



# 2022 ECONOMIC IMPACT REPORT

CDW Business Diversity Program

[Get the facts](#)







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# WE GET

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# DIVERSITY MATTERS.

**CDW is committed to supporting diverse businesses.**

Ours is a commitment that reaches well beyond our coworkers, the customers we serve and the communities we live in. Partnering strategically with diverse and small businesses enables us to keep providing the industry's best experience, while contributing to economic growth in diverse communities nationwide.

**Learn more about our commitment to diversity at [CDW.com/SupplierDiversity](https://www.cdw.com/SupplierDiversity)**



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# WRITING THE DIGITAL EQUITY PLAYBOOK

**Over the past few years, companies and individuals have thrown around the words inclusion, equity and equality, but it was important to me personally – and as the CEO of a Fortune 500 company and member of the esteemed Billion Dollar Roundtable – to really be clear on what we mean when we say these words and then how we map our actions against them.**

What does inclusion mean? What does equity mean? What does equality mean? It means, what your organization look like, what your customers look like and what your partners look like.

Inclusion is making the mix work. We can talk about business results and the outputs but if you get all the way back to the core, inclusion is making the mix work. You're getting the best of everybody – all their experiences, all their backgrounds.

Equality is a promise or a value that everybody will be treated fairly and then equity is the scorecard. Did we achieve it? Something that's been very important was to understand where technology could really drive diversity inclusion in the world.

We've started to focus our efforts on the digital divide, and technology enabling opportunity. The ecosystems working together nowadays are much more important and bringing together our power in combination with our partners we can help to drive access and equality.

Through our acquisition of Amplified IT, a leading provider of Google services, solutions, and software for education customers we impacted 1 in 2 school students this past year. With Amplified IT alongside our education team, we have more robust Google Cloud capabilities to help our customers maximize their return on education technology investments, ultimately creating more engaging learning experiences for students.

In today's society, digital equity is more important than ever. The COVID-19 pandemic highlighted the need for people to have reliable internet access to work, learn, and access essential services. Those who lack access to the internet or digital devices are at a disadvantage, as they may not be able to participate fully in these activities.

Digital equity also plays a critical role in social and economic mobility. The internet provides access to a wealth of information and resources that can help people improve their education and job skills, find job opportunities, and start businesses. Without access to these resources, people may be left behind in the job market and struggle to improve their economic situation.

Additionally, digital equity is important for civic engagement. The internet provides a platform for people to connect with each other, share ideas, and advocate for their communities. Without access to the internet or digital literacy skills, people may not be able to participate fully in the democratic process.

To address digital equity, we need to take a comprehensive approach that includes infrastructure investment, digital literacy training, and support for affordable devices. Governments and private organizations can work together to ensure that everyone has access to reliable internet and the tools necessary to participate in the digital world.

Digital equity is essential for social and economic mobility, civic engagement, and overall well-being. By ensuring that everyone has access to the tools and resources necessary to participate fully in the digital world, we can create a more equitable and just society.



*Christine Leahy*

**CHRISTINE A. LEAHY**  
President and Chief Executive Officer



# HOW DO WE CONTINUE TO ADVANCE DIGITAL EQUITY

**A digital inclusion ecosystem is a combination of programs and policies that meet a geographic community's unique and diverse needs.**

Coordinating entities work together in an ecosystem to address all aspects of the digital divide, including affordable broadband, devices and skills.

But what is the work that comes next for digital inclusion is strengthening these ecosystems? What's next for ensuring digital equity is an ongoing process that requires a comprehensive approach that takes into account various factors?



We believe there are 6 key strategies to advance the work being done around digital equity:

### Providing Access

To ensure digital equity, it is essential to provide access to technology and the internet. This could involve providing low-cost or free internet access, distributing devices such as laptops and tablets to individuals who cannot afford them, or setting up computer labs in areas where access to technology is limited.

### Collaboration

Collaboration among various stakeholders such as governments, non-profit organizations, and private entities can help ensure digital equity. This could involve partnerships to provide low-cost internet access, donate devices, or provide training on digital skills.

