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## "IT ORCHESTRATION BY CDW" Expands to Include New Partners

*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 and services](#) to business, government, education and healthcare, announced the expansion of its "IT ORCHESTRATION BY CDW™" brand campaign.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160915005134/en/>



CDW initially launched "IT ORCHESTRATION BY CDW" in March of this year. The company defines IT Orchestration as the art of bringing together the right people, partners, solutions and services to help simplify IT and deliver exceptional customer outcomes. The expanded campaign continues to focus on how IT-based success starts with CDW, adding new partners and highlighting CDW's offerings.

Central to all the ads is how CDW's unparalleled expertise with leading and emerging brands creates success for its customers. Featured partners in the campaign include: Cisco, Dell, HP, Hewlett Packard Enterprise and Intel.

CDW helps customers develop and deploy the right solution with IT orchestration. (Photo: Business Wire)

enables CDW to help customers overcome a variety of business challenges with IT has resonated deeply with both our customers and our partners," said Jim Mitchel, vice president, marketing at CDW. "We are excited to expand upon this campaign and tell the CDW story to an even bigger audience."

"The concept of orchestration and how it

The integrated campaign - developed by Ogilvy & Mather, Chicago, directed by Benji Weinstein and produced by Tool of North America - will include television and radio spots, as well as extensive online, digital and print communications. Ads will run on an expanded selection of channels, including NFL Network, AMC and HGTV, in addition to traditional buys with ESPN and CNBC.

To access exclusive "IT ORCHESTRATION BY CDW" campaign materials, visit [CDW.com/Orchestration](http://CDW.com/Orchestration). To learn more about CDW, visit [CDW.com](http://CDW.com), [CDW Corp 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 with multi-national capabilities, CDW was founded in 1984 and employs more than 8,700 coworkers. For the twelve months ended June 30, 2016, the company generated net sales of over \$13 billion. For more information about CDW, please visit [www.CDW.com](http://www.CDW.com).

CDWPR-CO

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