges, our experts tap innovative data strategies and asset tracking solutions to assess real data from your environment. We then apply practical, real–world IT asset management methods to achieve a strategic plan designed around your needs.

Email **lifecycle@cdw.com** to learn more about CDW's lifecycle asset management practice.

CDW **PEOPLE WHO GET IT**