# 2016 Survey

MANAGING APPLE DEVICES
IN THE ENTERPRISE

The annual Jamf Trends Survey looked at Apple in the enterprise – evaluating growth, key drivers for adoption and ease of management. Conducted in January 2017 by Dimensional Research, this survey is based on the responses of 300 IT professionals, managers and executives from commercial organizations of 50 to 10,000+ employees from around the world.
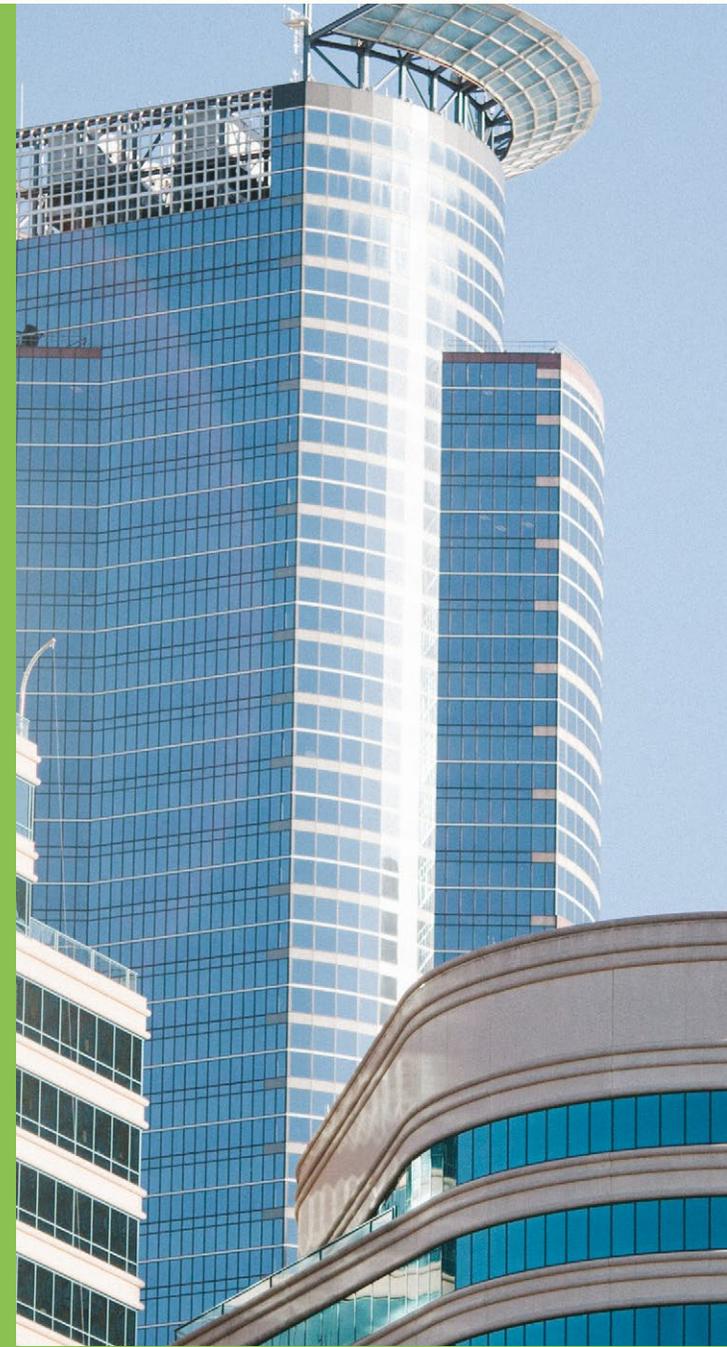
Executive Summary

Standardization on a single device brand is a thing of the past. Apple is gaining ground in the enterprise because employees prefer devices they use in their personal lives. In fact, the ability to work on a device(s) that an employee chooses and feels comfortable with largely impacts their productivity and job satisfaction. IT admins are adapting, finding that deployment, device configuration, security and support are easier with Apple than other operating systems.

