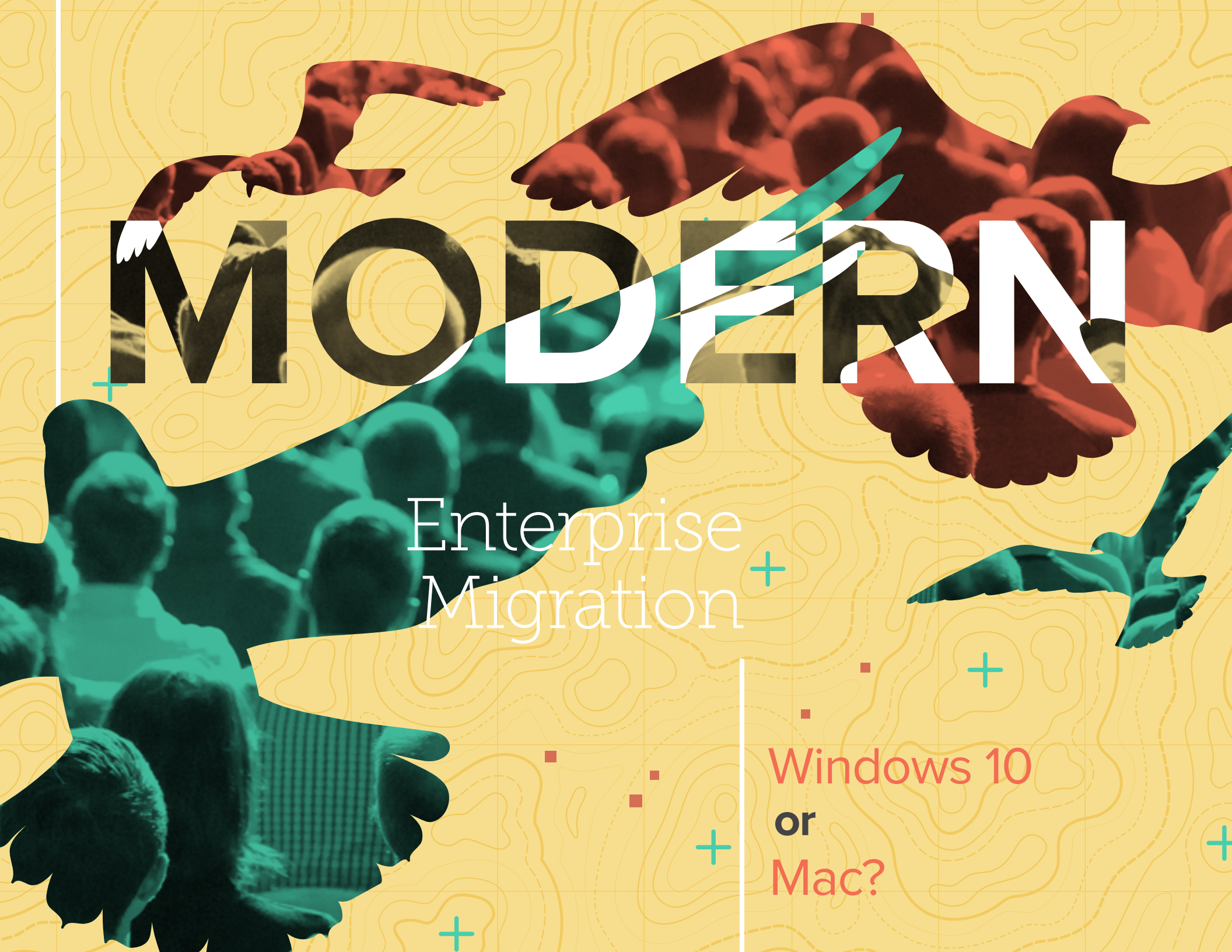

MODERN
Enterprise
Migration
Windows 10
or
Mac?

For nearly a decade

millions of users have leveraged the Windows 7 operating system on their PCs.

Today, more than 100-plus million users rely on Windows 7. For these users, a new technology age is coming on January 14, 2020 when Microsoft officially ends extended support for Windows 7.

