

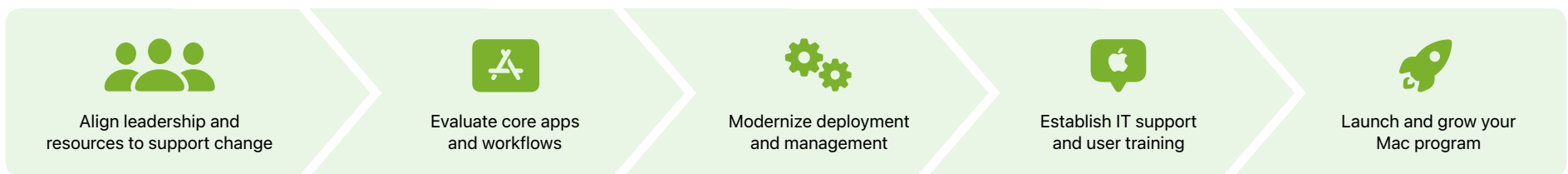


Apple at Work

Mac Adoption Blueprint

Why use Mac at work?

The right business tools can help your company achieve more. With significant cost savings and productivity gains, Mac delivers a dynamic and positive experience for employees in every department, from sales and marketing to finance and operations. Whether you're in the early stages of introducing Mac to your organization or you already have an established Mac program you want to scale, this collection of best practices from customers and technical resources from Apple will support you every step of the way. And to help guide your conversations with stakeholders, this document highlights the benefits that will excite each of your key decision-makers — from procurement to human resources.



Best for users

Take your business workflows to the next level and inspire your employees to do their best work by giving them the tools they love.

In a recent study, 60 percent of survey respondents agreed with this statement: “I wish my company would give us the option to use [Mac].”¹ Many companies of all sizes have already experienced the employee satisfaction improvements and performance benefits enabled by Mac.

User-friendly macOS provides powerful ways to collaborate across business apps fluidly, analyze data faster, and stay connected with colleagues.

And every Mac comes with built-in [accessibility](#) features designed to empower everyone.

Best for IT

Apple products easily fit into your existing infrastructure. Mac shares the same best practices and many of the same technologies as iPhone, making it easier than ever to adopt. With enterprise-grade security and management frameworks built in, Mac is IT's partner right out of the box.

Zero-touch deployment enables IT to remotely configure and manage devices and customize the user setup experience, so every Mac is ready to go before it gets in the hands of your employees.

Mac is easy to use, reliable, and durable — saving IT and employees valuable time and resources. Channel partner offerings and [AppleCare Professional Support](#) offer a wide range of services to keep your users up and running.

Best for business

According to a study by [Forrester Consulting](#), deploying Mac compared with PC could result in a total average per-device savings of \$843 over a three-year life cycle when considering factors such as less software required, fewer IT support tickets, and higher residual value.² [Apple Financial Services](#) or channel partner financing options can help you maximize affordability with customizable payment plans, leasing, and refresh options.

Apple products are designed with the planet in mind — visit apple.com/2030 to learn more. Mac can help companies reach their sustainability goals through reduced energy consumption and use of recycled materials. For example, Inter, a digital bank in Brazil, reduced their energy costs by 50 percent after adopting Mac across the company.³

Align leadership and resources to support change

To successfully adopt Mac, it's critical that you obtain buy-in from your C-suite executives, line-of-business managers, and stakeholders at the start. It's also important to allocate resources that support your plans before you begin rolling out Mac. In this section, you'll get started by identifying the right executive sponsors, building your project team, defining unified goals, and outlining next steps.

Identify a sponsor and build your team

To get buy-in from leadership, schedule time with your executive team to present the motivating factors and business advantages of Mac.

Identify sponsors who are excited about Mac and willing to endorse it across parts of your organization. Equipped with key insights around

the business justification and benefits, your sponsors can help remove barriers, influence decision-making, and drive implementation efforts.

For your Mac project team, recruit people who represent various groups or roles across your organization so that you can garner diverse perspectives, leverage untapped resources, and build advocacy. A comprehensive team should include:

- IT experts who have experience with device security, management, and deployment
- Line-of-business managers who can communicate department goals and support user participation
- Corporate communications and human resources personnel who can spread the word about the availability of Mac and build momentum around the initiative
- Business users who can provide expertise on workflows, apps, and systems for their roles; if they happen to be a Mac expert or enthusiast, they can also help identify Mac efficiencies along the way
- External resources — such as Apple account teams, trusted channel partners, Apple solution partners, or Apple Professional Services — who can help with your infrastructure assessment or implementation needs

Engage with employees and set unified goals

By creating open lines of communication, you can gather valuable feedback from employees to better inform your overarching objectives and validate the stated advantages.

Survey your employees to understand their technology preferences, needs, and existing pain points. Based on the survey results, establish your Mac adoption goals with your employees and stakeholders in mind.

Document how you'll communicate progress updates, collect ongoing feedback, and promote Mac internally in anticipation of launching a pilot or employee choice program.

"A key part of Ford's efforts to harness the digital transformation in the auto industry is offering additional tools and equipment that our nearly 170,000 employees worldwide can use every day. We are excited to offer Mac as a device choice option so that employees can choose the computer that works best for their business workflows and accessibility needs."

