WE GET SMART IT

IS RESHAPING

HIGHER EDUCATION

To optimize your learning environment and
student experience on campus and beyond,
you need IT Orchestration by CDW·G.

CDW·G PEOPLE WHO GET IT

Higher Education Reimagines the Student Learning Experience

Higher education institutions have been grappling with multiple challenges, well before the COVID-19 pandemic upended the campus status quo and urgently accelerated the need to rethink how to effectively deliver optimal learning experiences – both virtually and in person. Student enrollment has been declining for a decade, pressure has been growing to provide equitable and affordable access to diverse, first-generation and nontraditional students, and demand has increased to make learning more experiential and engaging.

As students and faculty return to campus, they expect to take advantage of quality hybrid learning opportunities, advanced learning management systems and sophisticated e-learning and videoconferencing platforms. They expect to stay seamlessly and securely connected, using the devices of their choice, whether they're on campus or elsewhere.

CDW·G experts have the knowledge and experience to help you capitalize on innovative technology to create an engaging, resilient and highly flexible blended learning environment.

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The CDW·G Approach

We understand the challenges and opportunities digital transformation brings. We are committed to partnering with you to strategize change management, modernize and standardize IT, and implement technology solutions designed to help your students and your institution adapt to and thrive in the new normal.
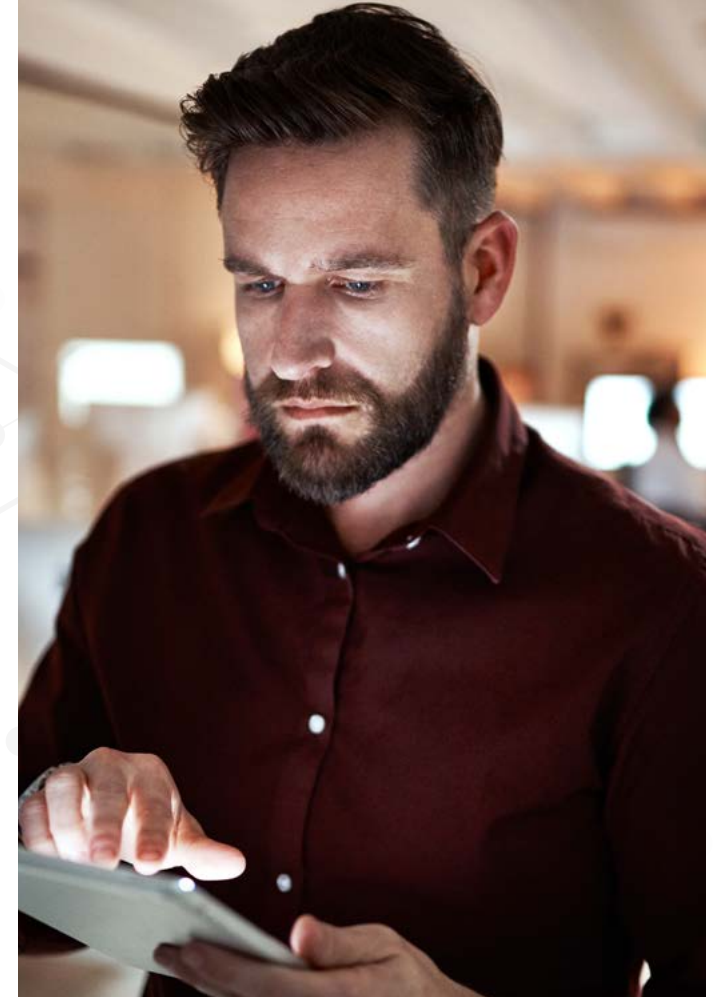
We are a trusted IT partner to more than 2,800 higher education institutions – 90 percent of all higher education institutions nationwide.

- We put our 30-plus years of experience in educational technology to work providing solutions for a wide range of schools from large public institutions to small private schools to community colleges.
- Our team of educational strategists and learning environment advisers is uniquely qualified to optimize technology to achieve your goals.
- Our comprehensive knowledge in assessment, planning, solution design, deployment and ongoing support ensures we select and implement the right solutions for your specific needs – and support you every step of the way.
- Our partnerships with the world's largest leading IT innovators give you access to 1,000+ brands and 100,000+ products to help you optimize your IT investment.

