

Apple's M1 chip:

**Making business IT faster, greener
and more affordable**

June 2021



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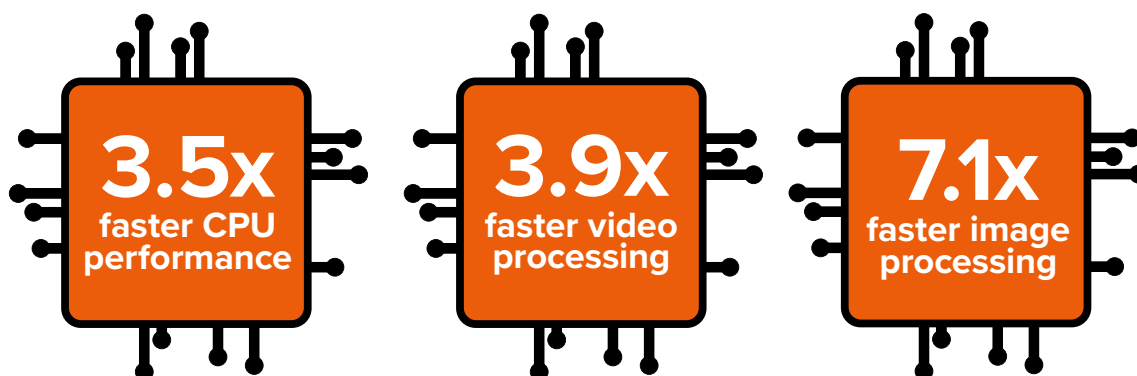
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Apple's stunning 51% share of the UK smartphone market is, in many ways, not a surprise: their emphasis on delivering a stylish, seamless user experience that allows you to move between devices is almost guaranteed to lock in consumers for the long term. However, as personal devices have become more powerful and employees have become less shy about bringing their own devices into the workplace, many businesses have invested in Apple in order to keep pace with their staff's demands – to the point where 100% of Fortune 500 companies now use at least some Apple devices.

But that's not to say these devices aren't designed with businesses in mind. The latest generation of Apple products – from the 24" iMac to the most recent iPad Pro – are all powered by Apple's M Series chips, which deliver huge performance benefits, make their hardware greener and cheaper to run, and can even decrease your refresh rate. Here's why we think anyone who has invested in Mac, or plans to in the future, should skip the older models in the market and invest in an M1-powered machine...

How does the M1 work?

First, let's clear up what exactly makes the M series of chips different. They're very dense, powerful chips that combine a device's processor, security, memory and input/outputs into one chip, meaning better integration and more efficient, fault-free performance. Apple report that the latest MacBook Pros and Macs using this chip offer huge efficiency gains in several areas, including:



Fantastic numbers, but how do they transfer to the workplace? Well...

1. Don't lose your workday. Use the fastest ever Mac for data management, AR-assisted sales and more.

At first glance, those video and image processing gains may seem like they'd only benefit your creative department, offering faster playback, editing and effects processing, while reducing the billable time spent waiting for projects to render and transfer.

But in truth, there are also huge advantages on offer to other departments.

Those faster processing speeds will improve both content creator and user experiences when it comes to things like video conferencing and remote training. Plus, they'll cut down loading and response times when you're dealing with large data sets – handling anything from CRM databases and financial information to product catalogues should be visibly faster on an M1 machine.

When it comes to closing deals on the sales floor, M1 devices can improve the speed of CRM systems and the performance of advanced sales tools such as augmented and virtual reality apps. The M series chips use a Unified Memory Architecture to combine all memory into a high bandwidth, low latency pool. This means all the models which include it offer smooth video playback, fast image processing and better graphics performance – great if you want to show a customer a model, mockup or overlay in real time.

And of course, all the day-to-day iOS and macOS features you rely on – Split View, multitasking, downloads and transfers – are going to perform much better too, so your admins can move between tasks seamlessly.



