

2015 Survey:

Managing Apple Devices in the Enterprise

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The annual JAMF Software Trends Survey uncovers trends associated with Apple adoption in business, what's driving Apple's evolving role, and the profound security and management implications of supporting the Apple platform.

This survey—conducted in September 2015—is based on the responses of nearly 500 IT professionals, managers, and executives from small, medium, and large organizations around the world.

Executive Summary

Regardless of the size of the business, Mac, iPad, and iPhone continue to grow in usage across the enterprise. Leading the way as the platforms of choice for many users, OS X and iOS are solidifying their place in offices, boardrooms, and IT departments across the globe.

Driven by user preference, increased productivity capabilities, and security advantages, Apple is no longer requested by users and executives—it's demanded.

With the prediction that Mac will cut into PC share over the next three years, IT is taking the proactive approach to support both Apple platforms and implement the easier to manage and more secure Apple operating systems.

Key Themes

1

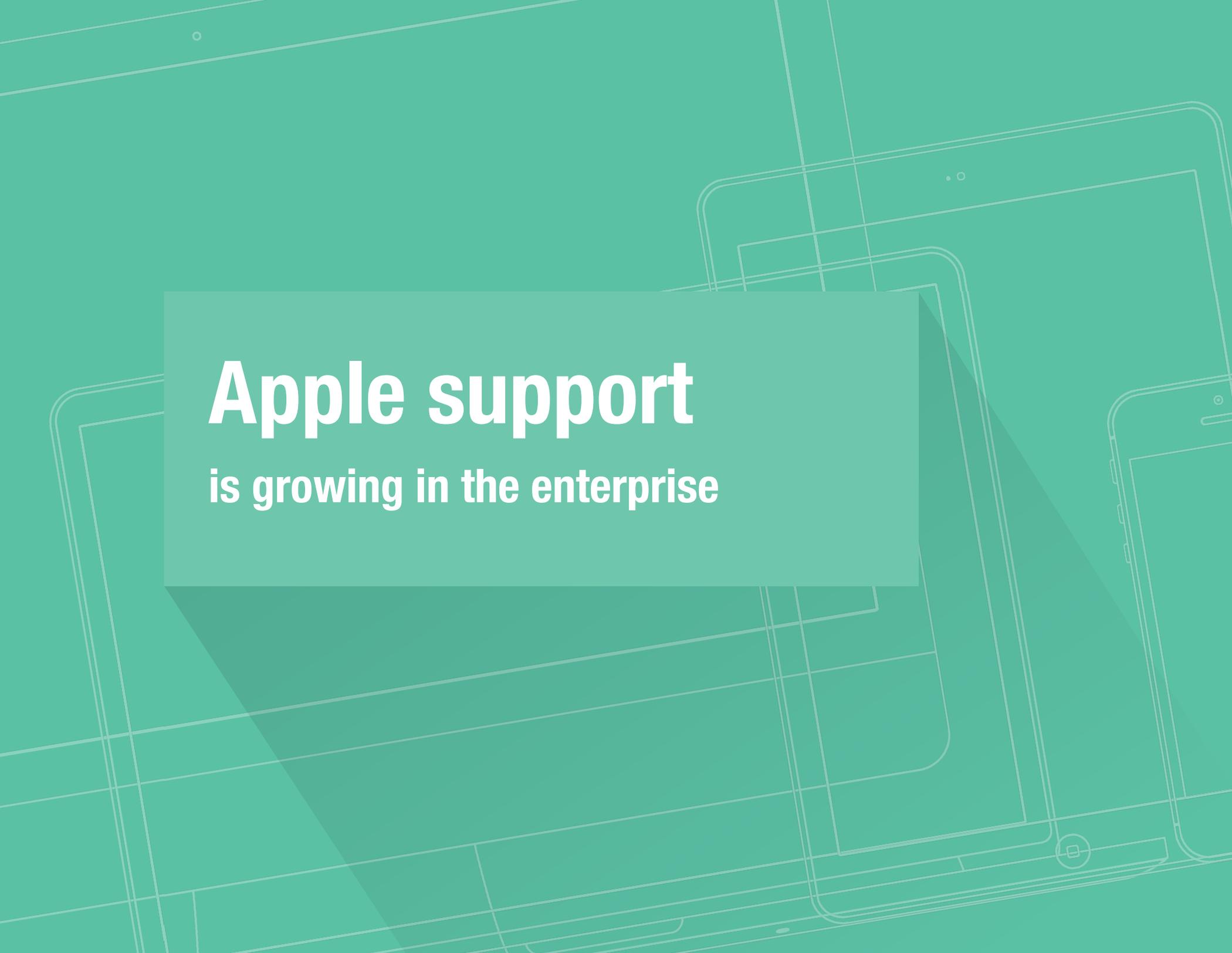
Apple support is growing in the enterprise

