JIGSAW24

Mac myths busted

Investigating common misconceptions around Mac for business

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Many businesses are now seeing the benefits of bringing Apple into their IT estates, but some are still a little wary of making the leap. However, Macs are easier than ever to deploy into a mixed platform environment, and are a lot more affordable than you might think. Read on to see some of the most common misconceptions around Mac for business, and learn why they're such a good fit for enterprise.

Myth #1:
Mac costs more than the alternatives

The long-held opinion is that Mac can cost more than alternative computers, and on paper, the initial outlay can appear higher. But when you drill down, factoring in the out of the box value of Mac, the free included software and operating system and higher residual value, you'll find they typically work out cheaper in the long run, and represent a better total cost of ownership (TCO). Mac has a lower cost of deployment and management, with 104 fewer management tasks on each Mac computer than each equivalent computer (31 for macOS compared to 135 for the equivalent).[1] They also have a lower cost of support, with first call resolution being 91% for Mac, versus 84% for Windows, and technical callouts 6% for Mac compared to 14% for Windows.[2]

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[3]

Difference in total cost

Added costs

Initial cost

Residual value

Other computers

Mac
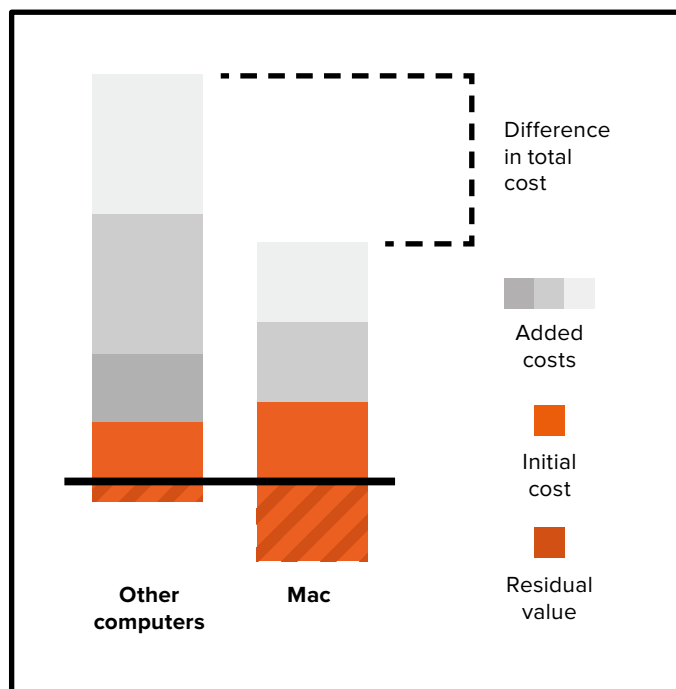
The initial cost for the MacBook Air is over £300 more. But, this isn't where the costs for technology stop. Even without taking into account the support savings, the low software costs and high residual value that are part and parcel of owning a Mac pretty much cancel out that extra initial outlay. 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[4]

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

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

[3] All prices were correct at time of writing

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

Myth #2:
Mac and PC
aren't compatible

Simply not true – Mac has worked for years with in-house IT solutions. Exchange for email, Active Directory for authentication and more have traditionally been available on a Mac. In fact, Microsoft Office is one of the most widely utilised applications on macOS. And as we move into a world where more and more solutions are cloud-based, Macs are even more compatible with business applications.

Microsoft have built a reputation on being able to control everything on a Windows device – from access to the C: drive, to setting desktop wallpapers. While these settings aren't available out of the box, the addition of data loss prevention (DLP) software lets an admin quickly create policies that make Macs compatible with a company's baseline.

Apple's last truly enterprise server was discontinued in 2011, and it's since then that we have seen Mac presence increase in business. It doesn't mean these devices are rogue on the network, it means that in-house IT teams have adapted systems to be accommodating of the new operating systems. The introduction of MDM and cloud computing mean that devices can be remotely wiped or remotely locked from anywhere in the world.

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Myth #3:
Business apps aren't
compatible with Apple

In the early days, when Macs were more a novelty than the norm, this could have been true. But if we fast forward to today, you'll see that most software vendors write equivalent installers for macOS. Looking at Apple's whole ecosystem, we can see that slowly software vendors are introducing titles into the App Store – business applications such as Slack, Microsoft Remote Desktop and OneDrive are all available to install, and available for purchase and deployment using a compatible MDM solution and Apple's Deployment Programmes.

