

# WE GET THAT DATA IS YOUR ORGANIZATION'S MOST VITAL ASSET.

CDW's Analytics and Modern Data Practice



At CDW, we understand that getting the maximum value out of your data and gaining actionable insights from that data is critical to achieving your organizational goals. Analytics and modern data solutions are key to unlocking that value and obtaining those insights. CDW can help you design, build and deploy modern data solutions for storing, transforming, discovering and operationalizing your data.

CDW's Analytics and Modern Data Center Practice can help you achieve:



Reduced Cost



Reliability



Reduced Risk

## Orchestrating the Right Solution

CDW works with you to define and implement an effective analytics and modern data strategy to get maximum value from your data and discover actionable insights. We help clients modernize their data strategy and develop the solutions to support it. Our experts help you in multiple areas:

- **IT Operational Analytics (ITOA)/AIOps:** Your operations need analytics to run most efficiently. Whether it is security, infrastructure or other operations, analytics can spot issues faster and automate responses to reduce downtime and improve user experiences.
- **Data Visualization:** Nuanced business insights belong in the hands of your organizational leaders, not just your data scientists. CDW builds and implements visualization and analytics tools and processes that surface valuable understanding so that it becomes actionable by your principal stakeholders.
- **AI/ML:** Our CDW AI/ML experts prove the value of artificial intelligence and machine learning to your business through minimum viable model (MVM) creation, which shows the efficiency gains and operational enhancements you can take to market with your available data. Our software development experts then implement industry-leading online-machine learning (ML) pipelines for production deployments.
- **DataOps:** CDW works with you to implement and adopt DataOps best practices for scalability and agility in your data structures and systems, built around automation tooling.
- **Modern Data Storage:** Our experts help design and deploy a modern data storage solution, including databases built for analytics and AI/ML, data warehouses and Big Data solutions.
- **Data Transformation:** To get maximum value from your data and gain valuable insights you must transform data from its raw state and prepare it for analytics. CDW helps with tools for data prep, blend, cleanse and management.
- **Data Discovery:** You need to know not only what is in your data but what data you have available. CDW experts help design the best data catalog and data discovery solutions for you so all users can make the best decisions possible based on all the data available.
- **Operationalizing Data:** Data needs to become a part of your organization's operations if you want to get the most value from it. Let us help you find the tools and build the strategy you need to become a more data-driven organization.

## CDW GETS ANALYTICS AND DATA MODERNIZATION

CDW has the breadth of solutions and depth of expertise to help you design, build and execute your data and analytics strategy no matter where you are starting from or where you want to end up. With experts in leading solutions from Microsoft, IBM, Splunk, Google Cloud, AWS, Tableau, Oracle and others, CDW is the right partner to help you get the maximum value from your data.



CDW's full lifecycle of Services can support your business no matter where you are on your journey



Design



Orchestrate



Manage



On-Premises



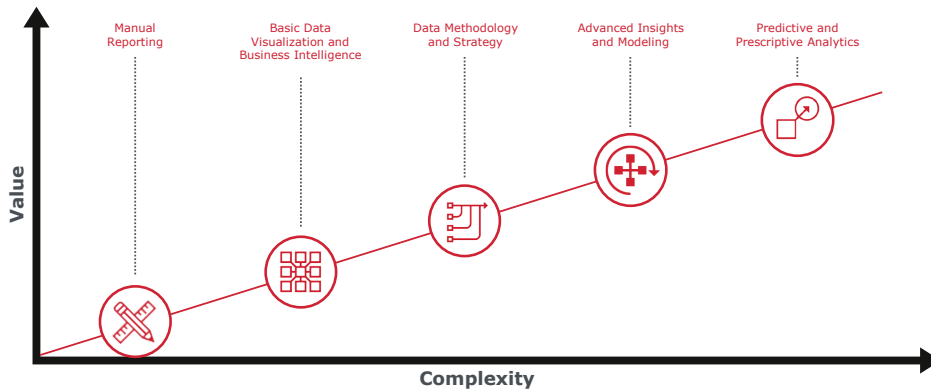
On-Journey



Cloud-Based



## Analytics isn't a tool, it's a journey



### Overview

Wherever your organization is on the data and analytics journey, CDW can help you through a variety of capabilities.

Engagement Model	Available
<b>Advisory:</b> CDW can work with your organization to advise on what is possible with data and analytics and what you need to know to get the most value from your data.	✓
<b>Assessment:</b> CDW will assess your current data practices along with your goals and work with you to build a road map to connect the two.	✓
<b>Strategy Building:</b> Getting maximum value out of your data is about more than just technology. You need a strategy that aligns to your business goals as well, and CDW can help build that strategy.	✓
<b>Design/Architecting:</b> Once use cases and outcomes have been determined, CDW will help you select the right solutions and design the infrastructure, software and services needed to succeed.	✓
<b>Deployment:</b> CDW can implement and deploy the data and analytics solutions that will allow you to extract maximum value from your data as you move along your journey.	✓

### Certifications

CDW has achieved the following certifications:

- Microsoft Gold Partner
- Microsoft Data Analytics, DataCenter and Expert Azure MSP Competencies
- Google Cloud Premier Partner
- Splunk Elite Partner
- Splunk 2019 SLED and New Customer Acquisition Partner of the Year
- IBM Premier Business Partner
- IBM Expert Level Data Science & Business Analytics, Hybrid Data Management, and Unified Governance and Integration Competencies
- AWS Advanced Consulting Partner
- Oracle Gold Partner

If you are ready to start your journey with CDW, contact your account manager, call 800.800.4239 or visit us on the web at [cdw.com/analytics](https://cdw.com/analytics).

## CLIENT SUCCESS STORY #1

**Organization:** Financial institution

**CHALLENGE:** A financial institution in the midwest had an outdated business intelligence solution utilizing Cubes – an old way of pulling data, which was causing performance issues.

**SOLUTION:** Our field solution architect (FSA) had an infrastructure call with the client to determine a modern data visualization solution was the best option to replace their old BI technology. This would also allow the client to replace cubes with the built-in data models within the new platform. The CDW FSA performed the proof of concept, completed the RFP and helped to orchestrate the entire implementation. Then, the future roadmap was developed for the client to redesign their back end to reroute their CRM and ERP Database, which was slow and designed for online transaction processing instead of online analytical processing.

**RESULT:** The extract, transform and load solution along with the implementation of a data warehouse allowed for a centralized, single-source-of-truth result, as well as increased performance and security/governance.

## CLIENT SUCCESS STORY #2

**Organization:** App developer

**CHALLENGE:** An accounting application development company needed to collect and aggregate transactional information for its on-demand filing tax app and marketplace. This effort was mainly driven by new and existing needs around business intelligence and reporting, but they also wanted to take the first step in building a reference architecture for their data platform. As such, one of the more difficult requirements was to introduce DataOps best practice.

**SOLUTION:** Data pipelines were built following DataOps best practices. Schema changes were detected and handled seamlessly, supporting autodetection and type inference. Data was stored in a serverless data warehouse for extended durability and low cost of maintenance. All software infrastructure and components were built and deployed automatically.

**RESULT:** The result of this engagement was a fully automated, serverless, and testable data platform. This solution increased reliability and brought data closer to the stakeholders that needed it the most, while lowering total cost of ownership.

