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## "Orchestration by CDW" Highlights Customer Success

*New People Who Get IT Campaign Shows the Human Side of IT and How CDW Collaborates with Partners and Customers to Simplify Technology Solutions*

LINCOLNSHIRE, Ill.--(BUSINESS WIRE)-- [CDW](#) (NASDAQ: CDW), a leading provider of [technology solutions](#) to business, government, education and healthcare, launched its new "Orchestration by CDW" brand campaign. CDW is redefining IT Orchestration as the art of bringing together the right people, solutions and partners to help simplify IT and deliver exceptional customer outcomes.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160314005710/en/>



"Today, more than ever, business outcomes hinge on technology. Our latest campaign shows how IT-based success starts with CDW," said Neal Campbell, senior vice president and chief marketing officer at CDW. "Regardless of size, location or industry, CDW orchestrates tailored solutions to help our customers capitalize on key technology drivers and deliver business results. This new campaign succinctly communicates CDW's role in that equation."

CDW's success as a conductor of IT orchestration is due in part to its unparalleled expertise and experience with leading and emerging brands, including featured partners APC, Cisco, EMC, HP, Hewlett Packard Enterprise, Intel, Intel Server, Lenovo, NetApp and VMware.

CDW launched its new "Orchestration by CDW" brand campaign, which shows how CDW brings together the right people, solutions and partners to help simplify IT and deliver exceptional customer outcomes. (Photo: Business Wire)

"Our people are technology experts - they understand the demands organizations face and can serve as a trusted advisor," said Doug Eckrote, senior vice president, strategic solutions and services at CDW. "As a conductor of IT orchestration, CDW helps our customers achieve anything - from engineering the ultimate fan experience to protecting patient data and supporting spikes in data center traffic."

CDW will introduce its new campaign, which was developed by Ogilvy & Mather, Chicago, with television and radio spots, as well as extensive online, digital and print communications. The new ads still feature CDW's trademark humor and highlight how it approaches real-world scenarios through the lens of the customer.

Directed by award-winning filmmaker and television commercial director Craig Gillespie, the ads will run during the NCAA March Madness broadcasts on CBS and the CBS College Sports Network (CBSN). In addition, radio spots will run on Westwood One-affiliated stations. The print and digital elements of the integrated campaign will feature a new, evolved look and feel and run throughout the year.

To access exclusive "Orchestration by CDW" campaign materials, visit [CDW.com/Orchestration](#). To learn more about CDW, visit [CDW.com](#), [CDWCorp on Twitter](#), [CDW Corporation on Facebook](#), [CDW on LinkedIn](#) and [CDW on Spiceworks](#).

### About CDW

CDW is a leading multi-brand technology solutions provider to business, government, education and healthcare

organizations in North America and the United Kingdom. A Fortune 500 company, CDW was founded in 1984 and employs more than 8,400 coworkers. For the trailing twelve months ended December 31, 2015, the company generated net sales of over \$12.9 billion. For more information, visit [www.CDW.com](http://www.CDW.com).

CDWPR-CO

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