



A Decision Maker's
**Guide to
Mac**

Five reasons to offer OS X now



A Decision Maker's Guide to Mac

This book outlines five reasons why many medium and large organizations—like yours—are driving productivity with Mac. Not only is Mac built with the best hardware and software, it's also designed to work seamlessly with iPhone and iPad. Productivity on Mac has also never been better, with a new generation of apps for business. And OS X makes it easy for IT to secure, manage, and deploy at scale.

For more information, including details on setting up a customized Mac pilot, please contact your Apple Authorized Reseller or account representative.

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There's a race for top talent.

Apple's popularity among college students and consumers translates into a strong preference for Mac from many employees and recruits. So it just makes sense that employees in every industry and department—from sales and creatives to IT and engineering—are requesting Mac at work. In fact, offering Mac may give your organization a new recruiting edge. And providing Mac as a choice in your organization may increase job satisfaction among existing employees as well.

“42 percent of U.S. college students who plan to purchase a laptop, plan to purchase a Mac.”

Student Monitor, Lifestyle & Media, Spring 2015



“Offering the Mac has helped us attract and retain top talent. And when our company is focused on finding the best people, that makes all of the difference in the world.”

Judy Snyder, SVP and CIO, Kelly Services

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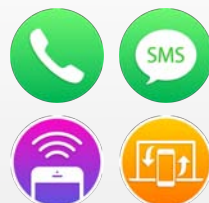
The mobile office. It all works together.

From thin and light notebooks to powerful desktop computers, every Mac is packed with advanced hardware and software that work together seamlessly to deliver the best experience for employees.

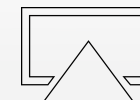
Mac comes with many of the same apps as iPhone and iPad, which means employees can work in similar ways, no matter which device they choose to work from. And thanks to new features in OS X, Mac will work together with iPhone and iPad in ways no other computer can.



OS X has advanced energy-saving technologies that help battery life last through the work day.¹



With Continuity, users can do things like make and receive phone calls or send text messages² on a Mac.



Employees can deliver presentations wirelessly with AirPlay and share files with coworkers easily using AirDrop.



“Our decision to offer Mac as a choice stemmed from the belief that employees would be more productive on the platform they choose.”

Taylor Stansbury, Executive Vice President and CTO, Intuit

3

Apps for everyday work. Apps that transform work.

OS X comes with built-in apps for common tasks like sending email and messages or managing schedules, all with support for Microsoft Exchange. Every Mac also comes with built-in productivity and creativity apps, and runs popular applications like Microsoft Office, so employees can be instantly productive. And now developers everywhere are creating business apps that harness the power of OS X, enabling new forms of team communication and collaboration.



Microsoft Office 2016 runs better than ever on OS X and offers a consistent experience everywhere.



Business apps like Slack are reinventing workflows and team collaboration.



Modern development tools like Xcode have enabled developers to create new and engaging apps.



“When our people are inspired, they do incredible things.
And with the Mac, we have found that inspiration.”

Jo Ann Saitta, Chief Digital Officer, The CDM Group and iVenturesHealth

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A breath of fresh air for IT.

OS X was designed with advanced technologies that work together to constantly monitor, encrypt, and update each Mac. And built-in tools like FileVault 2 and Gatekeeper help secure corporate data and protect users from malware without requiring additional software.

With configuration profiles and mobile device management (MDM), Mac can be managed with many of the same tools as iOS devices—simplifying deployment. And with the Apple Device Enrollment Program and Volume Purchase Program, Mac can automatically set itself up—right out of the box—with everything employees need. No system imaging required.



With configuration profiles, IT can set policies, configure settings, and enforce restrictions.



The Device Enrollment Program enables IT to automate MDM enrollment during setup.



The Volume Purchase Program enables IT to buy and distribute apps without any kind of imaging.



“Offering Mac is key for any modern enterprise. At SAP, it has really motivated our employees and changed the perception of IT.”

Thomas Saueressig, SVP, Global Head of IT Services, SAP

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Excellent value. Easy to support.

Because OS X is designed to be simple and intuitive, employees may require less support from traditional help desk services. And with its reliability and durability, Mac has a high trade-in value—making it a great investment for medium and large organizations.

Apple also offers flexible leasing programs that equip employees with the latest technology at minimal upfront costs. AppleCare provides organizations with a variety of options for support, such as hardware coverage that includes next-day onsite service.³

“Between lower support costs and higher residual values, every Mac we deploy makes and saves about \$270 for IBM.”

Fletcher Previn, VP of Workplace as a Service, IBM

Additional resources

Read the real-world stories below of medium and large organizations that are boosting productivity with Mac. For more technical information on deploying, managing, and securing Mac, see the “OS X Deployment Reference.” For additional questions, including opportunities to set up a customized Mac pilot, please contact your Apple Authorized Reseller or account representative.

Mac Customer Profiles

[BiblioTech Mac Customer Profile](#)

[CareerBuilder Mac Customer Profile](#)

[The CDM Group Mac Customer Profile](#)

[Cisco Systems Mac Customer Profile](#)

[Kelly Services Mac Customer Profile](#)

Technical Information

[OS X Deployment Reference](#)





1. Battery life varies by use and configuration.
2. Messages may be sent as SMS when iMessage is unavailable; carrier messaging fees apply.
3. Next-day service available for AppleCare for Enterprise customers in certain regions only.

Some features may not be available for all countries or all areas. [Click here to see complete list.](#)

Some features require an Apple ID, compatible hardware, and compatible Internet access or cellular network; additional fees and terms may apply.

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