2

Top reasons Apple is endorsed in the enterprise

3

IT's opinion on Apple device security and management complexity



Apple support
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Year-over-year Apple Adoption Growth

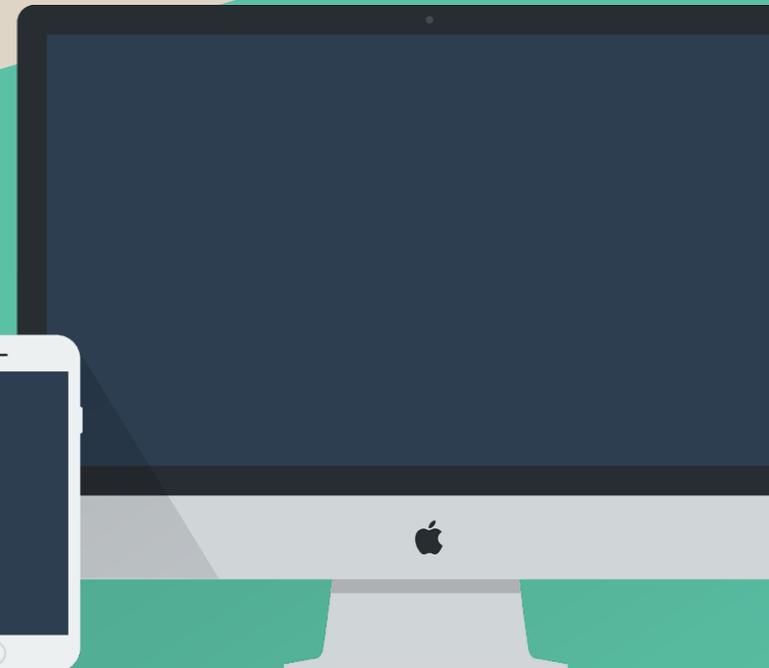
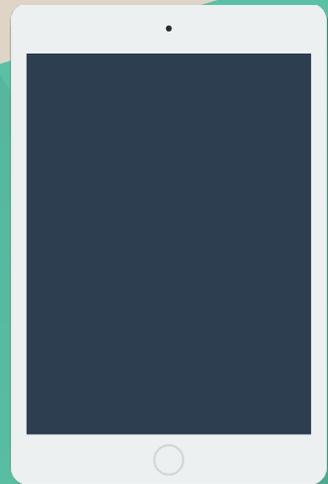
IT executives assert Mac, iPad, and iPhone usage grew within their organization in 2015.

