

# the Benefits and Cost Savings

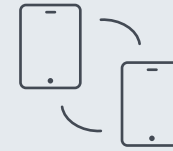


# All technologies have a shelf life and a perceived value at each "birthday."

What that value is and how quickly it depreciates depends on the device purchased. This is not surprising news, but what is surprising is that schools are losing out on tremendous value simply by delaying their technology trade-ins.

Most schools conduct their device refreshes during the summer, presumably because teachers, staff and students are not present. This allows IT time to focus on the task at hand, and ensure old devices are successfully swapped out for new. It also ensures students and teachers are not without important teaching aids when school is in session.

The problem with this timing is that the buyback market is flooded with devices from schools doing the same thing. And, you don't need to be an economics major to understand that when the supply is high, the demand is less, which means the value of devices is depressed.



**Jamf**, the standard in Apple management, and **Diamond Assets**, a trusted Apple trade-up partner for schools, collaborated to answer common iPad trade-in questions, such as:

- When is the best time to turn in old devices?
- Which devices retain the highest residual value?
- How do I prepare for a technology refresh?
- How do I onboard my new devices?
- How can I better predict future technology costs and optimize technology investments in a financially sustainable way?

# Device refresh 101

The background is a solid dark blue color. It features several white, stylized clouds of various sizes. Scattered throughout are white icons of tablets or smartphones with wings, suggesting they are flying or being refreshed. Each device icon has a circular arrow symbol on its screen, indicating a refresh or update cycle. The overall aesthetic is clean and modern.

If you're anything like your peers, you are evaluating your technology on an annual basis to determine if it's time for a refresh. In fact, since Apple's release of the fifth generation iPad and the subsequent \$100 drop in price, many schools are considering a technology refresh this year.

## Technology refreshes are commonplace

The days of pen and paper are coming to an end, as teachers rely more heavily on access to the latest technology and software to power classroom learning.

Now more than ever, school leaders are looking to bring true digital learning opportunities to all students. What makes this even more important is that not all students have access to the same technologies at home — with some not having access at all. A digital program in the classroom helps level the playing field and provides digital equity for everyone.



## When is the best time to refresh?

If you get nothing else from this e-book, you should understand that waiting until the summer to conduct your technology trade-ins does a disservice to your budget, students and staff.

If schools refresh in the fall or spring, as opposed to the summer, they get ahead of the depreciation hit and market downturn that happens in the summer when the market is flooded with devices.

Circling back to our technology shelf life, generally a device is more valuable in the spring than it is in the summer. Refreshing devices ahead of summer delivers a higher residual value for devices, lowering total cost of ownership (TCO) in the process.

*\* A flexible trade-in option minimizes the impact on IT and education, as not all devices are refreshed at once.*

### Traditional Technology Refresh of 10,000 iPad Devices

When	iPad Value	Total Residual Value	Additional Residual Value
Summer Months	\$100/iPad	\$1,000,000	--
December	\$125/iPad	\$1,250,000	<b>+ \$250,000</b> Equivalent to 850 new iPads

