



Introduction

Today, a large majority of companies support Apple devices for business tasks, and the number of Apple devices being used in these companies is growing rapidly. What is driving this increased usage of Apple devices? Is it a better work productivity tool or is it just a vogue new gadget? Regardless, IT is now tasked with supporting and managing yet another device platform. Can they manage Apple devices as effectively and efficiently as other devices? Do existing tools meet the demands of running Apple devices in the enterprise? This report answers these key enablement questions.

This report, sponsored by JAMF Software, is based on a survey of 309 IT professionals. The goal of the survey, conducted in April 2014, is to understand Apple device usage and its growth in the workplace, and to quantify the impact on IT.

Executive Summary

Apple Devices Are Prolific in Today's Business Environment

- Over 90% of businesses support Apple devices
- 98% expect significant growth of Apple devices over the next three years

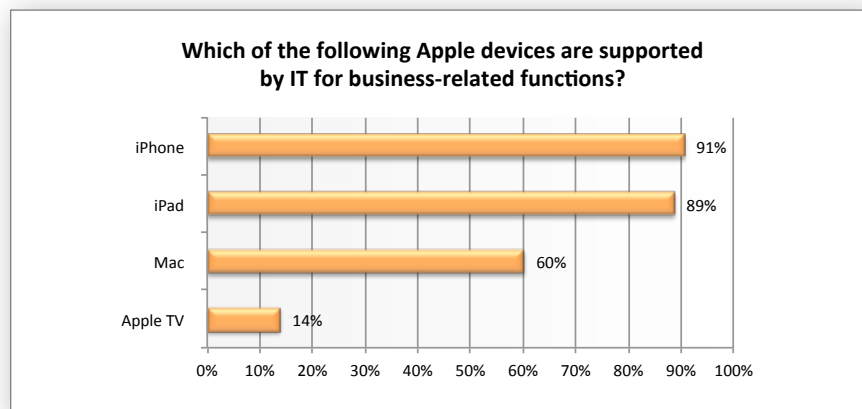
Managing Apple Devices in the Enterprise

- 20% of respondents indicated that more staff will be hired to manage the increasing number of Apple devices
- 40% stated they will receive increased budget to support the growing number of Apple devices
- 80% of IT professionals are not very confident in the Apple device management solutions they have today

Detailed Findings

Apples Devices are Part of the Current IT Environment

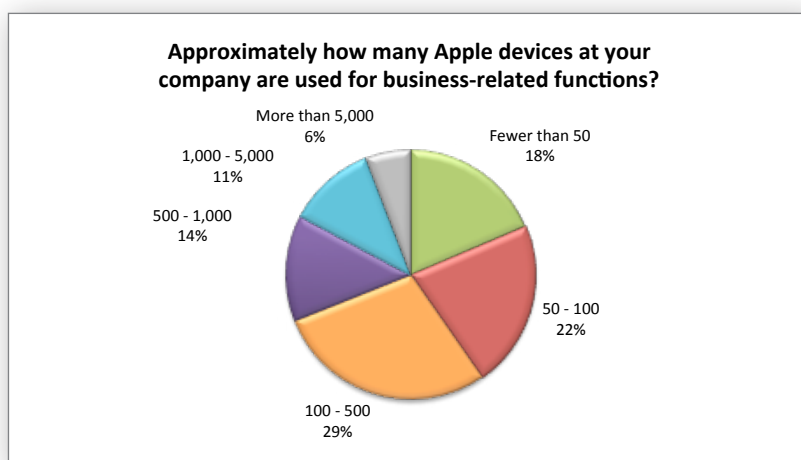
Apple devices have moved from a few early adopters and trendsetters at work to a fully accepted and supported platform in the workplace. IT professionals shared that in 9 out of 10 companies, iPhone smartphones (91%) and iPad tablets (89%) were officially supported business devices. Mac computers were also supported in more than half the companies (60%).





