

CDW'S CISCO ACCREDITATIONS & CAPABILITIES

CDW's Cisco Accreditations & Capabilities

CDW are a tier one Cisco Gold Certified Partner, which means we have achieved the highest level of credibility and the broadest range of expertise across Cisco's three new architectures, Borderless Networks, Collaboration and Data Centre. CDW has also integrated the deepest level of Cisco Lifecycle Services expertise into our offerings and can demonstrate a measurably high level of customer satisfaction.

As a Cisco Gold Certified Partner, CDW has access to world-class products and service programs, technical support, productivity tools and training and are prepared to deliver intelligent, integrated network solutions that meet your business needs. As a Cisco Gold Certified Partner, CDW can provide:

- **Value:** Access to the most comprehensive sales, technical, and lifecycle services training and resources helps CDW sell, deliver, and support Cisco solutions. Combining Cisco expertise with our own value-added services portfolio uniquely positions Gold Certified Partners to serve as your trusted technology advisor.
- **Proven technical expertise:** Maintaining the multiple technology specialisations required for Gold Certification means CDW can integrate technologies to deliver the more sophisticated solutions your business demands.
- **Focus on customer satisfaction:** With access to the same online customer satisfaction evaluation tools Cisco uses to evaluate its own performance, CDW can identify strengths and develop targeted plans to serve your needs.

Cisco Recognises CDW as Global Partner of the Year

CDW, has been honoured with multiple awards over the years. Building on our existing accreditation as a Cisco Gold partner, CDW has now been recognised for its capabilities in delivering Cisco solutions on a UK & Ireland, EMEAR and Global basis.

- **UK & I Partner of the Year 2016**
- **UK & I Cloud Partner of the Year 2016**
- **Global EMEAR Partner of the Year 2016**
- **EMEAR Cloud Builder Partner of the Year 2016**

Cisco awards are given to exemplary channel partners, and are used to recognise best-in-class business practices. They acknowledge innovative practices, application successes, unique programs, problem solving and sales approaches. CDW, a long-standing Cisco Gold Partner, uses such innovative deployments of Cisco technology to help its customer achieve their unique business objectives.

What Cisco Say.....

“CDW continue to be one of our most successful and consistent Partners in terms of innovation, execution and growth. These awards are a testament to CDW's 'customer first' approach in delivering first class Architecture and business practices, demonstrating the highest levels of competence and expertise, and their ability to develop strong and impactful alliances with our Eco-Partners to deliver the very best outcomes, regardless of the size, complexity or financial models of our customers.”

And in terms of the Global Commercial Award:

“It was also excellent to see CDW recognised on a Global level, for their continued success in accelerating growth within the Commercial customer market as a key proponent of our Partner Plus Program. CDW are an exceptional Partner, and I have no doubt that they will continue to deliver growth and innovation with Cisco and our customers in this critical customer segment”

Richard Roberts – Managing Director, Cisco, UK Partner & Commercial Sales

Accreditations

Cisco Master Cloud Builder: CDW has become one of only a handful of Cisco partners to achieve the Master Cloud Builder Specialisation in the UK. This specialisation recognises CDW as having the capabilities to build and deploy cloud-ready integrated infrastructures based on Cisco solutions and technology ecosystem partner cloud offerings across storage, virtualisation, cloud management and virtual desktop and recognises CDW's excellence in navigating the partner cloud offerings across storage, virtualisation, cloud management and virtual desktop and recognises CDW's excellence in navigating the complex process of building cloud environments.

The specialisation is the result of a rigorous evaluation process in which CDW demonstrated master-level capabilities in designing, deploying and supporting data centre cloud-ready infrastructure, as well as an established record of success implementing the technology for its customers. Evaluation for the specialisation concludes with an audit of the partner's capabilities by a third-party firm.

The Cisco Master Cloud Builder Specialisation is granted to a specific group of partners that possess in-depth technology and architecture skills. These partners have also demonstrated customer success in providing sophisticated, value-added Cisco Data centre and Cloud solutions including sales, deployment and services for Cisco data centre and cloud solutions.

What Cisco Say.....

“With IT consumption models constantly changing, and with more and more customers requiring ‘as a service’ offerings rather than traditional ‘on premise’ solutions, many of Cisco’s partners are adjusting their business models to accommodate these requirements. CDW, as a long standing Cisco Gold Partner, have been quick to recognise these changes, and have moved to address them. CDW’s recent award of Cisco’s Master Cloud Builder certification is a strong endorsement of this strategy. Recognising CDW’s proven capabilities of building and deploying

cloud-ready infrastructures which integrate solutions from Cisco and our ecosystem partners to provide leadership in networking, storage, virtualisation, cloud management and virtual desktop offerings without compromising upon functionality or security. Cisco is fully committed to working with CDW to leverage their expertise and reputation to deliver market-leading business outcomes for our customers“

Rob Price – Head of Technical Strategy, Cisco, UK Partner & Commercial

Collaboration Architecture

The Cisco Collaboration Architecture Specialisation recognises partners for their knowledge and expertise in selling, designing, installing, and supporting the Collaboration Architecture. The elements of the Cisco Collaboration Architecture establish a collaboration core that powers compelling experiences both within and among organisations. Working together in a modular fashion, these capabilities allow you to develop an investment plan that helps ensure interoperability with your existing assets. By implementing collaboration architecture, you can also gain capabilities that provide:

- Highly secure and reliable access from any location
- A consistent user experience on any device
- Delivery of any type – video, voice, data for immersive interaction

The Cisco collaboration architecture offers you significant competitive advantages. It breaks down the barriers to collaboration that traditionally exist between different content formats, tools, devices, companies, and people working towards a common goal. As a result, it provides the architectural flexibility and organisational agility you require to quickly respond to the changing needs of your business.

