

Historically Speaking, The Best Place To Get The Latest And Greatest In Technology

In 1982, 28-year-old Michael Krasny sat down at his kitchen table and wrote a three-line, three-day, \$3 classified ad for his used IBM computer. For a number of years, Krasny had explored several different business opportunities without success.

Nearing wits end and needing cash, he decided to sell his own personal computer — CDW's first sale. "CDW was not a vision created from a business plan," Krasny said. "It has been an evolution of passion — passion for technology."

But Krasny discovered he was not alone in his fascination with computers and passion for technology. With the release of the first IBM clone, Krasny saw the explosive growth potential for the computing industry and decided to capitalize on it. As a result, CDW was among the first to market and sell computers directly to customers.

Krasny realized early on that personal computers would be to productivity and communications what airplanes are to transportation and business. But Krasny also understood that selling a variety of computer products would not be enough. He needed to build a unique corporate culture that would appeal to customers and coworkers alike.

It was that corporate culture that facilitated one of CDW's biggest transitions - John A. Edwardson's arrival. As CDW had grown from a home-based business to one of America's largest private companies, Edwardson was brought on board to lead the company, explore avenues of growth and bring new partnerships to CDW. Most importantly, Edwardson continues to believe in and foster CDW's unique people-first culture.

In 2007 CDW was acquired by private equity investment firms Madison Dearborn Partners and Providence Equity Partners. This acquisition began the next phase of CDW's growth as a leading provider of technology solutions for business, government and education.

With innovation ever expanding the information technology universe, CDW's future is bright. It's proven ability to adapt - to new technologies, markets, environments and leaders - bodes well for the company's future success. By embracing change, while maintaining a strong focus on its customers, coworkers and community, CDW is positioned to lead its industry for years to come.

