

CDW Receives Excellence in Best Practices Customer Value Leadership Recognition

Best Practices Awards

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Frost & Sullivan

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry – A Global Growth Partnership Company.

The company demonstrates a strong overall performance.

Frost & Sullivan is proud to bestow the 2021 Global Customer Value Leadership Award in the digital transformation services industry to CDW.

CDW has grown into a reputed and noteworthy player in the crowded market for digital transformation services. The company enables digital velocity for more than 4000 customers with a global team of 13,000 employees.



CDW's strategic acquisitions over the past 2 years has helped it to fill gaps in its service portfolio and expand the company's geographic footprint. Today, CDW Amplified™ Services is a \$1.3 billion business, a small and growing part of its \$20 billion parent organization. Yet it is larger than several stand-alone IT service providers that play in this space, and competes against the largest SIs and managed services providers.

Analysts evaluated key factors according to the below criteria.

Business Impact

Financial
Performance

Customer
Acquisition

Operational
Efficiency

Growth
Potential

Human
Capital

Customer Impact

Price/
Performance
Value

Customer
Purchase
Experience

Customer
Ownership
Experience

Customer
Service
Experience

Brand
Equity

CDW is uniquely positioned in the crowded digital transformation services market because of the breadth of its services. The company listens to its customers to stitch together different pieces from their broad services portfolio to solve for desired business outcomes.

Anisha Vinny,
Senior Industry Analyst, Frost & Sullivan

