



Switch to Mac

Introduction

Once in a while it is time for new devices. Whether this is because employees' devices have become obsolete or because new employees are starting, replacing hardware is unavoidable but also offers many opportunities. At such times, you always have the choice again of which new devices to purchase. Surely the biggest question remains, do I go for Windows or Mac?

You can choose to order updated versions of the devices that the organisation has in its standard range. These may have been used traditionally, or there may be other factors at play. For both Mac and Windows, there are good reasons to use them, which we also elaborate on in this whitepaper. But why would you actually make that choice for your employees? Why not let them choose for themselves?

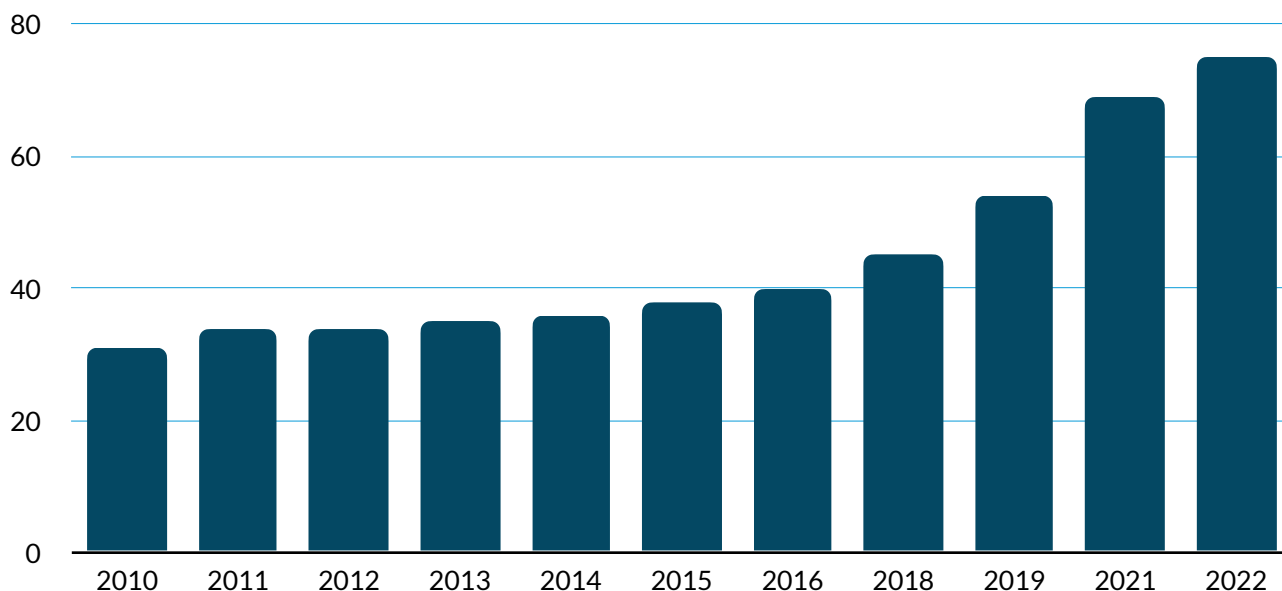
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1. War on talent

Letting employees choose what they want to work with has several advantages. For example, there has been a shortage of (good) workers for some time. This has increasingly become a problem in recent years. Never before has professional talent been so scarce. Indeed, globally, this shortage of skilled workers has reached an all-time high.

Results of research by ManpowerGroup show that as many as 75% of all employers report difficulties in finding skilled staff. In fact, according to this survey, the IT sector tops the list of sectors most urgently looking for qualified workers. As many as 76% of all IT employers experience difficulty finding specialised talent in the current labour market¹. This shortage of workers means that new and current employees can and do make higher demands on their employer and working environment. With more available jobs than jobseekers, a veritable 'war on talent' is emerging. What do employees want and where are their preferences best listened to?



