Mac
IN THE Enterprise

INTRODUCTION

Offering employees top-of-the-line technology is the foundation for building a thriving enterprise. But when it comes to delivering best-in-class hardware, which brands should organizations offer? How does one prove that a specific brand makes a difference? And are there correlations between job function and what technology is best suited for employees?

Jamf has surveyed various sets of workers on technology choice and brand preference for the last three consecutive years. As you may remember, **last year** we surveyed our customers in IT roles on their brand of choice and how that choice translates into benefits for the employer and employee. We found that an overwhelming number of enterprise IT workers indicated that the ability to choose the type of device they use at work matters; **and when they have the ability to choose, 72% chose Mac.**

While the 2018 study uncovered a strong brand preference toward Mac, we wanted to dig into our hypothesis that Mac fosters greater productivity, employee loyalty and growth across all job functions. And we wanted quantitative proof on what the key drivers are for Mac users in the enterprise.

This year, we decided to survey end users across all job functions on why they choose Mac and the outcomes they've experienced as a result.

To uncover key drivers of Mac adoption within the enterprise, Vanson Bourne, a global third party market research firm conducted a survey of Mac users who work for organizations that offer Mac as a choice, on why they choose and use Mac at work. The study was contracted by Jamf in collaboration with Apple.

EXECUTIVE SUMMARY

According to American Customer Satisfaction Index's **2018 Household Appliance and Electronics Report**, Mac continues to be rated #1 in customer satisfaction. And today, Mac continues to see significant growth in the enterprise. One indication of this trend is the growth Jamf has seen in Mac management for business. By the end of 2018, Jamf managed 48% more Mac than it did at the end of 2017.

So what makes Mac users "tick"?

The findings reveal high levels of employee satisfaction, productivity, creativity and collaboration for Mac users.

But it's not just the marketing department choosing and using Mac. Mac usage has gained major influence on the employee experience among all major lines of business, including Information Technology, Human Resources, Sales and Engineering.

This report dives into the key drivers of this trend and the measurable impact of Mac usage across various enterprise lines of business.
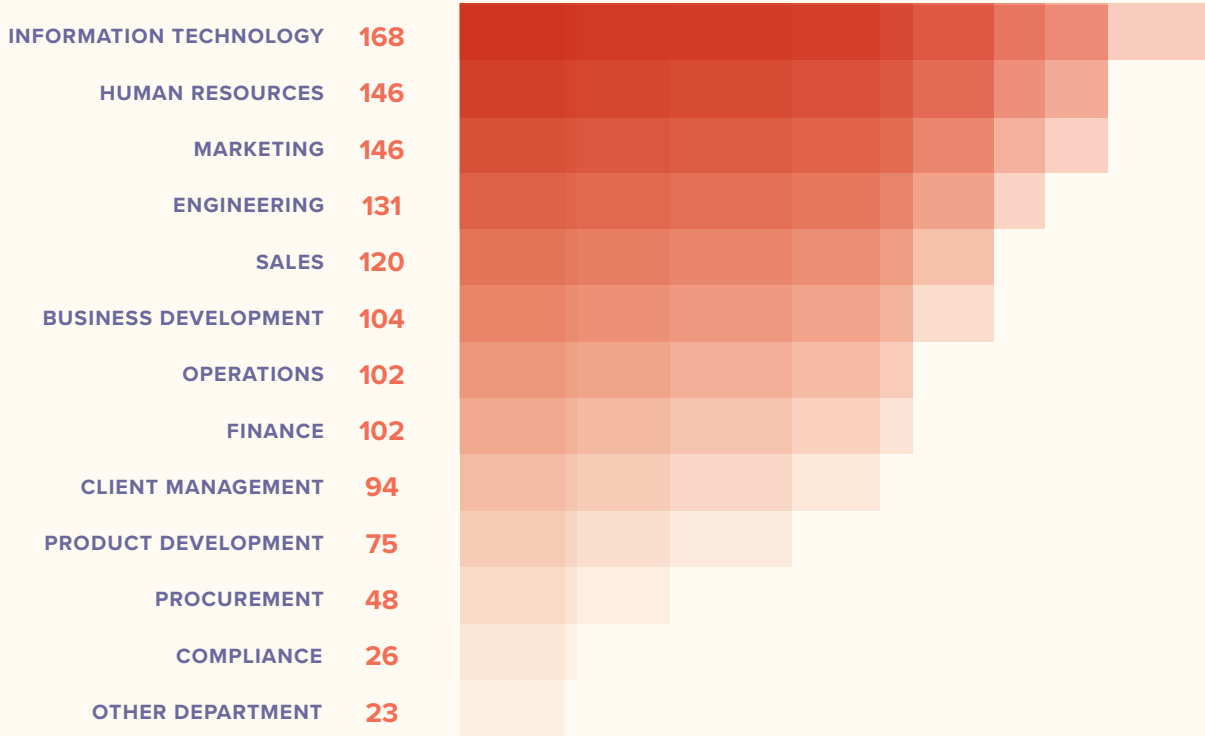
To gain a global Mac perspective, we surveyed employees from companies across the world, ranging from small to large enterprises.