We meet the needs of multiple stakeholders. Every campus requires an IT environment tailored to its unique needs and available resources. For example, a small liberal arts school or community college may take a much more centralized approach to IT and require substantially different infrastructure than a large research university that serves undergraduate and graduate departments across dozens of facilities on a sprawling campus (or multiple campuses).

However, all institutions must satisfy numerous stakeholders to ensure the success of their digital initiatives, especially as hybrid learning environments become commonplace. Our CDW·G experts are experienced in working with institutions of every size, and can identify and address the needs of key stakeholders across your IT ecosystem, including:

- **Students** looking for a seamless, user-friendly digital experience that offers the same convenience they enjoy as consumers, enhancing their learning and engaging them in person and virtually.
- **Faculty** eager to boost student engagement, support student and peer collaboration, and capitalize on emerging technologies to inspire innovative instruction and active learning.
- **Administrators** focused on creating data-enabled institutions positioned for long-term success through improved student recruitment, retention and outcomes.
- **Business operations leaders** seeking to leverage technology for operational efficiencies and resource optimization.

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We simplify IT procurement

IT decision-making and time-consuming acquisition procedures can be highly stressful, especially for IT teams already stretched thin. By reducing the complexity of your technology ecosystem through vendor consolidation, eProcurement and a streamlined purchasing process, CDW·G enables you to spend less time and energy navigating the buying maze so you can focus more on strategic projects.

CDW·G eProcurement by the numbers

9,000+ integrations performed since 2001

$92.50 average savings per purchase order

100+ e-pro solution providers

Consolidate vendors

CDW·G experts can work with you to consolidate multiple vendors, enabling you to take advantage of:

- **Quality and performance.** Multiple new or unknown vendors can create liability. A smaller vendor pool ensures products and services meet the quality and performance standards you establish.
- **Partners vs. suppliers.** Managing fewer vendors allows you to build long-term partnerships rather than transactional supplier relationships.
- **Agility.** If a critical piece of your IT ecosystem fails, you can rely on one of your qualified vendors to step up to keep things running.
- **Cost.** Improve your buying power through increased economies of scale, pricing incentive and rebate programs.

eProcurement integration

Experienced with all ERP systems and marketplaces, CDW·G offers expert advice and eProcurement integration with third-party partners to help you:

- Consolidate all purchases via a single interface
- Curb human errors and maverick spending with built-in controls
- Reduce order fulfillment and transactional costs
- Plan ahead through reporting and forecasting

Streamlined purchasing solutions

In addition to vendor consolidation and eProcurement integration, CDW·G streamlines and simplifies your IT purchasing through:

- National GPO contracts that give you access to exclusive pricing
- Volume purchasing agreements with competitive, pre-negotiated pricing
- Business reviews to help you hone your spending analysis and budget forecasting
- A customized e-commerce portal that connects you to contract pricing and shipping, recommended technology and specials, robust research tools and quotes and order history.

CDW·G Services

We understand you need more than technology – you need a partner who can help you accelerate digital transformation initiatives to empower active on-campus and remote learning and highly engaged students. Your dedicated CDW·G account manager works closely with you to offer services to ensure your technology's performance and investment deliver the resilience and scalability you need to meet your goals now and in the future.

Core services
CDW·G offers a full lifecycle of services:

Design
Based on a breadth of tools and data, and years of experience, we assess your specific needs and make expert recommendations that enable you to capitalize on new digital opportunities.

Orchestrate
Our experts configure and deploy solutions to help you implement the right technology and ensure it works from day one.

Manage
24/7/365 support and technology management can save you time and money by augmenting the bandwidth of your internal IT team.

