

BUSINESSES THINK BIG.



IT investment: an ongoing challenge for small businesses

How have small businesses been managing their IT infrastructure throughout the pandemic?

We surveyed* Canadian small businesses to learn how they managed their IT during COVID-19

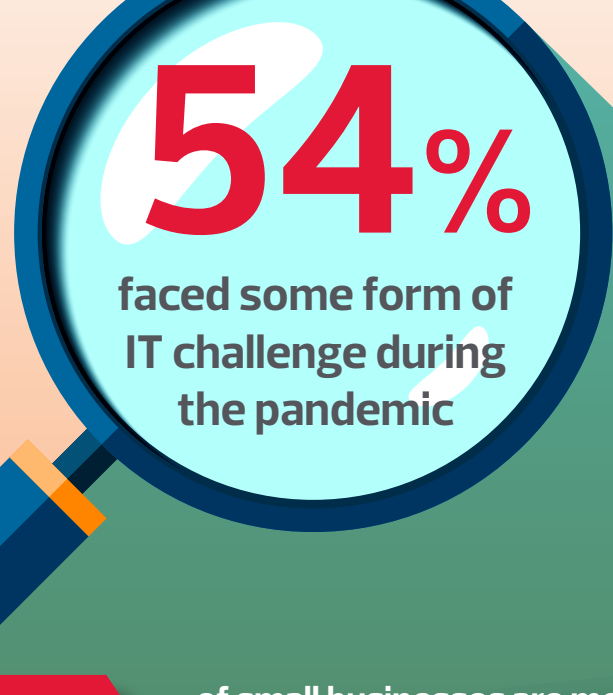
Some of the questions we asked include:

- What changes have you made to your IT infrastructure?
- What were your primary IT challenges?
- Did your business have to shut down or pause operations?
- How did you handle IT issues?
- What IT solutions or services does your business need to buy in the future?



*Source: CDW Canada Small Business study by Angus Reid, September 2021.

Here's what we found:



19% of small businesses are more focused on optimizing existing cloud solutions than other existing or net-new IT solutions

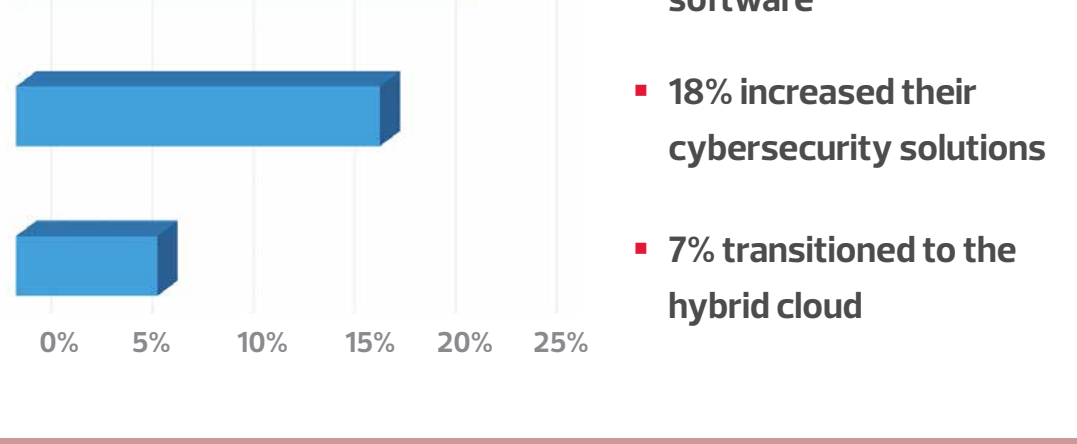
32% have not made any investment in IT over the course of the pandemic

35% indicated their business was forced to shut down or pause operations at some point due to the pandemic

18% have or will eventually pursue a hybrid model of remote/in-office (vs. 25% of respondents who said the same in October 2020)

61% indicated their business had not made any changes to their IT infrastructure since the beginning of the pandemic

Small businesses who invested in IT spent it on the following:



Power your small business with CDW's best-in-class solutions.

- DEVICES**: Illustration of a video conference on a monitor and a tablet.
- PRODUCTIVITY**: Illustration of business people on a red path leading to a target.
- STORAGE**: Illustration of a person with a magnifying glass looking at a large folder.
- NETWORKING**: Illustration of a cloud connected to various devices and servers.

At CDW, We Get IT

Our team of small business experts can help you learn how to improve, manage or migrate your IT infrastructure. Contact us today: [CDW.ca/SmallBusiness](https://www.cdw.ca/SmallBusiness)



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