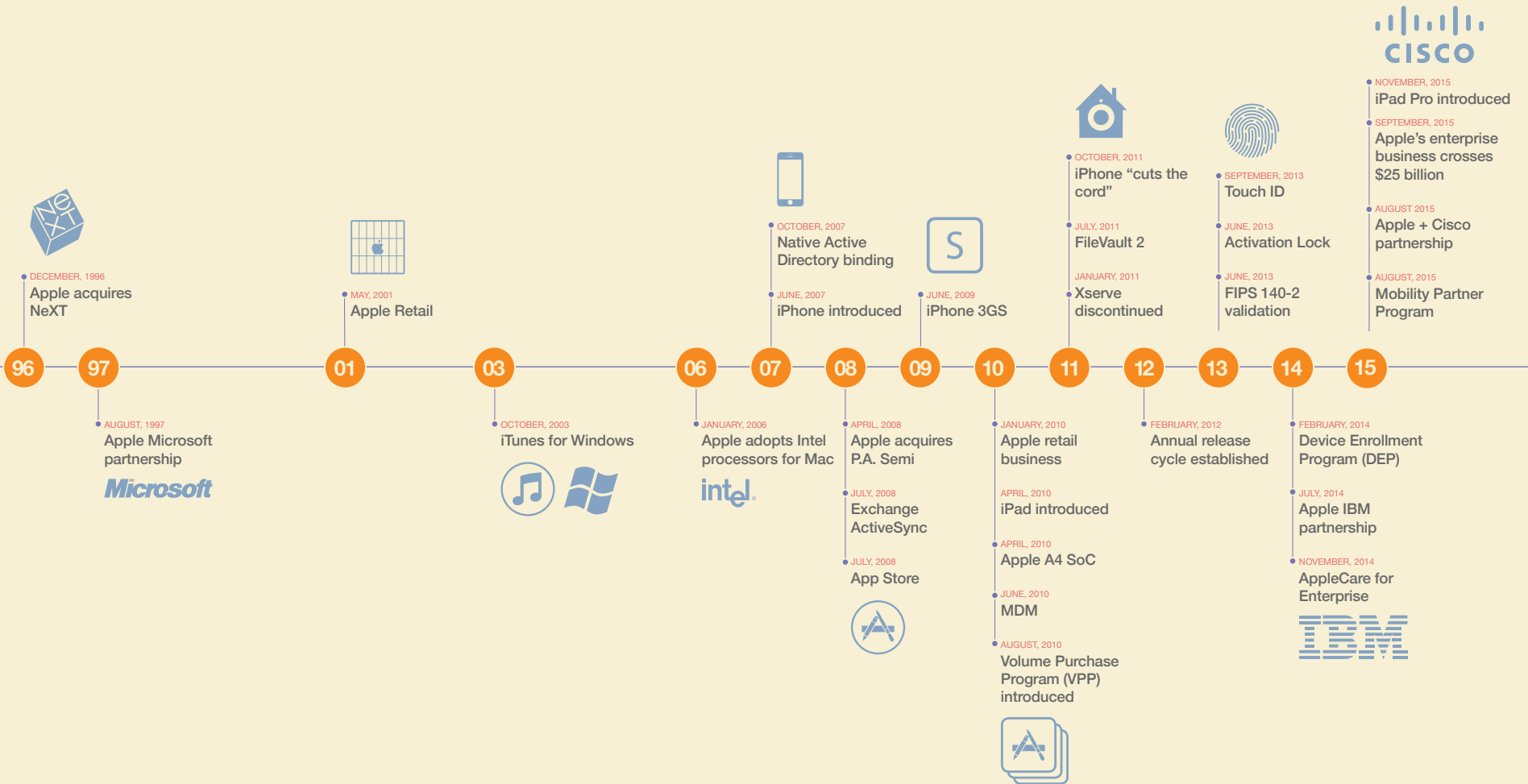


HOW IS APPLE FOCUSED ON THE ENTERPRISE?

