

Appendix S Organization and Experience Form

APPENDIX S - Organization and Experience

Organization

Company Name	Digital Direction
Parent Company (if applicable)	CDW Government LLC
Company Address	208 N. Green Street Floor 3, Chicago, IL 60614
Contact Name	Wil Shepard
Contact Title	Account Executive
Contact Phone	(312) 267-4492
Contact Email	wshepard@digital-direction.com
Number of full time employees	24
Number of years in business	22
Office location servicing this account	Chicago, IL

Company Information

Item	Company Profile
1.	<p>Describe the company profile to include a summary of experience in the market and a description of your current customer base.</p> <p>Digital Direction is a telecommunications professional services firm specializing in audit & optimization services, Telecom Expense Management (TEM), and Managed Telecom Solutions (MTS). Founded over 22 years ago, we are headquartered in Chicago, IL and have successfully helped organizations streamline telecom operations, optimize costs and enhance vendor management.</p> <p>Experience in the market:</p> <ul style="list-style-type: none"> • Digital Direction has delivered over \$950 million in telecom cost savings to clients. • Our expert audit team consists of analysts, auditors and managers with an average of 15+ years experience in the telecom industry. • We have longstanding carrier relationships with global and domestic telecom providers, including AT&T, Verizon, T-Mobile, Spectrum, CenturyLink, Lumen, Windstream and many others. • Specialized expertise in contract negotiations, invoice auditing, dispute resolution and cost optimization strategies.

	<p>Current customer base:</p> <p>Digital Direction serves enterprise-level clients across various industries, including:</p> <ul style="list-style-type: none"> • Government & Public Sector (NYC Office of Technology, San Mateo School District) • Healthcare (Baptist Health, Henry Ford Health, McLaren Health, Loma Linda University Health) • Financial Services (First Merchants Bank, The Options Clearing Corporation, Wintrust Bank, Driehaus Capital Management) • Retail & Consumer Goods (Claire’s, Spectrum Brands, Corsicana Mattress) • Automotive & Manufacturing (Crash Champions, Oshkosh Corp, Rev Group, Littlefuse, Tenneco) • Insurance & Asset Management (Southern Farm Bureau, Texas Mutual Insurance, EP Wealth Advisors, Acrisure) • Education (Mott Community College, San Mateo School District) • We bring extensive experience working with regulated industries, ensuring compliance with sector-specific requirements.
--	--

Item	Public Sector Experience
2.	<p>Describe your experience working with public sector agencies on projects similar in size and scope. Examples should include a description of the services provided, duration of the engagement and outcomes achieved.</p>
	<p>Digital Direction has much experience supporting public sector agencies with telecom audit & optimization services. Our expertise in handling large-scale telecom environments enables us to provide comprehensive inventory audits, billing analysis, dispute resolution and cost recovery services for government and public sector organizations.</p> <p>One of our most impactful public sector engagements involved a large-scale telecom audit and expense management project for a government agency, wherein we successfully streamlined their telecom environment and identified substantial cost-saving opportunities:</p> <p>Scope of work & services provided: Over a seven month period, Digital Direction recently delivered a full-scale telecom audit and optimization, including:</p> <ul style="list-style-type: none"> • Invoice auditing – reviewed over 2,900 invoices for billing accuracy and compliance with contractual agreements. • Comprehensive location audit – audited over 12,000 locations to verify telecom services, billing accuracy and contract adherence. • Mobile line inventory – analyzed and reconciled over 480,000 mobile lines, identifying inactive lines and cost-saving opportunities. • Customer Service Record (CSR) validation – ordered and analyzed over 3,000 CSR’s to verify contracted rates, service details and historical billing accuracy. • Call testing & line validation – conducted over 84,000 test calls to validate active services, ensuring proper routing and functionality. • Carrier claims & dispute resolution – submitted over 15,700 carrier claims on behalf of the agency to resolve billing errors and recover overcharges.

