



An
Executive
Guide to
Mac

Five reasons to offer OS X now

An Executive Guide to Mac

There's a new way to work. It's mobile. It's collaborative. It's fast. And it's why more organizations are offering Mac. This book outlines five reasons why many medium and large organizations—like yours—are driving productivity with Mac.

With intuitive built-in tools and seamless connections with iOS devices and apps, Mac empowers employees to do their best work. And because OS X offers powerful deployment, security, and management technologies, IT departments can easily integrate OS X into existing environments. For more information, including details on setting up a customized Mac pilot, please contact your Apple Authorized Reseller or account representative.



Table of Contents

- 1 There's a race for top talent.
- 2 The mobile office—it all works together.
- 3 OS X runs your applications.
- 4 Enterprise features and offerings are included.
- 5 Mac has excellent value and impressive support.

1 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 offering Mac 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

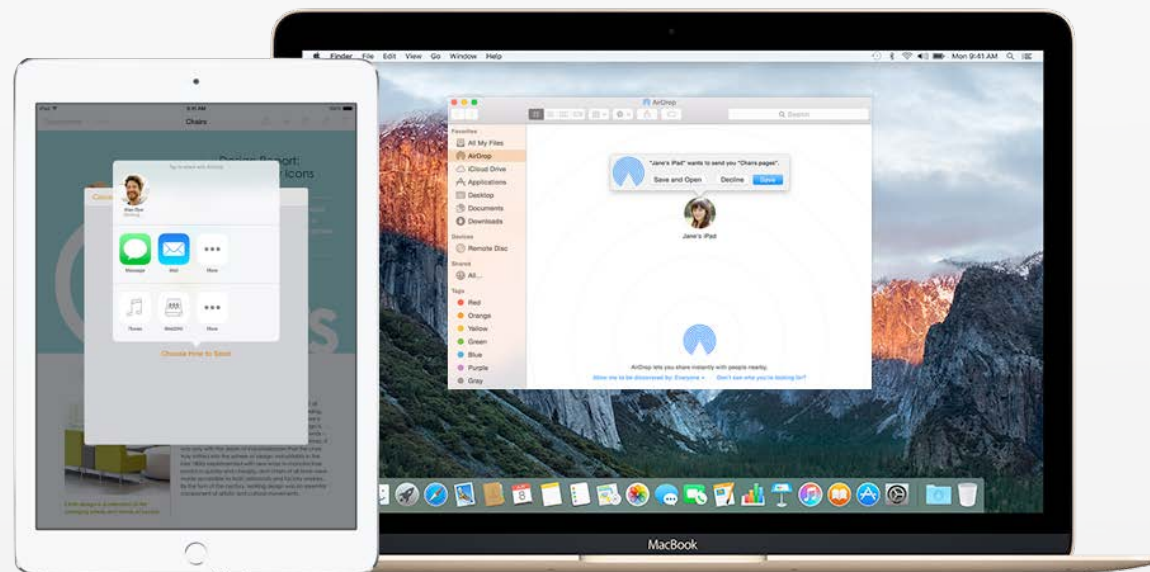
Mac notebooks are
25.8%
of U.S. retail sales.

—NPD Group, PC Tracking Service. August 2015 update.
Includes retail and e-commerce unit sales.



2 The mobile office—it all works together.

OS X makes it easy for employees to share, collaborate, and get organized using the tools they know and love. With Handoff employees can start an email, Message, or Calendar entry on their Mac and pick up right where they left off on their iPad or iPhone—and vice versa. With thin and light designs and all-day battery life,¹ Mac notebooks make it easy for mobile teams to create high-impact presentations, develop Multi-Touch books with iBooks Author, and tap into corporate databases to run reports. Mac notebooks are also perfect for streaming meeting content to an HDTV display using AirPlay² and quickly exchanging files with AirDrop.



Handoff

Hand off activities from your Mac to your iOS devices.



Messages

Send text messages from a Mac to anyone with an Apple device.³



AirPlay

Wirelessly stream what's on Mac to an HDTV display.

3

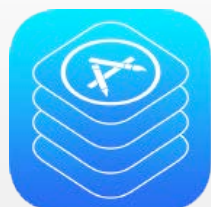
OS X runs your applications.

Popular applications like Microsoft Office and Adobe Creative Cloud apps, including Adobe Photoshop CC and Illustrator CC,⁴ run native on Mac. Every Mac also comes with built-in productivity apps like Keynote, Pages, and Numbers. Powerful scientific and engineering solutions—from 3D modeling and mechanical design to mathematical analysis and fluid dynamics—run on OS X. And employees who depend on an application that's not available for Mac can install Windows using Boot Camp⁵ from Apple or third-party remote desktop or virtualization solutions.



4 Enterprise features and offerings are included.

The Device Enrollment Program (DEP) provides fast, streamlined, over-the-air activation for corporate-owned Mac systems, saving time for both employees and deployment teams. When it comes to security, OS X is designed with advanced technologies that work together to constantly scrutinize, encrypt, update—and ultimately keep Mac systems safer. The Volume Purchase Program (VPP) makes it simple to find, purchase, and distribute apps in volume for your entire organization. And with configuration profiles and mobile device management (MDM), corporate and personally-owned Mac computers can be managed like iOS devices—simplifying management for IT teams.



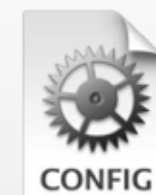
Volume Purchase Program

Buy and distribute books and apps for every business need.



Device Enrollment Program

Deploy and quickly get users started right out of the box.



Configuration Profiles

Set policies, configure settings, and enforce restrictions.

5 Mac has excellent value and impressive support.

Mac has a high trade-in value and can lower support costs—making it a great investment for medium and large organizations. Apple also offers flexible leasing programs that provide employees with the latest technology with minimal upfront costs. AppleCare provides organizations with a variety of solutions such as 24/7 live chat employee support and hardware coverage including next-day onsite service.⁶ Additional help and training for your help desk support team are also available. And AppleCare offers IT department-level support for complex deployment and integration scenarios.



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. AirPlay requires an Apple TV (2nd generation or later) with an iOS device running iOS 4.3 or later or a Mac with iTunes 10.2 or later. Some features require the latest software.
3. Messages may be sent as SMS when iMessage is unavailable; carrier messaging fees apply.
4. Sold separately.
5. Microsoft Windows is sold separately. For more information regarding OS X support for Windows 7, Windows 8 and Windows 10 please refer to <http://www.apple.com/support/bootcamp/>.
6. Next day service available for AppleCare for Enterprise customers in certain regions only.

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