Amplified™ Services
We also provide CDW Amplified Services in several key areas:

Data – Make more data-driven powered by artificial intelligence (AI) and machine learning (ML) services. CDW can help you gain actionable insights that give you a competitive advantage. Design, build and deploy modern data analytics and AI/ML solutions for storing, transforming, discovering and operationalizing your data.

Development – CDW Amplified™ Development Services can modernize your applications, streamline delivery through DevOps, and write custom, cutting-edge apps that drive your operations forward with greater speed, accuracy and confidence.

Infrastructure – Get the expertise, tools and resources to scale and future-proof your data center architecture. Leveraging the experience of 300+ certified engineers, we help you upgrade your existing architecture and prepare for what's to come, whether you're on-premises, migrating to the cloud or already there.

Security – Receive independent evaluations of your security posture to help fortify weaknesses. CDW Amplified™ Security consultants leverage a portfolio of services to identify and assess IT network security risks, increase threat visibility and prepare your organization for an evolving threat and cybersecurity landscape.

Workspace – Our design and planning workshops help you create a unified communications and collaboration platform that's scalable, intuitive and embraced by staff. We help you optimize communication, productivity, responsiveness and workflow efficiencies, and can remotely support and automate your communication platforms to ensure constant connectivity.

Support – From service desk to tech support, contract resources to monitoring, CDW Amplified™ Support services deliver custom warranty and maintenance services that augment your IT staff, so they can focus on maximizing business outcomes.

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Classroom Transformation

As higher education institutions recalibrate and move beyond COVID-19, it's clear that mixed-modality models that blend online and in-person learning opportunities will be permanent fixtures on the instructional landscape. Students returning to campus will expect a range of learning options within and beyond the traditional lecture hall and classroom.

CDW·G can help you create the flexible and engaging technology-enabled educational environment students and faculty both seek, including:

- **HyFlex classrooms**
  Offering the ultimate in flexibility and choice, HyFlex models enable one faculty member to simultaneously teach a class in person and online. Students decide whether to attend class live or virtually. Solutions can incorporate a variety of technologies including cameras, videoconferencing and streaming platforms, asynchronous discussion boards, cloud-based collaboration apps, and classroom monitors that support live interaction with remote participants.

- **Hybrid learning**
  This model combines in-person learning with online aspects, with typically all students engaging in both. Engaging, interactive and collaborative environments can be created in traditional classrooms as well as indoor or outdoor common areas, and residence halls. In addition to cameras, microphones and videoconferencing, technologies that support hybrid learning include projectors, interactive flat panels, augmented/virtual reality learning tools, ergonomic furniture and digital signage.

- **CDW Blueprint to Design® services**
  Whether you're remodeling and renovating existing space, or building from scratch, our four-step approach helps you visualize and engineer your space to meet your new educational demands. Get started here.

80%

of students said their online courses lacked the engagement of in-person classes.

Source: www2.deloitte.com, "The hybrid campus: Three major shifts for the post-COVID university," 2021

Stay competitive with esports

Esports is a winning way to level up your student recruiting and engagement game. Increasingly, students play esports, watch them, study them and earn esports scholarships. CDW·G offers custom solutions for all your esports IT needs, including:

- Deploying competition-ready PCs and accessories
- Assessing and upgrading network capacity to ensure it's up to speed
- Providing AV integration and streaming setup
- Designing and equipping arenas or smaller spaces to optimize the player and spectator experience

Schedule a consultation to learn more.

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Connected Community

Constant connectivity is non-negotiable for students, whether they're on campus or elsewhere. They expect the flexibility to engage with the latest technologies for active learning, collaborating and socializing. Faculty and administrators also recognize the tremendous value – and necessity – of having a connected community that supports remote and in-person learning, efficient resources utilization and stronger student engagement and outcomes.

Our solutions include:

- **Networking**
  A robust network is an essential foundation for every higher education environment, especially as demand for virtual learning and collaboration accelerates. CDW·G helps you centralize your networking strategies and improve bandwidth with state-of-the-art access points, cloud-managed network solutions, network optimization tools, security and Wi-Fi reach so that your community can count on delivering reliable anywhere, anytime connectivity across campus.