36%
iPad

46%
iPhone

68%
Mac

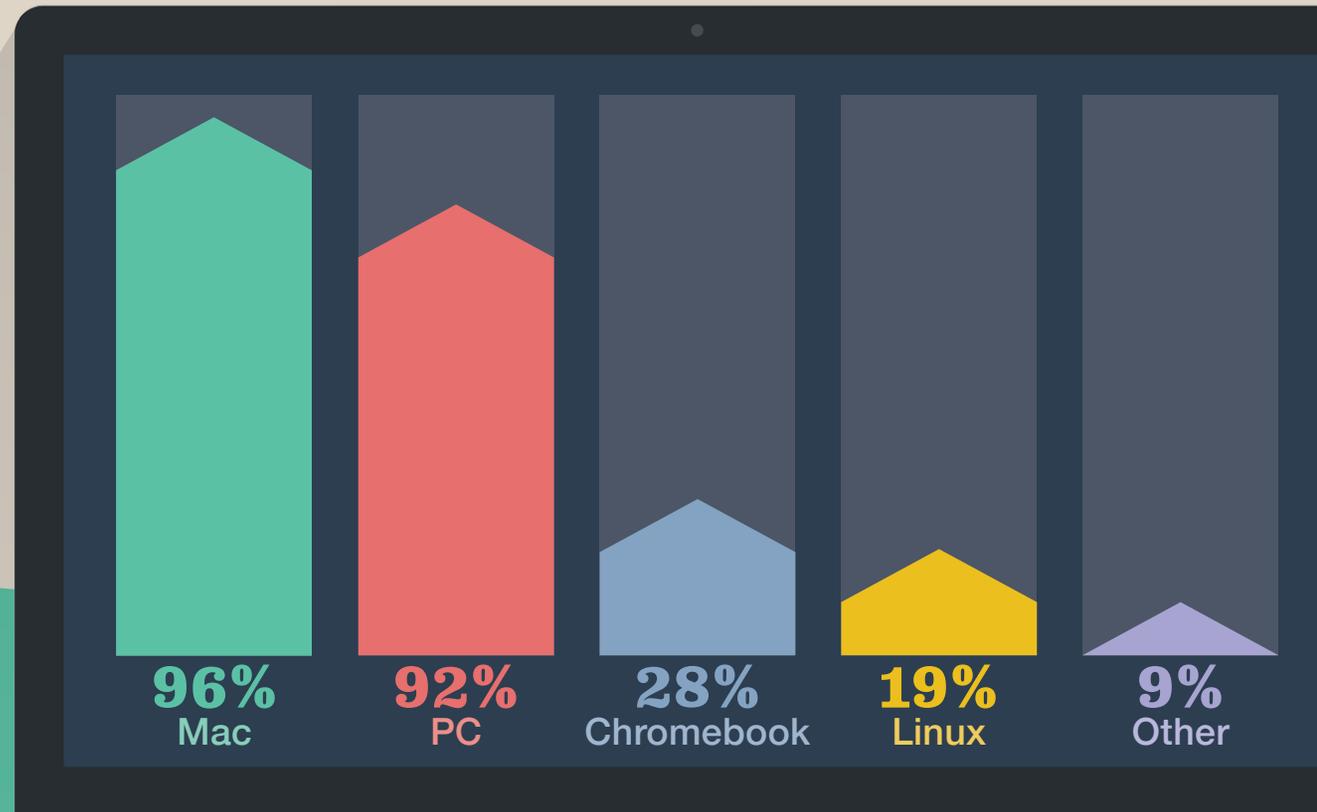
Enterprises reporting growth of Apple devices in 2015



Mac in the Enterprise

Apple continues to push the bar of what is possible with technology in business. As more organizations discover the power and benefits of Mac in the enterprise, the Apple ecosystem has become commonplace alongside PCs.