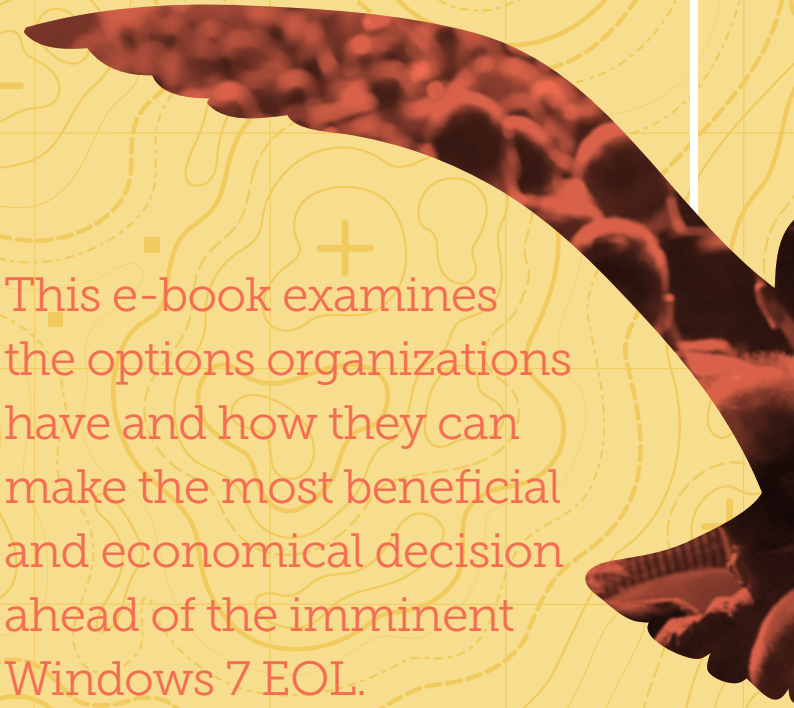
Windows 7 end of life (EOL) means that Microsoft is no longer required to put out security patches or support the operating system (OS). This is significant news for thousands of security-conscious organizations and 100-plus million Windows 7 users who want to keep their machines and data protected.

While Microsoft recently announced Extended Security Updates (ESU) for Windows 7 starting April 2019 through January 2023, this is only a temporary solution and comes at a premium —

$50 to $200 per device.

Plus, Windows 7 ESU does not offer Help Desk support or regular bug fixes and patches.

With a change required, this is the ideal time for organizations, users and the IT staffs that support them to determine if they want to migrate to Windows 10 or look to modernize their workplace by following the growing trend of enterprises that have introduced employee choice programs and Mac to their environment.



This e-book examines the options organizations have and how they can make the most beneficial and economical decision ahead of the imminent Windows 7 EOL.

History of Microsoft operating systems

Since the release of Microsoft Windows 1.0 in November 1985,

Microsoft has made no less than 17 operating system updates. Following the launch of Windows 3.1 in 1992, Microsoft shifted how it released and named its software.

Enter the world of Windows 95, Windows 98, Windows 2000, Windows XP and Windows Vista. Each offered advancements and new designs in an era where Windows PCs were clearly the de facto enterprise computer.

Returning to its naming convention, Microsoft released Windows 7 on July 22, 2009 (generally available on October 22, 2009). Windows 7 was Microsoft's fastest-selling OS to date and became its most popular after a year of availability.

And justifiably so. Windows 7 offered a new look and feel to previous Windows versions and included multi-touch support, Internet Explorer 8, improved performance and faster start-up times.

Windows timeline

Windows 1	1985
Windows 2	1987
Windows 3	1990
Windows 95	1995
Windows 98	1998
Windows ME	2000
Windows 2000	2000
Windows XP	2001
Windows Vista	2006
Windows 7	2009
Windows 8	2012

However, in the 10 years since the release of Windows 7, users and their needs have evolved.

Microsoft's Windows 10 offering

One option for all Windows 7 users and organizations supporting this OS is to update to Windows 10.

At first glance, this may seem like the logical option: users are familiar with Windows, so why not keep them on it? Well...

2015

Windows 10 was released on July 29, 2015. And up until recently, it lagged behind Windows 7 in terms of user adoption.