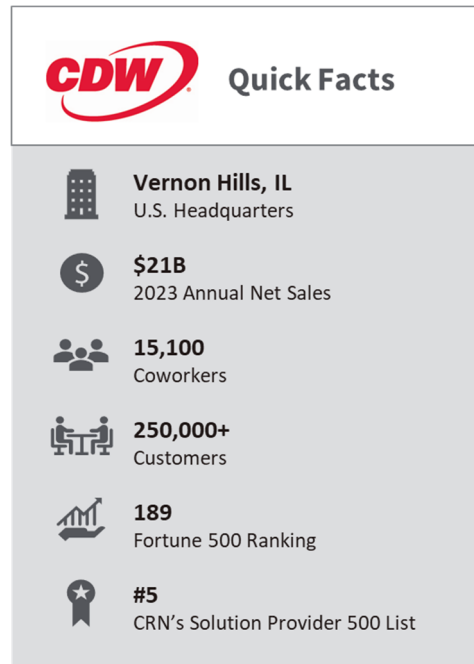
	<p>Outcomes achieved:</p> <p>Through our audit and optimization efforts, Digital Direction helped the agency achieve:</p> <ul style="list-style-type: none"> • Identified \$48M+ in cost savings, reducing operational expenses and freeing up budget for other initiatives. • Significant credits and refunds secured from carriers through dispute resolution and billing corrections. • Optimized telecom infrastructure, eliminating unnecessary services and ensuring accurate billing. <p>Our ability to execute large-scale projects quickly and efficiently, while working within public sector constraints and compliance requirements, showcases our deep and thorough understanding of government telecom environments.</p> <p>With a proven track record of delivering measurable cost savings and operational efficiencies, Digital Direction is well-equipped to support similar public sector engagements with accuracy, speed and strategic insight.</p>
--	---

Item	Current Commitments
3.	<p>Describe any existing contracts that are currently in any stage of implementation. Discuss how these or other current commitments affect the ability to support the County of Sacramento’s scope of work. Explain any staffing and schedule overlaps and how these potential overlaps will be mitigated as to not affect the County of Sacramento’s schedule and project delivery.</p> <p>Digital Direction is currently engaged in multiple telecom audit and expense management projects across various industries, including government agencies, healthcare systems, financial institutions and large enterprises. These projects involve telecom inventory audits, contract negotiations, dispute resolution and cost optimization services, all of which are managed through a structured and scalable environment.</p> <p>Our project management framework and resource allocation strategy ensure that existing contracts and commitments do not impact our ability to fully support the County of Sacramento’s scope of work. Digital Direction has a dedicated team of analysts, auditors and project managers (coupled with a secure and next-gen tech stack) who specialize in overseeing multiple engagements simultaneously, ensuring that all client commitments are met without disruption.</p> <p>No staffing or scheduling conflicts:</p> <ul style="list-style-type: none"> • Dedicated project team – an exclusive team will be assigned to the County of Sacramento’s project, ensuring uninterrupted focus and execution. • Scalable resources – our workforce structure allows for flexible scaling to accommodate new engagements without impacting current projects. • Proven track record of multi-client management – we have successfully executed dozens of large-scale audits and expense management projects across multiple clients without scheduling conflicts or resource strain.







	<p>Commitment to on-time delivery: Digital Direction is committed to delivering the County of Sacramento’s project on time and within scope. Our existing projects and commitments are strategically scheduled and resourced, ensuring that:</p> <ul style="list-style-type: none"> • There are no staffing overlaps that would impact Sacramento County’s engagement. • Resources are allocated efficiently and proactively to meet all project milestones. • Any unexpected demand for additional support is managed through contingency planning and staff augmentation if necessary. <p>It is imperative for us to stress that there are no conflicts or resource constraints that would impact our ability to fully support the County of Sacramento’s scope of work. Digital Direction has the capacity, expertise and staffing flexibility to successfully deliver on all project requirements without disruption or delay.</p>
--	---

Item	Terminations
4.	List and describe the reason for any contracts that have been terminated before the project completion in last five years with the company.
	Zero terminations within last five years.

About CDW Government



CDW Quick Facts

-  **Vernon Hills, IL**
U.S. Headquarters
-  **\$21B**
2023 Annual Net Sales
-  **15,100**
Coworkers
-  **250,000+**
Customers
-  **189**
Fortune 500 Ranking
-  **#5**
CRN's Solution Provider 500 List

CDW Government LLC (CDW Government) is a wholly owned subsidiary of CDW LLC (CDW), a leading multi-brand technology solutions provider to business, government, education, and healthcare organizations in the U.S., the U.K., and Canada. Established in 1984, CDW's sustainable growth and continued financial stability serve to assure County of Sacramento that we are here to stay and can support you through the life of this contract and beyond. Recognizing the unique challenges and opportunities of our public sector customers, we established CDW Government in 1998 to focus on the specific needs of our education and government customers. Our teams are broken down by segment, with separate teams serving state and local and federal government customers. For local specialization, teams are further organized into geographic regions. We have an expansive network of offices near major cities and a large team of field coworkers across the United States.

