



# Why You Should Consider Apple For Your Enterprise

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# Boost productivity while increasing security, employee satisfaction, and retention

Recent surveys have found that most employees prefer to choose their own work device, and offering this choice makes them more productive, creative, and loyal. According to a study performed by Jamf, when offered the ability to choose their work device, 72% of enterprise employees prefer Apple. However, the enterprise IT environment traditionally focuses on Windows PCs. As a result, Apple products are often managed ad-hoc, and the service desk is inexperienced with Mac environments. This lack of tools and expertise leads to frustrated staff, lower productivity and issues with security, onboarding and inventory management, to name a few. Thankfully, this is changing. Apple has made significant investments to serve the enterprise market, and IT service providers have started to recognize the need to offer better support for Apple products.

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software with an Apple product, but today MacOS and iOS are compatible with preferred business software such as Microsoft 365. Robust enterprise device management solutions are also now available through organizations such as Jamf. According to a Datto report released in October 2019, MacOS and iOS devices accounted for only 10% of ransomware attacks, and organizations are starting to notice Apple's robust security profile. With 100% of Fortune 500 companies using Apple products, it is clear that Apple has earned its place in the enterprise space.

## Apple Is For Everyone

The marketing department may have been the first business area to embrace the Mac, but many employees across all departments enjoy using Apple products today. A recent study completed by Jamf shows that more than 50% of employees in departments such as engineering, human resources, information technology, and sales prefer Macs because they like Apple products and find them more reliable. Before, it was challenging to use business

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# Why Choose Apple For Your Organization?

## Improved productivity

According to recent studies done by Jamf, Wipro, and PwC:

- 71% of employees say they are more productive when using a device they select
- 78% of millennials believe that having access to technology they are familiar with and enjoy makes them more effective in their jobs
- 97% of Mac users feel more productive after switching from a Windows device
- 70% of responding Mac users had two or fewer issues with their Mac device in the previous 12 months

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97% of workers surveyed in Jamf's study believe it's essential for their organization to offer an employee-choice program for work devices. When asked why they value choice, 85% said they were more productive when using a familiar OS, and 82% said they were more creative. According to IBM, Mac users exceeded expectations in employee performance reviews 22% more than Windows users. So far, studies prove that when employees have the option to choose their device, they don't just feel more productive; they truly work more efficiently.

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## Security-Focused

Because Apple doesn't have open source code for application developers, and they have locked down devices so users can't tamper with the code themselves, MacOS and iOS devices are inherently more secure from cybercrime. Apple employs very stringent requirements for developers to get apps into the Apple store, making it less likely for malicious apps to fall through the cracks. Apple also adds new enterprise-focused security features with each new OS release. When MacOS and iOS devices are appropriately managed in an enterprise environment, they automatically receive regular patching and updates to protect from potential vulnerabilities. Because of the many built-in security features, MacOS devices accounted for only 7% of the ransomware attacks reported in 2019, with iOS devices at 3%. According to the Datto survey, almost 100% of the responding IT managed services providers witnessed Windows operating systems being targeted by ransomware attacks.

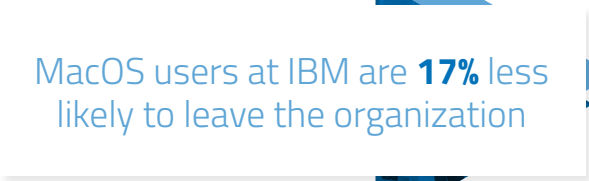
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## Increased Employee Retention

Increasing employee retention and engagement is a significant win for organizations of any size. Studies show that depending on the position, employee turnover can cost 16%-213% of the annual salary. When you factor in the cost

of having disengaged employees, lost productivity, hiring, onboarding, training, and the cultural impact of turnover, it is critical to consider creative ways to increase retention in your workforce.

73% of employees feel more loyal towards a company that offers them choice in their workplace device, while 80% feel more valued by their employer. Many organizations have latched onto this trend and embraced Apple in the enterprise space. According to Wipro's study, MacOS users at IBM are 17% less likely to leave the organization. Additionally, IBM's Mac program has a Net Promoter Score of 47.5 compared to 15 for its Windows 10 program.



