

# Why consider a hybrid cloud?

Your data  
your cloud  
your way

CDW can help tailor your cloud to your needs.

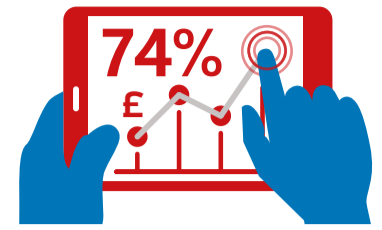


CDW understands how important it is to accommodate changing business needs. The ability to move data between public clouds, as well as in and out of your own private cloud, is a key factor in maintaining control and agility yet helping to reduce risks and costs.

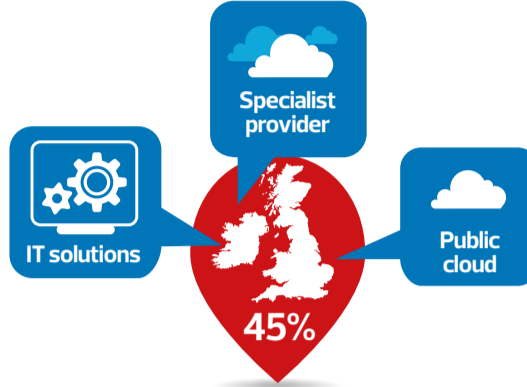
## How efficient is your hybrid cloud?



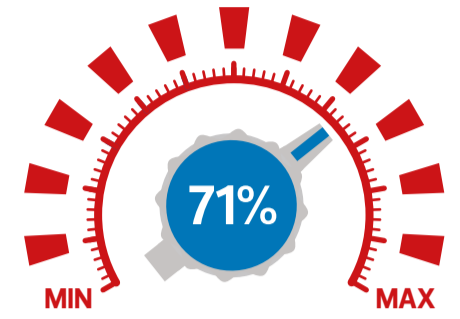
78% of UK enterprises said managing data seamlessly across cloud environments was **very important** or **critical**.



74% of respondents in a Citrix survey said they believe hybrid clouds will enable their organisations to focus on issues that are **important** to their **business growth**.



45% of UK enterprises are now running hybrid **IT solutions** across **on-premise infrastructure**, **specialist provider** and **public clouds**.



71% are not yet realising the **speed**, **scale** and **efficiencies** that **cloud solutions** offer.

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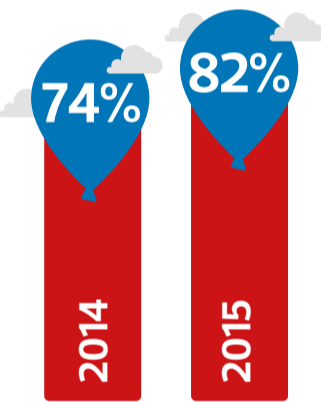
Source: Variety



# Introducing a hybrid cloud on your terms

Your data  
your cloud  
your way

**Empower your business** with a consistent set of enterprise-class data services across your **hybrid cloud environment** with **Data Fabric** enabled by **NetApp**.



82% of enterprises said that they had a hybrid cloud strategy, up from 74% in 2014.

69% of executives believe that the **hybrid cloud** should be one of the biggest areas of focus for their company in 2015.



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## Bringing IT all together



# CDW and NetApp 10 reasons why we're better together

Your data  
your cloud  
your way

**1 Award winning UK partner**  
Outstanding NetApp Enterprise Partner 2015.



**2 Award winning UK services partner**  
Outstanding NetApp Professional Services Partner 2015.



**3 Established partnership**  
8 years of collaborative partnership between CDW and NetApp.



**4 Flexible solutions**  
Experience across all verticals.



**5 Credible cloud provider**  
CDW have been providing cloud services for over 10 years.



**6 SERVICEWORKS**  
Cloud platform offering comparable infrastructure in as little as 4 weeks.



**7 Premium enterprise-class cloud services**  
CDW's ServiceWorks platform provides faster, more reliable IT and greater scope to support the changing demands of businesses.



**8 Deep market insight**  
CDW experts track market trends and technological progress enabling us to continually invest with an eye on the future.



**9 Highly experienced, cross-functional team**  
Providing an insightful one-to-one service.



**10 Unparalleled solutions expertise**  
With unrivalled technical accreditations.



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