

| ServiceWorks Cloud

Cloud on your terms





The platform of the **Future**

We believe that for many organisations, the future will be a hybrid landscape. This will mean blending Edge, Private and Public Cloud capabilities whilst adopting a unified cloud operating model that spans all these environments.

Balancing the evolving demands of infrastructure, cloud vs on-premises, technical debt, and decreasing budgets is a major challenge for many decision-makers. Doing this against a landscape of escalating cyber threats, increasing skills shortages and demands for more agility and velocity only amplifies the criticality of adopting the right strategy.

This is why we developed our Platform of the Future model to provide a framework for the adoption of Hybrid Cloud technologies that can align with organisational and operational outcomes. The five key tenets of this model are shown on the following page and are underpinned by six key layers of technology adoption: Fabric, Execution, Orchestration, Workloads, Security, and Operations.

The platform of the future

One of our core beliefs is that organisations should be able to realise the full benefits that the ‘cloud’ has promised over the past decade. One of the methodologies we developed to guide this process is called Right Workload | Right Platform. By adopting this approach, we enable organisations to blend the best of public and private clouds.

We enable new workloads to be deployed into cloud environments, taking advantage of the scale, services, and agility they are best placed to offer. We also provide core services for steady-state workloads, unlocking long-term financial control and stability.

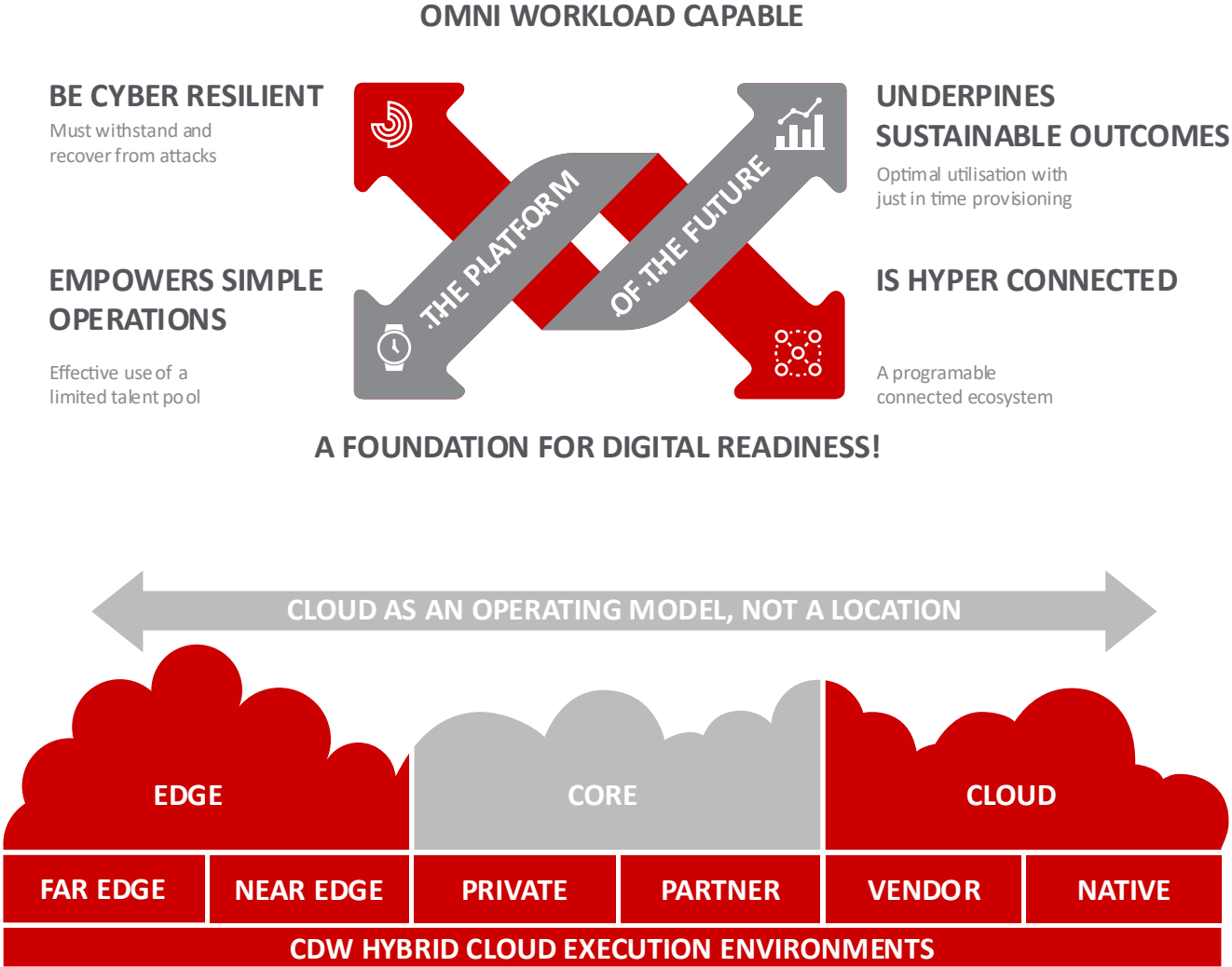
CDW ServiceWorks Cloud offers simple and secure access to private cloud services, without the need to be in the ‘datacentre business’.