Sucheta Walimbe, Global Head of Infrastructure, Ford⁴

Map out your project plan

For a smooth and successful Mac implementation, it's important to create a project plan that captures key milestones, required resources, assigned tasks, and target due dates.

Start by assessing your current progress to understand where you are on your Mac adoption journey and what actions are necessary to reach your goals.

Then devise a road map, divided in phases — such as permitting Mac on your network, establishing a management tool, selecting a procurement method, and conducting a pilot before launching Mac in your device choice program or making Mac the standard default option for all employees.

You should also determine a launch date, define your scope and implementation strategy, and develop success metrics.

Next, establish your budget and explore financing options. Choose Mac models that work best for your budget as well as for your employee workflows or departmental needs.

Finally, provide regular status updates to keep your core team and executive sponsors informed along the way.



“At Rituals, we create products that turn everyday routines into meaningful moments for our customers, and we have applied this same sentiment internally to deliver best-in-class technology to our employees. MacBook enriches our employees’ user experience with added productivity, reliability, and flexibility benefits.”

Lucas van Eeghen, Board Member, Rituals⁵

To help you plan your Mac rollout, you can use and customize the sample checklist below.

Collaborate

- ☐ Identify sponsors, establish goals, and evaluate business benefits
- ☐ Assemble an integrated project team, and define roles and responsibilities
- ☐ Assess your current progress, and outline implementation phases for Mac
- ☐ Draw on experience with iOS deployment and management

Communicate

- ☐ Engage with employees to evaluate their hardware and software needs and preferences
- ☐ Develop a communication plan to share relevant milestones, promote Mac internally, and collect user feedback
- ☐ Provide progress updates to your executive sponsors during each phase

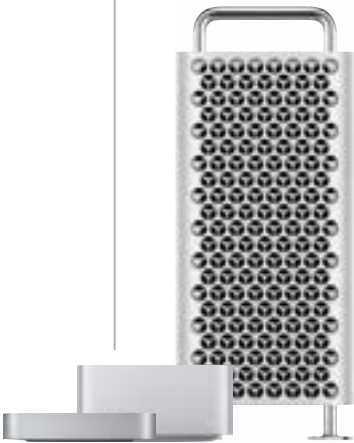
Commit

- ☐ Determine your launch date, scope, implementation strategy, and success metrics
- ☐ Establish your budget, and explore financing options
- ☐ Choose Mac models that work best for employee workflows or department needs

There's a Mac for every job

Mac Studio with M2 Max or M2 Ultra

Powerful performance and extensive connectivity for pro workflows.



Mac Pro with M2 Ultra

Mind-blowing performance now comes standard. Mac Pro is the ultimate workstation for demanding workflows, so your employees can efficiently tackle advanced computational analysis, 3D rendering, motion graphics, and more.

24-inch iMac with M3

A stunning all-in-one desktop for creativity and productivity. iMac fits right into your space — whether it's a retail storefront, medical practice, or advertising firm.

15-inch MacBook Air with M3

With an expansive screen and up to 18 hours of battery life, business users can manage projects, build spreadsheets, and join video conference calls all day.⁶ This is an amazing laptop for project leaders, business analysts, marketing associates, and more.

Mac mini with M2 or M2 Pro

The most affordable Mac desktop with outsized performance. Businesses love Mac mini for their creative pros, developer workspaces, and even data centers because of its performance, versatility, and flexible connectivity — all at an amazing value.

14-inch and 16-inch MacBook Pro with M3, M3 Pro, or M3 Max

The most advanced Mac laptops for demanding workflows. MacBook Pro supports an incredible range of demanding workflows, making it perfect for developers, data scientists, and creatives. Whether users are editing 8K video, running AI and ML models, or analyzing large data sets, they can accomplish specialized tasks with ease.

13-inch MacBook Air with M2 or M3

The most affordable Mac laptop to get things done. Strikingly thin and fast so users can work, play, or create anywhere. It's the perfect device for employees who travel frequently for work, like sales managers, executives, and consultants.

Evaluate core apps and workflows

Apple products are designed to fit into your existing corporate infrastructure and environment. Mac is compatible with thousands of apps and also comes with built-in productivity and collaboration features to support your workflows. At this stage, you should review the apps and systems your employees are actively using to ensure that business-critical functionality is compatible with Mac. Then identify ways you can innovate to improve processes or update legacy systems. Your Apple account team or trusted channel partner can provide you with a snapshot of how Mac integrates into your environment using the Mac Evaluation Utility app.

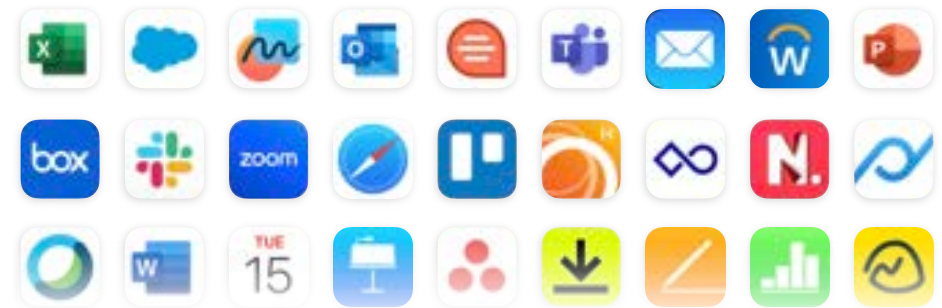
Assess existing apps and systems

Mac seamlessly runs many of the software programs that most of your employees use every day, such as Microsoft 365, SAP, Zoom, Google Workspace, Dropbox, DocuSign, Salesforce, Box, OmniPlan, Adobe, Autodesk, Slack, and more.