¹ ManpowerGroup. (2022). *Another record rise in employment. ManpowerGroup Employment Outlook Survey.*

When you look further into the preferences of professional talent, it quickly becomes apparent that many employees prefer to work with Apple devices. You can find out why later in this whitepaper, but employees are generally more productive and satisfied when working with Apple devices. In addition to the benefits for employees, there are also financial benefits by switching to Mac.²

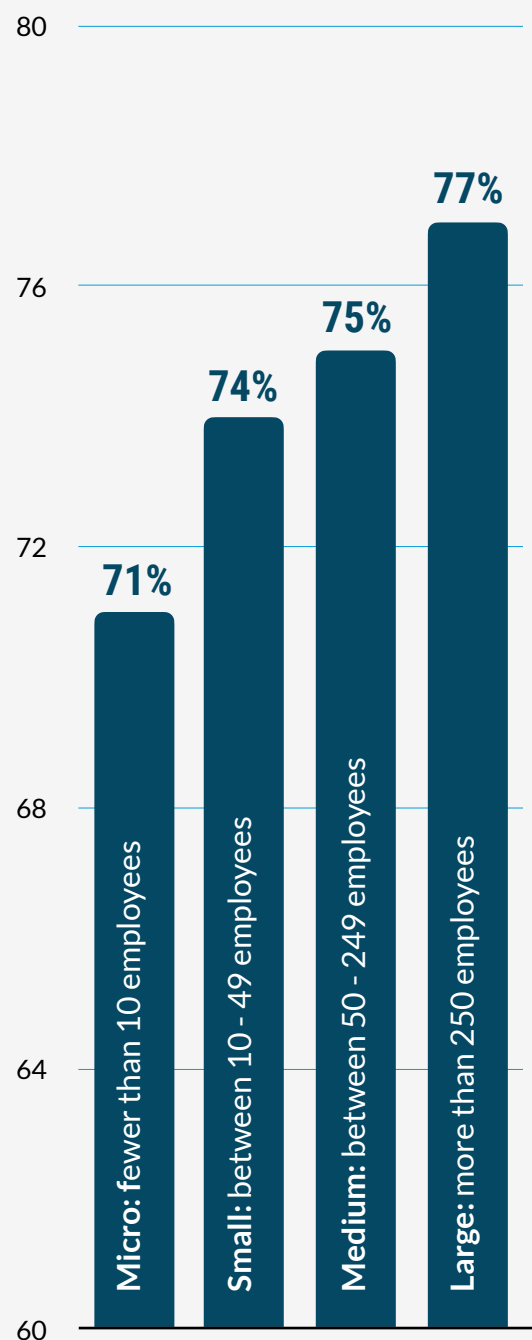
Apple sometimes has an image of being expensive. We therefore also show in this report that there is no need at all for costs to be higher. Indeed, you can even save on costs by switching to Mac. More attractive to professional talent, more satisfied employees, a positive impact on productivity as well as a favourable cost tag: add it all up and you have a perfect moment to switch to Mac.

In this white paper, we list all the costs, benefits and determining factors. From hardware and software procurement, installation and management, to end-user support and employee preference.

What does it show? Apple comes out on top in all these areas time and again.

² ManpowerGroup. (2022). *Another record rise in employment.* ManpowerGroup Employment Outlook Survey.

Larger companies have more trouble finding talent than smaller ones.



2. What do employees want?

The results of a worldwide survey 'Employee Choice and its Impact on the Future of Work' by Jamf show that employees perform better and feel more comfortable when they are allowed to choose their own devices.

In this survey, as many as 9 out of 10 respondents said it was important for them to be able to choose work devices themselves, 89% of them were even willing to give up part of their salary to do so. The results also showed that more than 91% of all participants reported experiencing various benefits from the Employee Choice program. By offering choice, they feel more valued, tend to have a more positive attitude and are more productive in doing their jobs.

This freedom, to decide which devices to work with, appears to be one of the ways in which employers are able to retain employees. For example, 70% of respondents revealed a preference for an organisation where employees are allowed to make choices when it comes to technology. Moreover, 75% of responses also showed that employees are less likely to leave an organisation that lets them choose their own devices.

Apple devices are preferred

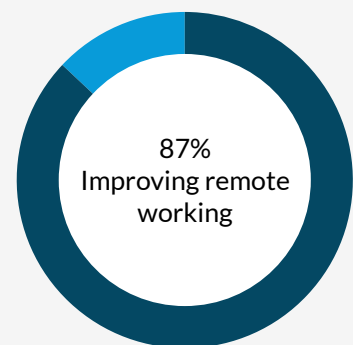
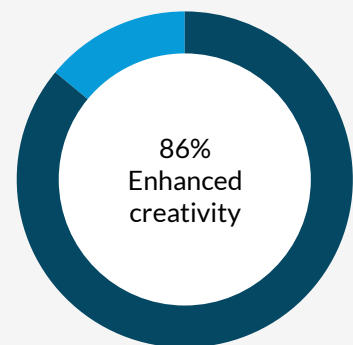
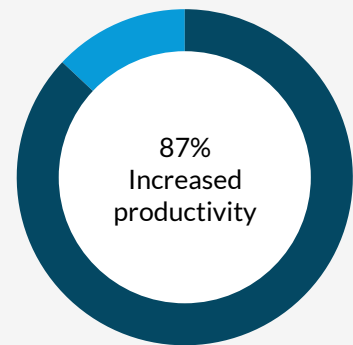
Fortunately, many companies – over 54% of employers surveyed – see the benefits of letting an employee choose their own devices. The global COVID-19 pandemic once again highlighted that the need for flexible working from anywhere is greater than ever. Other results from this same survey showed us another interesting thing: the willingness to adopt a hybrid work model is significantly higher within organisations that let employees work with Apple devices (82%), compared to organisations whose staff do not work with Apple (68%).