2016

Now, Microsoft is retiring Windows 7 and organizations must get a migration plan in place. The situation is further complicated by the fact that the free option to upgrade to Windows 10 ended on July 29, 2016.

A Windows 10 migration now comes at a cost.

Windows 10 Home is available for $139, but the Windows 10 Pro version, which is what organizations require, is $199.

Support for Windows 10 today and beyond

To best predict the future of Windows 10 support, many use Windows 7 as a guide.

As previously stated, Windows 7 became generally available on October 22, 2009. Standard support ended on April 9, 2013.

This required all Windows 7 users to upgrade to a service pack which added additional support. Since then, organizations have been leveraging this extended support via service pack in an attempt to ensure devices and software remained up to date and protected.

The day is drawing near where this extended support is no longer an option.

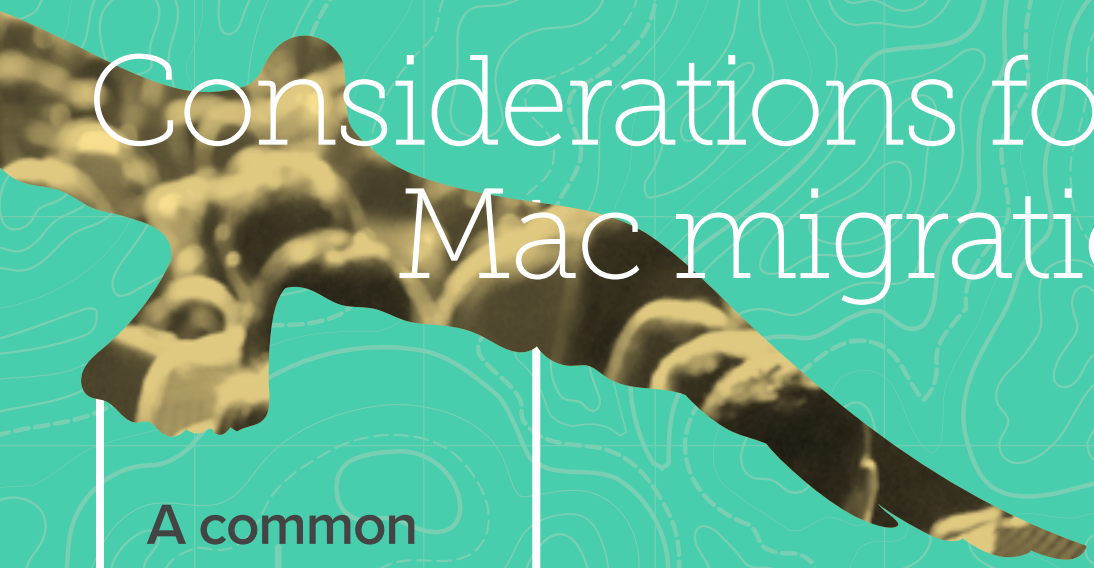
Now a look at Windows 10. Microsoft has followed in the way of Apple OS updates and moved away from requiring a service pack installation. Instead, they are offering updates as opposed to infrequent, large service packs.

However, updates and support for Windows 10 might not last forever. In fact, if Microsoft's proven history of retiring support for operating systems holds true, organizations and users could theoretically expect Windows 10 to go away in 2025.

While this may seem like a long way off and a conversation for another day, keep in mind that Windows users have a track record of sitting on operating systems for upwards of a decade and may be reluctant to make a change before then. Organizations must future-proof their technology decisions earlier than ever before.

Do you want to go through this exact Windows migration conversation in a few years or pull the Windows Band-Aid off and give Mac a serious look?

Considerations for a Mac migration



A common misconception is that Mac is not as secure as its PC counterpart.

To dissect that assumption, one must first look at the operating system. Where Microsoft releases tend to come out at different times, macOS delivery is like clockwork.

Each OS offers new productivity tools — and ones that users can't wait to get their hands on. To prove this, you only need to look at the rate at which users adopt once Apple releases a new macOS. Where Microsoft users are slow to adopt within three years, four years or ever — see Windows 8 — new macOS versions become the dominant OS within months.