Key Themes

1 Apple is growing in the enterprise

2 Employee choice is driving Mac adoption

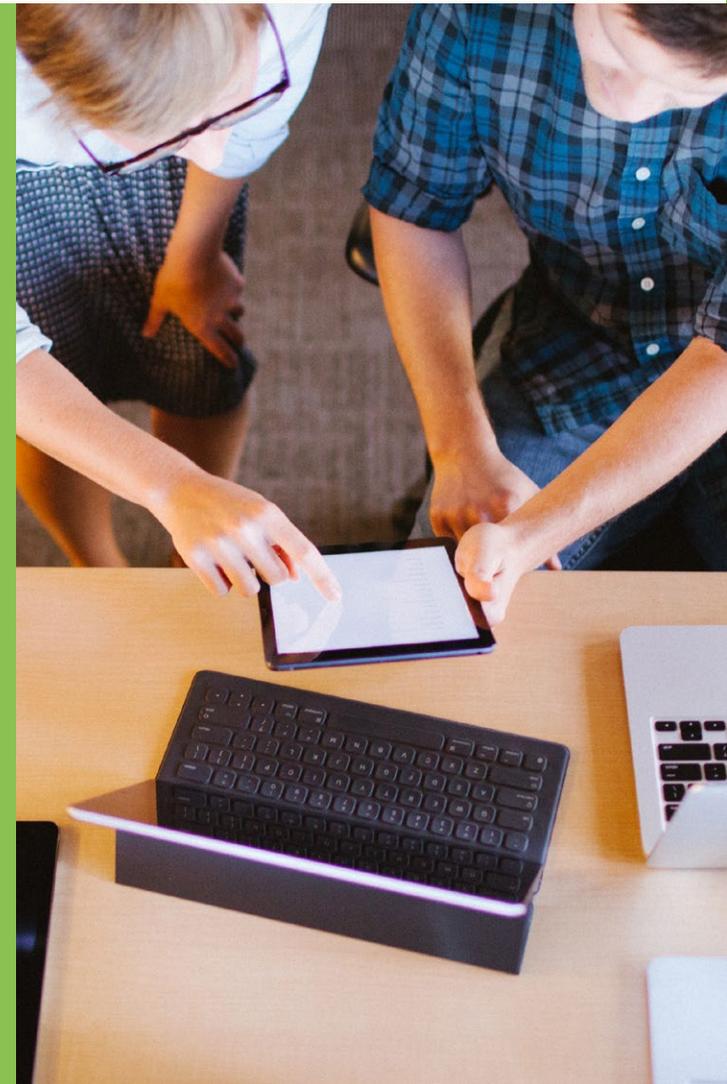