### Flexible Trade-in Option of 10,000 iPad Devices Over Four Months; 2,500 iPads at a Time\*

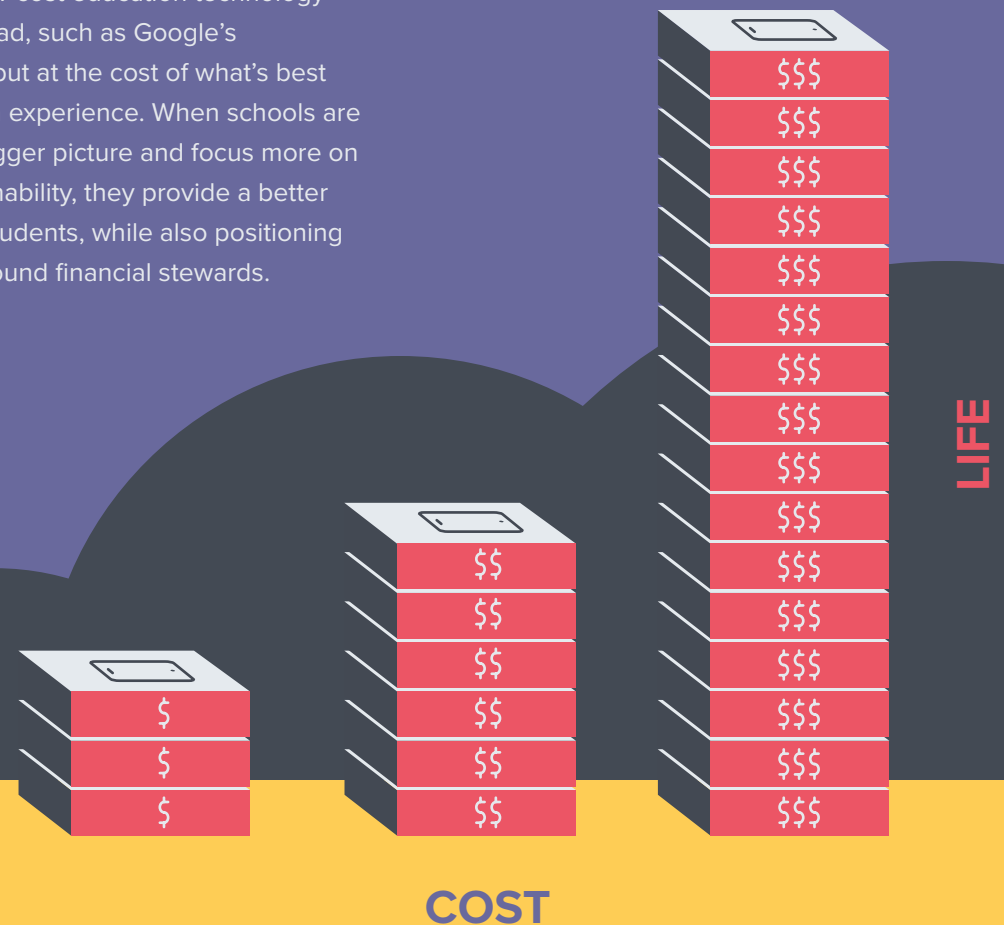
When	iPad Value	Total Residual Value	Additional Residual Value
Summer Months	\$100/iPad	\$1,000,000	--
December	\$125/iPad	\$312,500	<b>\$177,500</b> Equivalent to 650 new iPads
January	\$121/iPad	\$302,500	
February	\$115/iPad	\$287,500	
March	\$110/iPad	\$275,000	

# Technology considerations for school districts

All too often, school district employees think about spending money on technology devices as annual capital expenditures that are “spent down” from a budget. This can yield the behavior of buying less expensive, inferior technology or hanging onto devices past their prime usable lifecycle to save money. **While a lower upfront cost may be enticing, better equipment and the right refresh timing provides schools with the lowest TCO on their devices due to the devices’ higher residual value.**

When a “use them until they die” approach is taken, students and teachers suffer because they cannot take advantage of the latest features and software that are only available on newer hardware. Plus, this prevents schools from leveraging the residual value of devices to help defray or buy down the next round of technology.

As K-12 school districts feel increasing pressure to justify technology costs, the goal for some is to save money in the short-run. This has led to an influx of low-cost education technology alternatives to iPad, such as Google’s Chromebook — but at the cost of what’s best for the education experience. When schools are mindful of the bigger picture and focus more on long-term sustainability, they provide a better experience for students, while also positioning themselves as sound financial stewards.