From the responses of all participants, we see a strong affinity for Apple in general among both regular Apple users, as well as users who perform their work with other devices. Of the Apple users surveyed, 65% said they had worked with other devices before and when allowed to choose, their preference would be Apple devices. Comparing these user experiences and responses, the following characteristics, in particular, stand out:

- 87% mentioned experiencing increased productivity when working with Apple devices.
- 86% said Apple devices enabled them to do more creative work.
- 87% mentioned that remote working had been significantly improved by using Apple devices.

In addition, the report shows that employees who perform their work with Apple devices feel more comfortable overall. They feel more professional (51%), more confident (44%) and more efficient (45%) at work.³

When respondents were asked to choose between Apple devices and other non-Apple devices, a majority of 56% were found to prefer an Apple desktop. This preference for Apple is further reinforced when it comes to laptops, over 62% of participants were found to prefer a MacBook to any other type of laptop that is not from Apple.



³ Jamf. (2021). *Global Study: Employee Choice and its Impact on the Future of Work*.

3. Information security

Surveys show Mac to be excellent when it comes to security. One surveyed organisation said it had not experienced a single malware incident since they had fully switched to Mac three years earlier. Moreover, they also reported fewer security incidents and alerts when using Mac, compared to PCs.

It has been shown that for every Mac used, the risk of data breaches is reduced by 50%⁴. A data breach is a serious risk for an organisation. Indeed, this is always associated with inconveniences such as downtime, impact on stakeholders, costs for a solution, as well as fines and charges. Those surveyed felt that Mac has a fundamentally more secure architecture than their PCs. They cited the built-in security architecture, automatic encryption and the ease with which Mac can be registered on device management platforms as reasons. They indicated that the zero touch process for commissioning and registration is significantly easier than commissioning PCs. Moreover, organisations can manage more Mac devices per FTE and the organisations receive fewer service tickets from Mac users.



Facts & Figures

- Forrester has determined the following based on the interviews and research:
- An organisation suffers about 2.5 data breaches every year.
- The average cost of a data breach is \$6.1 million. This includes fines, charges and solution costs. This average cost does not include downtime for internal users due to the data breach.
- Each data breach leads to an average of 3.6 hours of user downtime and affects 20% of the organisation.
- Mac lowers the probability of a data breach by 50% per device.

⁴ Forrester. (2021). *The Total Economic Impact™ Of Mac In Enterprise: M1 Update*.

4. The total cost

Apple devices have an image of being expensive and requiring large investments, but is this the case in reality? Indeed, in addition to satisfied and better-performing employees, using Mac also brings financial benefits.

If you list all the costs, you cannot help but conclude that the initial purchase may cost a bit more, but the operational costs in total are significantly lower than using Windows computers. In addition, we should certainly not forget the higher residual value of Apple devices, which means that equipment continues to benefit even after use.

If we look at the total cost of hardware, software, support and also services, we see that over a three-year period, there are cumulative cost savings when an organisation switches to Mac. Moreover, ongoing management and support costs will also continue to decrease, thanks to the built-in security and even greater reliability that Mac brings.

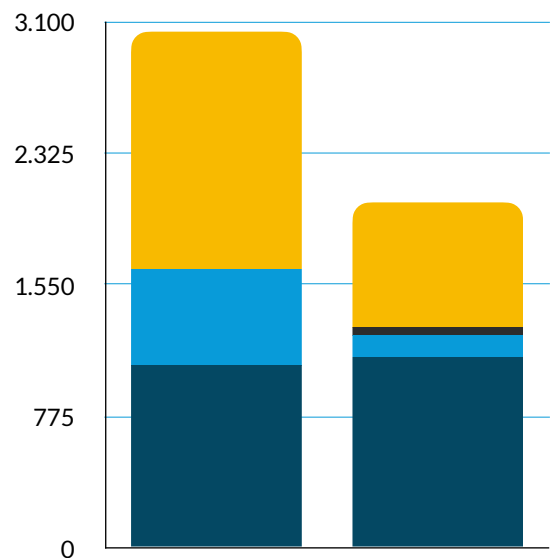
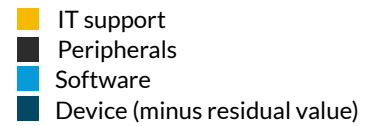
It is easy to conclude from the tables that although the purchase and depreciation are in the Mac's favour, the real difference is made over 3 years of management and IT support.

