

Starter Guide

How to Implement Mac as Choice

A Stratix guide of best practices to increase employee satisfaction and lower total cost of ownership.



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Traditionally, IT departments have been Windows-focused when deploying laptops and desktops with large portions of IT budgets dedicated to support, infrastructure, security, and hardware.

Modern-day IT departments, however, are increasingly embracing macOS® support and Mac® hardware. This is due to the popularity and familiarity of Apple products such as the iPod®, iPhone®, iPad®, and MacBook® with employees. Today's workers have grown up on Apple technologies at home, and it's natural for them to leverage the same technology in their work life. We call it the "Consumerization of IT".

By embracing macOS and Mac hardware many organizations have achieved significant benefits including; cost savings, employee retention, employee satisfaction and productivity. This guide will outline the advantages of adopting Mac as Choice and some of the benefits to think about.

MAC AS CHOICE

Windows computers and laptops have long been the only option made available to employees. Implementing the Mac as Choice program enables companies to provide their employees a choice between a macOS or a Windows computer.

The recommended approach to adopting Mac as Choice begins with a proof of concept (PoC) pilot of anywhere from 5 to 25 Macs. The first step in the PoC process is to conduct an Apple Readiness Assessment that audits internal network architecture, technical infrastructure, IT practices, stakeholder requirements, and other items key to success of the program. Device management and support are critical items for long-term success.

The Apple Readiness Assessment will take two to four days to conduct with your organization and then two to three days for the complete readout and next steps. From one to three months following the PoC and assessment, you will be ready for the next tier of employee rollouts. Utilizing the agreed upon best practices to this pilot rollout will determine the scalability and provide the opportunity to make changes to the rollout. Within half a year, your organization will be ready to offer Mac as part of the standard refresh or new hire options, thus triggering the expected ROI.

MAC@IBM CASE STUDY

“Mac users are happier and more productive”

- IBM CIO Fletcher Previn

IBM has embraced Apple hardware in a big way and has been sharing lots of details over several years on the deployment from his global organization. Some of the interesting results from IBM’s implementation of Mac as Choice program are:

- User experience: Net Promoter Score (NPS) is 32.5 points higher for Mac (15 for Windows vs. 47.5 for Mac)
- Keeping macOS up to date is easier, with 1/8th the number of major software updates per year: Windows had 95 major updates compared with Mac’s 12
- Migrating to a new device is easier for macOS after users. 98% of its Mac users said migration from Windows to macOS was easy, compared to 86% of people shifting from Windows 7 to Windows 10
- Macs are easier to manage at scale: Around 3x the number of system admins are required for Windows vs macOS.
- Macs require less onsite help desk support: Windows users are 5x more likely to need on-site help desk support
- Employee performance: 22% more employees who choose Mac score higher on their annual performance assessment than Windows users

- Employee retention: Employees who choose Mac are 17% less likely to leave the company
- Mac tech support costs are much lower: The over 200,000 macOS devices deployed at IBM are 186% less costly to support than Windows PCs. IBM equates every Mac deployed with \$535 in savings over a four-year timeframe.

MAC SECURITY

Mac as a platform has security architecture features baked into its foundation through both native software and macOS software design, making data breaches infrequent and thereby decreasing the cost and support time required by IT to oversee security. Additionally, with Apple first security solutions such as Jamf Protect, IT admins are empowered with industry-leading protection tools that combat a broader scope of security attacks, enhancing the native capabilities of Mac.

With managed Apple IDs, the flexibility to lock down company data vs. personal data is highly customizable as well. The result is it's unobtrusive to the end user compared to Windows PC anti-virus software, for maintenance and adherence to security practices and performance.

MAC DEPLOYMENT

With Mac, there has been a drastic shift away from the idea of needing a “Golden Image”, that quickly gets outdated, to provision and pre-image devices. The term “Zero-touch” is commonly used to describe the transformation of a process-intensive, manual IT process into what is now largely an automated workflow. Compared to legacy Windows operating system imaging processes, the macOS process can be very quick, employee-friendly and repeatable across the enterprise.

