

CDW IT Monitor Trend Data November 2008

Wave 6 (September 15 - 22, 2008)

		Overall	Corporate			Government				
			Overall Corporate	1-99 Employees	100-999 Employees	1,000+ Employees	Overall Gov't	Local	State	Federal
Overall company performance in 2008 vs. 2007	2008 has been much better	16%	17%	15%	19%	18%	12%	9%	11%	19%
	2008 has been somewhat better	39%	39%	33%	38%	44%	40%	38%	41%	42%
	Same	21%	20%	25%	19%	17%	29%	28%	32%	29%
	2008 was somewhat worse	20%	20%	21%	22%	18%	18%	24%	15%	10%
	2008 was much worse	3%	4%	6%	3%	2%	1%	1%	1%	-
Expected company performance in 2009	Much better than 2008	24%	25%	26%	23%	26%	13%	14%	11%	17%
	Somewhat better than 2008	43%	44%	37%	46%	48%	35%	32%	37%	42%
	About the same	25%	24%	30%	23%	19%	38%	38%	39%	36%
	Somewhat worse than 2008	7%	6%	5%	6%	7%	12%	13%	13%	6%
	Much worse than 2008	1%	1%	2%	2%	0%	1%	3%	-	-
If better, how important a role was technology?	Very important	48%	48%	21%	49%	64%	49%	47%	48%	52%
	Somewhat important	39%	39%	45%	43%	34%	44%	42%	48%	40%
	Not too important	11%	11%	28%	8%	2%	7%	11%	4%	5%
	Not at all important	2%	2%	6%	1%	1%	1%	-	-	3%
If same or worse, how much could improved technology have helped?	Very much	15%	15%	6%	17%	24%	16%	13%	20%	15%
	Somewhat	39%	37%	22%	47%	47%	53%	53%	52%	58%
	Not very much	32%	32%	42%	25%	25%	28%	30%	28%	23%
	Not at all	15%	16%	30%	11%	4%	3%	5%	-	5%
Biggest obstacles to growth in 2008 (multiple select)	Internal operational costs	19%	19%	10%	23%	24%	19%	21%	14%	23%
	Technology limitations	13%	12%	4%	18%	16%	19%	16%	21%	24%
	Government and regulatory issues	17%	15%	7%	17%	20%	30%	22%	36%	36%
	Workforce demographics	9%	9%	5%	10%	12%	10%	12%	9%	11%
	Employee recruitment and retention	18%	17%	10%	18%	23%	26%	21%	29%	34%
	Industry consolidation	11%	12%	4%	11%	18%	2%	-	4%	5%
	Weak economic environment	54%	57%	58%	60%	56%	30%	37%	31%	15%
	Inadequate business strategy	13%	12%	12%	13%	12%	16%	16%	15%	16%
	Cash flow or access to financing	23%	23%	19%	25%	25%	26%	29%	29%	16%
	Organizational changes	17%	15%	6%	15%	22%	28%	32%	20%	32%
	Other obstacles	2%	2%	4%	2%	1%	5%	4%	6%	4%
	None – No obstacles [exclusive select]	6%	6%	11%	6%	3%	3%	3%	3%	2%
	Not sure [exclusive select]	3%	3%	3%	2%	5%	2%	4%	1%	2%
The one biggest obstacle to growth in 2008 (single select)	Internal operational costs	7%	7%	3%	9%	10%	6%	7%	4%	9%
	Technology limitations	4%	3%	2%	5%	4%	7%	5%	6%	12%
	Government and regulatory issues	7%	6%	2%	5%	10%	13%	5%	18%	20%
	Workforce demographics	2%	2%	2%	3%	2%	3%	4%	1%	3%
	Employee recruitment and retention	8%	7%	6%	4%	10%	10%	7%	13%	13%
	Industry consolidation	3%	3%	2%	3%	4%	0%	-	-	2%
	Weak economic environment	42%	45%	52%	46%	39%	19%	26%	16%	6%
	Inadequate business strategy	5%	4%	4%	6%	3%	9%	9%	9%	10%
	Cash flow or access to financing	7%	6%	9%	6%	4%	13%	9%	21%	7%
	Organizational changes	5%	4%	2%	5%	5%	12%	18%	4%	14%
	Other obstacles	2%	2%	3%	2%	1%	3%	3%	5%	2%
	None – No obstacles	6%	6%	11%	6%	3%	3%	3%	3%	2%
	Not sure	3%	3%	3%	2%	5%	2%	4%	1%	2%

	Overall	Corporate				Government				
		Overall Corporate	1-99 Employees	100-999 Employees	1,000+ Employees	Overall Gov't	Local	State	Federal	
2009 priorities (multiple select)	Managing operational costs	41%	41%	27%	45%	49%	42%	50%	38%	31%
	Growing market share	35%	40%	36%	42%	41%	4%	4%	2%	9%
	Technology improvements	33%	32%	12%	41%	45%	35%	25%	42%	44%
	Employee recruitment and retention	20%	19%	8%	20%	28%	22%	16%	21%	39%
	Workforce performance	31%	31%	19%	35%	38%	34%	43%	20%	37%
	New products/services	32%	34%	25%	35%	42%	11%	7%	15%	15%
	Process improvements, streamlined product/service delivery	35%	34%	20%	34%	46%	42%	37%	46%	45%
	Improving customer satisfaction	35%	34%	23%	32%	44%	38%	37%	40%	37%
	Acquiring or merging with another company/organization	9%	10%	3%	9%	15%	1%	1%	1%	1%
	Business intelligence capabilities	18%	19%	7%	22%	27%	9%	11%	7%	10%
	Other priorities	1%	1%	2%	2%	1%	3%	3%	4%	1%
Not sure [<i>exclusive select</i>]	5%	6%	12%	2%	2%	3%	3%	4%	4%	
The one most important priority in 2009 (single select)	Managing operational costs	16%	14%	13%	20%	13%	29%	39%	24%	16%
	Growing market share	18%	20%	26%	21%	16%	2%	3%	-	4%
	Technology improvements	9%	10%	4%	13%	12%	7%	4%	11%	10%
	Employee recruitment and retention	5%	4%	2%	2%	7%	7%	1%	10%	14%
	Workforce performance	7%	7%	8%	8%	5%	10%	12%	6%	16%
	New products/services	10%	11%	12%	9%	11%	4%	1%	8%	5%
	Process improvements, streamlined product/service delivery	11%	10%	8%	9%	12%	21%	18%	23%	21%
	Improving customer satisfaction	11%	11%	11%	8%	12%	12%	12%	13%	10%
	Acquiring or merging with another company/organization	2%	3%	2%	2%	3%	1%	1%	-	-
	Business intelligence capabilities	3%	3%	1%	4%	5%	2%	3%	1%	1%
	Other priorities	1%	1%	2%	1%	1%	2%	3%	2%	1%
Not sure	5%	6%	12%	2%	2%	3%	3%	4%	4%	