



A user-centric focus

Shaping the IT landscape

Introduction

As organizations look to leave their mark on their respective industries, executives understand that empowering employees with the right technology is the best way to make them more productive and drive the business forward. With technology seemingly everywhere, a new generation of employees seeks a seemingly modern technology experience at work defined as:

- 100 percent access no matter where they are located.
- A harmonious marriage between their personal and professional lives in one device.
- And a consumer-grade experience the moment they power on their device.

No technology provider addresses these expectations better than Apple.

This shift in the employee mentality is prompting IT to reevaluate the definition of IT service, and the practices and workflows they deploy to users. **The question is how does IT shift their practices to embrace the user-centric trend?**

The following e-book examines this very question. It explains what's driving this trend and how IT can take advantage of it to ensure they are hiring and retaining the best talent, streamlining technology practices while saving costs and positively impacting company culture.



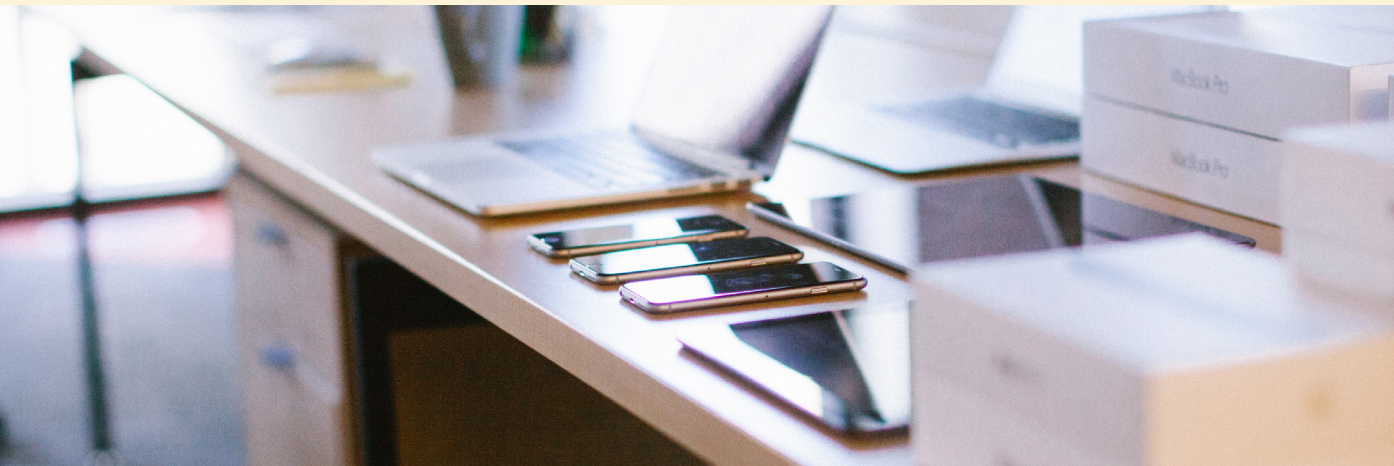
The driver: Apple growth in the enterprise

Apple's penetration in the enterprise

Apple has continuously invested into its enterprise strategy by expanding its partner portfolio with other enterprises such as IBM, Cisco and SAP. With these investments, Apple devices in the enterprise are expected to continuously rise. Based on direct comments from Apple CEO Tim Cook, Apple's enterprise business is now worth more than \$25 billion. Apple also **reports** that iPhone is used by 97 percent of the Fortune 500 companies and 91 percent of the Global 500. iPad tablets are used by 99 percent of the Fortune 500 and 93 percent of the Global 500.

"I doubt very many people knew that we have a \$25 billion enterprise business that we've built quietly in not too many years."

