The real cost of Mac: How much could you save?

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When you choose to use Mac in your business, you need to consider much more than just the cost of the device. Data protection, productivity, support and employee satisfaction are all key drivers in choosing the right technology for your business. Companies that have laboured with cheap computers on inefficient operating systems for years are now eyeing up the secure, interconnected ecosystem Apple offers.

The market is changing

Statista report that in 2013 macOS made up approximately 7.95% of the operating system market. But as of July 2018, macOS has increased its market share by over a half to 12.52%. So what has led to this uptake in Apple in a market traditionally dominated by its competitors?

For some, the cheapest computer available is the immediate choice because there's a lower initial outlay. For others, calculating the exact total cost of ownership (TCO) is the only way to guarantee that the hardware will justify the investment in the long term, which often leads to them choosing Apple.

You wouldn't buy half a car

Imagine you're buying a new car. If two models had the same size engine, but one cost £15,000 and another £13,000, you're likely to think the cheaper option is going to be more cost effective. But when you get home and realise that your tires aren't quite up to scratch, your mileage is nowhere near what you were promised, and there's a whining noise you just can't place – you'd probably regret not getting the well-built, all-in-one package. Especially when the costs to get everything up to standard start piling up.

The same applies to Apple devices. When you roll out new devices, your IT teams have to spend a long time weighing up security software, device management solutions, productivity programs and extra hardware to create an IT estate that suits your business's needs. Apple have developed their devices to meet the demands of modern business by combining:

- Quick and simple deployment with lower costs.
- No application or OS costs.
- Lower cost to support.
- Higher residual value.
- Productivity benefits.

These benefits mean that over the lifecycle of your devices, you can save much more money than by choosing a competitor's device. Throughout this guide, we'll take a look at the initial cost, deployment and support of Apple devices, to show you that Apple can save your business money.

Initial cost

When you consider which devices to purchase for your business, the cost of each machine and the investment needed to roll them out across the business will be vital in deciding whether or not the project is given the green light. Common perception is that Macs have a higher residual value, therefore must also have a higher TCO. There will likely be cheaper options initially, but how do these compare when it comes to specs, durability, futureproofing and energy costs?

A comparison

When you compare a Mac to a competitor's computer with a similar hardware configuration, the small cost difference often surprises people. Let's take a closer look at the initial cost of two laptops. Both are from 2018, with similar specs and online ratings, both intended for office use.

The MacBook Air 2018: £995 ex VAT

Dual Core i5 1.6GHz (2.3GHz turbo) processor
Intel UHD Graphics 617
128GB SSD
8GB 2133MHz RAM
Battery life: Up to 13 hours

The similar spec competitor: £630 ex VAT

Intel Core i5 1.6GHz (3.4GHz turbo) processor
Intel HD Graphics 620
128GB SSD
8GB 2133MHz RAM
Battery life: Up to 10.75 hours

Difference = £365*

The initial cost for the MacBook Air is over £300 more. But, this isn't where the costs for technology stop.

*All prices were correct at time of writing

Costs after purchase

Even without taking into account the support savings, the low software costs and high residual value that are part and parcel of owning a Mac pretty much cancel out that extra initial outlay. Beyond the hardware, it's important to consider the additional value of the software and features that comes with every Apple product.

> *Between lower support costs and higher residual values, every Mac we deploy saves IBM money.*

Fletcher Previn, CIO, IBM*

macOS comes pre-installed on every Apple device. You don't have to worry about buying a host of operating system licences, or about getting them installed on computers by IT before they can be used.

One of the great advantages of macOS is that your devices can be kept up to date with the latest operating system and security features available. Plus, you don't have to worry about purchasing the next operating system upgrade because you can get it for free as soon as it's released. And if you don't want the upgrade, your IT team can stop this with your MDM service. With regular over the air software updates, Apple products are kept current and protected from emerging malware.
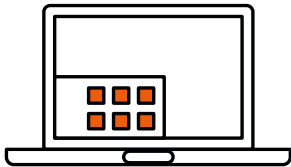
**Windows 10 Pro upgrade
£179.99**
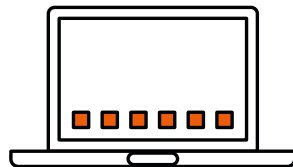
**macOS upgrade
£0**

Apple's App Store currently houses over 270,000 apps for business. Whatever issue you're trying to address, there's likely to be a native app to get you started. Apple have specially selected Mobility Partners, with apps that are innovative, comprehensive and useful within their sector, which companies can use to engage with digital transformation – and all built to work seamlessly with Apple devices. Apps can be deployed to every device in your business's network with Apple's easy to use device management features, to help you get the most out of your investment.