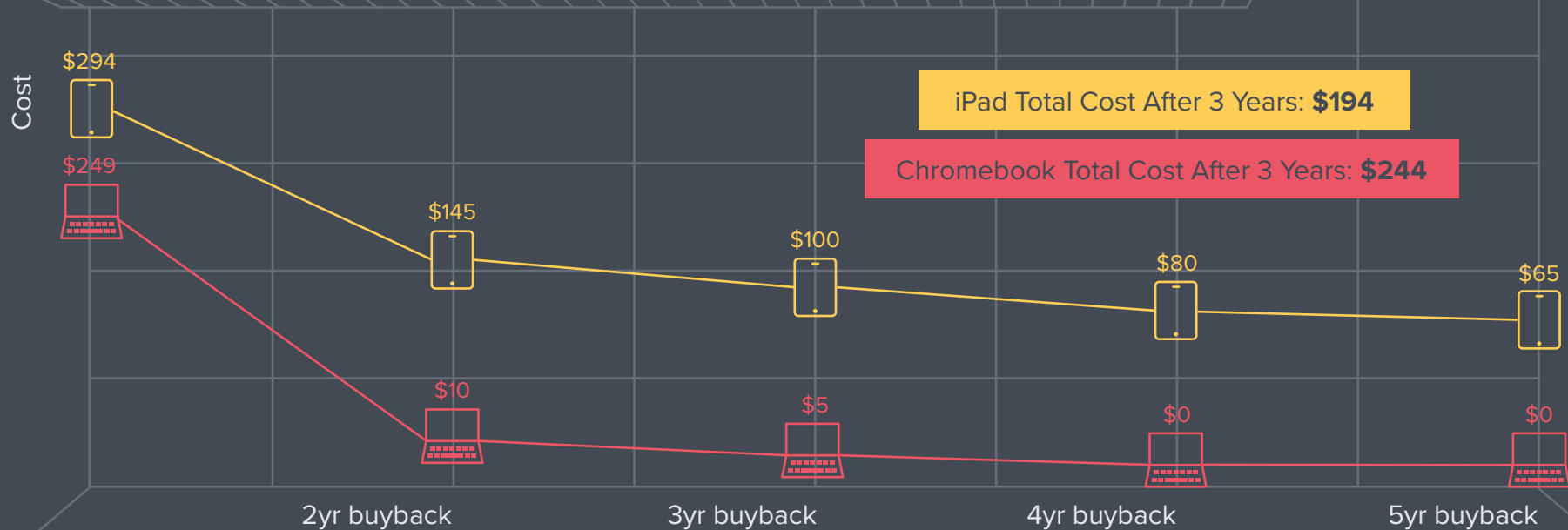
# The education technology truth

Chromebook appears to cost less when compared to iPad, but this is often not the case when looking at TCO.

Originally released in 2010, iPad is tailor-made for education, with a seemingly infinite supply of education apps and resources, along with an unmatched education ecosystem. With Apple's steady release of new iPad devices and operating systems, 2018 is poised to be a big year for iPad refreshes, particularly for iPad 2, iPad 3, iPad 4, iPad Air, iPad Air 2 and iPad Mini devices. This gives schools with these devices an opportunity to evaluate new technology and consider selling and upgrading.

The same cannot be said for schools leveraging Chromebooks. Based on the lack of current market demand, a two-year old Chromebook is only worth about \$10, compared to \$145 for the same age iPad. When projecting out two more years, Chromebook's value diminishes to zero, while iPad still has a trade-in value of about \$80.

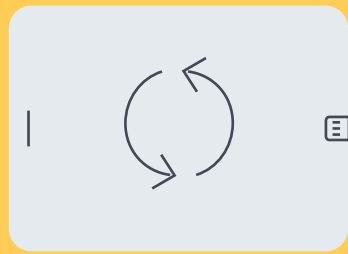
When it comes to TCO, iPad typically costs less than Chromebook after three years. With residual value entirely on its side, iPad helps schools get the most from their investment (for a much longer period of time than Chromebook), and provides significant value towards new hardware purchases.



For device orders of magnitude, leveraging an equipment buyback and four-year lease option marginalizes annual spending and creates a predictable annual capital outlay, rather than alternating years of heavy and light spending on technology.

Unpredictable budgets are often the primary reason that large capital expenditures on education technology get sidelined and technology isn't refreshed more often. However, when districts view education technology like any other essential operational expense, such as electricity, internet connectivity and water, it becomes a planned expense instead of a "nice to have." Financing gives districts a smaller, predictable budget for devices because the cost is fixed over the term of financing — typically four years.

With all of this in mind, as well as the superior learning environment that Apple offers versus Chromebook, district leadership needs to understand TCO and re-think their approach to education technology spending.