Built-in support for standard enterprise networking on Mac makes it easy for employees to securely sign in to your organization's mail, messaging, and file-sharing apps. And with more business apps moving to the cloud, Safari — the

world's fastest browser — brings robust customization options and powerful privacy protections to Mac while optimizing battery life, so employees are empowered to do their best work.

Introducing Mac is an opportunity to audit apps and systems, removing support for those no longer in use and focusing on the apps, features, and functionality employees need to be more productive. You may find that employees have access to many different systems and apps but primarily use or need only a few to tackle their day-to-day responsibilities.



Organize your app review process in stages, starting with apps that have the largest impact across the organization, such as commonly used apps for communication, document creation, and file management. Then narrow your focus and evaluate just the department-specific and business-critical apps that are essential for specific roles or for your pilot users.

Search the web or the [Mac App Store](#) to find and download relevant business apps for Mac. And you can check out

the [Business Apps Getting Started Guide](#) to see some of the iPhone and iPad apps that also run on Mac.

To create the best experience with Mac, go even deeper by evaluating the effectiveness of the performance and features of key apps to make sure employees have the right tools for their job. Down the road, you can identify additional pilot users or departmental groups to continue your assessment.

"Wealthsimple gives each employee a Mac because it's intuitive, reliable, and secure. And our employees love Mac for seamless continuity with iPhone and compatibility with the apps they use every day, like Microsoft 365, Google Workspace, and Slack."

Anne Steptoe, VP of Infrastructure, Wealthsimple⁷

Improve workflows with macOS

The revolutionary systems on a chip built on Apple silicon now drive every Mac and are the foundation for superfast unified memory and unmatched power efficiency and performance. Apple silicon innovations make it possible for Mac to instantly wake from sleep, deliver fast integrated graphics, and provide phenomenal battery life. And with macOS, users can experience smooth multitasking, quick app launches, and seamless execution of business workflows.

Every Mac comes with macOS, which has a bold design and powerful built-in technologies. Keyboard shortcuts can quickly activate features and perform tasks — like Mission Control to view and switch between all open windows and desktop spaces, or Spotlight to quickly find apps, documents, email, and other items on Mac. Focus mode minimizes distractions so employees can concentrate on work by pausing and silencing all notifications or by allowing only business-critical notifications. With built-in accessibility features, employees can easily control Mac with a keyboard or Siri. And Apple is constantly improving and advancing productivity capabilities to make every macOS release the best yet.

“We use Microsoft 365, Microsoft Azure, and Microsoft Dynamics to support our daily business workflows, and we are confident that these software applications work on Mac without any issues.”

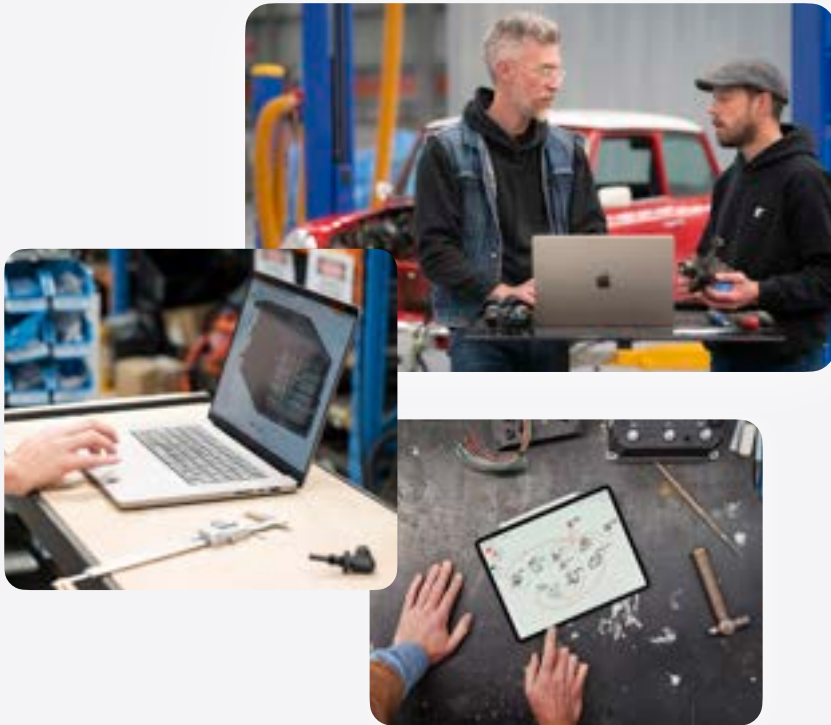
Joost van der Zwaan, Head of Information and Communication Technology, Rituals⁵



Rituals is a beauty and well-being retailer that offers affordable home and body products inspired by traditions and cultures from around the world. The business has rapidly grown from one shop to more than 1000 stores and 3900 shop-in-shop locations in Europe, the Middle East, and Asia. While Rituals tripled in size, their IT service desk needed only one additional staff member. IT was tasked with modernizing the workplace and decided to make Apple products standard throughout the entire business, including their retail stores. They've now deployed 3000 Mac computers, 10,000 iPhone devices, and 2000 iPad devices to their head office and stores globally. Employees across all corporate departments get a Mac — from marketing and product design to finance and HR. All the essential apps they use to run the business work seamlessly on Mac.