The truth is in the timeline. Over the past two decades, Apple has made strategic decisions and partnerships that help businesses empower their workforce with the tools, features, and apps needed to be more productive than ever before.



96

DECEMBER, 1996

Apple acquires NeXT

Acquisition provides the groundwork for the creation of OS X, signaling the movement toward a stable, secure platform.

97

AUGUST, 1997

Apple Microsoft partnership

Microsoft's investment in Apple, and commitment to actively develop MS Office for Mac, removes the friction of bringing Apple computers into businesses.

01

MAY, 2001

Apple Retail

The world is introduced to the Apple brand in a unique retail environment. Soon reaches the highest sales per square foot of any retailer.

03

OCTOBER, 2003

iTunes for Windows

iPod + iTunes Introduce millions of Windows customers to Apple for the first time.

06

JANUARY, 2006

Apple adopts Intel processors for Mac

Apple takes advantage of Intel's scale to make more efficient processors and paves the way for ultra-thin laptops like MacBook Air and the powerful MacBook Pro.

07

JUNE, 2007

iPhone introduced

The definition of smartphone changed forever as Apple opened the door to huge innovation through mobile app development.

OCTOBER, 2007

Native Active Directory binding

Apple makes it so you can join Mac to the AD domain without any change to IT infrastructure.

08

APRIL, 2008

Apple acquires P.A. Semi

Apple brings advanced semiconductor engineering in house.

JULY, 2008

Exchange ActiveSync

Employees can now conduct business email on iPhone (and later, iPad).

JULY, 2008

App Store

Launches a multi-billion dollar App industry.

09

JUNE, 2009

iPhone 3GS

First iPhone to include hardware encryption.

10

JANUARY, 2010

Apple retail business

Forms a dedicated staff for business customers, based in Apple Retail Stores.

APRIL, 2010

iPad introduced

Not just a bigger iPhone. A new model of what portable computers can be.

APRIL, 2010

Apple A4 SoC

Apple begins using processors, designed in-house, for iPad and iPhone.

JUNE, 2010

MDM

Mobile Device Management (MDM) offers over-the-air configuration and security controls for iPhone and iPad.

AUGUST, 2010

Volume Purchase Program (VPP) introduced

Organizations can purchase apps in bulk and assign to users.

11

JANUARY, 2011

Xserve discontinued

Over concern that Apple was focused exclusively on consumers. (In fact, Apple servers were no longer needed for most tasks.)

JULY, 2011

FileVault 2

Enterprise-grade disk encryption built into Mac OS X.

OCTOBER, 2011

iPhone "cuts the cord"

iPad and iPhone can stand alone. No need for Mac/PC to setup, sync, or backup.

12

FEBRUARY, 2012

Annual release cycle established

Apple establishes an annual release cycle for iOS and OS X, helping IT groups plan for upgrades

13

JUNE, 2013

FIPS 140-2 validation

OS X and iOS are certified for Federal Government Cryptography Standards. standards

JUNE, 2013

Activation Lock

Theft deterrent for iPhone and iPad

SEPTEMBER, 2013

Touch ID

Biometric security for iPhone.

14

FEBRUARY, 2014

Device Enrollment Program (DEP)

Touchless deployment for enterprise organizations.

JULY, 2014

Apple IBM partnership

Demonstrates the strategic vision of Apple embracing the enterprise.

NOVEMBER, 2014

AppleCare for Enterprise

Technical experts and 24/7 support available to keep business operations running smoothly

15

AUGUST, 2015

Mobility Partner Program

Apple announces it is working with more than 40 companies to provide industry-specific solutions for transforming businesses with mobile apps.

AUGUST, 2015

Apple + Cisco partnership

Both companies announce a technology partnership to optimize enterprise networks with a "fast lane" for iOS devices.

SEPTEMBER, 2015

Apple's enterprise business crosses \$25 billion

During their quarterly investors update, Tim Cook affirms Apple's focus on enterprise customers by saying, "this is not a hobby. This is a real business."

NOVEMBER, 2015

iPad Pro introduced

The iPad Pro, with detachable keyboard and large display is fully capable of replacing laptops in the enterprise