We believe ServiceWorks Cloud can form the backbone of an organisation’s hybrid strategy without placing the burden of data centre operations on the organisation. Our platform has over a decade of proven capability to meet the demands of any application or service.

This guide will dive into the capabilities of ServiceWorks Cloud and its role in a modern hybrid strategy.



Rob Sims
Chief Technologist, Hybrid Platforms



The ServiceWorks Cloud story

ServiceWorks is a unique proposition that brings together CDW's expertise with the strength of leading vendors such as HPE, Nutanix, Fortinet and Oriium. It delivers a comprehensive suite of Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS) solutions designed to meet your IT needs. Built on service provider-grade hardware, secure by design, and billed monthly with flexible yet predictable costs, ServiceWorks provides a modern, dependable foundation for your IT operations.

The platform has its roots in a service originally developed by one of the companies acquired during CDW UK's growth journey. Many of our customers had already embraced virtualisation, and with that came a desire for IT delivered on an OPEX model, shifting responsibility to a trusted service provider so their internal teams could focus on business-specific challenges.

Today, ServiceWorks stands as a reliable, battle-tested platform that enables customers to operate, scale, and evolve their IT with confidence backed by CDW's experience and expertise.





The ServiceWorks Cloud Story

At its launch ServiceWorks was primarily adopted by IT outsourcing customers, where CDW migrated most or all of a customer's estate onto the platform and delivered complementary services such as Service Desk and Operating System Management. While these full outsourcing scenarios remain part of our offering, the platform has matured into a key enabler of hybrid IT strategies.

ServiceWorks now integrates resilient, high-capacity connections into UK Tier One networks alongside private, dedicated connectivity to multiple public cloud providers. This positions ServiceWorks at the centre of a customer's IT estate, enabling seamless workload placement aligned to our "right workload, right platform" methodology.

Looking ahead, ServiceWorks continues to receive significant investment, with a clear roadmap of enhancements designed to keep it at the heart of a "right workload, right platform" strategy, ensuring it remains a trusted, future-ready platform for modern IT.