# How to sell older iPad devices

By selling used devices to technology buyback companies like **Diamond Assets**, schools are able to put money toward their next technology purchase — lowering the total cost of the next wave of hardware.

**The selling process for schools is a simple one. To prepare devices for resale, IT must:**

- Use their MDM solution to run an inventory report of the device serial numbers to give to a vendor such as Diamond Assets
- Remove the Device Enrollment Program (DEP) token
- Disable Activation Lock
- Remove student Apple IDs (dependent on your school's Apple ID model: device-based or user-based assignment)
- Wipe the device and reset to factory settings (ensuring no student data is ever shared)

All of this can be done with and automated by a mobile device management (MDM) solution. Schools can even leverage MDM to turn on Lost Mode, allowing them to uncover any missing or late iPad turn-ins.

## What is MDM?

Mobile device management is Apple's framework for managing iOS devices, such as iPad. MDM helps schools deploy new devices, gather inventory, configure settings, manage apps or wipe data on a device.

## What is DEP?

The Device Enrollment Portal is Apple's hardware enrollment portal for streamlined device deployment. iPads enrolled in DEP directly or through Apple School Manager are automatically enrolled into the school's management solution. From there, IT can manage the device and apply the appropriate configurations and settings. IT can also un-enroll the device from DEP using their MDM solution.

## What is Apple School Manager?

Apple School Manager consolidates Apple's deployment programs and is exclusive to education. Apple School Manager is a simple, web-based portal for IT administrators to manage people, devices and content all from one place.

## What is Activation Lock?

Activation Lock is an iPad feature designed to prevent device theft. Activation Lock ensures that an Apple ID and password are both required to access the device. MDM allows for the management of Activation Lock and empowers IT to institute an Activation Lock Bypass Code to unlock the device.



Following these steps, Diamond Assets will take care of the rest by:

- Providing your school with a device purchase quote
- Scheduling a time for Diamond Assets employees to inventory, pack and transport devices
- Completing a reconciliation report of devices
- Paying you for your old hardware

Schools then can work directly with Apple to purchase new technology devices.



## Who is Diamond Assets?

- A trusted Apple hardware trade-up partner with years of experience working directly with schools to design effective and efficient device refresh plans
- Exclusively focused on Apple trade-ins, Diamond Assets helps schools maximize the residual value of their Apple devices
- Offers coaching to help guide customers towards a cycle of financial stability
- Based in Wisconsin, Diamond Assets has more than 125 employees serving schools across the country