State and Local Government Expertise

With more than 20 years of experience serving state and local governments (SLG), CDW Government can help you implement the right technology solutions to meet your agency's mission and goals and better prepare for tomorrow's IT challenges. We have more than 250 dedicated SLG account professionals serving all 50 states from the largest state agencies to the smallest rural communities. Through regional segmentation, we ensure that each agency's needs are addressed with personalized customer service. Your dedicated teams are well-attuned to the legislative and fiscal calendars at the state level, as well as business cycles and practices of major metropolitan areas.



Specialized Focus Areas

Based on our understanding of government practice, we have developed specialized focus areas, including small and rural cities, utilities, transit, and public safety.



Small and Rural Cities



Utilities



Transportation



Public Safety

Small and Rural Cities

Through tailored solutions and dedicated support, CDW Government is committed to empowering cities of 20,000 citizens or less with the technology and resources needed to deliver essential public services. We focus on enhancing service delivery through scalable solutions, advanced technology integration, and proactive security measures, ensuring efficient operations and improved citizen services.

Utilities

We have supported public utility customers across thousands of projects, and currently serve approximately 6,000 electric, gas, water, sewage, sanitary, and irrigation customers across the United States. Our teams focus on solutions that help solve pressing challenges, such as security threats and risks, urgent government mandates, and optimizing collaboration across teams.

Transportation

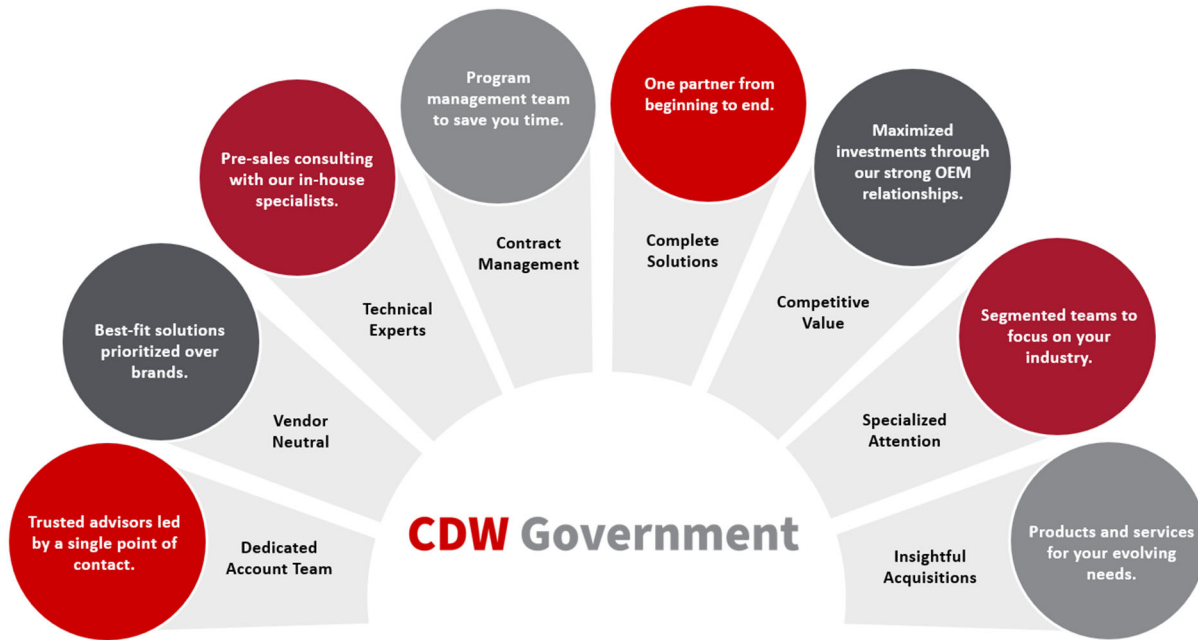
We help transportation customers enhance operational efficiency, improve safety, and drive digital transformation through innovative technology solutions. By leveraging IoT, edge computing, and smart infrastructure, CDW helps transportation organizations implement systems that optimize traffic management, monitor fleet performance, and enable predictive maintenance.

Public Safety

With more than 20 years of experience and 100s of engagements, we understand that access to real-time data helps improve first responders' response time and streamline agencies' operations for greater flexibility and reliability. Our dedicated team of public safety specialists has the expertise and partnerships to design and deploy public safety IT solutions quickly and efficiently.