MacOS users at IBM are **17%** less likely to leave the organization

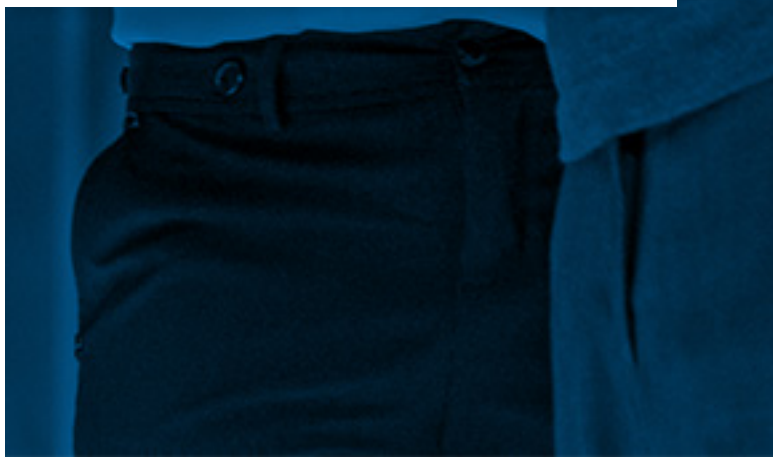
## Equally supported

Many organizations have Apple users who aren't satisfied with the IT support they receive for their MacOS and iOS devices in a Windows-focused environment. IT service desk technicians may be familiar with Windows but lack the necessary knowledge to efficiently resolve MacOS issues. Many device management tools are built for Windows but don't correctly support Apple devices, so they have problems with patching, updates, and inventory reporting. This ad-hoc management of Apple devices has caused frustration and lost productivity while creating security risks for organizations using Apple products. Innovative IT service providers recognized the need to provide better support for MacOS and iOS environments and have developed new solutions focused on doing that. These new solutions offer the same level of support that Windows users have been enjoying for decades, including:

- Dedicated support lines that are staffed by certified and passionate Apple engineers
- Mastery of management tools such as Jamf
- Improved efficiency and user experience with service desk and onsite support
- Zero-touch deployment
- Software self-service
- Inventory and lifecycle management



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## Enterprise-focused

With effective device management solutions, enterprises can trust that their Apple devices are secure while reducing the amount of time spent on the phone with IT. In addition to that, companies such as Cisco, SAP, HP, IBM and other enterprises have teamed up with Apple to build customized iOS apps for their customers. Apple also develops custom apps for business, with more than 200,000 business apps currently available in the App store. With this commitment to future development and continued investment in partnerships, Apple has proven it can successfully serve the enterprise business community.

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- Between the adoption of MacOS and iOS devices, every Fortune 500 company is now using Apple products throughout its workforce

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It's no secret; people love using Apple! When they release their new iPhone models, the lineups outside of Apple stores are often newsworthy, with some Apple fanatics waiting days in line to be the first to get their hands on the shiny new tech. Usually, Apple users have iPhones, iPads, and Mac desktops/laptops with convenient app continuity across devices. Leveraging this platform familiarity in the enterprise business space improves security and makes employees feel happy and valued while increasing productivity.

Are you ready to explore Apple for your organization, or enjoy better support for your Apple environment? Request a consultation with one of our experts today.

[Request a Consultation](#)

## Save Time & Money

According to a study done by IBM on their own workforce:

- Windows users are five times more likely to require onsite IT support than Mac users
- IBM requires only one engineer per 30,000 Apple devices vs. one engineer per 10,000 Windows devices
- They save between \$273-\$534 per employee in the total cost of ownership when they choose a Mac device

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IBM isn't the only large enterprise out there using Apple products either:

- Bank of America purchased tens of thousands of Mac devices to support their workforce through the COVID-19 pandemic
- Deloitte uses more than 100,000 Apple devices
- GE has implemented more than 300,000 Apple devices

**designDATA**  
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610 Professional Drive, Suite 102,  
Gaithersburg, MD 20879

**T:** 240 599 8340

**E:** [apple@designdata.com](mailto:apple@designdata.com)

 **Consultants  
Network**





610 Professional Drive, Suite 102,  
Gaithersburg, MD 20879

T: 240 599 8340  
E: [apple@designdata.com](mailto:apple@designdata.com)

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