- **Wi-Fi 6/6E**
  Upgrading to next-generation Wi-Fi offers better, more efficient coverage and performance, increased device capacity and higher bandwidth per device, as well as better battery life for mobile devices. With Wi-Fi 6/6E networks, you can support esports, 8K ultraHD streaming, 3D video streaming, AR/VR and smart facility automation.

- **Networking/wireless services**
  We offer comprehensive services including network design workshops, advisory services and consultations, network assessments, wireless site surveys, configuration and migration services, and managed services.

School Snapshot

Complaints were mounting from both students and staff about sub-par Wi-Fi performance at a private for-profit university in Iowa. Recognizing its legacy network was no longer able to handle the growing volume of mobile devices and streaming demand, the university began searching for a turnkey solution. Its barebones IT staff lacked the resources to install, manage and map the equipment needed to replace the network campuswide.

After an initial discovery call, CDW·G introduced the customer to an affordable, easy to manage and learn Aruba networking solution that incorporated Clearpass, 5200F switches, 515 and 505H APs. The customer entrusted the team of CDW·G-Aruba experts to handle everything from blueprint and design to install and configuration, and couldn't be more pleased with the performance, efficiency, cost and management simplicity of the new solution.
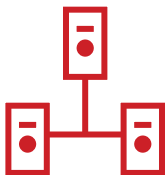
Devices

On campus and beyond, today's students, faculty and staff rely on multiple devices – including smartphones, tablets, laptops, smartwatches, gaming consoles and more – for learning, collaborating, connecting and socializing.

CDW·G can help manage these devices every step of the way, including:

- **Initiation –** supply chain planning, order management, enrollment and configuration, deployment and data transfer. Buy and Hold services and pre-order capabilities.

- **Support and management –** hardware triage and software support, warranty support, device and app management, user identity and access

- **Predictive analytics and monitoring –** hardware and software inventory, device health, remote learning analytics

- **Lifecycle management –** disposition, data management, reuse or recycle

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Cybersecurity

Balancing on-demand access to information with the need to protect privacy rights and safeguard sensitive data presents an ongoing challenge, especially as mobile devices multiply and cyberthreats continue to get more sophisticated.

CDW·G experts can help you develop and deploy a holistic approach that helps mitigate risk and ensure a secure digital environment. Our solutions encompass:

- **Security assessments** to identify physical and digital vulnerabilities in your system, including rapid security assessment, comprehensive security assessment, application security assessment, frame/controls gap analysis and red teaming/capture the flag/tabletop exercises.

- **Incident response (IR) services** to develop remediation strategy process and recommendations and assist with containment. Proactive and preparedness services also include a readiness assessment, program development, planning and tabletop exercise workshop and compromise assessment.

- **Unified Endpoint Management (UEM)** to manage and secure mobile devices, applications and content from a "single pane of glass," whether it's on a desktop, laptop, phone, tablet or other device.

- **Enterprise Mobility and Security** for risk mitigation, including network and mobile security, web/email security, data loss prevention and advanced threat protection.

- **Security design and architecture** including breach containment, identity and access management, next-generation firewalls, multifactor authentication and enterprise device management.

- **Threat check** including passive network monitoring, endpoint monitoring, detection of infected clients and detection of botnets.

- **Security services** covering network security device firewall and router remote configuration, configuration review of various threat intelligence platforms, cloud-based Security Information and Event Management (SIEM) and security remediation planning and roadmap.

School Snapshot

When the COVID-19 pandemic hit, a major midwestern university needed a dramatic VPN expansion solution ASAP to support the ability of staff members to work from home. The university had stand-alone Cisco 2110 firewalls in place with only 1,500 existing AnyConnect licenses – around 2,000 short of their total staff.

CDW·G quickly recommended utilizing a Cisco virtual ASAv50 that could support up to 10,000 VPN users, along with additional Cisco AnyConnect Apex licenses, and was able complete implementation within 15 days of the initial customer call. The solution not only seamlessly allowed thousands of simultaneous users – it also notably improved connectivity responsiveness, supporting the university's mission in extremely challenging times.