Putting the two tables together, the total cost for the PC appears to rise to almost \$3,000 and the Mac is at just over \$2,100.

Purchasing	Windows-computer	Mac	The cost of hardware and software, for three years. (amounts in US\$)
Device	1.200	1.500	
Residual value in %	10%	25%	
Residual value	-120	-375	
Additional software	570	120	
Additional peripherals	0	50	
Risk adjustment	83	65	
Total	1.568	1.360	
Difference	208		

Above all, choosing Mac is more energy efficient: each Mac requires about 50% less power than a PC. A Mac with an Apple M2 chip offers quite a bit more than that, consuming, on average, 75%(!) less power than a PC. This has a beneficial effect on the energy bill and the environment. The 'efficiency cores' of a Mac with Apple M2 chip make choosing Mac even more energy-efficient.

In power-saving mode, this means the 'performance cores', which normally work hardest, don't have to do much more. As a result, choosing Mac is also more sustainable. When you then put all the costs in a row, it turns out to be many times cheaper to choose Mac in all areas.



IT support	Windows-computer	Mac
Rollout and installation	43	4
Support	540	162
Management	759	500
Energy costs	42	14
Risk adjustment	0	69
Total	1.384	749
Difference	635	

The difference in operating costs, including support, over three years. (amounts in US\$)

5. But... what about that?

Of course, we understand that you are curious as to how these prominent differences can come about. We will explain some of the salient arguments below. It is important to note that these examples involve an enterprise-level organisation comprising more than ten thousand workstations.

5.1 Purchase of hardware and software

One sizeable difference that immediately jumps out is particularly the absence of expenses for buying an operating system. Indeed, Mac users will not face additional costs in this area. After all, the operating system, macOS, is an integral part of the computer. In addition, all updates, including annual OS updates and additional patches for newer versions, are completely free of charge and automated. Taken together, this results in annual savings that continue to accrue, thanks in part to automatic software updates, ensuring the best possible data protection. With Mac, you no longer have to deal with soaring additional costs during operation. In contrast, the price tag for a single Windows licence is easily \$150 per computer, per year. This constitutes a striking difference in operating costs.

5.2 Rollout

The rollout follows after the purchase. Mac rollouts within an organisation also deliver the necessary benefits: the rollout of one PC takes an IT professional about 60 minutes, compared to the five minutes needed to roll out one Mac. You calculate the cost for this based on the average salary of an IT professional, which usually approximates to \$43 an hour. This means that in the same hour in which you roll out one PC, you can roll out as many as 12 Mac devices. Another great advance in saving time and money. And we all know... time is money.

5.3 Support

The extensive difference between Mac and PC becomes even more apparent in the support and end-user experience. For example, a PC user creates about six support tickets a year, each costing about \$30 to fix. In contrast, Mac users create 60% fewer support tickets. Here, the costs of resolving a single ticket from Mac users is approximately 25% less than how much it would cost to resolve a support ticket from PC users. This again makes using Mac within an organisation more advantageous overall. Part of the reason lies in the fact that

Apple keeps both the hardware and the operating system entirely under its own control, making them seamless. The harmonious interaction between hardware and software makes for a less complex ecosystem and, above all, fewer errors. Moreover, Mac users appear to encounter incidents only rarely. Problems that can usually also be solved faster and more efficiently by IT professionals.

5.4 Management

When we look at device management, the numbers certainly don't lie. A single FTE in an IT department can manage around 200 PCs. In contrast, the same IT worker can easily manage over 500 Mac devices. With a quick calculation, you will soon see a difference of as much as two-and-a-half times more workstations. This means that for the same number of workstations, simply put, fewer people are needed to manage the devices. In addition, administrators of Mac devices spend significantly less time per managed device. Precious time, which they could spend more productively or on other valuable work.

5.5 Mobile Device Management en Business Manager

But it doesn't stop there. Another crucial reason why it is advantageous for businesses to choose Mac over PC is in the increased productivity of users. Indeed, Mac is inherently more secure, even without additional protective software. Employees can continue working unhindered and no longer have to worry about security. It is, of course, recommended for organisations to install the right additional security on the network and infrastructure at all times, regardless of the type of devices used.