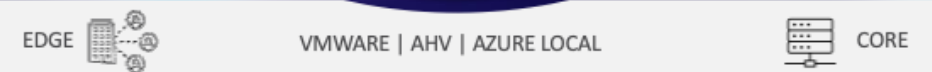
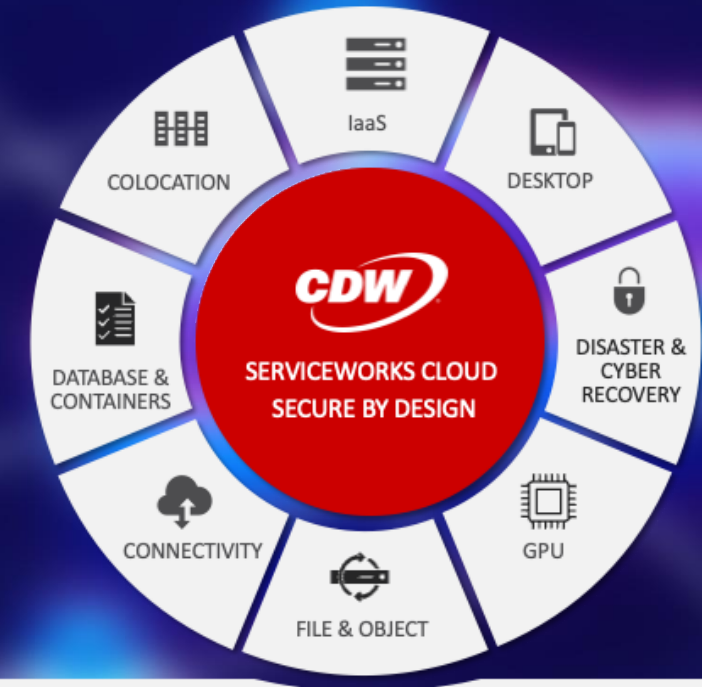
The ServiceWorks Cloud Portfolio

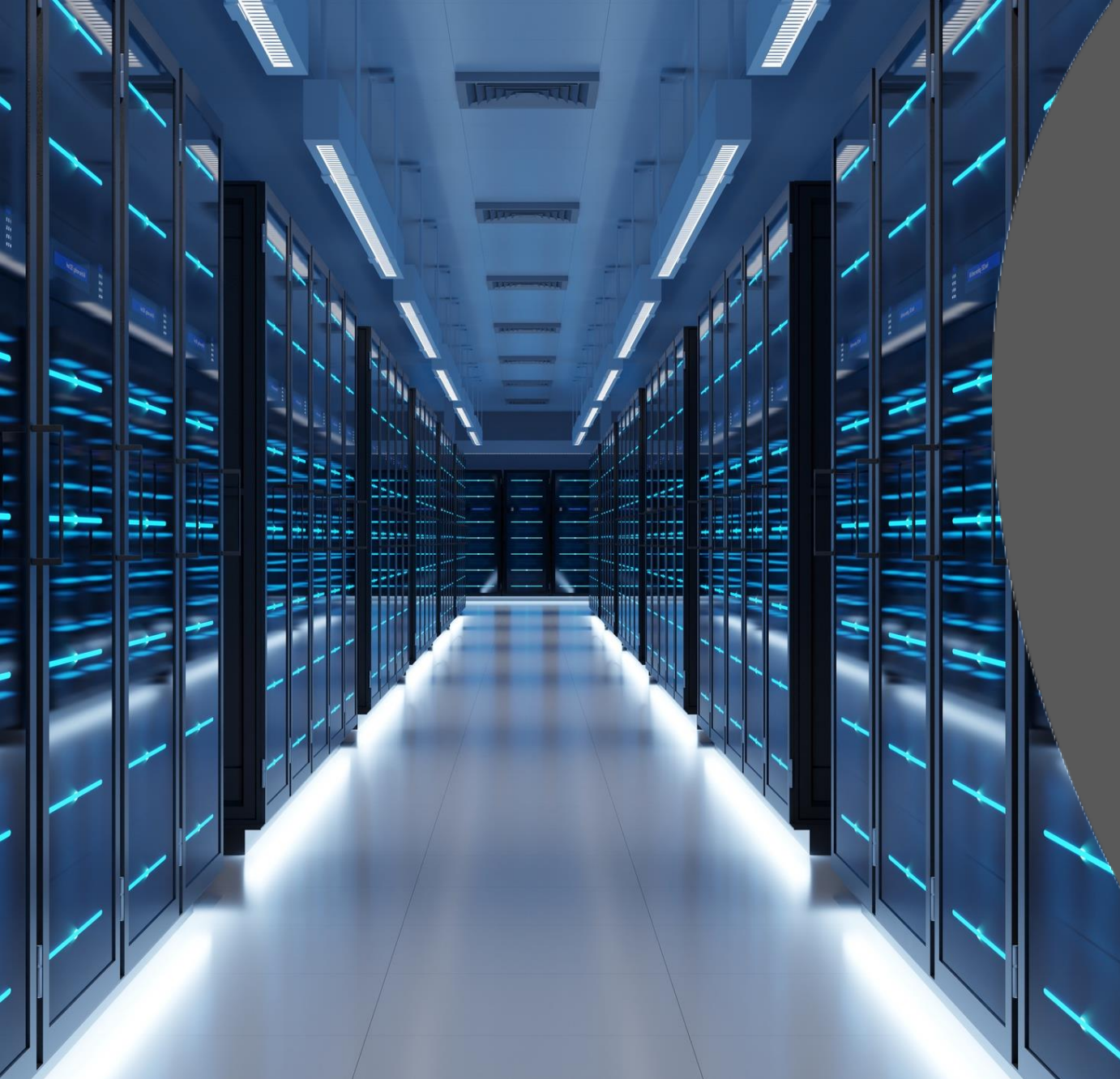
ServiceWorks Cloud can be consumed in one of two core operating models, Core and Edge.