96%
of companies
support Mac

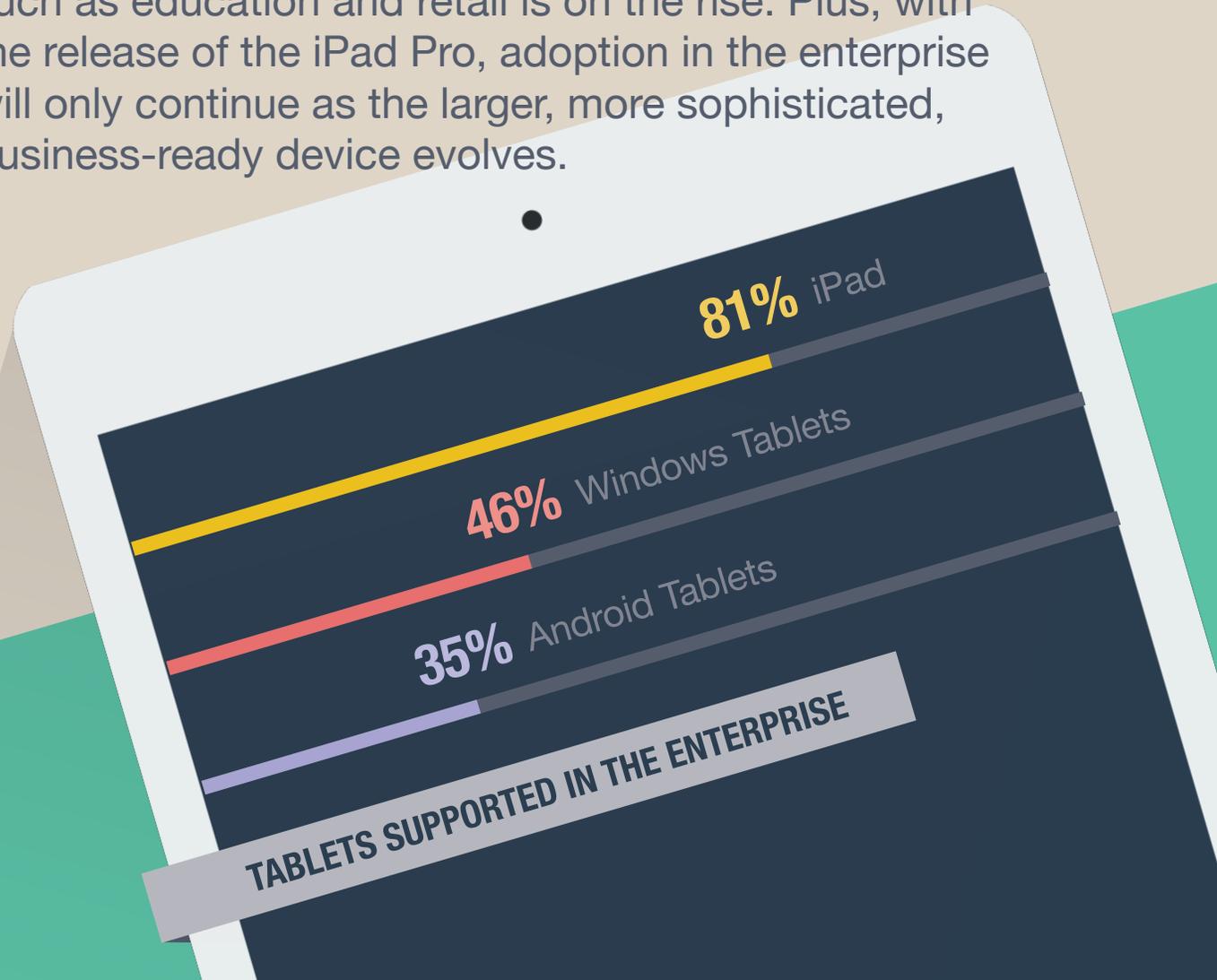


COMPUTER PLATFORMS SUPPORTED IN THE ENTERPRISE

iPad in the Enterprise

As the operating system of choice for consumers, iPad is dominating tablet usage in the enterprise. The enterprise is seeing iPad as the tool for more productivity, efficiency, and innovation. And, as a result, the use case for the iPad within verticals such as education and retail is on the rise. Plus, with the release of the iPad Pro, adoption in the enterprise will only continue as the larger, more sophisticated, business-ready device evolves.

81%
of companies
support iPad



iPhone in the Enterprise

Due to its intuitive design, iPhone is the leading smartphone in the enterprise, which is driving user preference and delivering a better user experience.

For IT, iPhone also boasts enhanced security features and a wide array of enterprise apps to foster productivity and creativity.

84%
iPhone

64%
Android

35%
Windows

PHONES SUPPORTED IN THE ENTERPRISE



The background features a dark blue gradient with white line-art outlines of various Apple devices, including iPads and iPhones, overlapping each other. A semi-transparent dark blue rectangle is centered on the page, containing the main text.