Apple operating systems are always free and easy for users to upgrade on their own, or IT to assist with through the aid of a mobile device management (MDM) solution.

macOS timeline

macOS 10.7 Lion	2011
macOS 10.8 Mountain Lion	2012
macOS 10.9 Mavericks	2013
macOS 10.10 Yosemite	2014
macOS 10.11 El Capitan	2015
macOS 10.12 Sierra	2016
macOS 10.13 High Sierra	2017
macOS 10.14 Mojave	2018

Since running the most current operating system is inherently more secure, Apple has put forth an OS schedule that benefits users, IT and organizations — all while being the most secure in the industry.

Native Apple security features

Built on top of macOS are security-specific features that naturally protect the device the second it is powered on.

FileVault is a layer of encryption built into macOS to protect user data if a device is lost or stolen.

System Integrity Protection (SIP) protects core operating system files that could otherwise be targets for exploits from user or application access.

XProtect is an automated anti-malware utility, kept up to date by Apple. This prevents malicious software and/or often outdated, vulnerable plug-ins like Java and Flash from running on Mac.

Gatekeeper lets IT define where users can download apps from. It works to prevent unsigned apps (or malware) from running and therefore works together with XProtect to swiftly halt the speed of malware.

App Sandboxing ensures that apps do not share (or steal) data from the system or one another.

Privacy controls are available for users and IT to define, leading to a transparent process which lets users know when location services are used, which apps have access to contacts or calendars, and what information is being shared with Apple and/or app developers.

Pairing these built-in security features with updated OS and apps, Mac is inherently more secure and less susceptible to vulnerabilities than other platforms.

To learn more ways Apple security is different than Windows — download this Security Considerations for Apple in the Enterprise white paper.

Using Mac doesn't mean giving up Microsoft

Microsoft has been heavily investing in the Office 365 experience for Mac and it's now included in the Mac App Store.

By continuing to improve the functionality and make it more readily available, there's no debate that Microsoft's productivity software is the enterprise standard for Mac and PC users.

To create the greatest and most secure user experience on the Mac, Jamf and Microsoft partnered to bring the concept of conditional access to the Mac.

Because of the shift in traditional business hours and workspaces, IT can no longer simply build a "wall" to protect people, devices and sensitive data. Users need to access resources stored in the cloud and they need to do so around the clock and from all corners of the globe.

To securely accommodate, Microsoft is moving enterprise data — including Office 365 — to the cloud with Azure Active Directory (AD). To secure these cloud resources, Jamf collaborated with Microsoft to offer organizations an automated compliance management solution for Mac devices accessing applications set up with Azure AD authentication. This collaboration ensures that only trusted users, from compliant devices, using approved apps, are accessing company data.

If a non-compliant Mac attempts to access, it is blocked and shown a simple remediation path to become compliant and securely gain access.

To streamline this experience even more, **Jamf Connect** empowers users to log in to a new Mac with Azure AD credentials, eliminating the need to create and manage a local username and password on a user's Mac.

Now, users only need to enter one set of credentials to access their Mac and cloud-based services registered with Azure AD, such as Office 365.

For a complete overview of how Mac conditional access works, read the co-branded Microsoft and Jamf white paper.

Time to give users what they want

Aside from the consistent, secure experience macOS offers as a replacement for Windows 7,

the truth for organizations designating hardware is that users increasingly want choice, and their choice is a Mac as their work device.

A recent survey found that

72% **of employees will choose a Mac over a PC if given the chance.**

And this is not surprising. Most users enjoy Apple at home and now want that same experience at work. And organizations should seriously consider meeting the needs of their workforce. That is if they want to see an uptick in employee retention, productivity, creativity and collaboration.

This same survey found that:

68%
of employees are more productive on their device of choice

37%
are more creative on their device of choice

77%
of employees will choose to work at a company or stay at their existing company if given a choice in work technology

35%
are more collaborative on their device of choice

And obviously this trend is not lost on Microsoft. That's why they made it easier for organizations to migrate to Mac while still leveraging the Office applications they need.

See hardware through a total cost of ownership lens

Delivering a choice program to empower users leads to dollar savings as well.