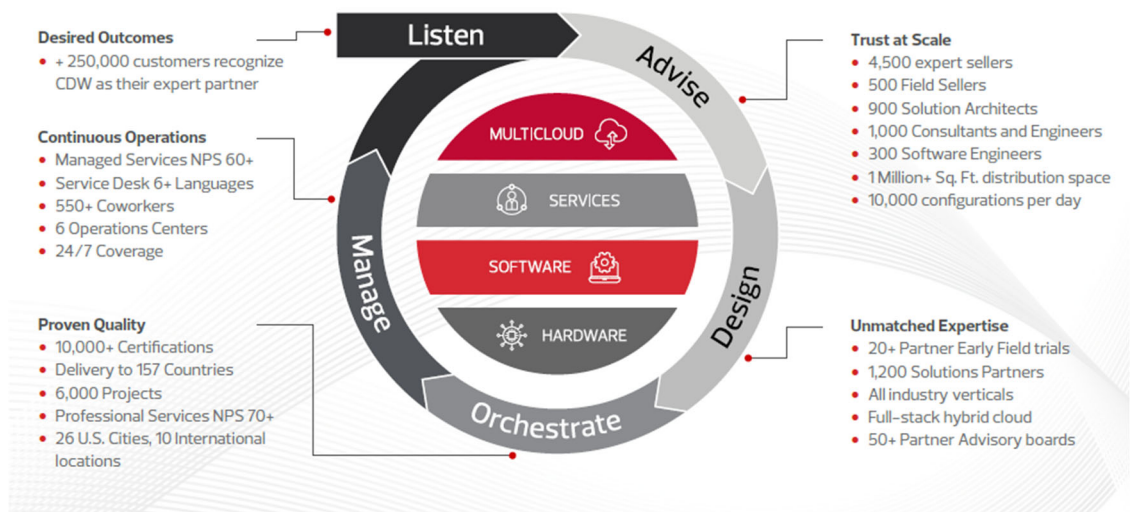
Strengths, Best Practices, and Value

By aligning with CDW Government, your organization can take advantage of our strengths, best practices, and value-added services.



Full Stack. Full Lifecycle. Full Outcomes.

We make complex solutions easy and efficient with our full life-cycle approach - **Listen**, **Advise**, **Design**, **Orchestrate**, and **Manage**.



Dedicated Support Resources

When you work with CDW Government, you have access to expertise that is not available within your organization. Our teams will tailor a piece of equipment or an entire network to deliver the most effective and sustainable results.

Daily Account Management

Your CDW Government team is responsible for managing your procurement needs and overseeing all facets of your account. The team will establish a regular meeting cadence to discuss your current needs, IT standards, and long-term goals.

Jeff Butchko, Account Manager

P: (877) 853-0557, E: jeffbut@cdwg.com

Mike Barlow, Client Executive

P: (847) 465-6000, E: mike.barlow@cdwg.com

Sales Leadership

Your CDW Government sales leaders help develop strategies that best serve your long-term success. They are also responsible for building and maintaining strong partner relationships that we can leverage to benefit your organization.

Drew Gillis, Sales Manager

P: (877) 533-0449, E: drewgil@cdwg.com

Jodie Thomas, Field Sales Manager

P: (424) 398-1582, E: jodie.thomas@cdwg.com

Tom Stien, Director of Area Sales

P: (866) 537-4635 , E: tomstie@cdwg.com

Contract Management

Your CDW Government program manager will ensure compliance with our contract, as well as with all applicable government regulations.

Abbi Sterlacci, Contract Negotiator

P: (847) 465-6000, E: abbi.sterlacci@cdwg.com

Presales IT Expert Consultants

Your team engages our in-house resources to help you develop the best solution for your unique needs, challenges, and long-term goals. Trained in specific technologies, solutions, and/or partner products, our specialists work with you to offer advice on the best solutions.

Strong Vendor Partnerships

When it comes to IT, we know you have many choices. When you work with CDW Government, we will leverage our strong industry partnerships with leading manufacturers and service providers to help you obtain the best value for your complete IT solution. With more than 1,000 industry-leading vendor partners, we give you access to one of the largest technology portfolios in the industry. Our partnership will also provide you with:

- **Product Insight.** We work closely with the leading manufacturers to review roadmaps and evaluate new models. This enables us to develop strategies for smooth upgrades and transitions, and directly informs our advice and recommendations to County of Sacramento.
- **In-House Expertise.** Our account managers and technical staff are regularly trained and certified by our manufacturing partners to ensure optimal product deployment and management in your environment.
- **Expedited Access.** Some of our top vendor partners staff representatives at CDW to facilitate requests for information and assist with solution design, giving you direct access to their expertise and insight.
- **Seamless Deployment.** Our account teams build strong relationships with our partners through regular communication and collaboration. This helps ensure a smooth deployment process from beginning to end.
- **Risk Mitigation.** We receive detailed insight into supply chain availability, manufacturing delays, distribution shortages, overstocks, and other disruptions. This allows us to better forecast product availability and plan for your needs.
- **Best Value Solutions.** We leverage our relationships to secure competitive prices and ensure we deliver the best value to maximize your investments.