Functional job area

This study also focused on a range of departments to determine if the type of department was a driver of Mac usage.

RESPONDENTS BY DEPARTMENT

Department	Respondents
INFORMATION TECHNOLOGY	168
HUMAN RESOURCES	146
MARKETING	146
ENGINEERING	131
SALES	120
BUSINESS DEVELOPMENT	104
OPERATIONS	102
FINANCE	102
CLIENT MANAGEMENT	94
PRODUCT DEVELOPMENT	75
PROCUREMENT	48
COMPLIANCE	26
OTHER DEPARTMENT	23

Reasons for choosing Mac

When workers were asked to identify the reasons why they chose a Mac, respondents cited Apple product preference, perceived reliability of the brand and Mac's strong support for applications and resources needed to do job-related activities.

Line of business breakdowns of Mac device selection

There is an element of job necessity to use Mac devices for employees. In fact, those working in IT are the most likely to say they find Mac devices more reliable and easier to use than other computers. Meanwhile, HR and Marketing say Mac integrates better with the necessary apps needed for their work.

OTHER REASONS CITED INCLUDE:

- **Design** (prefers the user interface and overall design)
- **Continuity** (connects seamlessly with iPhone, iPad and Apple Watch)
- **Familiarity** (it's what people use at home)
- **Collaboration** (helps people work together)
- **Ease of use** (it's easier to use than a PC)

WHY CHOOSE A MAC FOR WORK?