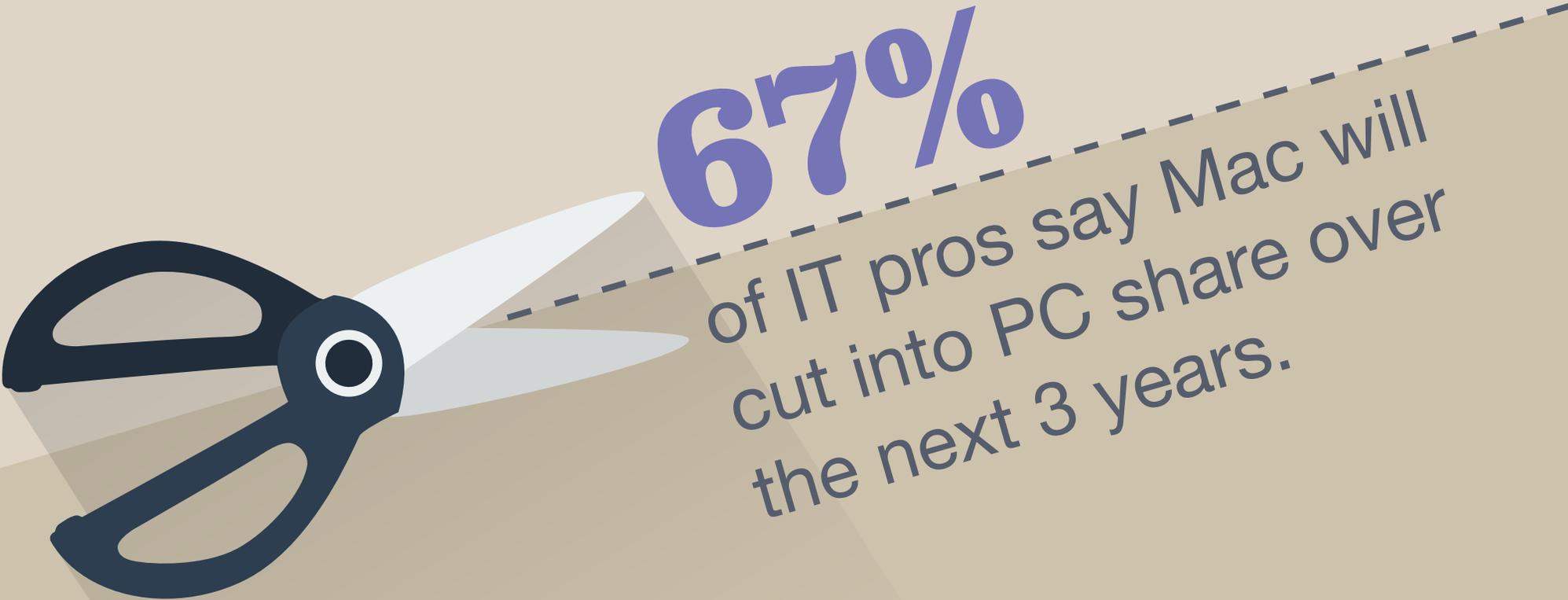
Top Reasons

Apple is endorsed in the enterprise

Continued Expansion in the Enterprise

More and more employees are asking for Mac within the enterprise because this is what they prefer in their everyday lives.

With more companies supporting the Apple platform and offering employees work device choice, Mac usage is projected to grow faster than the PC.



67%

of IT pros say Mac will cut into PC share over the next 3 years.

Why Mac is Growing in the Enterprise

1

Users continue to demand the Mac because it helps them be more productive and creative.

2

With access to the unrivaled Mac App Store experience, users enjoy the resources and content they need, when they need them.

3

IT is seeing that less maintenance is needed for Macs, as cited by IBM who reportedly saves \$270 per Mac user compared to a PC.

4

Executives understand the cost savings and productivity features of Mac and require the OS X platform be supported.

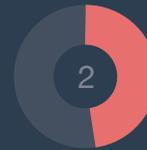
5

With built-in Apple native tools like FileVault 2, Mac is widely regarded as the most secure platform available. Ultimately, these features save IT time and dollars because they alleviate the need for third-party security tools.

Top 5 reasons why IT pros support OS X



81%
User Preference



49%
Increased Productivity



32%
Less Maintenance



31%
Executive Mandate



30%
Security Advantages

Why iPad and iPhone are Growing in the Enterprise

The very same reasons that are driving Mac growth were echoed when IT professionals were asked about iPad and iPhone growth in their enterprise environments.

At the end of the day, users and IT are both getting the platforms that help them get their jobs done.

Top 5 reasons why IT pros support iOS





IT's opinion

**on Apple device security and
management complexity**

OS X is Easier to Manage

Mac's enterprise-ready design with built-in security features, software compatibility, and superior user experience make the OS X platform easier for IT teams to manage than other computer platforms.

64%

Say **Mac is Easier to manage** than other computer platforms

OS X is More Secure

Data protection and security are crucial in all enterprises. The majority of IT pros find Mac and its native security features the most effective computer platform for protecting company data and preventing breaches.

75%

Say **Mac is more secure** than other computer platforms

What IT Pros are saying about OS X

iOS is Easier to Manage

iPad and iPhone support zero-touch deployment (through the Apple Device Enrollment Program), enhanced app distribution (through the Apple Volume Purchase Program), and native security features that give enterprises and IT teams more efficient ways to deploy and manage mobile devices.

78%

Say **iPad and iPhone** are easier to manage than other mobile device platforms

What IT Pros are saying about iOS

iOS is More Secure

Protection of personal and corporate data along with the security assurances of the App Store provide IT and employees with the confidence that their information and apps are safe.

82%

Say **iOS** is more secure than other mobile operating systems

Conclusion

It is clear that Apple has forever changed the way business is conducted. Put simply, Apple is the best at empowering people with technology that puts humans first.

While adoption of Apple was initially driven by user preference, IT and executives alike now recognize that Apple is also more secure and cost-effective—when considering the total cost of ownership—which is starting to lead to business preference.

About JAMF Software

Since 2002, JAMF Software has been solely focused on helping organizations succeed with Apple. JAMF is committed to enabling IT to empower end users and bring the legendary Apple experience to businesses, education, and government organizations via its Casper Suite and Bushel software, and the 26,000+ member **JAMF Nation Community**. Today, more than 6,000 global customers rely on JAMF to manage 5.2 million Apple devices.

<http://www.jamfsoftware.com>