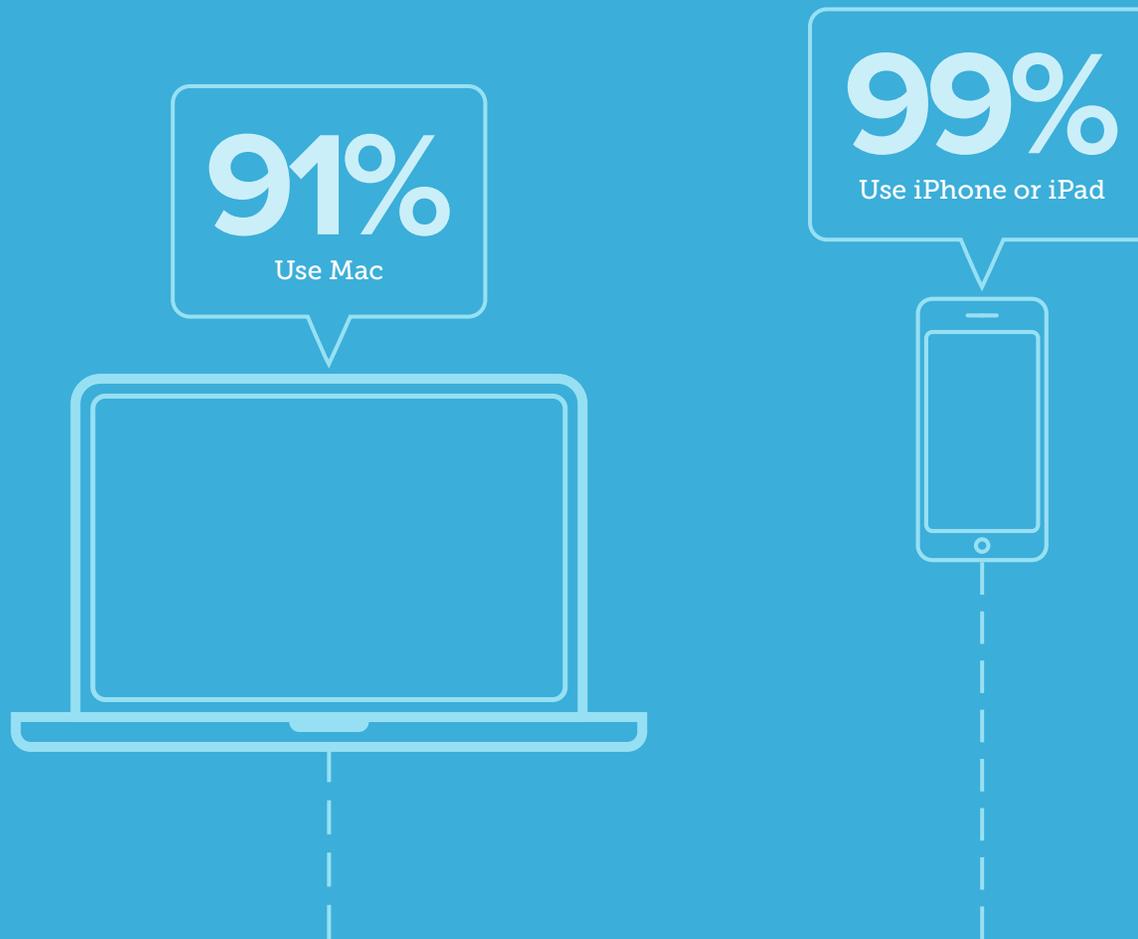**3** Apple is easier to manage than other operating systems
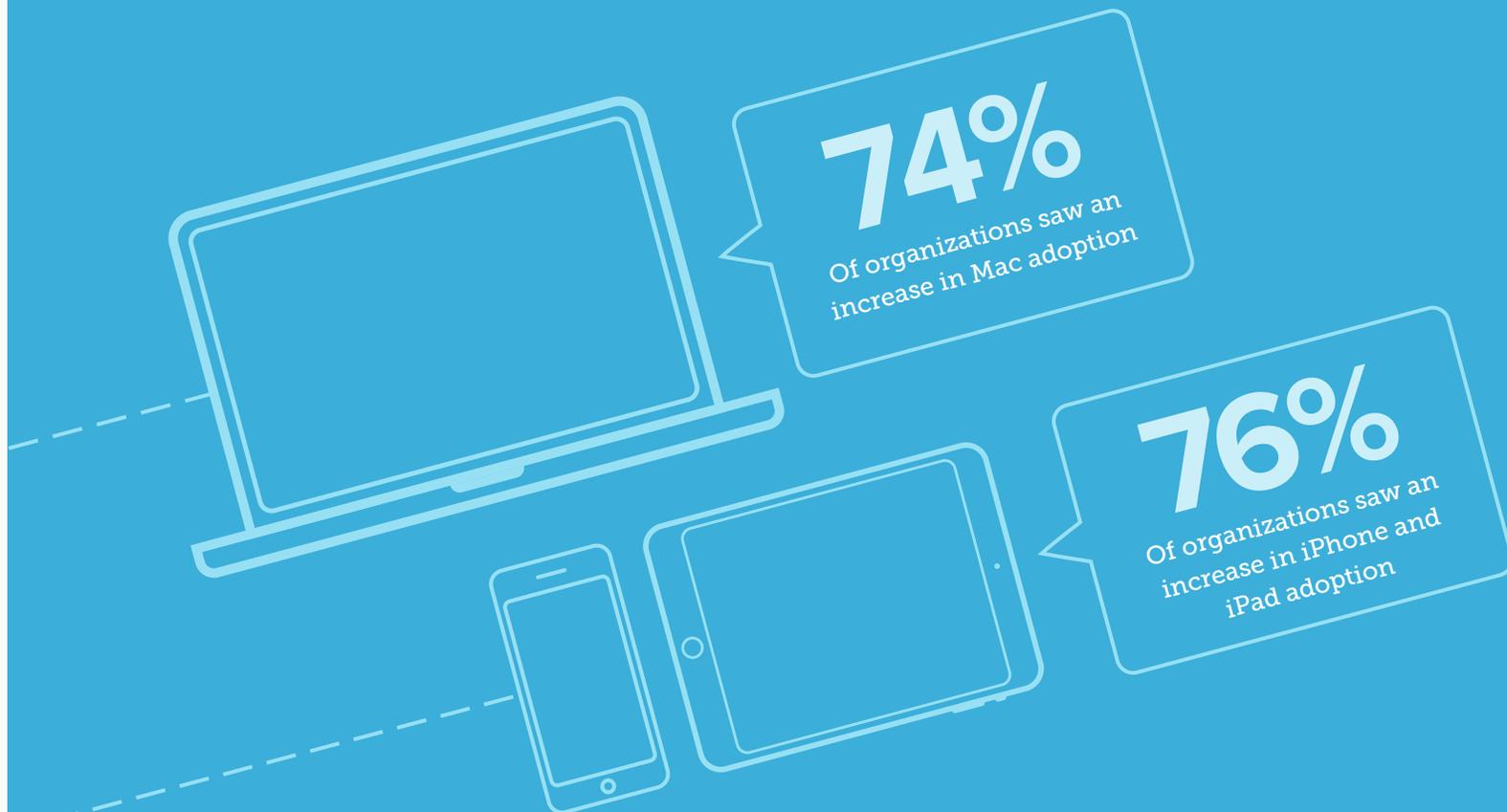
1