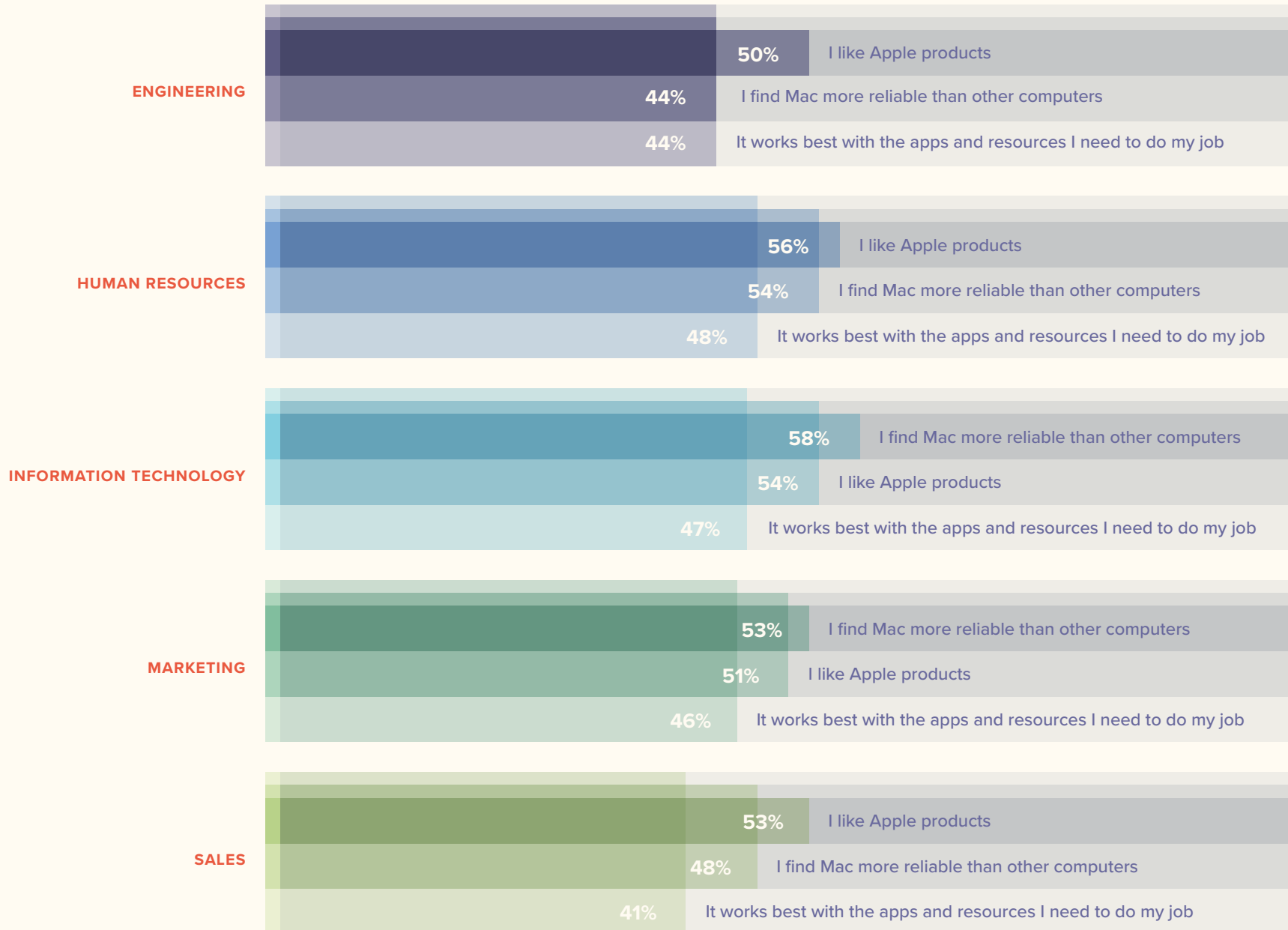**1** I like Apple products

2 I find Mac more reliable than other computers

3 It works best with the apps and resources I need to do my job

HERE IS A BREAKDOWN OF THE THREE MOST COMMON DRIVERS FOR USING MAC

ENGINEERING

- 50% I like Apple products
- 44% I find Mac more reliable than other computers
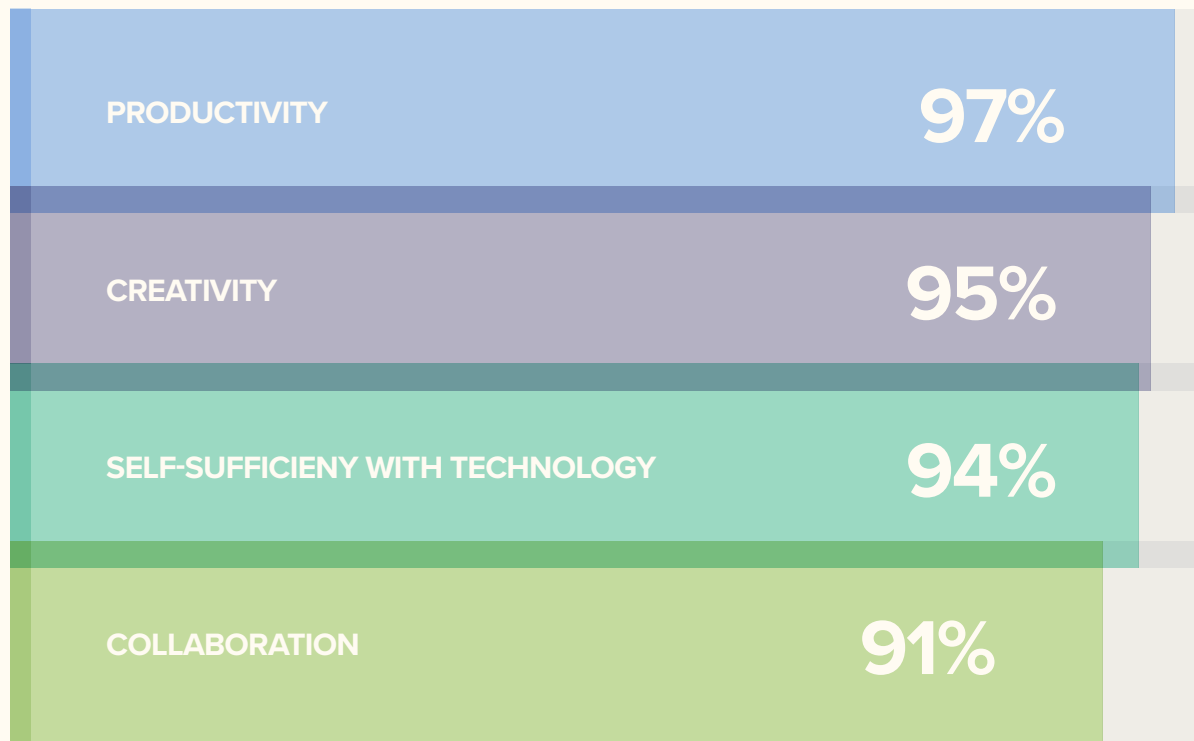- 44% It works best with the apps and resources I need to do my job