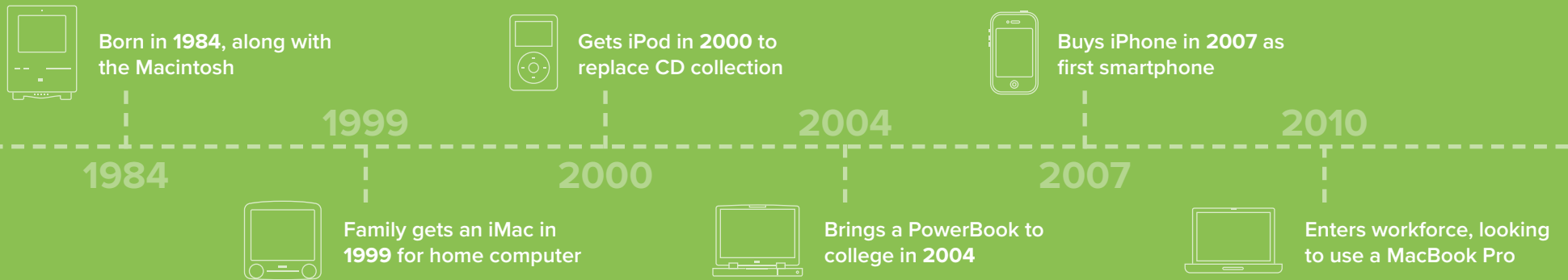
Tim Cook
CEO, Apple



A changing workforce with different expectations

The expansion of Apple in the enterprise is in large part a reflection of the changing workplace demographics. According to the U.S. Department of Labor, there are more than 46 million workers in the workforce who were born between 1980 and 2000.

Growing up with Apple



Now, as these individuals enter the workforce, they are demanding the tools they grew up with, are most productive on and can harmonize their personal and professional worlds in one seamless experience.

“Many candidates have a strong preference for Apple devices, so we make sure they’re aware of this offering early in the recruitment process.”

Icons by Yaroslav Samoilov from the Noun Project

Mairi Fernandez-Arez

Senior Talent Acquisition
Manager, Skyscanner

Attracting and retaining talent

Now that we understand how Apple and a generation of Apple users are impacting the direction of the enterprise, companies need to decide how to react to this trend. . Additionally, with over 100 million Windows 7 devices about to lose support at the end of 2019, organizations need to be prepared how that will impact users as well.

According to a recent [survey](#), the majority of workers value what technology a prospective employer offers. This shows that offering the best technology can be leveraged to attract and retain top talent. Additionally, an overwhelming majority said using the technology they prefer makes them more productive at work.

77%

of employees that currently have a choice program would choose to work at or stay at a company that offers them a choice in work technology.

68%

said they are more productive when they have access to the technology they prefer to use at work

**Millennials at work
report**

PWC

A change in IT practices

With a younger, more mobile workforce motivated by the best available technology, IT needs to adapt their methods to best empower their users.

A perfect example of the “traditional” approach is the lengthy imaging process IT administrators go through to provision a new, company-issued computer for each user. This involves creating a master image, which contains all of the software, settings and security protocols new employees require. Imaging has been a reliable way for IT to ensure all devices are identical prior to handing them over. However, imaging is not without its flaws. The most glaring being that a master image is tedious to maintain and outdated almost immediately. Software constantly requires updates in order to patch security holes and add new features.

A typical imaging workflow starts after IT purchases computers from their preferred vendor and ships them to a central processing center. IT then spends time and resources building and pre-loading each computer with a master image. Next, IT transfers the pre-imaged computers to a warehousing location, stockpiling devices for future users. Lastly, as a new employee comes aboard, the device is shipped to them. To recap, this process requires IT to spend valuable time building an image, loading the image onto devices, shipping devices multiple times and warehousing devices — where they depreciate in value and software quickly becomes out of date.

When the end user eventually gets their new computer, they need to go through an account setup process using a pre-determined password — signaling to the user that they received a locked-down, corporate-controlled computer.

Typical imaging workflow



* Note, imaging is no longer a recommended deployment method from Apple and is now only supported by Windows.

There's got to be a better way

For organizations using Apple, there is. Instead of going through a traditional process where corporate devices are quickly out of date, IT can use mobile device management (MDM) software to provision all necessary settings beforehand and ship a new computer directly to an end user.

For example, Jamf and Apple's automated device enrollment with Apple Business Manager are designed to shift the work that IT does: building a collaborative, productive relationship between IT, the user and the device. This model allows IT to eliminate manual tasks, drastically streamlining the setup process for users and empowering them with a personalized device experience immediately.

How does it work?

Automated enrollment lets IT administrators order new Mac, iPad and iPhone devices from Apple or authorized Apple resellers and register the corresponding serial numbers as owned by the purchasing organization. When a purchased Apple device boots up for the first time, it communicates with Apple's servers and is told to install software, configurations and security settings from their device management solution — all automatically.

This allows IT to provide the great out-of-box Apple experience users are accustomed to, while ensuring new devices are configured correctly, software is deployed and security protocols are enforced. This is the wave of the future for IT — focusing on the user experience and automating routine, manual IT tasks.

Apple's Automated Device Enrollment



Order from Apple



Ship to User

Is this process possible with Windows?