The Core service is deployed across three secure facilities in the UK offering proven reliability and cost efficiency as well as cloud adjacency and simple scalability.

The Edge operating model brings the operational excellence of the core platform to a location of your choosing. Ranging from a single node deployment to large scale multi-tenant deployments, ServiceWorks Edge is ready to meet your applications and data requirements in any location globally.

ServiceWorks Cloud delivers services across four core capability areas:





01 Infrastructure as a Service

ServiceWorks was created to simplify infrastructure and data centre management for businesses with Infrastructure as a Service (IaaS) and Colocation at the core of the offerings. ServiceWorks IaaS provides a versatile cloud computing solution, giving organisations access to scalable, on-demand resources such as virtual machines, storage, and networking without the need for significant investment in physical hardware.

With ServiceWorks IaaS, CDW manages up to the hypervisor layer, supporting VMware, Azure Local and Nutanix AHV, which ensures businesses can choose the best platform to suit their requirements. For those needing further assistance, CDW's Managed Service option can take responsibility for the operating system up to the application level, easing pressure on internal IT teams and allowing them to focus on strategic goals.

ServiceWorks Colocation services offer secure spaces in state-of-the-art, Tier 3 data centres in Redhill, Northampton, and London, removing the hassles of operating an in-house data centre while maintaining full control over hardware.

02 Platform as a Service

Our managed database service delivers reliable performance and enhanced security, with automated backups and rapid deployment, ensuring business critical data remains protected and accessible. This enables organisations to focus on strategic priorities and adapt quickly to changing demands.

The managed Kubernetes service allows businesses to deploy and manage containerised workloads instantly, whether on-premises, in ServiceWorks' Tier 3 data centres, or in the cloud. This approach provides true workload mobility and operational flexibility, ensuring applications can scale seamlessly and maintain robust governance and security across environments.

For clients demanding affordable, reliable storage, ServiceWorks Object and File Storage offers cost-effective, hosted solutions outside the traditional hyperscaler market. Customers can securely store and access high-volume, unstructured data with API-based access and usage-based pricing, maintaining control over costs and data location.

By integrating these PaaS solutions with proven IaaS and colocation services, ServiceWorks enables organisations to modernise legacy systems, embrace cloud-native development, and efficiently manage resources. Businesses benefit from agility, reliability, and cost-efficiency, empowering them to innovate, streamline operations, and achieve long-term success in a rapidly changing landscape.



03 Disaster and Cyber Recovery

ServiceWorks Assure is CDW's powerful Disaster Recovery as a Service (DRaaS) solution, designed to protect your on-premises virtual machines through continuous data replication, with zero impact on your production environment and no software agents required.