“Jaunt marries hand-built craftsmanship with 21st-century manufacturing — a process driven and supported by Apple technology, from start to finish.”

Dave Budge, Chief Executive Officer, Jaunt Motors⁸



Jaunt Motors is one of Australia's largest electric conversion workshops, upcycling four-wheel drive and classic cars into working electric vehicles. Across the business, the Apple One platform and iCloud services let Jaunt Motors move effortlessly from one job or device to another. In the concept stage, the teams use iPhone, iPad Pro, and Apple Pencil to scan the original vehicle, create mood boards, and design 3D models that can seamlessly be imported to Mac. Engineers use Numbers and OmniGraffle to plan electrical wiring diagrams. And engineers design custom components on MacBook Pro and then make them by hand or send the designs to 3D printers for manufacture. [Learn more about Jaunt.](#)

Test the [beta versions](#) of new macOS [releases](#) to try the latest enhancements before they're even out.

Mac, iPhone, and iPad work even better together. Employees can share files wirelessly with AirDrop, use Handoff to edit documents between devices, extend their displays, and more. Explore Mac [Continuity](#) features available with an Apple ID and iCloud so you can decide which ones you'll allow for your workforce.

macOS is packed with the power and flexibility to enhance employee productivity. Ask your pilot users to evaluate their own workflows, and help them find ways that macOS can remove roadblocks and manual inefficiencies. And allow users to customize their Mac using System Settings so they can do their work, their way.

Rethink legacy systems

Some departments or groups still rely on legacy systems or apps. Evaluate the usage of these systems or apps, and determine how you can modernize or replace them in the future. In the meantime, users can still access them on Mac with third-party solutions like Citrix, Parallels, VMware, or Windows 365 Cloud PC.

Our [enterprise partners provide](#) mobile strategy consulting, app development, back-end system integration, and corporate networking. And for small and medium-size businesses, you can find independent technology service providers through the [Apple Consultants Network](#). So you can get the most out of Apple hardware, software, and services.

“The primary drivers of the change were new and evolving needs from our government sponsors requiring [Mac] for certain projects. In response, we developed a new standard security configuration to accommodate these systems. Eventually, the proliferation of web-based programs and cloud-based applications made the systems even easier to use, regardless of the device. Over time, we seamlessly integrated [Mac] into the corporate infrastructure. We now have a secure, heterogeneous device environment with equal access for whichever operating system employees prefer.”

MITRE, a not-for-profit U.S. government systems integrator⁹

Modernize deployment and management

With built-in security and management frameworks and deployment programs, you can streamline how you provide employees with access to Apple services, set up device enrollment, and distribute software. Apple Business Manager and mobile device management (MDM) solutions make it easy to manage and deploy Mac, so IT can spend less time managing devices and more time focusing on strategic initiatives. If your company currently manages iPhone, then your IT teams already know how to manage Mac. You may be able to use the same management solution, because Mac and iPhone share the same fundamental frameworks.

Evaluate Mac in your environment

Mac is designed to support industry standards, making it easy to integrate with enterprise environments. Mac has secure wireless network connectivity built in, including support for WPA3 Enterprise and 802.1X. Mac also supports VPNs out of the box to encrypt and protect corporate data. macOS works with the industry-standard networks you already use, like IKEv2, Cisco IPsec, and L2TP over IPsec. And Mac works with all popular email services to push email, calendars, contacts, and tasks over an encrypted SSL connection. Review the [Mac Deployment Overview](#) and [Apple at Work for IT](#).

Deploy and manage Mac

Mac is enterprise ready out of the box and incredibly easy to deploy. Imaging is a thing of the past with zero-touch deployment, which allows IT to deploy Mac computers directly to users and

automatically enroll them in your MDM solution, such as Jamf, Intune, and VMware. And IT no longer needs to physically touch devices to provision them. This is all enabled by an MDM solution and Apple Business Manager — a web-based portal that helps you deploy iPhone, iPad, Mac, and Apple TV.

Once Mac is enrolled in MDM, the secure management framework in macOS allows IT to configure and update settings, deploy apps, monitor compliance, query devices, and remotely wipe corporate data. Controls remain transparent to employees, while your IT team maintains necessary oversight without disrupting employee productivity. If your company already has an MDM solution in place for iPhone and iPad, chances are you can also use that solution to deploy, configure, and manage Mac.

Review the following resources: [Apple Business Manager User Guide](#), [Apple Platform Deployment Guide](#), and [Deployment and Management Tutorials](#).

“Zero-touch deployment for Mac allows for secure onboarding whether you’re at home, in the corporate office, or at a coffee shop. It’s done within minutes, and it’s super easy.”