HUMAN RESOURCES

- 56% I like Apple products
- 54% I find Mac more reliable than other computers
- 48% It works best with the apps and resources I need to do my job

INFORMATION TECHNOLOGY

- 58% I find Mac more reliable than other computers
- 54% I like Apple products
- 47% It works best with the apps and resources I need to do my job

MARKETING

- 53% I find Mac more reliable than other computers
- 51% I like Apple products
- 46% It works best with the apps and resources I need to do my job

SALES

- 53% I like Apple products
- 48% I find Mac more reliable than other computers
- 41% It works best with the apps and resources I need to do my job

As a result of using Mac, 97% of respondents claim increased productivity, 95% claim increased creativity, 94% claim self-sufficiency with technology and 91% claim increased collaboration. Organizations that offer Mac enable maximum employee productivity, creativity, self-sufficiency and collaboration - all key ingredients to business success.
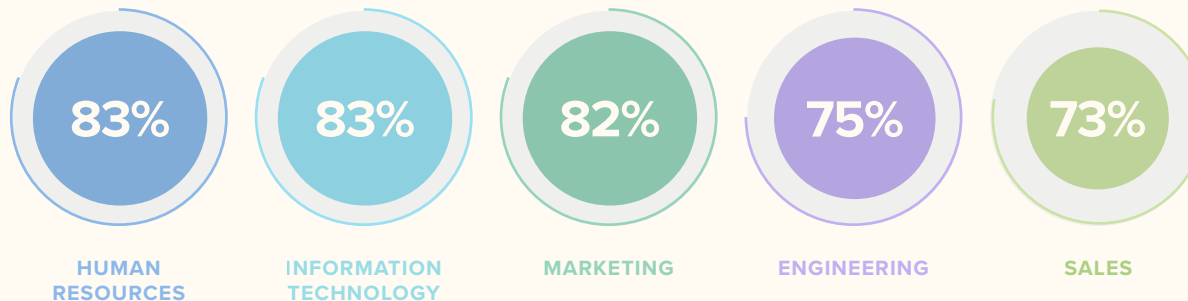
IMPROVEMENTS IN THE WORKSPACE

PRODUCTIVITY	**97%**
CREATIVITY	**95%**
SELF-SUFFICIENY WITH TECHNOLOGY	**94%**
COLLABORATION	**91%**

The numbers are in...

Mac is perceived to be more effective in the workplace than any other device brand. Of those surveyed, 79% agree they could not do their job as effectively without being able to use a Mac. And 83% of respondents in the job roles of Information Technology and Human Resources feel using a Mac is critical to their job function.

79% AGREE

I could not do my job as effectively without being able to use a Mac

BREAKDOWN BY LINE OF BUSINESS OF THOSE WHO AGREE THEY COULD NOT DO THEIR JOB AS EFFECTIVELY WITHOUT A MAC

83%	83%	82%	75%	73%
HUMAN RESOURCES	INFORMATION TECHNOLOGY	MARKETING	ENGINEERING	SALES

In addition to reasons like reliability and personal preference for Apple products, the ability to easily find and use applications on Mac is a key reason why certain lines of business choose Mac over PC.

