



# Leading the Way



**Tom Richards** *Chairman & CEO, CDW*

**A 2014 CRN TOP 25 MOST INFLUENTIAL**

*Part of the 2014 CRN Top 100 Channel Executives*

## People Who Get IT

For 30 years, CDW has thrived on change. What started at a kitchen table has grown and morphed into an \$11 billion success story—all thanks to a single-minded commitment to changing with the needs of its customers. But Tom Richards, chairman and CEO of CDW, would rather focus on the road ahead than look in the rearview mirror.



**CRN: The pace of technology change and innovation is unprecedented, creating both opportunity and operational complexity for your customers. How do you help customers navigate an increasingly challenging IT landscape?**

**Tom Richards:** Few organizations occupy the space that CDW does, sitting between more than 1,000 diversified partners and 250,000 customers in business, government, health care and educational institutions. Through our teams of account managers and solution architects who work every day with partners and customers alike, we are in very close contact with the pulse of the marketplace. We build on that to continuously adapt and grow our capabilities to design, deploy and support complex IT solutions.

**CRN: These days, all you hear about is cloud. What is CDW's cloud strategy?**

**TR:** One of our three strategic priorities is continuing to build our services capabilities, which are an integral component of many high-end solution sales and a way to add customer "stickiness." By expanding our services delivery capabilities we deepen relationships with both customers and our vendor partners. A great example is a financial management software company that provides SaaS-based solutions to its customers. The company was expanding overseas and wanted to maintain control over its production environment. CDW developed a hybrid solution to help the company achieve these goals by combining a cloud solution that it could not build cost effectively itself, with the company's own infrastructure. We helped the company choose the right global co-location and cloud partner, provided configuration services and deployed in-market engineers to help them stand up the environment. Needless to say, this solution drove hardware, software and professional services sales, in addition to ongoing aggregation and professional services fees.

**CRN: What lies ahead?**

**TR:** We're confident in our opportunities for continued growth because we are the People Who Get IT™. Our customers value CDW because we've earned their trust with superior customer service and a deep bench of more than 1,400 skilled technology specialists and engineers who hold the highest level of certification from industry leaders. We pride ourselves on being able to efficiently and affordably assess, design, integrate and manage information technology solutions that meet our customers' needs. CDW's able to do this because we're constantly focused on improving our own internal productivity, as well as staying on top of the latest trends and challenges in our customers' respective worlds. That will never change.

**Let CDW help you get it done.  
Contact CDW at (800) 800-4239 or [cdw.com](http://cdw.com)**