### Tailoring Approaches

Digital equity initiatives must be tailored to the unique needs of different communities. It is essential to take into account factors such as income levels, language barriers, and cultural differences to ensure that digital equity initiatives are accessible and effective.

### Digital Literacy

Along with access to technology and the internet, digital literacy is crucial to ensure digital equity. Digital literacy refers to the ability to use digital tools and technology effectively. Educating individuals on how to use technology and the internet safely and effectively can help bridge the digital divide.

### Funding

Adequate funding is necessary to ensure digital equity. Governments, private entities, and non-profit organizations can provide funding to support initiatives that aim to bridge the digital divide.

### Monitoring and Evaluation

Monitoring and evaluating digital equity initiatives can help ensure that they are effective and make necessary adjustments to improve outcomes. This could involve gathering data on access to technology, digital literacy levels, and the impact of digital equity initiatives on communities.



**By implementing these strategies, we can ensure that digital equity continues to be a priority and that everyone has equitable access**



**Kristin Malek**  
Director, CDW Business Diversity



**Mohammed Hussain**  
Senior Manager, CDW Business Diversity

# BUSINESS DIVERSITY IMPACT ANALYSIS

In 2022, CDW's Business Diversity program supported a projected \$100 million in well-being derived from tech access.

This value is from diverse suppliers making new hires who are projected to receive an increase in earnings that allows them to access **in-home internet** and **computers**.

The combination of accessing these two technologies is estimate to **improve well-being by over \$10,000 per person** based on the average individual's perceived importance of the technologies.

Estimated improved well-being by over **\$10,000** per person





# IN 2022 CDW SUPPORTED SEVERAL OUTCOMES IN PARTNERSHIP WITH THEIR DIVERSE SUPPLIERS.

While it is not always clear the extent these results would otherwise have been achieved, given the scale of the business diversity program it is clear that CDW played a significant role in achieving those outcomes.

## Helped people to access in-home internet and computers

CDW's business diversity program helped an estimated 9,500 people to access in-home internet and computers. As diverse suppliers make new hires, these new hires experience a gain in earnings that can benefit their entire household.

## Supported additional earnings to employees of diverse suppliers

The program supported almost \$28 million in additional earnings to employees of their diverse suppliers.

## Helped create new jobs

Supported nearly 32,000 jobs whilst creating 114 new jobs within those suppliers, providing jobs with greater digital skills within companies that are more likely to hire people with a diverse background.

## Additional \$830 million in revenue in 2022

Accessing revenues for diverse suppliers who are financially constrained led to an additional \$830 million in revenue in 2022 for these suppliers.

## \$190 million in additional capital investment

2022 saw \$190 million in additional capital investment in CDW's diverse suppliers, later to be at least in part realized as wealth gains by diverse owners.



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# CDW'S TOTAL PROJECTED TECH EQUITY IMPACT

Total Projected Value in 2022

## Digital equity outcomes

Number of **people experiencing increased access** to in-home internet and computers due to earnings of diverse suppliers' employees

**9,526**

Supported well-being from **access to internet** from increased earnings for new hires of diverse suppliers in 2022

**\$92,340,949**

Supported well-being from **laptop/desktop computer access** from increased earnings for new hires of diverse suppliers in 2022

**\$14,126,432**

## Economic outcomes

Increased earnings from increased digital skills in new jobs being filled at diverse suppliers

**\$27,977,744**

Increased number of jobs with digital skills being hired by diverse suppliers

**114**

Increased diverse supplier revenues supported beyond what would otherwise be achieved

**\$830,880,000**

Increased capital investment per dollar of revenue for financially constrained firms

**\$190,386,373**





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# IMPORTANCE OF INCLUDING DIVERSE AND SMALL BUSINESSES IN SUPPLY CHAINS

**In today's globalized economy, supply chains are essential for companies to remain competitive and reach new markets.**

However, as supply chains become increasingly complex, there is a growing recognition that they can have both positive and negative impacts on the communities they touch. One way that the public and private sector can create positive social impacts is by including diverse businesses in their supply chains.

Diverse and small businesses are predominantly owned and operated by individuals from minority groups, who have traditionally faced discrimination and marginalization in business and society. These businesses are often small and medium-sized enterprises (SMEs) and can be found in a wide range of industries.