Apple has special features to further simplify remote deployment and management of computers and mobile devices. For example, Apple Business Manager (formerly Device Enrolment Program) makes it easier than ever to roll out multiple devices simultaneously on a large scale. All this is done through Mobile Device Management (MDM). Remote configuration of Mac, iPhone and iPad is thus fully automatic and starts as soon as the employee has unpacked the device and switched it on. All you need is a connection to the internet. This process works closely with Apple Business Manager, with devices already logged into the system before being put into service. MDM also provides tools to manage and control all devices entirely remotely. This allows you to track or delete devices with a few actions. This makes data permanently secure even in case of loss.

6. Mac at IBM

In 2015, even the 'Big Blue' IBM, maker of the Personal Computer, surprised friend and foe with the introduction of Mac@IBM. This initiative created a massive change and allowed employees to choose between Mac and PC. Once upon a time, their PC was the ultimate standard for business.

IBM is raving about the reduced support and support costs since the introduction of Mac within their organisation.⁵ For example, it was reported that IBM employees are more satisfied overall when working with Mac. These employees had a Net Promoter Score of 47.5, more than three times higher than the 15 scored by Windows users. The numbers don't lie either: the study published by IBM revealed that only 5% of Mac users needed additional service, compared to 40% of employees working with Windows. Moreover, IBM research also showed that Mac users were less likely to leave the company, compared to Windows users. Additionally, it was found that closed deals were also 16% higher among Mac-using employees. By the end of 2019, there were more than 290,000 Mac machines in total in use at the Big Blue, a number that has since steadily grown.

⁵ IBM. (2019). *IBM Announces Research Showing Mac Enables Greater Productivity and Employee Satisfaction*. IBM en Jamf. (2019). *Technology Choice Improves Performance and Satisfaction*.

7. Apple Financial Services

From the cost factor, you may have already deduced that, by choosing Mac, you can save the most in operating costs. This is due to the overall lower cost of ownership, compared to the extra cost of PC usage.

So why not allocate as much of the total cost as possible to these operational costs? We will happily explain in more detail below how exactly that works. Apple Financial Services' excellent operational lease allows you to enjoy the latest Apple devices without any purchase investment. Make operational costs the only cost, by simply choosing a package and term that best suits your organisation. The residual value of the devices is included in advance in the calculation of the monthly fee.

As a result, you end up spending less than if you bought the devices. It's quite advantageous. With that, you only pay for usage. At the end of the term, you return the devices and if you choose to enter into a new lease, you can take advantage of several, attractive options to renew devices inexpensively. To provide every organisation with a suitable solution, you can choose a term of 12, 24, 36 or 48 months.

8. Additional options for Enterprise organisations

Sizeable organisations with a start-up budget of €100,000 have access to additional opportunities. We list them for you below.

8.1 Direct lease

Go for direct lease and pay the entire lease amount in one go. This is a form of operational lease, where the principle of paying for use remains the same. Hassle-free business, while retaining all the benefits and services. It allows you to refresh to new technology even faster, without skyrocketing monthly costs.

8.2 Mantel lease

Through a credit facility, you pay the entire lease amount spread over several investments. Receive monthly invoices, maintain visibility on your investment and benefit from the option to choose a term for each partial delivery.

8.3 Forgiveness Pool

If you return a device defective at the end of the term, normal signs of use aside, you will be charged a fee. With the additional Forgiveness Pool, you are insured against such costs and enjoy coverage of up to 10% of device costs.

8.4 White Glove Return

On top of that, benefit from optional, additional services and have the devices collected on site at the end of the term. All devices are deleted after inspection, in full compliance with the GDPR. You will receive a certificate for each device as confirmation.

Our PROs can always help you

When you factor in all these costs and benefits, Apple devices turn out to be no more expensive than PC at all in the end. In fact, Mac is many times cheaper to use, requires considerably less support and, because of its high residual value, gives you a better return on investment.

Moreover, employees are proven to be more positive and productive. Not entirely insignificant these days, Apple devices have been found to have a very strong appeal to professional talent, which can be of distinctive value in attracting and retaining qualified employees. On top of that, thanks to Apple Financial Services, making this switch is easier than ever, with no major upfront investment and, above all, no worries.

Want to know more about Apple in your organisation? Contact us. We will be happy to help you with honest advice and clear insights on Apple devices in the workplace.

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