Traditional imaging methods are synonymous with Windows. In fact, this is the only way to set up and configure a PC. Windows has yet to implement a way to enable IT to perform zero-touch deployments.

IBM Case Study

User-centric IT done right

Leveraging this approach, IBM, the inventors of the IBM personal computer in 1981, now represent the world's largest Mac deployment. They have deployed over 134,000 Macs to their employees since implementing a technology choice program in June 2015, and they have learned a lot along the way.

"IT is an extension of the culture we want to have at IBM. We thought of this as a culture program and less as an IT program," said IBM's CIO, Fletcher Previn. IBM understood they needed to change their corporate culture if they wanted to attract top talent and keep employees productive and engaged.



Fletcher Previn
VP of Workplace as a Service, IBM

Mac@IBM by the numbers

2014 **0**
Managed Macs
500,000 PCs

2015 **30K**
Macs

2016 **90K**
Macs

2018 **134K**
Macs

IBM delivers technology choice around the world and sees the results

73% of employees say they will choose Mac as their next computer. This trend is consistent with a [2017 Jamf Employee Choice Survey](#), where 72% said they preferred Mac over PC. And, of those who have already made the switch to Mac, IBM is reporting a 10-point increase in their annual employee satisfaction survey. The number one reason for this increase was attributed to “access to better tools.”



73%
Of IBM employees want a Mac

In addition to happier employees, IBM found that Macs were three times cheaper to manage compared to PCs. Thanks to fewer support calls (PC users call the help desk twice as often), cheaper management tools and better residual value, IBM saves between \$273 and \$543 per Mac over a comparable PC in a 4-year total cost of ownership model. This demonstrates that technology choice programs are not only good for employees, but also for the bottom line.



Increase in employee satisfaction since Macs were introduced



2 x As many PC users call the help desk



3 x Cheaper to manage Macs

\$273 - \$543

Amount IBM saved per Mac over comparable PCs

(4yr TCO model)

How to create a user-centric IT model

If your organization's goals include attracting top talent, retaining good employees, increasing productivity and saving time and resources for IT, then it is time to focus on the user.

Start with choice

Offer your employees a technology choice. There are many important considerations when implementing technology choice. Your first instinct might be to conduct an application readiness assessment. Save your time and skip it. Just understand that there will be software that won't work on a Mac and vice versa, but there are often alternatives to keep employees productive.

Further, consider beginning with a beta choice program with one department before rolling it out to the entire company. This will ensure most, if not all, employees will remain productive while you work out any kinks in the workflow.

When you are ready to roll out your program to the masses, start it off on the right foot by being open and communicative. Go in knowing that not all employees will choose Apple or be satisfied with their initial decision. Consider offering a return window; IBM offered a 60-day return policy. This gives employees the freedom to confidently make, test and stick with their device decision.

The Apple experience



- ✓ Start with choice
- ✓ Streamline device deployment
- ✓ Embrace the native Mac experience
- ✓ Resources at the ready for employees
- ✓ Better support experience

Streamline device deployment

With employee devices selected, look to simplify your device ordering process, making it more user-friendly for both your team and the user. Consider setting up an online portal that mimics a typical shopping experience. This approach gives users a sense of ownership over the process and IT the ability to easily approve or deny hardware requests.

After placing an order for a new Mac, iPad or iPhone, the device can be shipped directly to the employee and pre-configured thanks to Apple's automated device enrollment with Apple Business Manager and device management. Consider sending emails to your users when the device is on its way, informing them about the status of their device and reminding them where to find helpful IT resources.

Once the user opens their new device, they will be automatically guided through the IT-customized setup process and enrolled in management with all the appropriate provisioned settings and policies installed.

Apple's Automated Device Enrollment

Order from Apple or an authorized Apple reseller



MDM profiles



Purchase apps and books in bulk with Apple Business Manager



Security settings



Ship to User

Embrace the native Mac experience

Apple has spent considerable time and effort macOS the optimal user experience, and organizations looking to deploy Macs in a choice program should consider keeping that experience intact. Apple has native encryption tools, such as FileVault, built into the operating system that can be managed remotely. This allows IT to ensure security standards without requiring additional software.

