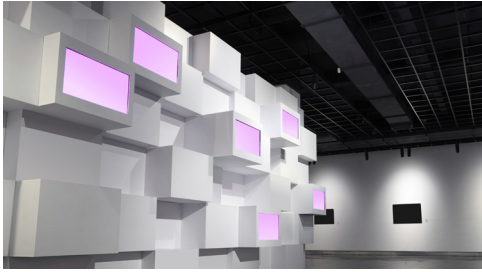


MUSEUMS AND ZOOS NEED THE RIGHT I.T. SOLUTIONS



CDW QUICK FACTS

- **9,000+** nonprofit organizations served
- **60** dedicated nonprofit account managers
- **20** dedicated nonprofit specialists
- **More than 1,400** vendor partnerships and 100,000 brands
- **Largest** technology reseller in the U.S.
- **Partnerships** with vendors that offer special or discounted pricing to nonprofit organizations
- **Affiliations** with leading museum/zoological/conservation associations, such as

ADLER
PLANETARIUM



museum of science+industry
chicago

59% of cultural institutions currently offer or have plans to offer a mobile experience to visitors, with the majority of institutions citing visitor engagement as the top driver. Yet obtaining the right resources to build, implement and sustain the mobile experience remains the most challenging aspect of a mobile project.²

²Source: museumsmobile.com/wp-content/uploads/2013/07/MMSurvey-2013-report-V2.pdf, "Mobile Strategy in 2013: An Analysis of the Annual Museums & Mobile Survey"

MKT4885

THE RIGHT PARTNER CAN TURN CHALLENGES INTO OPPORTUNITIES

In today's fast-paced world, cultural institutions like museums and zoos are challenged with increased competition for the public's donation dollars, as well as for their leisure-time attention. CDW Nonprofit recognizes that identifying – and implementing – the right IT solutions can greatly impact an institution's success.

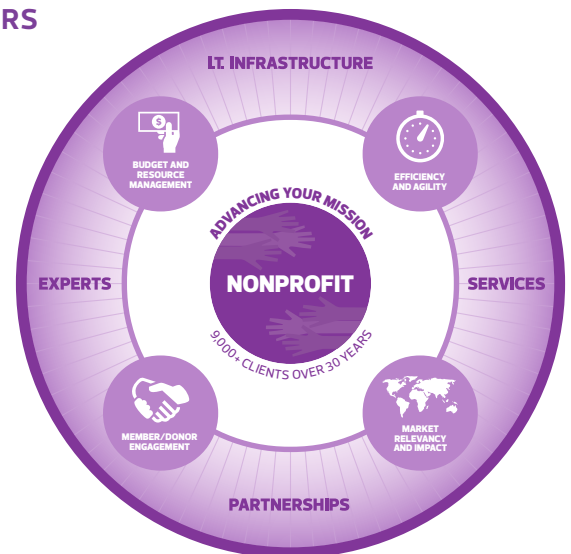
Data analytics give nonprofit institutions a better understanding of their markets and provide insights that can be used to make informed decisions about the style, pace and nature of their programs.¹ Advanced mobility options, such as smartphone apps, provide museum and zoo visitors with a more engaging and educational experience, and one that will encourage them to become repeat visitors. Digital asset management solutions, including cost-effective cloud storage options, enable museums and zoos to showcase their exhibitions online – delivering an interactive channel to connect with visitors.

At CDW Nonprofit, we understand that nonprofit museums and zoos have unique IT requirements and challenges. We're here to provide the guidance you need to integrate technology into your institution at a pace that works for you, your employees and volunteers, and your visitors.

¹Source: museum-id.com/idea-detail.asp?id=283, "What Will Museums Be Like in the Future?"

CDW NONPROFIT DIFFERENTIATORS

CDW Nonprofit is focused on helping more than 9,000 nonprofit organizations advance their mission with specialized industry expertise, shared best practices from nonprofit customers and access to a broad range of cost-saving IT solutions. Our dedicated nonprofit account teams help museums and zoos leverage IT to better connect with potential donors, engage with visitors and remain relevant, now and into the future.



ADVANCE YOUR MISSION WITH THE RIGHT I.T. SOLUTIONS

CDW Nonprofit's account managers have extensive expertise and resources to help support the technology needs of nonprofit museums and zoos, so you can be confident we'll identify the right technology solutions to address those needs. From analytics to mobility and wireless capabilities, and from cloud storage, security and asset management to IT training and support – you can count on CDW Nonprofit for "technology you can trust."

No matter how limited your resources are or how great your IT challenge may be, we have the solutions you need to enhance your IT infrastructure. We partner with vendors that offer special or discounted pricing to nonprofit organizations, to help minimize costs, without sacrificing technology that will improve efficiencies while staying focused on your mission.

Ready to learn more? Contact a CDW Nonprofit account manager, call **888.294.4239** or visit **CDW.com/nonprofit** for further information.