Each virtual machine is protected individually, giving you granular control over what you safeguard. Whether it's a single VM, a group, or your entire environment, ServiceWorks Assure enables seamless failover to our secure UK-based data centres. In the event of a disaster, CDW supports both failover and failback, ensuring a smooth return to your production environment, safely and with minimal disruption.

Built on enterprise-grade technology, ServiceWorks Assure is engineered for business-critical workloads. It offers SLA-backed guarantees for Recovery Point Objective (RPO) and Recovery Time Objective (RTO), giving you the confidence that your operations can recover quickly and reliably.

Our simplified billing model delivers transparent, predictable costs and flexible contract terms. Resources are reserved and ready on demand, with no contention or hidden service limitations.

ServiceWorks Assure removes the complexity of disaster recovery so you can focus on running your business, knowing that your data is secure, recoverable, and always available when it matters most.





04 Desktop as a Service

In today's world, every business needs to support remote work. CDW ServiceWorks Desktop makes this possible by giving employees secure access to their office desktops and business networks from anywhere. Delivered through a simple subscription model, it provides a virtual desktop environment hosted in CDW's state-of-the-art UK data centres. Users can access applications, files, and business-critical systems seamlessly via a web browser or supported software, while organisations maintain full control of data, security, and access.

Built on enterprise-grade technology, including HPE Hardware, Nutanix and Citrix, ServiceWorks Desktop ensures fast, reliable performance. Our infrastructure is monitored 24/7 by a dedicated Service Operations Centre, guaranteeing resilience and availability. With per-user, per-month pricing, you only pay for what you need, scaling easily to match changing demand without the cost of in-house infrastructure.

This Desktop-as-a-Service (DaaS) solution is ideal for running legacy applications or proprietary software securely. It unifies devices under one security framework, reducing the risks of local storage while improving efficiency and innovation opportunities. In case of disruption, flexible disaster recovery options let you prioritise which users need instant access, ensuring business continuity at the right scale and cost.

As a trusted IT solutions provider, CDW brings world-class expertise and infrastructure to businesses of all sizes. From reducing IT complexity to eliminating capital costs, our platform empowers organisations to focus on growth while we handle the backend. Whether large or small, ServiceWorks Desktop enables secure, resilient, and future-ready desktop computing

The commercial reality

ServiceWorks provides the ideal home for steady state workloads with enterprise-grade infrastructure at costs 20–30% lower than major hyperscalers, outperforming even three-year Reserved Instances (RIs) for meaningful savings. These reductions extend across compute, storage, and network resources, empowering businesses to maintain scalability and reliability for mission-critical applications without the financial uncertainty typically associated with large cloud providers.

Steady state workloads are those with consistent, predictable resource demands and they thrive on budget certainty. With ServiceWorks, organisations can allocate resources with precision, eliminating over-provisioning and reducing waste. This allows IT departments to optimise spend, making every penny count while ensuring that compliance, performance, and security standards are met without compromise.

The results, when ServiceWorks Cloud is integrated into a Hybrid strategy, is a more sustainable and cost-efficient environment where operational predictability supports long-term strategic planning.





The ServiceWorks Cloud model

ServiceWorks' model delivers not only immediate savings but also the flexibility to adjust resources as needs evolve, thanks to on-demand provisioning. Clients gain the best of both worlds: lower total cost of ownership and scaling capabilities that adapt to changing business requirements.

Ultimately, ServiceWorks offers a reliable and cost-efficient platform for steady state enterprise workloads, unlocking agility and innovation while freeing organisations to operate at pace.



Migration Experience

Over the past decade, we have successfully migrated thousands of workloads into ServiceWorks. Along the way, we've encountered and overcome almost every scenario imaginable, whether moving workloads from customer environments, transitioning from other service providers, or increasingly, repatriating workloads from the public cloud.