## Including diverse and small businesses in supply chains can bring several benefits.

### 1 Increased supplier diversity improves the resilience of the supply chain.

By relying on a diverse range of suppliers, companies can reduce their dependence on any one supplier, which can reduce the risk of disruption due to supply chain shocks, such as natural disasters or economic uncertainty.

### 2 Working with diverse and small minority businesses can help companies meet their diversity and inclusion goals.

As society becomes more diverse, customers are increasingly demanding that businesses reflect this diversity in their workforce and supply chains. By working with diverse businesses, companies can demonstrate their commitment to diversity and inclusion, which can improve their reputation and help attract and retain customers.

### 3 Removal of market barriers that result from unaddressed needs, often related to challenges of access to capital, expertise, and services.

Diverse and small businesses often face significant barriers to entry, including lack of access to capital and networks, which can limit their growth potential. By working with these businesses, companies can provide them with access to new markets, resources, and expertise, which can help them grow and create jobs.



# KEY STEPS COMPANIES CAN TAKE TO INCLUDE DIVERSE AND SMALL BUSINESSES IN THEIR SUPPLY CHAIN

**1. Establish business diversity programs,** that set targets for the inclusion of diverse suppliers in their supply chains that include outreach and networking events, training and capacity-building programs to help suppliers meet the requirements of procurement buyers.

**2. Work with intermediaries,** such as business diversity organizations or industry associations, to connect with diverse suppliers and small business entities.

**3. Work with diverse and small businesses as strategic partners,** rather than simply as suppliers. By building long-term relationships with these businesses, companies can help them develop the capacity and expertise to meet the demands of buyers, while also creating shared value for all.



Companies can work with diverse and small businesses as strategic partners, rather than simply as suppliers.

 Ray Nair  
Vice President of Supply Chain, CDW



OUR MEMBERSHIPS AND AWARDS:

# TRENDS BEYOND THE SPEND



# DIVERSITY NEWS HEADLINES

## Supplier.io Releases 2023 Supplier Diversity Benchmarking Report >

Companies on average spend 3.6% with certified diverse suppliers—with a best-in-class average of 9.1%—and 7.5% with small and diverse suppliers. Diverse spending is highly concentrated, which may be a risk: 80% of companies spend less than 5% with diverse suppliers, and the top 10 diverse suppliers receive 17% of all diverse spend.

The highest average spending is seen in energy (9%) and high tech (8%) and the lowest in retail (2.1%) and food and beverage (1.6%).

**Top-performing companies are seen to more than double their industry average, with top performers in energy achieving more than 27% spend and in high tech achieving over 18%.**

## Is your supply Chain Truly Committed to Supplier Diversity? Supply Chain Brain >

*A survey by Gartner and the Association for Supply Chain Management found that size does matter:* 44% of supply chain organizations with more than \$5 billion in revenue had formal diversity, equity and inclusion (DEI) targets.

The number dropped to 25% for large companies with \$1 billion to \$5 billion in revenue, 31% for medium companies down to \$100 million, and just 10% for those with less than \$100 million in revenue.

## Vice President Harris Announces Progress in Lowering Internet Costs for Families, funding to Expand High Speed Internet Access White House Press Room >

Over 16 million households now saving \$500 million per month, thanks to the Affordable Connectivity Program (ACP) Vice President announces over \$175 million for Minority Serving institutions to connect more young Americans with affordable, high-speed internet.



WE'RE ALSO PROUD TO HAVE BEEN

RECOGNIZED FOR DIVERSITY EXCELLENCE IN 2022

by a number of leading organizations and publications dedicated to providing greater representation, employment and economic advancement for minority, women, veteran, disability+ and LGBTQ+ communities.



U.S. Veterans Magazine Best of the Best Supplier Diversity Program



Professional Woman's Magazine Best of the Best Supplier Diversity Program



Black EOE Journal Best of the Best Supplier Diversity Program



Best of the Best Top Disability-Friendly Companies by DIVERSEability Magazine



2022 Platinum Top Global  
Top level of commitment to global supplier diversity and inclusion and are the best of the best among global champions in regard to inclusive spend, policies and procedures.



