

WE GET THE WAYS DATA CAN TRANSFORM YOUR DIGITAL ORGANIZATION.

CDW Amplified™ Data
and AI/ML Practice



At CDW we understand that getting valuable insights from your data and having actionable AI are key priorities for your organization, and mandatory for a winning digital game plan.

We provide our customers the strategy, architecture and migration paths required for everything from complex database/data warehouse designs, data exploration and visualization, and data governance, to advanced analytics and machine learning — whether starting with introductory concepts or building and deploying production models.

CDW's Data and AI/ML Practice can help you achieve:



**Operational
Efficiencies**



Agility



**Revenue
Enhancement**

Orchestrating the Right Solution

CDW works with you to define and implement an effective data strategy, modernizing data platforms and implementing DataOps best practices for scalability and agility. We help customers create new data pipelines that can be leveraged for organizational insights, analytics and visualization. Our experts prove Artificial Intelligence/Machine Learning (AI/ML) business value through minimum viable model (MVM) creation, and implement online-ML pipelines for production deployments. We add AI/ML to existing legacy business applications like Contact Center through CCAI. Our data architects and machine learning experts provide you rapid, innovative outcomes in multiple areas:

- **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.
- **Data Warehouse Modernization:** Our experts in data warehouse design and architectures enable you to adopt and migrate to a data strategy that enables broader organizational access and insight and decreases software development friction.
- **Data Pipelines:** CDW defines and implements data pipelines that can be leveraged for organizational insights, real-time analytics and visualization.
- **Visualization & Insights:** 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 bring valuable understanding to the surface — where it becomes actionable by your principal stakeholders.
- **AI/ML:** Our 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 the data you have available. Our software development experts then implement industry-leading online-ML pipelines for production deployments.
- **Big Data:** We solve your large-scale data analytics challenges across multiple platforms and environments, including real-time event streaming and analytics solutions.
- **Contact Center AI (CCAI):** CDW expertise in software development enables us to add AI to any of your traditional business processes for operational enhancements. Contact centers have a significant labor and turnover cost that can be relieved by adding virtual AI agents, while improving customer support satisfaction and consistency.

CDW GETS DATA AND AI/ML

CDW is the most technical Solutions Integrator in the industry. With two of the world's 20 Google Cloud Fellows on staff, nearly 250 engineers with expertise spanning from Certified Kubernetes Architects to Cisco DevNet Professionals, and a full-stack software development practice, CDW is your technical services partner when results and velocity matter.

- Awarded "Cisco Global Ecosystem Partner of the Year" in 2019
- A contributing member of the Cloud Native Computing Foundation
- Google Cloud Premier Partner
- HashiCorp Ninja Partner
- Hundreds of Fortune 5000 customers globally
- 250-plus engineers focused on Software-Defined Infrastructure, Hybrid & Multi-Cloud Architectures, Cloud-Native Software Development, and DataOps and AI/ML

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



**CDW AMPLIFIED™
SERVICES**

Services Overview

Like most customers, you have probably accumulated enormous quantities of institutional data, and you might not even be aware of the data available in your systems – let alone how to access it. CDW's Data and AI/ML Practice provide multiple engagement models and delivery mechanisms to unlock the value within your data:

Engagement Model	Available
Discovery: CDW identifies and documents your existing data systems, structures and platforms.	✓
Assessment: We provide evaluations and remediation recommendations based on environment discovery, so that you can achieve an iterative DataOps approach.	✓
Design: Our data experts provide data warehouse, data pipeline and data analytics designs specific to your business requirements, plus a prescriptive path for getting there.	✓
Adoption: We help you learn and implement the hands-on data tools and frameworks, AI/ML platforms, and analytics processes needed for successfully extracting value from your data and integrating it into your application development lifecycle.	✓
Strategy: Our AI/ML industry experts analyze your business requirements, and provide concrete recommendations for the improvements needed in process, culture, tools and/or people to adopt new routes to market and new customer features driven by data insights.	✓
PoC/PoV: We help you test new data platforms and solutions, and vet their compatibility in your development processes.	✓
Implementation: CDW architects and engineers make your data dreams happen – fast.	✓
Support & Consistency: We provide ongoing review, support and managed consistency services to proactively deliver guidance and management recommendations.	✓

CLIENT SUCCESS STORY

Organization: Retail Consultant

CHALLENGE: The client's flagship product provides a comprehensive SaaS solution for retailers to analyze and manage their merchandise returns. One key feature of the product is detecting return trends and performing root cause analysis. The client wanted to process product reviews, and determine if it was possible to tie these back to a specific return reason.

SOLUTION: CDW used Natural Language API to perform sentiment analysis over the product reviews. After classifying reviews and determining its sentiment, AutoML Natural Language was used to build and serve a return reason classifier model. The model then classified reviews into potential categories of issues.

RESULT: The client achieved enhanced visibility into merchandise return metrics and the ability to complete sale transaction records with return reason information. More than 1.5 million product reviews were processed and classified in the first month after completion of the project.

To learn more about CDW's Data and AI/ML Practice, contact your account manager or call 800.800.4239.



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SERVICES**