Migrating to ServiceWorks unlocks huge opportunities for scalability, flexibility, and cost optimisation, but without the right approach it can present challenges. Risks such as connectivity issues, mismatched workload dependencies, and performance bottlenecks from incorrect workload sizing can quickly derail progress. Downtime, data integrity concerns, or even security gaps are also common when workloads are moved in isolation without a clear strategy.

That's why CDW places such emphasis on thorough discovery and design of your existing environment and future landing zone, ensuring dependencies are mapped, workloads are migrated in logical batches, and the risk of application or data isolation is removed. Every migration process is rigorously tested against nominated workloads before live cutover, giving you peace of mind that your business-critical services will transition smoothly.



Migration Assurance

With CDW as your partner, every migration batch is carefully planned and supported by its own dedicated runbook to minimise risk and disruption. Our experts identify the most effective migration strategy for each workload. We have a wealth of experience with a suite of V2V and P2V toolsets for the more routine migrations, as well as options like fresh build for domain controllers, backup-and-restore methods, or log shipping for SQL databases ensuring the right approach is applied every time.

We adopt a pragmatic, flexible approach to workload sizing on the new platform, so performance can be tuned and optimised as you scale. The result is more than just a migration: it's a future-ready cloud environment that delivers reliability, efficiency, and the agility your organisation needs to thrive.

References

“Partnering with CDW has been a pivotal part of our success in delivering secure, stable, and highly available healthcare platforms. Their expertise in hosting, managed services, and modernisation has enabled Clanwilliam to support thousands of medical professionals across Ireland and the UK with confidence. Their reliability and proactive approach have been essential in safeguarding continuity of care across primary and secondary care services.”

- CLANWILLIAM

"As a cornerstone of the managed services CDW provides, ServiceWorks has become a trusted foundation for our IT operations—delivering proactive platform management that ensures stability, enhances security, and frees internal teams to focus on strategic priorities. Together with CDW’s broader managed services, it enables us to shift from reactive support to innovation and growth, giving us the confidence and agility to scale while maintaining operational excellence.”

- VITA



The Hybrid Cloud Journey with CDW

CDWs experts are here to explore and understand your organisations needs, challenges and desired outcomes to uncover if ServiceWorks could blend into your hybrid cloud strategy and meet hosting needs for steady state workloads.

Engaging with CDW starts the journey to setting the foundations of a platform that will deliver success and stability. All led by a team with deep technical and commercial expertise.

Engagement

CDWs Right Workload | Right Platform assessment can aide technology decision making for your hosting strategy.

Providing a 360-degree independent market review of the technologies available including ServiceWorks, Public Cloud and Next Generation Data Centre, resulting in an expert recommendation matching your workloads to the platform(s) that aligns to strategic outcomes.

Assessments

CDW can work with your teams to build a complete technology and commercial business case helping you unlock ambitions or chart a path out of technical debt.

By blending the power of ServiceWorks with public cloud we can leverage funding options and creative ramping of charges to ease transformation costs.

Business Case

We understand that the technology landscape for hybrid cloud is complex and that no single platform will be a perfect fit for every workload.

This is why our independent approach allows us to blend ServiceWorks with the wider cloud ecosystem to fit the right workloads on the right platform

Contact one of experts today hybridcloudsales@uk.cdw.co or request an initial Consultation via your aligned account manager.

CTA



ServiceWorks Key Benefits



Cloud on your terms

A consumption model for cloud services from a provider you can hold directly accountable.

- Flexible consumption billing
- Private cloud without the hassle
- UK Sovereign Services



Commercial stability

All the benefits of reserved instances with the flexibility of pay as you go. Reduce spend for steady state workloads.

- No bill creep over time
- Only pay for what you consume
- No commitment lock-in



Proven secure platform

Over a decade of expertise and operational excellence ensures a stable and secure platform for your critical workloads.

- Secure by design
- Resilience at every level
- Multiple vendor awards



Location flexibility.

Consume IaaS and PaaS delivered from our core or in a location of your choice. We provide flexible services to meet evolving business demands.

- Integrate existing investments
- Collocate alongside our Core
- Meet edge requirements