MBNUSA and WEUSA – Best of the decade 100  
Recognizing Outstanding SUPPLIER DIVERSITY PROGRAMS



2022 Best Corporations for Veteran's Business Enterprises®, NaVOBA



2022 RepTrak Nasdaq 100 ESG rankings



The WBENC America's Top Corporations honor for sustained commitment to the inclusion of women-owned businesses in their supply chains



Excellence in Supplier Diversity Recognized by Billion Dollar Roundtable



## BECOME A DIVERSE SUPPLIER

As a diverse business owner, do you have goals to grow and develop your company, and become a diverse supplier to a Fortune 200 company?

If yes, let's talk.

[> Register your company](#)

You should receive an email from us confirming a successful registration in the CDW Supplier Diversity Portal. However, registering does not mean a guarantee of agreement or partnership.

## IF YOU ARE AN ORGANIZATION

CDW has earned a solid reputation for building a successful business diversity program.

We provide mentorship and training for organizations looking for best practices in the supplier diversity space and encourage companies that want to define their own business diversity program.

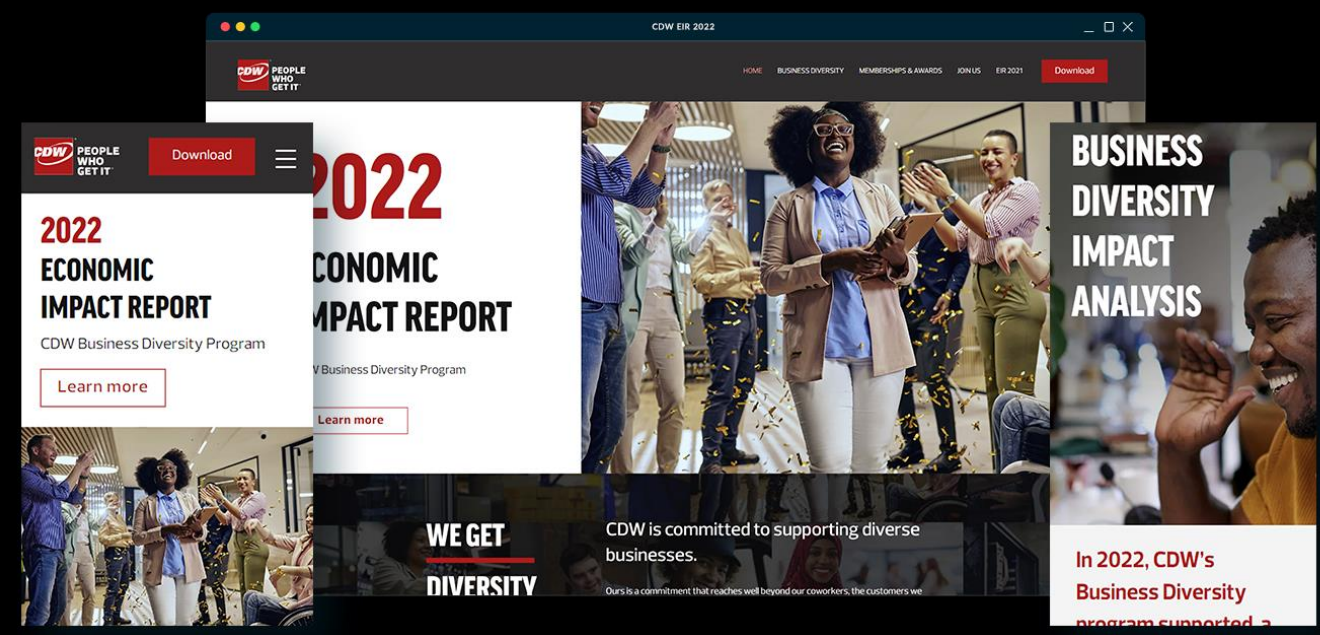
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# JOIN US

TO MAKE AN IMPACT TOGETHER



# FOR A BETTER DIGITAL EXPERIENCE, READ THE REPORT ONLINE



2022 EIR DIGITAL MAGAZINE