*Source: Fletcher Previn, IBM, Jamf Nation User Conference, 10/2018. www.jamf.com/events/jamf-nation-user-conference/2018/choice-stories

Lower deployment costs thanks to Apple Business Manager

It's easy to deploy and manage Apple devices, even at the largest scale. With Apple Business Manager, every iPhone, iPad and Mac can be set up and configured automatically – eliminating the need for your IT department to handle each device individually.

IT teams using an MDM solution can automate device deployment with zero-touch configuration and get devices into employees' hands ready to use. IBM found they had to perform 104 fewer management tasks on each Mac computer than each equivalent computer (31 for macOS compared to 135 for the equivalent).*

77% less management labour!

It also works seamlessly with mobile device management (MDM) solutions, so your IT department can enrol devices, deploy content and delegate administrative privileges over the air. IBM also reported that they save up to $535 (£411.74) per device over four years.**

The three steps to deployment: Prepare, set up and configure

Deploying any devices requires time from your IT department. But, it shouldn't take hours just to deploy a few machines, especially when you can't afford delays. Take a look at how easy it is to deploy Apple in your business with these three steps:

1.   **Prepare**

a) Check how dependable your access to WiFi and VPN infrastructure is.

b) Verify that ActiveSync is up to date if your organisation uses Microsoft Exchange.

c) Enrol in Apple Business Manager to simplify the setup process, deploy content en masse and assign roles within your organisation. You can also automatically enrol devices in MDM for wireless configuring and managing of your macOS devices.

2.   **Set up**

Save up to £411.74 per device over four years

a) Employees can use Setup Assistant to activate their own devices, configure basic settings, and start working immediately.

b) The Volume Purchase Programme (VPP) makes it possible for employers to purchase an app in volume and distribute it remotely to employee devices.

c) An employee's device can be managed by the company, but the employee can use a personal Apple ID to set up Apple services like FaceTime, iMessage, and the App Store.

3.   **Configure**

a) Use MDM solutions to configure corporate policies, distribute apps, and apply device restrictions wirelessly.

b) If you registered with Apple Business Manager, you can automatically enrol Apple devices in MDM before employees receive their devices.

c) Use device supervision to enable restrictions when iOS devices are shared, for example, in a hospital, retail store or restaurant.

As you can see, deploying Apple devices is an easy process that gives users the ability to set up their own devices, reducing the time your IT team need to spend configuring each device and creating a stronger sense of ownership of their devices. Paranet estimates that implementing competitors' devices at a small scale can take over an hour and a half, and larger deployments three quarters of an hour – at an average cost of $600 per device (around £470).

*Source: Fletcher Previn, IBM, Jamf Nation User Conference, 10/2016. www.jamf.com/resources/videos/keynote-day-2-a-user-first-mentality

**Source: Fletcher Previn, IBM, Jamf Nation User Conference, 10/2018. www.jamf.com/events/jamf-nation-user-conference/2018/choice-stories

Lower cost to support

Many organisations find that Mac users require minimal support from IT. Apple products are intuitive and easy to use, which means they're also easy for your business to support, with integrated hardware and software, user-centric design and more opportunities for self-service. Digital Trends' mid-2016 review of several consumer satisfaction surveys found that Apple models were consistently named most reliable, and in a Consumer Reports survey of 50,000 end users, they were found to be least likely to need repairing within their first three years.

6% of Apple devices need repairing in first 3 years!

Organisations with large Apple deployments have reported a significantly reduced need for training, and often experience fewer helpdesk calls from their employees with Apple devices – like IBM, who report their support tickets are reducing year-on-year for Apple users. They found that first call resolution was 91% for Mac, versus 84% for Windows, and technical call outs were at 6% for Mac compared to 14% for Windows.*

IBM 2018 Keynote: Total number of Help Desk Support Tickets.

|	
Aug 2016	**155k**
Aug 2017	**118k**
Aug 2018	**94k**

24% YoY

20% YoY
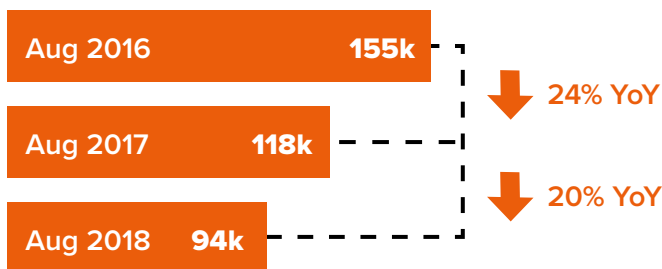
One of Apple's built-in features that keeps your devices stable and secure is App Sandbox, which limits damage to the system and protects users' data if an app is compromised. It does this by limiting access to the whole system and only giving the app access to the data and resources it needs to run properly – that's why when an app is compromised on a Mac your data is safe and you can keep on using the machine.

Energy costs and environmental performance

Not only do Apple computers retain their value for longer than similarly specced computers, they actually cost less to run while you have them. Because Apple design both the hardware and operating system, they can make sure that they work together to minimise energy consumption and conserve power. According to Apple's Environmental Responsibility Report 2018, the average energy consumed by Apple devices is down by 68% since 2008, demonstrating an ongoing dedication to reducing energy costs and environmental footprints.