2. Doubling up on devices? Not any more...

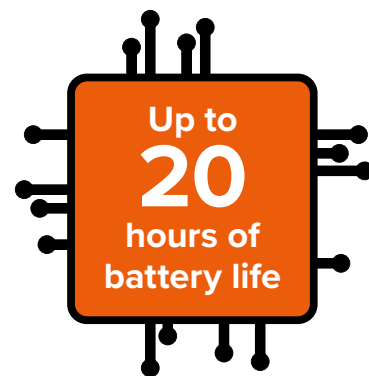
If you're currently giving sales reps an iPad and a notebook, you're paying for twice the hardware you really need. The new M1 chip makes iPad Pro powerful enough to replace a laptop, and gives MacBooks the ability to run iOS apps, so employees only need one device – even if your processes rely on a dedicated iOS app. It goes without saying that this will make it easier for any development staff you have to code and test functionality for your business systems on a single device.

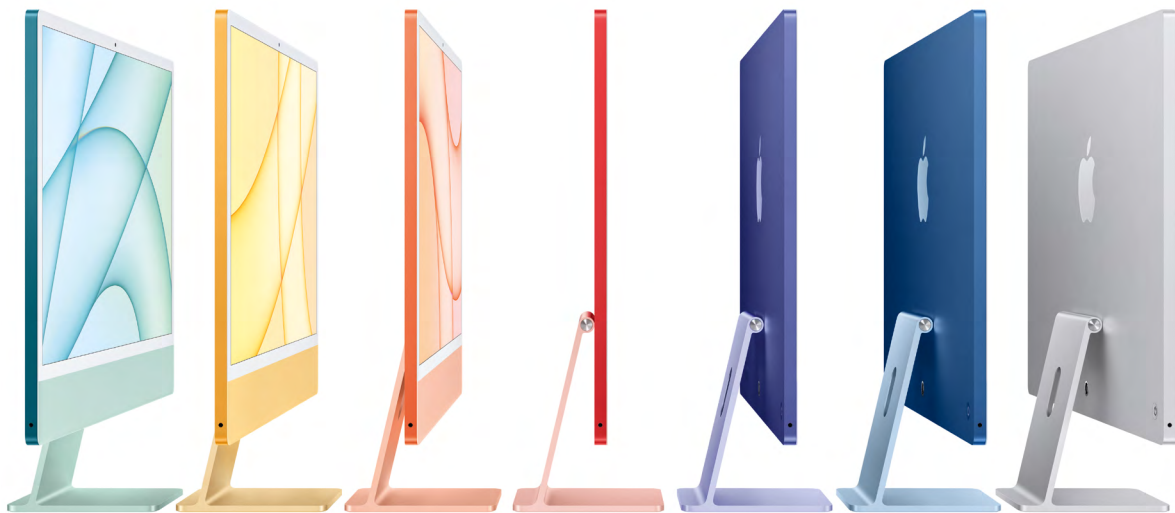
As well as decreasing your hardware outlay, switching to these newer devices means that each staff member can choose the device that's most comfortable and convenient for them. Employees who aren't confident using iPad can stick to their laptop without losing any functionality, while travelling team members can ditch their laptop without compromising performance.

3. Power up performance while reducing energy costs

M1 chips match the peak performance of PC chips while using just 25% of the power. That's a huge energy saving, particularly if you have office desktops that are left running when no-one's around, or that are left on overnight for rendering and processing tasks.

The chips also deliver up to 20 hours of battery life depending on the model you choose, so staff on the road can go multiple days between charges and there's less chance of a pitch going south because a device runs out of juice.





4. Delight staff (including the ones you don't have yet)

Over the last decade, an increasingly tech-savvy end user base armed with powerful personal devices has led to a rise in the use of shadow IT. This is obviously dangerous to your organisation, as unmanaged devices open you up to outside threats, data loss and huge reputational damage.