APPLE IS GROWING IN THE ENTERPRISE

Mac and iPad adoption

Apple continues to gain traction in the enterprise. An amazing 91 percent of enterprise organizations use Mac, while 99 percent said they use iPhone or iPad.

91%
Use Mac

99%
Use iPhone or iPad

Year-over-year Apple growth

The use of both Mac and iPad devices continue to rise in the enterprise. In 2016, nearly all of the organizations surveyed reported an increase in both Mac and iOS device adoption over the previous year.

74%
Of organizations saw an increase in Mac adoption

76%
Of organizations saw an increase in iPhone and iPad adoption

2

EMPLOYEE CHOICE IS DRIVING MAC ADOPTION

More companies offer choice

Nearly half of organizations surveyed (44 percent) offer their employees a choice between Mac and PC, with the majority (71 percent) offering a choice between different mobile devices (Apple, Android, etc.). This is consistent with *Jamf's Employee Choice Programs survey*, which also revealed employees value choice. Eighty percent say it should become standard operating procedure in business.

44%
Of companies offer choice
between Mac and PC

71%
Offer choice of mobile device

Employee choice – why it matters

Companies of all sizes are considering and implementing choice programs. Since implementing an employee choice program in 2015, IBM has deployed nearly 100,000 Macs, making it the world's largest choice program and Mac deployment. According to IBM's internal survey, 73 percent of employees want a Mac as their next computer.
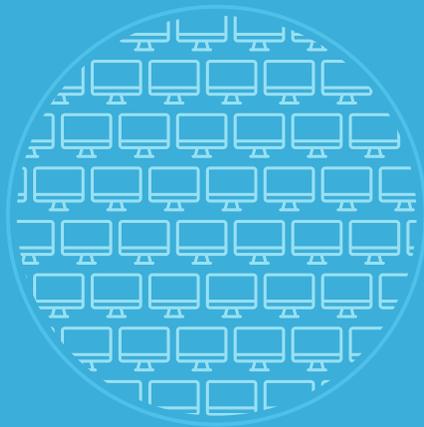
100,000