Lisa Brown, Head of Enterprise Mobility, SAP¹⁰



SAP, the market leader in enterprise application software, is constantly innovating and believes in motivating its people on an individual level — and that includes giving employees the choice to work on Mac. Since SAP launched its Mac as a choice program, over 30,000 people have chosen Mac. SAP uses zero-touch deployment, enabled by Apple Business Manager and their MDM solution Jamf, which allows devices to be shipped direct to employees whether they’re at home or in an office. The devices come directly from their supplier, without the need for any preconfiguration by IT. When employees take their Mac out of the box, it’s ready to use in under 15 minutes. [Learn more about Mac at SAP](#).

Secure your endpoints

At Apple, we believe that security and management are intertwined. Mac is as secure as it is easy to use. State-of-the-art features make it simple to protect your data and devices without needing to disable core features or layer on additional tools. Built-in frameworks enable IT to manage security systemwide, allowing more time to ensure that users are supported and have what they need to be productive. Organizations can trust the operating system right out of the box, so there's no need to image Mac computers and only signed versions of macOS can run. And Apple provides organizations with a robust antimalware and antivirus solution built right in. Together, Apple hardware, software, and services make advanced security seamless.

- **Apple silicon.** macOS works seamlessly with Apple silicon to deliver advanced security and privacy features that keep systems and data safe. And Apple silicon features Secure Enclave, which generates and protects encryption keys to safeguard Touch ID data.
- **Signed system volume.** Secure boot is designed so that only legitimate operating system software from Apple can load at startup, and signed system volume helps prevent any tampering during runtime. This means that Mac is safe from the moment it

leaves the factory, and IT doesn't need to image computers before they go to employees.

- **Encryption.** Sensitive data and files can't be accessed on Mac without an encryption key — even if a computer falls into the wrong hands. And IT can manage FileVault to make sure encryption is enabled.
- **Authorized software.** Gatekeeper protects Mac from malicious software. You can choose to allow only third-party apps and developers from the Mac App Store and apps that have been notarized by Apple, ensuring that employees download and use only safe apps.
- **Antivirus.** macOS includes built-in antivirus technology called XProtect that's always on. It automatically detects and removes viruses and malware. And XProtect keeps up to date with the latest intelligence to stay ahead of emerging threats.
- **Passwords and passkeys.** Apple devices store and sync passwords and passkeys to make it easy and secure to sign in to apps and websites. Passkeys are end-to-end encrypted and safe from phishing and data leaks — and stronger than all common two-factor authentication types.
- **Network security.** Modern, secure networking standards are built in. So employees can access corporate networks securely from anywhere —

with minimal setup. And IT doesn't have to keep devices behind a legacy firewall.

- **Secure software updates.** Automatic updates run in the background, so devices stay secure over the long haul. And Rapid Security Response patches any vulnerabilities between updates.

You can choose when updates are available to users, or you can push updates to the entire fleet.

For more information, review the [Apple Platform Security guide](#), [Apple at Work for Security](#), and [IDC: The Business Imperative of Secure Endpoints](#).

"Security is one of our main value pillars at Inter. We chose Mac because of the robust security features and streamlined ecosystem, which collectively reduced our IT workloads."

Guilherme Ximenes, Chief Technology Officer, Inter³

0 malware incidents
after switching to Mac

80% reduction in
support requests

4000+ Mac
computers deployed

29M+ customers

Inter is one of Brazil's largest banks and is expanding globally. With a focus on security, efficiency, sustainability, and employee experience, Inter transitioned to Mac. They determined that Apple offers better solutions for IT and more flexibility to innovate. Before Mac, IT supported multiple legacy platforms that each behaved differently and needed elaborate care just to work together. Now, Inter has a more secure platform and IT has fewer third-party add-ons to manage. Despite Inter's rapid growth, the size of the IT team has stayed the same. They use Apple Business Manager and Jamf, a third-party MDM solution, to onboard new employees with zero-touch deployment. And Mac works seamlessly with Jamf Connect, which IT uses to integrate their identity provider, Microsoft Azure, to streamline their identity-centric security model. [Learn more about Mac at Inter.](#)

Streamline app distribution

IT has flexibility when deploying software for Mac. Apps from the Mac App Store can be licensed in volume from Apple Business Manager. They're distributed directly to devices through MDM, so no Apple ID is required. For software from outside the Mac App Store, IT can simply deploy the package file (.pkg) using MDM. Apps and software deployed using MDM are considered "managed" and provide additional controls, like the ability to remove or apply app configuration settings. And most MDM solutions offer self-service app catalogs, allowing IT to create an approved set of apps for Mac that employees can install themselves.

Integrate your corporate identity

Mac includes a built-in single sign-on (SSO) framework for secure authentication. Users sign in once to all corporate apps and websites on Mac using Touch ID. And SSO integrates with popular identity management solutions to simplify authentication by keeping local user account passwords in sync with your organization's identity provider.

Set up advanced detection

Some organizations require advanced threat detection for security and compliance. With Apple's endpoint security framework, security developers can build solutions to monitor, analyze, and respond to security threats. These solutions use system extensions, so your IT team can stay on top of threats without impacting overall performance for users. By running in user space, system extensions can't compromise the security or stability of macOS.

Update and refresh

With AppleSeed for IT, your IT team can evaluate prerelease software within your unique environment. When it's time to install the new version of macOS, IT can manage the update for supervised Mac computers. Specific versions can be made available to employees, and enforcements can be set up to ensure that they're using the latest software.