Ease of use

Easy-to-use applications are a perceived strength for Mac users. Study respondents overwhelmingly agree (89%) that Mac applications are easier to use than applications on PCs.
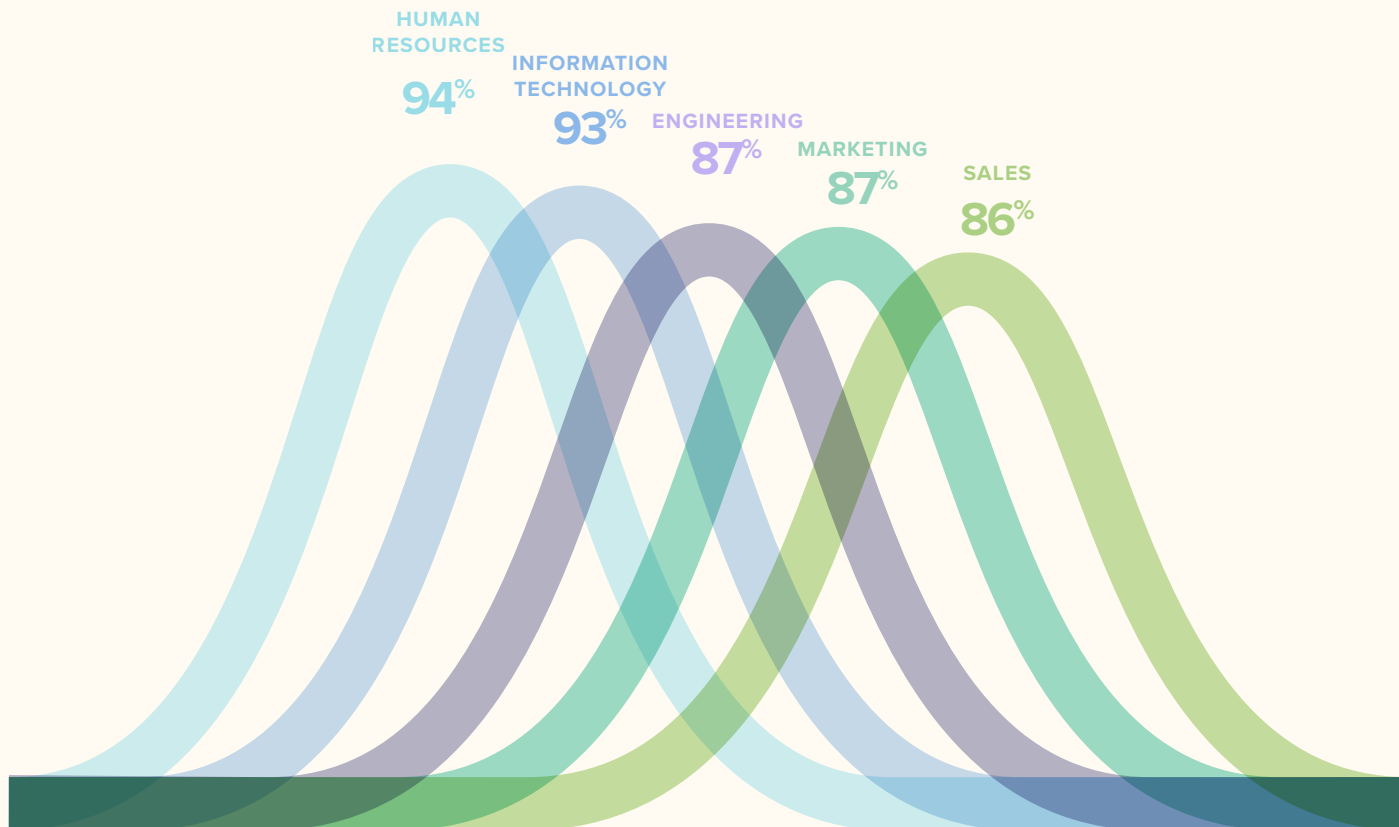
89%
AGREE

Mac applications are easier to use than applications on other computer devices

Answers vary little by job function. For example, 94% of Human Resources professionals are more likely to agree that Mac apps are easier to use than apps on other computers, while 93% of Information Technology professionals and 87% of Engineering professionals agree with this sentiment.

