



March 24, 2014

CDW's New App Marketplace Connects Customers With Enterprise Developers to Deliver Custom App Solutions

VERNON HILLS, Ill.--(BUSINESS WIRE)-- [CDW](#) (NASDAQ: CDW), a leading provider of technology solutions to business, government, education and healthcare, today announced the launch of its App Marketplace, a key addition to its [Total Mobility Management](#) portfolio of services. Furthering the company's mobility strategy, the CDW App Marketplace is a single, online destination that helps organizations cut through the challenges of today's highly fragmented mobile application market. The CDW App Marketplace connects organizations with vetted, proven developers of industry-leading mobile apps for key business functions such as sales support, customer relationship management, human resources systems and more - across all industries and job functions.

"Organizations today already understand the need to leverage mobile technologies and work styles to enhance productivity, increase customer engagement and empower their increasingly mobile sales and field service employees. Yet in one recent CDW survey, only 21 percent of our customers said they have deployed mobile apps at an enterprise level," said Andrea Bradshaw, CDW senior director and general manager of mobility solutions. "One frequent barrier is that most publicly available apps don't connect with current enterprise applications and data, and customers are often unsure of whom to call to make that connection, what level of investment is required or what type of return to expect."

Unlike other app stores that offer only off-the-shelf public apps designed for individual users, CDW's App Marketplace is specifically designed to provide customized enterprise apps. It includes:

- A comprehensive guide to mobile app fundamentals and finding solutions that fit
- The opportunity to browse proven developers and apps, searchable by industry vertical or business need
- Use cases with return on investment information

Once an organization utilizes the CDW App Marketplace to sort based upon its unique needs and identifies its short list of potential developers, CDW provides a direct connection with each developer and assists with streamlining the process, from developer evaluation to outlining requirements and writing a statement of work. By connecting customers directly with developers and proven toolkits, businesses can improve time to market by weeks or months.

"There are a lot of poor quality apps out there, so we're excited to see CDW taking the lead on evaluating mobile app developers for its customers," said CEO and Chief Geek of Lextech Global Services, Alex Bratton. "Mobility is a big investment, and businesses need a partner they can trust. We're happy to be part of this ecosystem."

CDW's developer vetting process ensures that App Marketplace customers have access to reputable developers with proven and relevant experience. CDW evaluates each developer on a critical set of criteria, based on information that is publicly available, developer interviews and demonstrations.

"For enterprise organizations, creating a solid mobile strategy and building customized, enterprise-level mobile apps are key when it comes to driving client engagement, increasing productivity, empowering field workers and leveraging sales capabilities," said Tobias Dengel, CEO of WillowTree Apps. "Being a part of CDW's App Marketplace puts WillowTree in contact with the kinds of businesses and organizations we'd like to connect and work with to create complete end-to-end mobile solutions and strategies."

"The App Marketplace is a key addition to CDW's Total Mobility Management portfolio, which simplifies mobility management and empowers customers to realize the full promise of mobile technology," Bradshaw added. "The marketplace also presents significant opportunities for developers. This is the only destination that matches qualified developers with proven apps and development capabilities to an equally qualified, national market that is actively looking for the development services they offer."

Developers currently participating in the CDW Application Marketplace include Avnet, Canvas, IBM, Lextech, SAP, Symphony Teleca and WillowTree, and CDW plans to add additional qualified partners in the coming months. The Marketplace currently offers apps across industries and business functions, including education, healthcare, retail, CRM sales enablement, field

services and more. To experience CDW's Application Marketplace, visit <http://appmarketplace.cdw.com>. To learn more about CDW's complete Total Mobility Management portfolio, visit www.cdw.com/mobility.

About CDW

CDW is a leading provider of technology solutions to business, government, education and healthcare. Ranked No. 267 on the FORTUNE 500, CDW features dedicated account managers who help customers choose the right technology products and services to meet their needs. The company's solution architects offer expertise in designing customized solutions, while its advanced technology engineers assist customers with the implementation and long-term management of those solutions. Areas of focus include software, network communications, notebooks/mobile devices, data storage, video monitors, desktops, printers and solutions such as virtualization, collaboration, security, mobility, data center optimization and cloud computing. CDW was founded in 1984 and employs more than 6,900 coworkers. For the year ended December 31, 2013, the company generated net sales of more than \$10.7 billion. For more information, visit www.CDW.com.

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