When you need to refresh Mac, IT can quickly erase all content and settings remotely. Reassigning a Mac to a new user takes minutes.



Establish IT support and user training

To successfully launch Mac to employees, focus on their user experience — from the moment they choose Mac to their device setup and support needs. It's important to give employees multiple ways to get support when they need it. Prepare your IT teams by training both your frontline help desk personnel and your device management administrators.

Streamline IT support

Apple devices are easy to use and built to last. Employees who use Mac typically don't need to contact their help desk for support often. But when they do, a refocused help desk can give employees access to experts when they need technical assistance — or encourage them to build Mac skills and problem-solve on their own.

Apple Professional Training offers comprehensive training and certification exams for IT administrators and help desk support staff with Deployment and Management Tutorials and Apple Device Support Tutorials. You can also use AppleCare Professional Support or channel partner offerings to provide integrated expert help for your employees, help desk, and IT department.

A trained and dedicated support desk for Apple devices offers tailored guidance for hardware and software questions.

"My job is to ensure both Want Want employees and my IT team have the best experience, and Mac is both user friendly and IT friendly. Thanks to Mac, we witnessed a decrease in security incidents and IT help desk tickets. And with Apple Business Manager, device enrollment can take as little as 10 minutes."

Ding Hongxing, IT Director, Want Want¹¹

94% employee satisfaction rate

67% fewer hardware repairs

75% increase in deployment efficiency

95% decrease in security incidents

Want Want's snacks, dairy products, and beverages are some of the most beloved in China and are now available in over 63 countries worldwide. The snack giant undertook a massive PC-to-Mac migration in 2015 and deployed over 10,000 Mac computers. The switch to Mac optimized IT operations, increased security, and streamlined workflows across multiple departments. [Learn more about Mac at Want Want.](#)

Establish the right support models for your company, with convenient avenues for employees to get support — in person, online, or by phone. Route email requests or online tickets to the help desk team, and consider augmenting phone support with a walk-in tech bar. Think of services for specific situations or events, like a pop-up at the office during new device rollouts or upgrades.

Round off your support infrastructure by preparing and training IT to provide the best support experience. Assemble your team by transitioning current technicians to support Mac, cross-training technicians to cover both Mac and PC, hiring a new team dedicated to only Mac, or even outsourcing if needed. Then equip them to handle hardware and software issues and distribute devices and accessories to employees. For preliminary technical training, review the [Intro to Supporting macOS](#) virtual workshops.

Provide employee resources

In a study by [Forrester Consulting](#), IT decision-makers reported that Mac users tend to be more self-sufficient, using the self-service support options available to them.² You can share IT's support workload with employees by providing them with channels to answer questions or resolve issues themselves. Set up forums — such as a Slack channel — where employees can get

help from colleagues. Create Mac community web pages with FAQs, how-to guides, and other self-service materials. And build a dedicated Mac intranet landing page that can quickly guide employees to the right support resources.

Focus on training users to help them get the most out of their Mac. Point employees to internal help desk resources and Apple Support materials, including the [macOS User Guide](#), [What's it called on my Mac?](#) for Windows and Mac terms, and [Mac tips for Windows switchers](#). If you have a dedicated Mac landing page or self-service portal, aggregate all key information and links for training resources and events there so that they're easy for employees to find and reference. To help your employees get started, create your own training workshops on key macOS features and apps using tips from the [Mac Employee Starter Guide](#). Apple also offers online training events throughout the year, such as [Mac Skills](#) (in English). Ask your Apple account team for more information about programs in your region.

Create a Mac channel on your internal community sites, such as Slack and Microsoft Teams. Mac users can visit this channel for peer-to-peer discussion boards, productivity tips, or troubleshooting support. You can also use it to recruit Mac evangelists to help you collect feedback from users.



“macOS is intuitive and user-friendly, enabling our people to be productive from the moment they start working on their Mac. Even employees who have not used a Mac at work before need little to no support from IT. And because Mac is so easy to use, our IT operations team can spend more time on innovation projects instead of support requests.”

Anne Steptoe, VP of Infrastructure, Wealthsimple⁷

Launch and grow your Mac program

You've done all the prep work. Now it's time to roll out Mac in your organization. Try to align your Mac rollout with internal events — such as a town hall or all-hands department meeting — to establish a firm launch date and provide consistent communication to your audience. As Mac adoption grows, collect user feedback, measure and track key performance indicators, and deliver relevant communications to employees. When it's time to offer Mac to more groups, or even companywide, you'll be set up for success.

Execute your project plan

Work with your project managers to carry out the necessary steps to align your Mac launch with other department resources, leveraging the executive sponsor and stakeholder team as needed. This could include getting a final sign-off from the executive team, collaborating with your people and communications teams to support internal communication efforts, or even reaching out to your PR and marketing teams to promote external support for Mac and employee choice. Refer to the project plan steps you developed on [page 4](#). Make sure to gather the identified leaders on your IT, people, and communications teams to collectively coordinate and execute on the next steps for launch. In your agenda, include any outstanding action items, exact timing for launch, key milestones, and final plans for a gradual rollout. Establish the criteria you'll use for employee eligibility, as well as when and how employees can choose Mac as their work device, including plans for the refresh cycle and upgrade frequency.