MAC APPS ARE EASIER TO USE THAN APPS ON OTHER COMPUTERS: BY LINE OF BUSINESS

HUMAN RESOURCES
94%

INFORMATION TECHNOLOGY
93%

ENGINEERING
87%

MARKETING
87%

SALES
86%

Finding apps for work

A key metric to productivity and efficiency is how fast or easy it is for end users to get the apps they need to do their job. In fact, 94% of respondents say it is very or moderately easy to find Mac applications and other resources.

Employees are also more likely to leverage the App Store for finding apps for work purposes. In fact, 65% of the surveyed respondents say they go through the App Store to find work-related applications. This excludes Microsoft Office, which only recently became available in the Mac App Store. The high number of respondents leaning on the App Store suggest that it's intuitive for employees to find apps they need via Apple.

94 % *say it is easy to find Mac applications and other resources on their Mac*
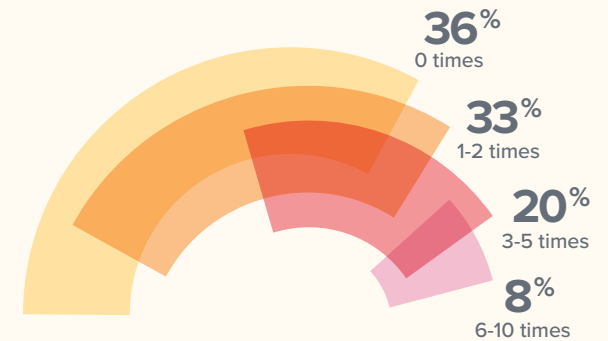
The reliability of Mac

Mac users experienced less issues. Almost 40% of respondents experienced no issues with their Mac within the last 12 months.

Of respondents who did cite an issue, the leading culprit was actually a network problem — nothing to do with the device itself — and 74% of those who previously used a PC for work experienced fewer issues now that they use a Mac.
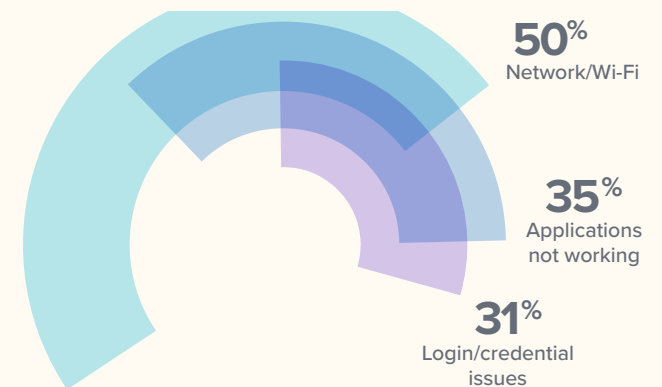
With so few experiencing issues with their Mac, you can see why many workers choose Mac as their work device.

FREQUENCY OF MAC ISSUES EXPERIENCED

36% 0 times

33% 1-2 times

20% 3-5 times

8% 6-10 times

70%

of respondents experienced two or fewer issues on their Mac within the last 12 months