Offering Apple users their choice of device in the workplace not only goes a long way to mitigating this risk, but it can also reduce support calls and save money. Forrester research into the total economic impact of Apple adoption found that companies could:

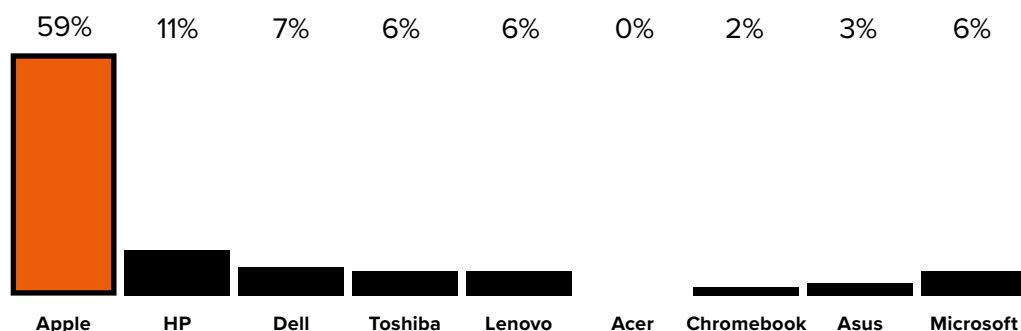
- Reduce hardware, software, support, and operational costs by \$678.56 per device over three years.
- Reduce risk of a data breach by 50% per deployed Mac.
- Increase staff retention by 20%.
- Increase sales by 5%.

As well as making current users more productive, offering the latest devices will make recruitment easier. Gen Z employees are more likely than any other generation to factor in technology choice when deciding whether or not to take a job, and the device they want is Mac.

Don't forget data protection

Security is built right into the M1 chip architecture, meaning your company data is always safe. Files are protected by end-to-end automatic high performance encryption, while secure boot ensures employees are safe from the moment the device is turned on.

What is your preferred laptop or notebook brand?



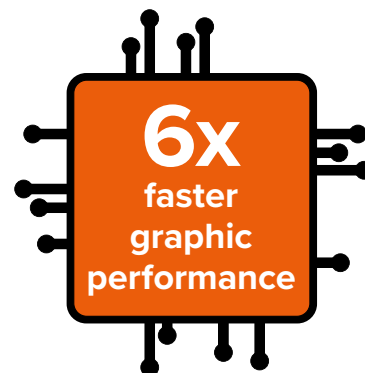
"workplace technology: the generation gap" available here: <https://www.jigsaw24.com/industries/business/resources>



5. Downsize your devices – and reduce costs even further by trading in existing hardware

Because M series chips give even the smallest devices a performance boost, you'll be able to downgrade iMacs and other desktops to a Mac mini or MacBook Pro without sacrificing performance. The current generation of Mac minis offer 6x faster graphics performance and use 60% less energy than the current models, while offering up to 16GB RAM – that's enough to run professional creative software on a computer that takes up less than 1RU of space.

Even better, these models start from £699 and M1 chips can last for up to eight years, so your devices are cheaper and your refresh cycle is longer. You can maximise savings even further by trading in your old devices for a discount on your M1 refresh – get in touch with the team to find out more.



M1's green credentials

As well as using 75% less power than a PC, the latest Apple models come in low-plastic packaging, use recycled materials in their construction and are designed to be recycled at the end of their life, further reducing your company's ecological footprint. As a trusted Apple Authorised Enterprise Reseller, we can make sure all of your old hardware is recycled according to WEEE standards, keeping your IT lifecycle in line with your company's energy and environmental goals.

Ready to get started?

Our team are ready and raring to help with hardware, software, roadmapping, professional development and support. All well as devices, we'll take care of your network and infrastructure, and make sure your long-term IT goals are sustainable. We can arrange loans, offer DaaS, or support any other model of device purchasing and support you want, including the trade-in and recycling of existing devices.

Find out more at [Jigsaw24.com](https://www.jigsaw24.com).