Deployed Macs
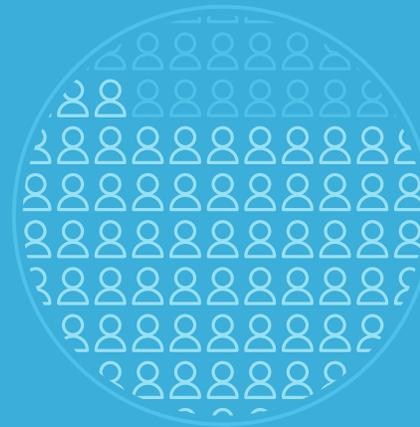
73%
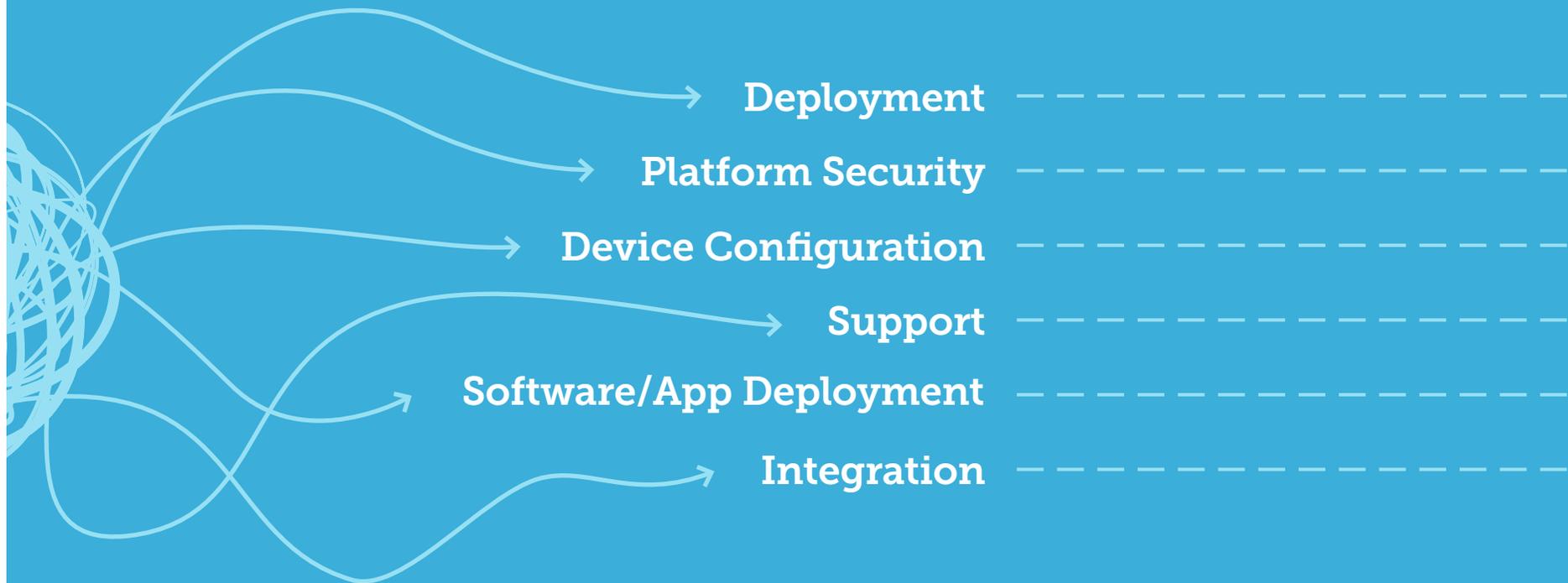
Of employees want a Mac as their next computer

3

APPLE IS EASIER TO MANAGE THAN OTHER OPERATING SYSTEMS

Apple's ease of use over other operating systems

In the past, IT admins used a series of complex tools to accomplish a wide variety of management tasks. They were often convoluted and required multiple steps to complete a workflow. Fortunately, that's no longer the case with Apple. IT admins confirmed Apple is as easy, if not easier, to manage compared to its rivals on six critical tasks.