Want to know more about
device management solutions?

Head to **Jigsaw24.com/enterprise-support-downloads** and download our Mac management whitepaper to get a top-level insight into Mac management for creative businesses, the areas you'll have to consider, challenges you'll face and the best tools for the job.

Myth #4:
There's a steep learning curve

Macs are intuitive and easy for end users to grasp, even if they don't already have familiarity with the system (although as Apple products are now so ubiquitous as a consumer technology, they more than likely will – Apple now has an installed base of users with 1.3 billion active devices). Mac simplifies a lot of the actions and functions that users need, with multitouch gestures to easily navigate through apps and the macOS operating system. Apple bring together Mac, iPad and iPhone into a unified experience by centralising everything within iCloud, giving the benefit of improved file sharing, messaging, calendaring and notifications.

Millennials now expect to have their personal lives on their work computers, and BYOD has now been superseded by COPE (corporately owned, personally enabled) devices. With greater cloud adoption leading to a more mobile workforce, businesses must give employees the tools they need to do their job properly. Choice is also key. The multi-generational workforce is thriving, comprising many age groups of different technological preferences and knowledge. Not providing choice can alienate a talent pool that could otherwise propel a business forward.

Myth #5:
Macs aren't as secure

We're huge advocates of ensuring a seamless user experience with technology. That said, we understand that in business environments there's a need for more control over devices. Modern management techniques make it possible to manage individual Apple iCloud accounts without hindering the user experience, and still allowing them to install their own, previously bought apps. This level of management is often described as a 'corporately owned, personally enabled (COPE)' model.

While it's true that the number of malicious malware, spyware and viruses are less common on macOS as a platform, there is still a risk that devices can become infected. However, with its beginnings with the UNIX operating system, macOS is somewhat 'sandboxed', meaning applications are isolated from core system resources and programs, providing an extra layer of security. Some of the built-in tools that Apple provide (such as FileVault 2, Gatekeeper and XProtect) make it increasingly hard for operating systems to fall foul of such attacks and unidentified threats.

> *When I was looking for a graduate job, I wanted somewhere I would feel comfortable with the technology. I use Apple at home and was worried about moving to a PC-centric workplace – I've never really used PC before, and training wasn't usually provided. Because we use Mac at work here, I'm already used to the software and I've always got access to all my files, apps and messages.*

Sarah Greenhaff, Campaign Manager, Jigsaw24

Myth #6:
Macs are just
for creatives

Consistently topping lists of cool brands, no-one can deny Apple's appeal. It's perhaps unsurprising therefore that, during Q2 of this year, Apple reported global sales of around 52.2 million iPhones and generated total quarterly revenues of $61.1 billion, up 16% compared to the same quarter in 2017.

While Mac has continued to cater to creative professionals, over the years, macOS has built up a feature set which focuses on speed, length of use and multitasking, all of which are vital for modern business. Mac comes with productivity apps like Pages, Numbers and Keynote included, and fully supports Microsoft Office 365 software. Fast startup times, a light and durable design, and a full day's worth of battery also mean Mac is perfectly suited to a business environment, which is why so many enterprises are already on board.

For example, SAP runs over 100,000 Apple devices [5], while IBM has over 135,000 Macs deployed across its business [6]. And Jamf claim over 72% of enterprise users will choose Mac if they get the chance to do so.[7]

Conclusion

When you factor in the total cost of ownership of Mac, plus the security and integration worries that IT teams may face, Mac becomes a very viable solution for business.

Mac is also now desired more and more by a millennial workforce who expect to use the tools they use at home as business tools too. As we've seen, Apple is increasingly the technology brand of choice for consumers, but recent developments and an increase in appetite mean we'll soon see a definitive shift towards Apple in the UK enterprise technology space.

Get in touch with our team to talk about how our solutions and services can help you implement, manage and support Apple. Call us on 03332 409 255 or email **enterprise@Jigsaw24.com**.

[5] Source: Martin Lang, VP of enterprise mobility, SAP
www.computerworld.com/article/3315739/apple-mac/interview-sap-talks-about-its-100000-apple-devices

[6] Source: Fletcher Previn, CIO, IBM
www.computerworld.com/article/3316542/apple-mac/macsibm-an-interview-with-ibm-cio-fletcher-previn

[7] Source: Jamf Survey – The Impact of Device Choice on the Employee Experience
www.jamf.com/resources/e-books/survey-the-impact-of-device-choice-on-the-employee-experience