Not only is it more secure and delivers a better user experience, but Mac has been proven to be less expensive than PC. Industry giant, IBM, has made the move to offer choice, and they want to educate other organizations on why they should make the move too.

After conducting a massive, internal study of their Mac choice program — which is the largest Mac program in the world —

IBM saved

$273

to

$543

per Mac compared to PC over a 4-year lifespan

But how can this be if PCs are less expensive upfront?

Organizations need to start looking at technology costs through a total cost of ownership (TCO) lens.

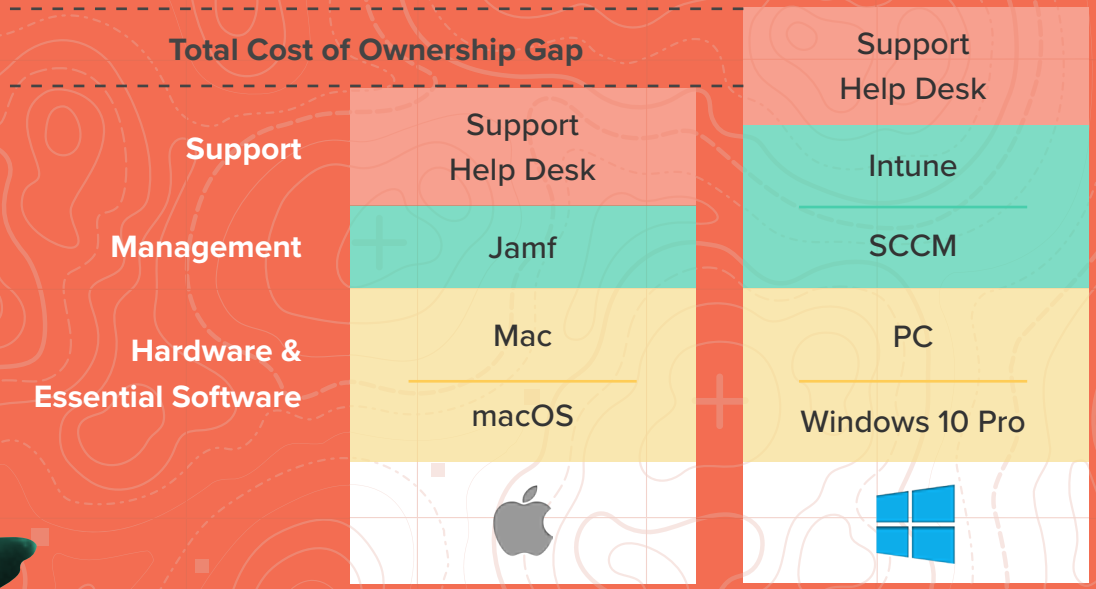
Save money with every Mac chosen over PC

After purchasing hardware, organizations require a management solution to help them deploy and manage their devices.

And this is true regardless of platform chosen. Microsoft offers SCCM and Intune to fully manage Windows devices.

Apple on the other hand, has a built-in management framework, known as MDM, which Jamf, the standard in Apple device management, leverages to remotely manage Mac. With one tool, organizations can automatically deploy devices, enforce security features, and remotely manage hardware and software.

Ongoing support is also required to keep users productive at all times. Mac has been proven to require less trips to IT for help. **Because of the easy to use interface, only five percent of Mac users at IBM required a visit to IT. On the other hand, 27 percent of PC users needed IT assistance.** This puts unnecessary strain on already resource-strapped IT organizations and sidelines the PC user until the issue is resolved.



While organizations may pay more upfront for their Mac, the PC cost savings stop there. And, this doesn't even mention the cost of adding Windows 10 to PCs — a cost that is completely avoided with Mac and macOS — and the much longer lifespan users see with Mac.

Migrating from Windows 7 to macOS

Security, user preference and cost sway towards organizations benefiting from a move to Mac, but what about the migration itself?

A common misconception is that all Microsoft apps will work on Windows operating systems, but this is not the case. Regardless of platform, you will need to make app adjustments. This presents an ideal time to assess app needs and look for cloud-based solutions to replace outdated desktop software.