Deployment

Platform Security

Device Configuration

Support

**Software/App Deployment**

Integration

Deployment

Traditionally, IT admins spent countless hours building and deploying images — a process that was routinely repeated to accommodate new software. Thanks to Apple's Device Enrollment Program (DEP), which works for Mac, iPad and iPhone, IT admins now enjoy getting devices to users with zero-touch deployment — no cumbersome imaging process needed.

Of those surveyed, 62 percent said the Mac is as easy or easier to deploy than PC. Additionally, 93 percent said it's as easy or easier to deploy iPhone and iPad over another platform.
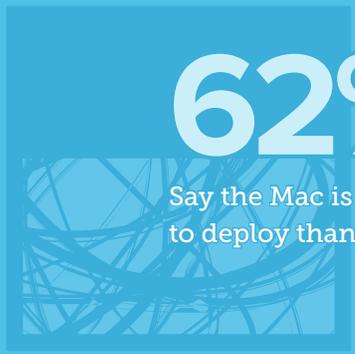
62%

Say the Mac is as easy or easier to deploy than PC
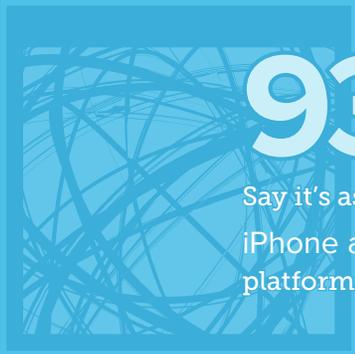
93%

Say it's as easy or easier to deploy iPhone and iPad over another platform

Platform Security

Windows and Android present a number of security concerns for organizations, including the need for third-party security software, constant patching and the threat of malware. Apple addresses these concerns with industry-leading native security tools that protect against malware and keep devices up to date. And with privacy as a key concern, Apple takes great strides to protect user data.

Of those surveyed, 66 percent said it's as easy or easier to maintain a secure environment on the Mac versus a PC, with 90 percent agreeing it's easier to secure Apple devices compared to mobile devices on other operating systems.

66%

Say it's as easy or easier to maintain a secure environment on the Mac versus a PC
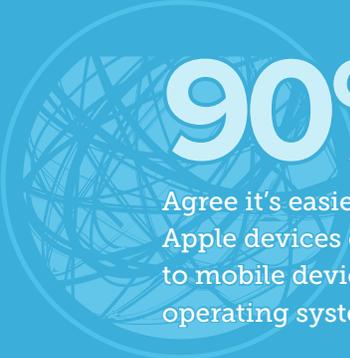
90%

Agree it's easier to secure Apple devices compared to mobile devices on other operating systems

Device Configuration

Apple has a mobile device management (MDM) framework built into its operating systems. This allows IT admins to easily configure Mac, iPhone and iPad with common settings, such as passcode settings, restrictions, Wi-Fi settings, VPN, email and more. Windows and Android lack the robust framework that allows for easy management.

Of those surveyed, 58 percent said it's as easy or easier to configure a Mac than its counterpart the PC. Additionally, 91 percent said Apple mobile devices are as easy or easier to configure than other devices, such as Android.
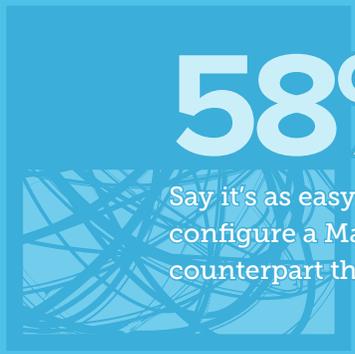
58%
Say it's as easy or easier to configure a Mac than its counterpart the PC

91%
Say Apple mobile devices are as easy or easier to configure than other devices, such as Android

Support

Apple's user-friendly interface often allows users to intuitively solve problems on their own, thus reducing the support needed compared to other operating systems. And when more advanced issues arise, IT admins can trust Apple's world-class support.

Of those surveyed, 63 percent said it's as easy or easier, in general, to support a Mac than a PC. Additionally, 89 percent of respondents said it's as easy or easier to support Apple mobile devices over others on different platforms.