Give easy access to Mac

Develop a process that makes it as simple as possible for employees to request a Mac. First, define clear criteria for determining whether employees are eligible:

- Will you offer Mac companywide, or only to select groups?
- Will you roll out devices all at once or in staged waves?
- How will you evaluate who would most benefit from a new device or upgrade?
- What are employees' working preferences, and where are they working from?
- What roles or departments require the features, tools, or technologies that Mac provides?
- How frequently will employees be eligible for an upgrade?

Create a Mac landing page or a self-service portal where employees can find out if they're eligible for a Mac, how to order one, and where to get support, training, and program updates once they receive their new device. Include a link

to your internal equipment ordering page, where you'll present all Mac and PC options available to employees. When it's time for employees to order, they can compare devices and choose the tool that works best for them or best serves the needs of their department.

Spread the word

Ask your people and communications teams to help you devise an employee communication strategy, including initial launch communications, user training sessions, events, and support help. Because the people team typically has the most direct contact with employees, it's important to coordinate launch plans, ongoing support, and possible events with them so they can help get the word out about Mac.

The [Mac Employee Communications Kit](#) offers a broad range of communication strategies and examples, along with ready-to-use templates. Ask your account team for the featured content.

Consider different platforms and methods for communicating the Mac launch to employees:

- Internal social and collaboration channels — such as Slack and Microsoft Viva Engage — to raise awareness of the launch
- Transparent email communications about eligibility, device options, and how to request a Mac
- Monthly or quarterly newsletters that share program details and updates
- Remote and in-person events that generate employee enthusiasm and build community
- Blog posts or videos to generate interest and gauge demand, pre- and post-launch

Measure feedback

Establish methods for gathering employee feedback before and after your Mac launch. This will provide you with the knowledge you need to report results back to your executive sponsors and help you identify areas for improvement.

- **Define your success metrics.** Set and track key performance indicators to measure progress and evaluate

success. Some of these metrics might include comparisons of costs over the life of a device, employee satisfaction and performance improvements, and hardware breaks and fixes across Mac and non-Mac users.

- **Set a benchmark.** As a point of comparison, gather the last few years of data based on the metrics you've identified. Consider surveying users for a baseline measure of employee satisfaction or productivity before you roll out the program.
- **Track support calls.** Collect and monitor data on help desk ticket volume, the number of support calls, top issues, and overall cost to support future investment or growth as the program continues to scale.
- **Monitor comments.** Review discussion boards on your Mac knowledge-base internal page to gain additional insights on employee sentiments, challenges, and troubleshooting issues.

Scale adoption

Ensuring that employees have the best tools to do their job more effectively can quickly drive employee engagement — leading to increased productivity and organizational success. As you manage and grow your Mac program, learn from your work so far and continue to improve and differentiate the employee experience.

Here are some ways to help keep employees engaged and increase Mac adoption companywide:

- **Expand eligibility.** Conduct internal surveys, and collect information to help you identify the next department or group to start the app and system evaluation process.
- **Monitor capabilities.** Test each new macOS release for compatibility with the apps you've cleared for Mac, and keep an eye on third-party apps that are being optimized for Mac.
- **Inspire innovation.** Work with developers to modernize legacy systems and create new, transformative workflows on Mac.
- **Build awareness.** Communicate ongoing updates and continue to promote Mac to employees and new hires. Use your internal collaboration apps, social channels, or even a monthly newsletter to share new resources, tips, and approved apps for Mac.
- **Promote externally.** Encourage your PR and external communications teams to showcase how your company is sustaining its core values with Mac — for example, through press releases or social campaigns.
- **Get support.** Reach out to your Apple team or trusted channel partner for help whenever you need it.

"At Cisco, we are reimagining the Mac experience to support, engage, and empower employees to do their best work, and we appreciate offerings like Jamf Pro as we've rolled out our robust employee choice program to our global, hybrid workforce."