For a full list of our vendor partners, please visit <https://www.cdw.com/content/cdw/en/brand.html>.



Simplify Your IT Journey

Large In-Stock Inventory and In-House Services

A significant advantage we offer County of Sacramento is our ability to deliver the right products, at the right value, right when you need them. CDW has two large, strategically located distribution centers controlled by a state-of-the-art Warehouse Management System that ensures speed and accuracy throughout the order fulfillment and distribution processes (**Figure 2**). The Vernon Hills and North Las Vegas locations facilitate quick distribution of products, as well as provide configuration capabilities in-house.

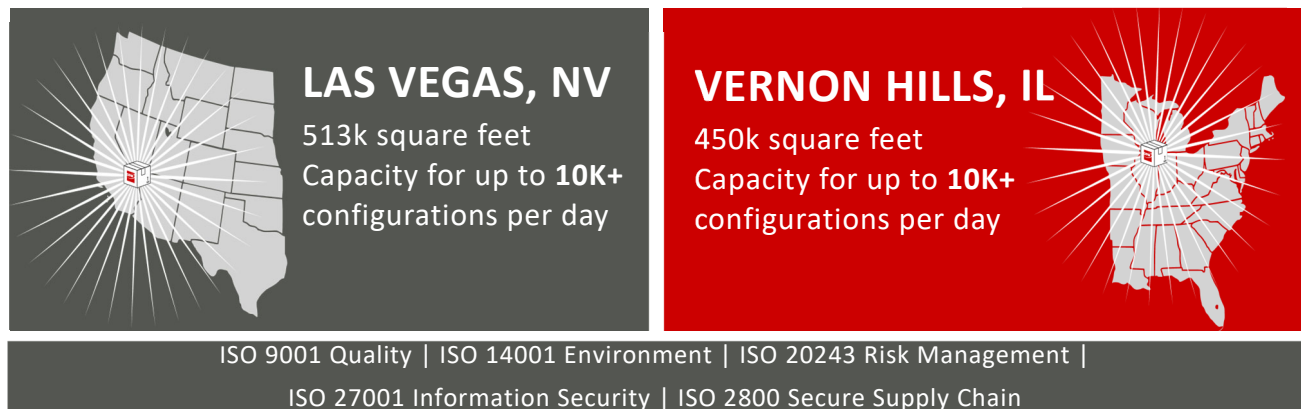


Figure 2 - Our distribution and configuration centers help ensure speed and accuracy throughout the project.

To supplement our direct purchasing model, CDW has developed strong affiliations with principal channel distributors. Our distribution centers are close to principal distributors; this enables us to quickly obtain competitively priced, non-stocked items.

Streamline Your Experience

Your CDW Government team works closely with County of Sacramento’s key stakeholders, as well as your selected manufacturers (OEMs) and service providers. We will be your single point of contact, facilitating communication and simplifying your experience.



All in One Place – Your Online CDW Account Portal

[CDW.com](https://www.cdw.com) is a full-commerce-enabled website, filterable by industry, with functions that include product search, browse and compare, checkout, and access to a digital account portal to manage your technology investments.

Your customizable Rubi portal serves as your trusted digital adviser. An example of our customer-centric approach, Rubi is the evolution of your CDW Account Center, developed in direct response to customer feedback.

Rubi helps you plan, procure, and manage assets across your technology lifecycle with greater confidence and less complexity. From one central portal, configurable for relevance, you can simplify the ordering process, access industry knowledge, and collaborate with technology experts to take more informed action on your investments.

CDW'S DIGITAL PORTAL: RUBI

YOUR TRUSTED DIGITAL ADVISER

Plan, buy and manage your technology with the convenience of a personalized portal.

- **All in One Place**
Your CDW team, order history, asset details, technology standards and pricing, all together
- **Take Action**
Manage subscriptions, streamline repeat purchases and approve orders
- **Insights**
Visibility into supply chains and product ETAs ensures well-timed technology implementations

NEW! Rubi Mobile App
Act on quotes and purchases, view and track orders, and approve orders from anywhere