TOP 3 ISSUES EXPERIENCED BY MAC USERS AT WORK

50% Network/Wi-Fi

35% Applications not working
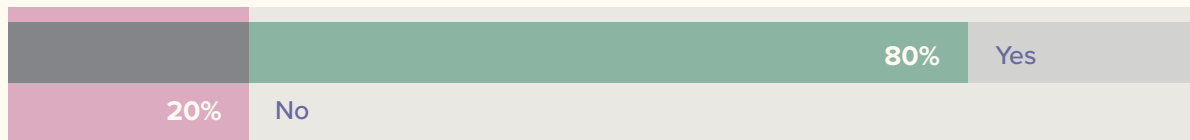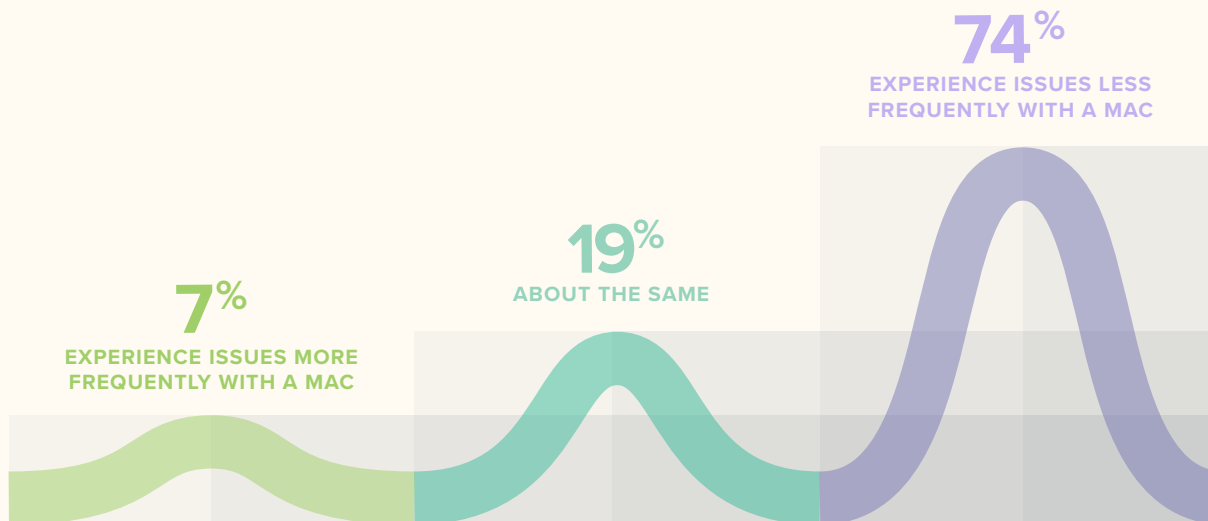
31% Login/credential issues

Mac versus PC

How does Mac compare to using a PC? We found that eight in 10 respondents have previously used a PC for work.

Additionally, our study found that those who previously used a PC for work experience fewer issues now that they use a Mac (74%).

USED A PC BEFORE MAC

80% Yes

20% No

MACS HAVE FEWER ISSUES THAN PCS

74%
EXPERIENCE ISSUES LESS
FREQUENTLY WITH A MAC

19%
ABOUT THE SAME

7%
EXPERIENCE ISSUES MORE
FREQUENTLY WITH A MAC

Importance of employee-choice programs

Not surprisingly, the survey revealed that 97% of workers who have a choice say it's important for their organization to offer an employee-choice program.

More importantly, when asked why they value the ability to choose their device, employees place being more productive (85%), more creative (82%) and/or feeling valued by their employer (80%) among their top three reasons.

WHY ARE EMPLOYEE-CHOICE PROGRAMS VALUABLE?

85%	More productive
82%	More creative
80%	Valued by their employer

Employee attrition

"SHOULD I STAY OR SHOULD I GO?"
Employee device-choice programs are an important deciding factor for workers when they are choosing to stay or leave a company. Nearly all (94%) of respondents said they are more likely to choose an employer who offers an employee-choice program.

94% AGREE

they are more likely to choose/stay at a company which offers them a choice in my work computer or mobile device

CONCLUSION

The proof is here. Equipping workers with the technology they want positively impacts an enterprise across a variety of areas.

Because Mac users have been given the opportunity to use their technology of choice, they are more satisfied, productive, creative and collaborative. Giving employees Mac also affords them easy access to the apps they need to succeed in their jobs. Lastly, and definitely not least, workers will spend less time on the sidelines with device issues.

Create a win-win for your enterprise and your employees by empowering them with access to Mac. When you give people the power to work the way they want with the technology brand they love, they will be inspired to do their best work.

Jamf Pro for Apple management

Is your enterprise interested in learning more about how you can enhance the employee experience with a device-choice program?

We support the most employee-choice programs in the enterprise. With Jamf, you can securely deploy Apple devices at scale without disrupting the day-to-day business or your employees.

Contact Us Today

Or contact your preferred authorized reseller of Apple devices to take Jamf for a test drive.