Fletcher Previn, Chief Information Officer, Cisco¹²

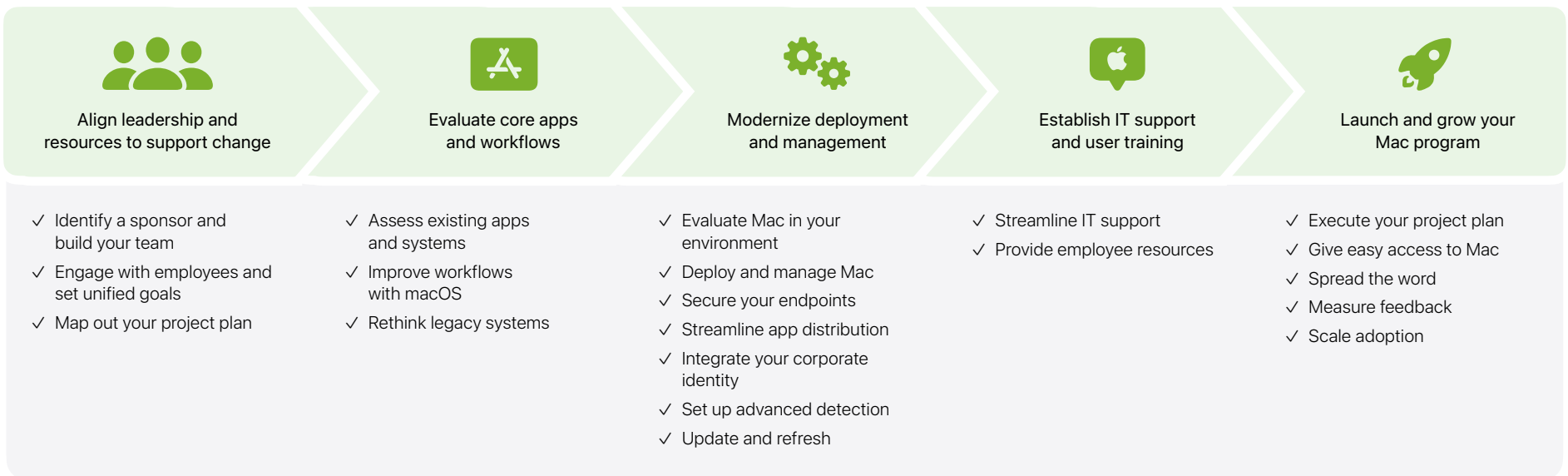
Mac productivity gains compared with PC

9.8% increase in deal creation	9.9% acceleration in deal closure
10.9% surge in bookings	11.5% more code creation
12% reduction in support tickets	36% fewer hardware issues

To better understand the impact of employee choice on their organization, Cisco's IT department conducted a study across their worldwide workforce, which includes more than 130,000 people. They discovered that when given the choice, 60 percent of Cisco employees choose Mac. Cisco also found that one-third fewer IT admins are required to support staff who use Mac compared with staff who use PCs. Data showed increases in employee performance and success for Mac users compared with their PC counterparts. For sales teams, Mac users created 9.8 percent more deals, achieved 10.9 percent more bookings, and closed deals 9.9 percent faster. And software engineers who use Mac push out nearly 11.5 percent more code. The enhanced Mac@Cisco program and reimagined employee choice program continue to boost employee satisfaction while increasing security and productivity.

Mac Work

Many organizations across industries have realized the benefits enabled by Apple technology — giving employees the tools to create and collaborate more effectively, and providing IT with more flexibility and less friction. Apple silicon systems on a chip, now powering all Mac computers, lead the industry in performance, AI and ML capabilities, and power efficiency. With the strongest Mac lineup ever, there's a Mac to fit each of your employees' unique workflow needs. More large enterprises, small businesses, healthcare providers, and government agencies around the world are deploying Mac at scale because of its incredible value, flexible management frameworks, and intuitive design. We're excited to help you plan and implement your organization's Mac blueprint. [Get in touch](#) with an Apple expert to find the best solutions for your business.



¹Ben Bajarin, "Employee Experience and Modern IT," Creative Strategies, published January 26, 2022, creativestrategies.com/employee-experience-and-modern-it/. ²Based on data from companies interviewed in Forrester Total Economic Impact™ of Mac in Enterprise: M1 Update, a study commissioned by Apple, published July 2021 (tools.totaleconomicimpact.com/go/apple/tei). Companies should use their own estimates within the framework provided in the Forrester study to understand their own cost and time savings. ³This statement includes self-reported results, trends, and anecdotal accounts that Inter has observed while using Apple technology in their organization. Apple was not involved in the analysis of the results reported, nor has any knowledge of the methodology used. ⁴This statement includes self-reported results, trends, and anecdotal accounts that Ford has observed while using Apple technology in their organization. Apple was not involved in the analysis of the results reported, nor has any knowledge of the methodology used. ⁵This statement includes self-reported results, trends, and anecdotal accounts that Rituals has observed while using Apple technology in their organization. Apple was not involved in the analysis of the results reported, nor has any knowledge of the methodology used. ⁶Testing conducted by Apple in April and May 2023 using preproduction 15-inch MacBook Air systems with Apple M2, 8-core CPU, 10-core GPU, 8GB of RAM, and 256GB SSD. The Apple TV app movie playback test measures battery life by playing back HD 1080p content with display brightness set to 8 clicks from bottom. Battery life varies by use and configuration. See apple.com/batteries for more information. ⁷This statement includes self-reported results, trends, and anecdotal accounts that Wealthsimple has observed while using Apple technology in their organization. Apple was not involved in the analysis of the results reported, nor has any knowledge of the methodology used. ⁸This statement includes self-reported results, trends, and anecdotal accounts that Jaunt Motors has observed while using Apple technology in their organization. Apple was not involved in the analysis of the results reported, nor has any knowledge of the methodology used. ⁹Kay M. Upham, "Device Choice Empowers MITRE People to Innovate in Their Own Way," News & Insights, MITRE, published April 23, 2021, www.mitre.org/news-insights/impact-story/device-choice-empowers-mitre-people-innovate-their-own-way. ¹⁰This statement includes self-reported results, trends, and anecdotal accounts that SAP has observed while using Apple technology in their organization. Apple was not involved in the analysis of the results reported, nor has any knowledge of the methodology used. ¹¹This statement includes self-reported results, trends, and anecdotal accounts that Want Want has observed while using Apple technology in their organization. Apple was not involved in the analysis of the results reported, nor has any knowledge of the methodology used. ¹²Hannah Hamilton, "Mac in the enterprise: a CIO's perspective by the numbers," Jamf Blog, Jamf, published September 20, 2023, www.jamf.com/blog/mac-in-the-enterprise-employee-choice.