MAC MANAGEMENT

With a workflow that is designed with Zero-Touch in mind, Mac admins can more easily configure computers for employees and cut out the many variables that have riddled PC setup processes, creating several benefits including:

- Large reduction in the opportunity for human error
- Increase the speed to deploy
- Eliminate the internal network requirements for provisioning and managing
- Eliminate the need to bind the macOS to Active Directory
- Reducing the cost of projects and support to a predictable, consistent level

Zero-touch deployments for macOS products is largely equal to that of iOS® and iPadOS® as all products can be enrolled in Automated Device Deployment through Apple Business Manager (Formally the Device Enrollment Program or DEP) and handled much the same. This greatly reduces heavy workloads of preparing and configuring machines for end users and decreases total cost of ownership (TCO) compared to regular Windows management.

With best-in-class MDM/EMM solutions, such as Jamf Pro, that have been specifically designed for Apple and alongside Apple best practices, deployment and management of the devices is streamlined for a virtually seamless user and IT experience. Stratix can assist with expertise in design, setup and ongoing macOS management to ensure all of the benefits are properly utilized and TCO lowered across the environment.

MAC END-USER SUPPORT

Whether corporate or field employees, Macs are playing an increasingly pivotal role in productive workforces and up-time is critical to drive revenue streams. Stratix's Mobile Operations Center provides on-shore help desk services 24x7x365 to keep those mission-critical employees up and running on their Macs.

Stratix can provide expert Apple-certified support services for applications, devices including macOS, iOS and iPadOS, and device management solutions, such as Jamf Pro. We offer both outsourced and augmentation options for your current Help Desk. Our goal is to provide excellent service, that is completely frictionless for your end users, achieving and average NPS over +60.

Stratix partners with Apple to also provide AppleCare for OS support services. Apple-certified, on-shore enterprise-level iOS, iPadOS and macOS support integrated with AppleCare Support provides the optimum customer experience and a single point of contact.

MAC BREAK/FIX

Stratix is an Authorized Apple Service Provider offering enterprise-level macOS support to provide customers with the deep technical expertise and a single point of contact. This includes leveraging Apple-certified repairs (e.g board-level repairs, screen damage, battery and power, liquid damage, etc.) and Apple-authorized warranty service for Mac and RMA fulfillment.

TCO

Apple and Forrester recently published, “The Total Economic Impact of Mac In Enterprise”. Forrester conducted seven in-depth interviews with enterprise Mac customers and generated a cost-model that details verified benefits and ROI. Forrester determined the ROI of Mac as Choice was 255% over a three-year period.

The study is highly recommended for organizations who are considering Mac as Choice because it provides a framework for evaluating the potential financial impact of Mac on their organizations. Here are just a few of the call outs:

- Reduced hardware, software, support, and operational costs: \$678.56 per device over three years
- Improved employee performance and engagement:
 - 20% improved retention
 - 5% increased sales
 - 48 hours of improved productivity

The study clearly shows that real tangible cost savings are possible when properly implementing a Mac a Choice program and utilizing Mac devices in your business.

PROGRAM NEXT STEPS

Stratix can help you build and support a full Mac as Choice program leveraging best practices for support, logistics, and device management.

Some of the best practices are:

- Executive sponsorship: Ensure support and decisions can be made
- Business case: Stratix can help build the business case that ensures success
- Staged rollout: Proof of Concept and Pilot phases to determine fit and scale
- Agreed upon success metrics: What are the important business results?
- Security Compliance: Work to meet all information security requirements
- Scalability: Are the proper processes in place to scale?
- Device management: Critical for end-user experience and satisfaction
- Planned support: Including end user, break-fix, security and management programs

APPENDIX

Useful resources and material around implementation of Mac as Choice.

2019 Global Survey: Mac in the Enterprise (in collaboration with Apple)

<https://www.jamf.com/resources/e-books/global-survey-mac-in-the-enterprise/>

Survey: The Impact of Device Choice on the Employee Experience

<https://www.jamf.com/resources/e-books/survey-the-impact-of-device-choice-on-the-employee-experience>

Forrester: The Total Economic Impact Of Mac In Enterprise

<https://tools.totaleconomicimpact.com/go/Apple/TEI/>

ManpowerGroup 2020: Millennials make up a 1/3 of the workforce

https://www.manpowergroup.com/wps/wcm/connect/660ebf65-144c-489e-975c-9f838294c237/MillennialsPaper1_2020Vision_lo.pdf?MOD=AJPERES

Gen Z will make up 24% of Workforce

<https://www.inc.com/marla-tabaka/gen-z-will-make-up-24-percent-of-global-workforce-in-2020-heres-what-employers-need-to-know.html>

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