Apple Environmental Responsibility Report 2018: Product energy use (kWh/yr)

2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
23.2	24.2	21.8	17.7	14.6	11.2	8.8	8.4	7.0	7.2
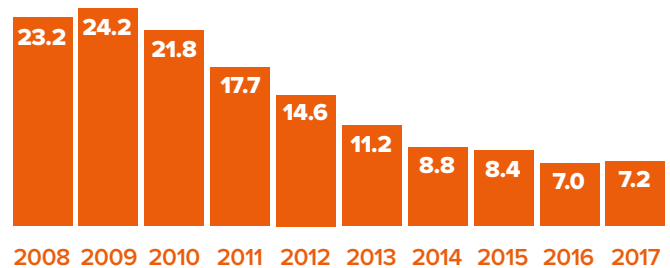
Higher residual value

Apple products are a smart investment. They're designed to last using durable, high value materials such as aluminium, and are put through extensive reliability testing to ensure they continue to perform after years of use. Apple products often retain significant value even after three or four years of use – far more than a comparable machine. We recently carried out research into the residual value of a 13" MacBook Air, and found its projected resale value after five years was £400, whereas a similarly specced and priced alternative could fetch just £138 (Based on current value of 2011 Apple releases).

51% residual value!

Those cost savings can be easily recovered at the end of the lifecycle by trading in or letting Apple buy back your devices. Organisations that don't want to deal with trade-in or buyback programmes can lock in this value up front by taking advantage of leasing programmes.

The ecosystem

The Apple ecosystem is one of the biggest advantages of working on Mac. Having an interconnected ecosystem of devices is a great way of making everyday processes faster and simpler. If your staff are working on Macs, you can easily implement iOS devices into your business to create a seamless workflow with mobile and desktop devices, that can enhance your employees' productivity.

The latest versions of iOS and macOS are packed with features that make it easier to move work between one device and the other. Known as Continuity, this set of features was first introduced in OS X Yosemite, and lets you share files with your tablet, answer calls from your Mac and more.

Great for use in business, Continuity features mean you can switch between your Apple devices and pick up where you left off with your emails, messages and even phone calls. As the global mobile workforce is expected to rise from the current 1.45 billion to 1.87 billion by 2022, according to the Global Mobile Workforce Forecast Update 2016-2022 from Strategy Analytics, giving your employees the tools to respond to pick up work from the office Mac on their mobile devices is invaluable.

Staff satisfaction

In a recent PWC survey of millennials entering the workforce, 59% said that an employer's provision of state of the art technology was an important factor when they were considering a job, and 78% said that having access to the technology they liked to use made them more effective at work.

In light of this, being able to provide end users with a choice of technology options is key when it comes to attracting and retaining top talent (especially as the survey also revealed that new hires of this generation expect to have more employers over the course of their lifetime than others).

The connected Apple ecosystem also makes it easier to connect work done in the office with work completed elsewhere, making it easier for you to offer flexible working arrangements – which 19% of millennials ranked as the most persuasive benefit an employer could offer them.

Global mobile workforce

2016	1.45b
2022	1.87b

Still worried about the initial cost? Try leasing...

One way to reduce the initial cost of Apple technology is through leasing. Leasing is a great alternative to an outright purchase, because it allows you to spread the cost of your technology into more manageable monthly sums. You can bundle extra services, like helpdesk support or onsite visits from Apple certified technicians, into your leasing agreement as well, so you can get all your essential services from one provider.

What makes leasing a great alternative:

- **Flexibility.** Leasing lets you adjust the capacity of your IT infrastructure at any time.
- **Easy to budget.** Costs are more predictable and transparent – so you can manage your cash flow more cost-effectively.
- **Stay up to date.** With an agreed refresh cycle, leasing keeps you up to date, significantly reducing the risk of your IT resources becoming obsolete.
- **Tax deductible.** Lease payments count as an operating expense and are therefore fully tax-deductible.
- **No debt or equity.** Choose from different types of leasing to take advantage of different accounting standards appropriate to your needs.

Conclusion

Implementing Apple into your business isn't about simply swapping your PCs for Macs. Deploying Apple technology can save you money if you have the preparation and planning to implement it correctly. As you can see, by going with Apple, you can cut support costs, get more value at the end of your hardware's life, take advantage of free apps and features included in macOS and iOS, and reduce your deployment time and costs.

Get in touch with our team to talk about how our solutions and services can help you implement, manage and support Apple for a better total cost of ownership, call us on 03332 409 255 or email enterprise@Jigsaw24.com.

Support	Total Cost of Ownership gap
Management	Support
Hardware and software	Management
	Hardware and software
Similar spec competitor	Mac