Borderless Networks Architecture

The Cisco Borderless Network Architecture specialisation recognises partners for their knowledge and expertise in selling, designing, installing, and supporting a comprehensive Borderless Network Architecture.

The Cisco Borderless Network Architecture is the technical architecture that allows organisations to connect anyone, anywhere, anytime, and on any device – securely, reliably, and seamlessly. It is the foundation for the Cisco Intelligent Network, providing optimisation, scale, and security to collaboration and virtualisation. The architecture is built on an infrastructure of scalable and resilient hardware and software.

Components of the architecture come together to build network systems that span your organisation from network access to the cloud. The borderless network architecture infrastructure components consist of Wireless, Routing & Switching, Application Networking/Optimisation and Security.

Data Centre Architecture

Cisco Data Centre Architecture Specialisation recognises partners for their knowledge and expertise in selling, designing, installing, and supporting the Data Centre Architecture.

Today's Data Centre architecture must support a highly-mobile workforce, proliferation of devices, data-driven business models, and be capable of seamlessly incorporating cloud applications and services. To meet these diverse requirements, Cisco offers the Unified Data Centre platform, a unified Data Centre architecture that combines compute, storage, network and management into a platform designed to automate IT as a service across physical and virtual environments, resulting in increased budget efficiency, more agile business responsiveness, and simplified IT operations.

Cisco's Unified Data Centre provides a complete architecture platform including products and solutions in three critical areas:



Awards

- UK & I Partner of the Year 2016
- UK & I Cloud Builder Partner of the Year 2016
- Global EMEAR Partner of the Year 2016
- EMEAR Cloud Builder Partner of the Year 2016

· **Unified Management:** The Unified Management component of Cisco's Data Centre architecture features automation, orchestration and lifecycle management to simplify deployment and operation of physical/bare metal, virtual and cloud infrastructure. Cisco assists IT departments with developing a self-service portal and service catalogue to quickly deliver on-demand IT services to support business initiatives.

· **Unified Fabric:** The Unified Fabric component of Cisco's Data Centre architecture delivers high-performance data and storage networking to simplify deployment, help ensure quality of experience, and reduce operating costs. Cisco's integrated network services provide high-speed connectivity and high-availability, increase application performance, and reduce security risk in multi-tenant environments.

· **Unified Computing:** Cisco Unified Computing System (UCS) anchors the Cisco Data Centre architecture with a highly-scalable, system-level computing solution that integrates computing, access networking, and storage networking. Embedded management capabilities simplify operations across physical, virtual, and cloud infrastructure.

VCE (Virtual Computing Environment) / VBlock Partner

CDW has recently been announced as one of only three VCE (Virtual Computing Environment) GOLD partners, indicating we have met all of the selection criteria across Cisco, EMC and VMware to sell and deploy Vblock infrastructure. Vblock combines best of breed technologies from Cisco and EMC together with VMware in a pre-integrated, pre-tested and validated solution environment. The Vblock solution has been designed as the next generation Data Centre by defining and delivering a simplified IT delivery and consumption model.

Combining our Cisco Gold Partner certification, Data Centre Architecture and VCE status alongside CDW's unique Data Centre delivery, services and support capabilities we can now offer a very unique proposition and solution expertise to meeting our customer requirements.

Flexpod Partner

Flexpod is collaboration between NetApp and Cisco and provides a validated architecture based on Cisco UCS and Nexus and the NetApp range of Fabric Attached Storage (FAS) and a unified support function. The Flexpod validated architecture provides a base for Validated Designs for key applications, including VMware, Citrix, Microsoft, Oracle and SAP.

Advanced Technology Program (ATP) for Identity Services Engine

CDW has become one of only a handful of Cisco Gold Partners in the UK accredited to sell, design and implement Cisco's new Identity Services Engine.

A core component of Cisco TrustSec™, the Cisco Identity Services Engine (ISE) is an identity and access control policy platform that enables enterprises to enforce compliance, enhance infrastructure security and streamline their service operations. Its unique architecture allows enterprises to gather real time contextual information from network, users, and devices to make proactive governance decisions by tying identity back into various network elements including access switches, wireless controllers, VPN gateways, and Data Centre switches.

Global Partner Network

CDW are part of the Cisco Global Partner Network that enables us to collaborate with Global partners and better serve our multinational customers. Utilising the GPN CDW can facilitate global orders in country, utilising the customer's Global price list.

POC and Demo Facilities

We have a great facility in Fleet Place, Peterborough and Manchester, where we can demo a full range of Cisco technologies including UCS and Nexus.

Smart Solution Partner

Due to our multi-vendor competencies, CDW are qualified to be a smart solution Partner. Currently, these take the form of the Flexpod Premium Partners and Unified Workspace Partners that represent VXI and BOYD solutions.