63%

Say it's as easy or easier, in general, to support a Mac than a PC

89%

Say it's as easy or easier to support Apple mobile devices over others on different platforms

IBM, the largest Mac deployment on Earth, proved PCs drive twice the amount of support calls.

**Read more**

Software/App Deployment

With Apple's Volume Purchase Program (VPP), IT admins can purchase apps in bulk and distribute them to devices with or without an Apple ID. This makes it easy to get the software that users need when they need it, resulting in maximized productivity. Microsoft and Google lack a similar program, which makes it more difficult for IT admins to distribute apps in bulk.

Of those surveyed, 57 percent said it's as easy or easier to perform software and app deployment on Macs versus the competition, while 90 percent said it's as easy or easier to deploy software and apps on an Apple mobile device instead of another operating system.
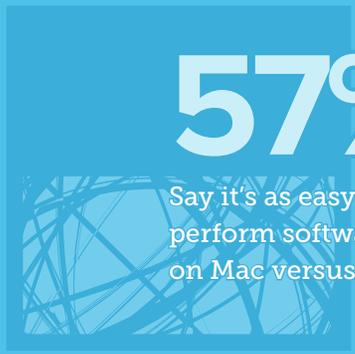
57%
Say it's as easy or easier to perform software deployment on Mac versus the competition
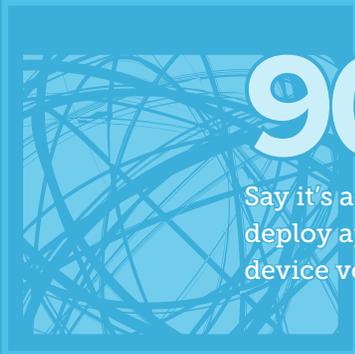
90%
Say it's as easy or easier to deploy apps on an Apple mobile device versus the competition

Integration

IT admins who manage mobile devices know how easy it is to integrate iOS devices into any existing environment. However, not all IT admins know how easy it is to integrate Mac. Apple adopts industry standards, which allows both Mac and iOS devices to easily join complex Wi-Fi networks and connect to shared drives and servers. Apple also builds out-of-the box integration for mainstream Microsoft technologies, such as Exchange for email and Active Directory for directory services, which means IT admins can easily integrate Apple products into any existing environment.

While only 36 percent of those surveyed understand the ease of integration with Mac, 79 percent of Apple mobile device users said they get it. According to them, it's as easy or easier to integrate an Apple mobile device into existing environments than it is a mobile device with another operating system.
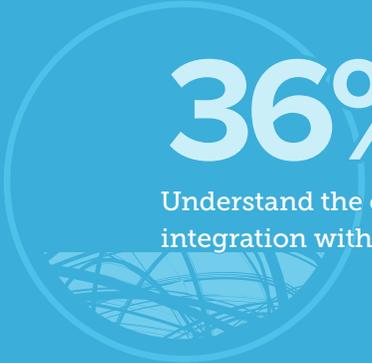
36%

Understand the ease of
integration with Mac

79%

Say it's as easy or easier to
integrate an Apple mobile device
into existing environments
than it is a mobile device with
another operating system

Conclusion

More organizations are offering their employees the choice between Apple and the competition – a way to meet the demands of their workforce for a flexible, reliable and intuitive device that users feel productive on. The growing trend of employee choice means a steady increase in Mac, iPad and iPhone in the enterprise. It is now easier than ever to deploy, secure, configure and integrate Apple devices into complex environments. As employees continue to demand Apple, IT can now manage them with ease and confidence.

Pair the best device management platform with the best hardware solution.

Learn more about Jamf Pro (formerly Casper Suite)

About Jamf

Since 2002, Jamf has been solely focused on helping organizations succeed with Apple. Jamf is committed to enabling IT to empower end users and bring the legendary Apple experience to businesses, education and government organizations through its Jamf Pro and Jamf Now offerings, along with its 42,000+ member Jamf Nation Community. Today, 10,000 global customers rely on Jamf to manage seven million Apple devices.

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