The same can be said about anti-virus software for Mac. macOS experiences far fewer virus threats than Windows thanks to its UNIX underpinnings. Apple maintains a virus definition list and automatically updates all Macs. This is known as XProtect, and just like FileVault, is built into the operating system and doesn't get in the way of users. By avoiding bolt-on, clunky, third-party security software, organizations allow users to get the most out of the Apple experience.

macOS native security



FileVault



XProtect



Admin permissions

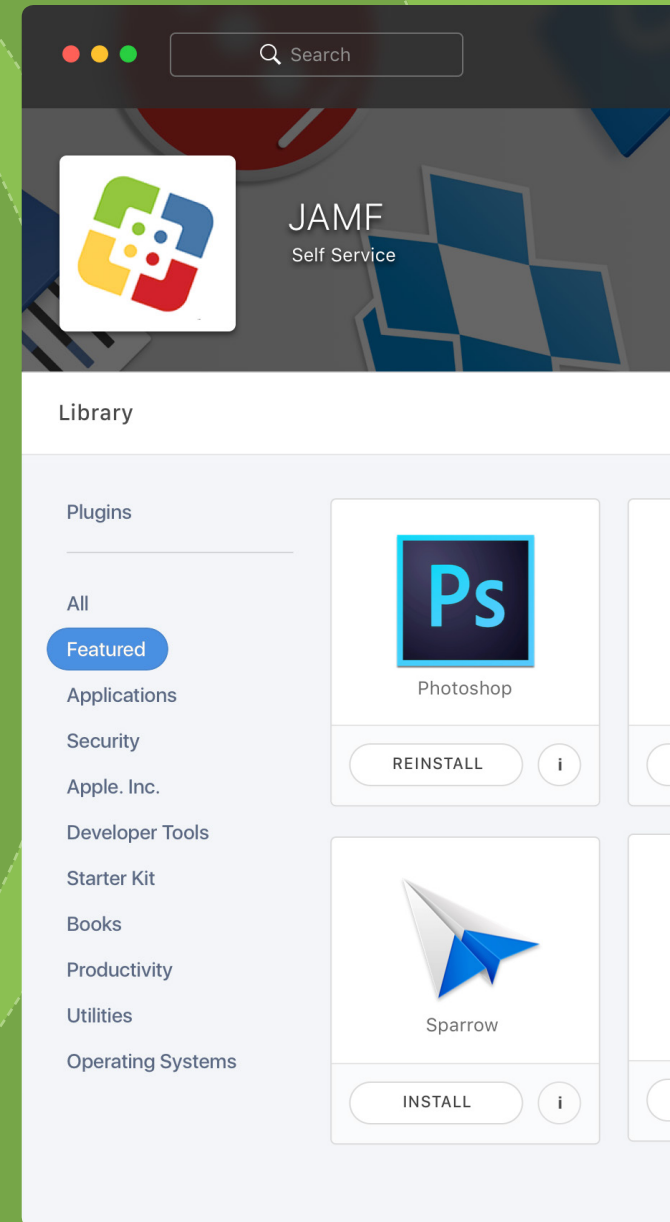
Resources at the ready for employees

Providing on-demand resources is a great way to enable users to be self-sufficient. App catalogs, like Jamf Self Service, can be populated with IT-approved resources such as apps and printer drivers. These resources can be pre-configured and scoped to specific users and groups. IT can even add a button to trigger maintenance scripts to flush logs and clear cache files.

All this can be run by the user without admin rights, meaning standard users are also given the freedom to customize their own device. This is not a one-time process either. Add new and popular apps to your app catalog and remove unnecessary items at any time.

Better support experience

To make the support experience as user-friendly as the technology choice program itself, you'll want to re-architect your support model. While IT will do the heavy lifting, consider working with marketing, HR, communications and UI/UX teams to build an intuitive support portal that acts as an online community encouraging peer support. Your portal quickly becomes an ideal forum for arming employees with answers and gives them a place to ask questions and post comments. This leads to employees self-helping as opposed to immediately contacting you for assistance.



Make the IT transition easy with Jamf Pro

To help you deliver on the promise of user-focused IT, Jamf Pro — an Apple-exclusive management solution — empowers you with a tool to deploy Apple devices and maintain them throughout their entire lifecycle.

When Apple is paired with Jamf, IT can put the user at the center, the moment they open the device packaging.

Request a free trial to see these powerful Apple management features in action and start putting user priorities first.



Today, more than 30,000 global customers rely on Jamf to managed over 14 million devices. Jamf is committed to enable IT to empower end users and bring the legendary Apple experience to businesses and government organizations via our **Jamf Pro**, **Jamf Now** and **Jamf Connect** software.

<https://www.jamf.com>