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Physical Security

Ensuring the physical safety of students, faculty, staff and visitors on campus is also critical. While video surveillance has typically been used as a tool to provide hindsight into events once they've occurred, today's enhanced video surveillance solutions integrate hardware, software, analytics and even artificial intelligence (AI) to help you proactively provide protection through real-time and predictive capabilities.

CDW·G can help you take advantage of enhanced video surveillance to detect and deter potential threats, improve response for emergency management and dramatically reduce the time and labor required to investigate incident video footage.

The key components of our solutions are:

- IP-connected video cameras
- Video management systems
- Video analytics software
- Video storage systems
- Deployment services
- Monitoring services

Facing increased threat of phishing and ransomware attacks, educational institution cybersecurity investments over the next 2 years will focus on

network security, email & internet security, and endpoint security.

Source: 2021 Technology Business Research, Inc.

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Data Center and Cloud

As technology plays an ever-increasing role in shaping the learning environment and elevating the student experience, higher education institutions need an infrastructure primed to support growing demand and evolving needs.

CDW•G can help you design and deploy an [infrastructure modernization strategy](#) that refines and future proofs your data center through:

- Up-to-date storage, networking and computing infrastructure

- Hyperconverged infrastructure that combines computing power, networking, storage and virtualization capacity into a single, on-premises solution

- A software-defined data center (SDDC) that enables you to virtualize all networking components

- Cloud solutions – public, hybrid or on-premises – that offer increased flexibility, scalability and cost-effectiveness

Digital Velocity Solutions

In today's competitive market, the speed of digital priorities is critical to success. With more than 250 engineers and two of the world's 20 Google Cloud Fellows on staff, CDW is your trusted, technical services partner when results and velocity matter. Our expertise includes Certified Kubernetes Architects to Cisco DevNet Professionals behind a full-stack software development practice.

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Software

The right software solutions play a critical role in seamless communication, collaboration and secure access to shared information for students, faculty and staff.

Microsoft 365
We can help you take full advantage of Microsoft 365 to help you:

- Simplify complexity
- Enhance teamwork
- Increase security
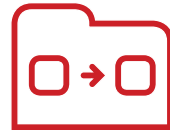- Simplify management

Comprehensive Expertise
When you work with CDW, you'll have the support of a dedicated CDW account manager who not only provides direct support but also connects you to a target team of experts. Our software experts are trained and certified in the intricacies of software licensing and management and can help you make decisions and answer technical questions. Our team includes:

- Software Solutions Executives
- Software Solutions Advisers
- Field Solution Architects
- Lifecycle Asset Management Specialists
- Partner and Technical Specialists
- Business Development Specialists
- Software Manufacturer Partners

ServiceNow
We can also help you implement and/or expand your use of ServiceNow, which drives campuswide connection through a single connected platform. We can help you capitalize on its many capabilities to accelerate digital transformation and enable you to:

- Enhance student experiences every step of the way from prospect to alumnus
- Empower faculty by streamlining administrative tasks to allow more time for student-centered activities
- Boost IT productivity by reducing operational expenses and administrative burdens
- Secure your campus by actively addressing risks and vulnerabilities

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Expertise & Partners

CDW·G's specialized expertise can help you design and implement digital transformation strategies that take student learning and engagement to new levels while also strengthening your institutional sustainability.

Through our extensive partnerships, we are able to offer the best technology choices and create customized solutions that enable your institution to create the flexible, engaging and innovative learning environment today's students and faculty expect – and value.

Adobe	Dell	LG	Samsung
Apple	Epson	Microsoft	ViewSonic
Aruba	Fortinet	NEC	Veeam
AWS	HP	NetApp	VMware
Cisco	HPE	Palo Alto Networks	
Commvault	Lenovo	Proofpoint	

Create a Welcoming and Versatile Learning Environment with IT Innovation

To elevate the student experience through engaging in–person and virtual learning opportunities, contact your CDW·G account manager, call **800.808.4239** or visit **CDWG.com/HigherEducation**.