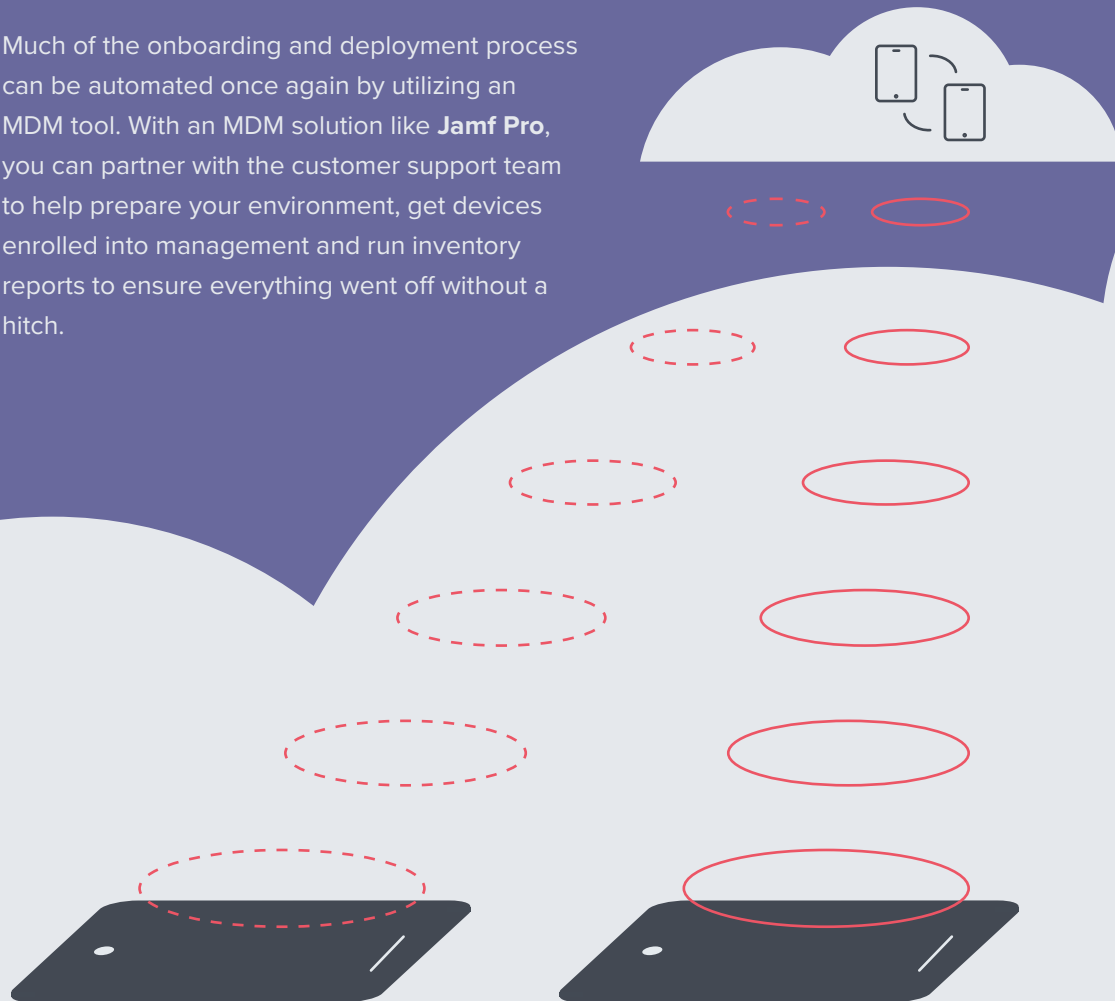


# How to onboard new iPad devices

With new iPad devices purchased at a lower rate due to the buyback money put towards the technology, it's important to identify a team within the district or school that will conduct the device onboarding. This team should create an onboarding plan and consider logistics, personnel capacity and the end users.

Much of the onboarding and deployment process can be automated once again by utilizing an MDM tool. With an MDM solution like **Jamf Pro**, you can partner with the customer support team to help prepare your environment, get devices enrolled into management and run inventory reports to ensure everything went off without a hitch.

To migrate the data from old devices to new, leverage iCloud for a quick path to device data restoration. However, there are other methods of data migration. Consult your mobile device management vendor's support team to choose the method best for your environment.

An illustration of an iPad displaying a webpage. At the top of the page is a red sun icon. Below it, the text reads: "Now is also an ideal time to sign up for **Apple School Manager**. Apple School Manager with MDM automates the enrollment process for Apple devices, allows IT to create managed Apple IDs, sets up iPad devices for shared use and even strengthens a teacher's ability to manage student devices using Apple's Classroom app." Below this text, it says: "For more information on Apple School Manager and other Apple education tools available, check out the **5 Apple Education Trends You Don't Want to Miss**". At the bottom of the page is a red button with the text "e-book".

# Plans and procedures for iPad trade-in success

Beyond 2018, schools need to map out their sustainability plan for the future and begin treating technology as an operational expense instead of a capital expense to have more predictable fixed costs. A partner like Diamond Assets can help school districts develop the right sustainability plan for their needs.

With a plan in place, schools can make educated decisions on what is right for the budget, and when it's time to give students and teachers the newest in technology so they can best meet their educational goals.

Given the advancement in Apple deployment programs, such as Apple School Manager, and increased MDM functionality, non-summer deployments are more manageable than ever before. Thanksgiving or spring break are potential options for IT, or schools can turn-in and deploy iPads in stages throughout the year. Starting with one classroom or grade ensures that technology is still readily available — even during a refresh.

Regardless of timing, Jamf, Diamond Assets and Apple can move quickly to ensure device refreshes have little to no impact on learning.

With an iPad refresh strategy and the right Apple management solution, schools can be confident of a seamless transition. Then, IT directors can sit back while the budget, teachers and students reap the rewards.

