



Pricing

CDW•G's proposed discounts for the TCPN Total Cloud Solutions are communicated to our sales teams as a ceiling or "not to exceed" price. More often than not, our account managers are able to negotiate even further discounts for members. Our proposed discounts are below.

The following OEMs are offered at a discount off of MSRP, or OEM list price.

OEM - Discount off MSRP

- Acronis - 17%
- CloudLock - 14%
- DropBox - 19%
- Engyte - 14%
- Nasuni - 12%
- One Login - 28%
- SyncPlicity - 14%
- UniTrends - 12%

For all other cloud manufacturers, CDW•G offers at their cloud solutions at a discount of 2% off CDW•G's Nationally Advertised Price (NAP).

CDW•G's NAP is a published, market-based price point for an individual item and reflects, not only the cost of goods sold of the product, but the value added of the product or service.

Our current TCPN/National IPA agreements are also based on CDW•G's NAP. As a reminder, this is a publically verifiable list price, found at cdwg.com. The key differentiation factor from MSRP is that our NAP is a dynamic price structure, updating automatically to market conditions and benchmarking. This ensures that we aren't leaving additional savings on the table, as can be the case when customers have to wait for a contract to be manually updated. We conduct a quarterly analysis of our CDW•G advertised price compared to advertised pricing available from our competitors on a random market basket of over 20,000

products to ensure that we meet or beat the competition, on average. This discipline means that a contract structure built from CDW•G advertised is inherently more competitive than one built from another reseller.

Even a 2% discount percentage from NAP packs our offer with savings on par, or greater than that offered by the widely adopted MSRP model.

CDW•G Additional Services Offering

In addition to the cloud related solutions we are offering from our OEM partners' portfolios, we offer the following services. The final cost of all custom Statements of Work (SOW) is based on the scoped work effort, developed in tandem with customers' input. All Block Hour/Firm Fixed services and those requiring custom SOWs are sold thru CDW•G. CDW•G Cloud Client Executives are responsible for providing the customers an overview of the service, the related pricing, and they act as an active stakeholder through the duration of each engagement.

Services at Firm Fixed Pricing

The following services are offered at a firm fixed rate. Members pay no more than what is included in the "Member Price" column.

Cloud Service Offering & Partner	Part #	MSRP	Member Price
8 Hour Block			
Cloudify	4445765	\$2,401.99	\$2,000.00
OST	4605598	\$2,401.99	\$2,000.00
Softura	4678433	\$2,495.99	\$2,000.00
24 Hour Block			
Cloudify	4445765	\$7,204.99	\$6,000.00
48 Hour Block			
Cloudify	4681969	\$14,408.99	\$12,000.00

Services requiring Custom SOWs at Discount off MSRP

The following services are offered at a discount off MSRP, or OEM list price. The final cost of all Custom Statements of Work is based on the scoped work effort developed in tandem with customers input.

Cloudify	Part #	Discount off MSRP
Custom \$0-\$10K	4500085	15%
Custom \$10K-\$100K	4500088	15%
Custom \$100K-\$500K	4500089	15%
OST		

Custom \$0-\$10K	4573183	15%
Custom \$10K-\$100K	4573189	15%
Custom \$100K-\$500K	4573196	15%
Softura		
Custom \$0-\$10K	4678425	15%
Custom \$10K-\$100K	4678427	15%
Custom \$100K-\$500K	4678430	15%

For all other products and services that CDW•G currently offers and performs in our normal course of business, these are offered to TCPN/National IPA members under the existing Technology & Interactive Whiteboard Solutions Products & Services (Contract #R160201) and can be accessed here:

www.cdwg.com/tcpn