When it comes to device management, modern IT practices have changed since the advent of SCCM. Users are accustomed to a seamless deployment process and desire access to the appropriate settings and software the minute they turn on their hardware. Traditional IT tools cannot offer this experience, **but Apple and Jamf can**.

Zero-touch device deployments allow IT and the users they support to be agile and productive.

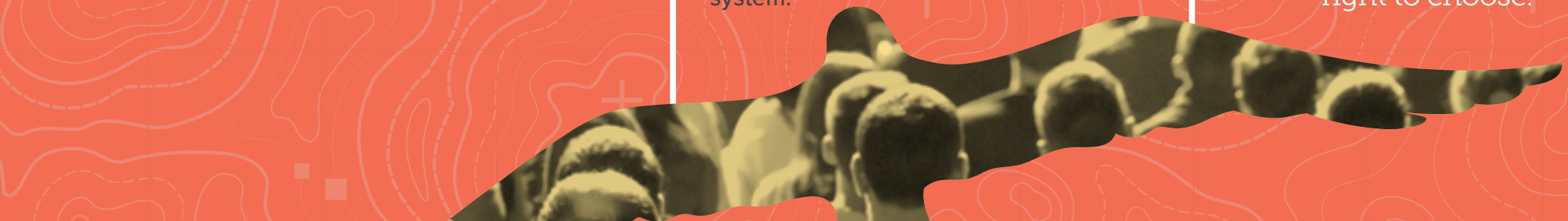
Back-end work can be done by Apple IT admins, so they can provide a cellophane-wrapped Apple device to a remote or onsite employee. Once the user powers on, the device automatically enrolls into the management solution.

Following a few simple **Setup Assistant** steps that the user walks through on their own, the device receives all the apps, software, settings and resources they need – making it simple for users to migrate to new hardware or operating system.

On the other hand, Windows admins typically must collect all machines and manually upgrade each individual computer. This includes backing up data, upgrading the operating system, helping reinstall applications.

A migration from Windows to Mac means reconsidering how you deliver IT service, and ultimately, how you value your employees' satisfaction and input.

This reconsideration has the power to change engagement and productivity levels — all by simply giving employees the right to choose.



Making Mac a reality

There are basics steps to saving your organization money, making IT life easier for your staff, and retaining and empowering users to be their most productive through a Mac choice program.

1

Determine demand

While industry-wide studies have shown that users will overwhelmingly choose Mac over PC, you'll want to work with your HR and IT teams, or conduct an internal study, to get an accurate understanding of your hardware needs. This will help scope your Mac initiative.

2

Skip an application readiness assessment

Not all software will work on every device and platform, but there are often alternatives to existing tools to keep employees productive. Instead of a full app assessment, search the App Store to determine which software solutions are on the market, and as mentioned above, opt for cloud-based solutions to replace old software.

3

Think through the whole experience

From requesting a new device to getting support for new software or operating systems, determine the experience you want to deliver. Would you like to be able to simply drop-ship a shrink-wrapped Mac box to a user and have them immediately get started with pre-loaded productivity tools on their device? Or allow users to self-help when they need apps, resources and settings (instead of submitting an IT ticket every time)? Carefully consider the experience and determine which platform and management solution can help get you there.

4

Provide flexibility

Be open and communicative throughout the process. Understand that not all employees will select the same device or be satisfied with their initial decision. Consider offering a return window to let users determine if this is the right device for them.

Don't go it Alone

If you've always been a Microsoft shop, a move to Mac may be an intimidating one. But, with the right assistance, it doesn't need to be.

If you're ready to enjoy the benefits of a Mac choice program — and deliver the modern technology experience your users crave — **we can help**.

In addition to being the **best-of-breed Mac management solution**, Jamf is the leading expert in helping organizations offer choice and the solution chosen by Fortune 500 companies and small business to seamlessly add Mac and help all parties get the most out of their investment.

After you contact Apple to purchase your hardware — and don't forget to tell them Jamf sent you — make us your next call.

We'll show you how to migrate from Windows 7 to macOS without skipping a beat.

jamf

Contact us today and we'll walk you through the entire migration process.

Contact Now

Or, take our Mac management solution for a free test drive and get started.

Start Trial

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