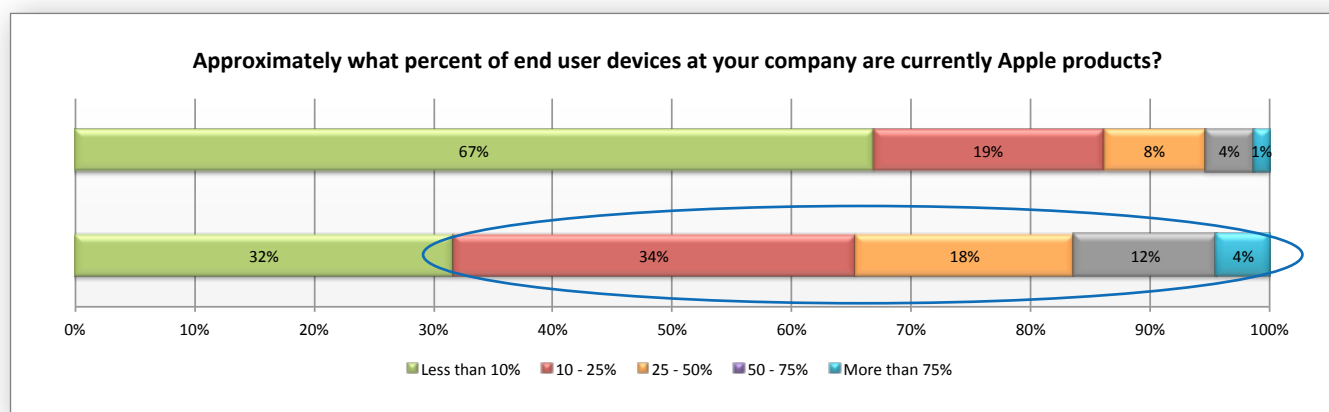
Large Quantities of Apple Devices in the Enterprise Today

When asked about the number of Apple devices supported today, respondents indicated nearly 60% of businesses support more than a hundred devices. Nearly 2 in 10 businesses support a thousand Apple devices or more. IT now faces managing a significant number of devices that make scalability and efficiency of critical importance.



Percentage of Apple Devices in the Enterprise More Than Doubled Over the Last Three Years

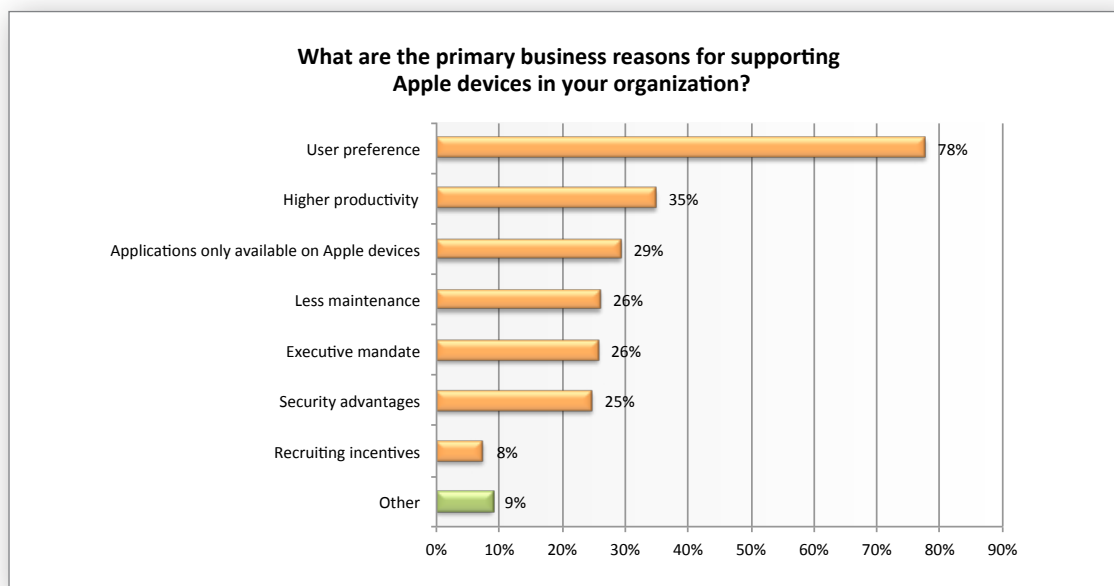
The adoption rate of Apple devices is frantic in the IT environment. In 2011, 67% of the companies indicated that Apple devices made up less than 10% of the end user devices. In just three years, 68% of the companies now state that Apple devices account for more than 10% of all end user devices. 35% of the companies today reveal that 25% or more of end user devices are now Apple products.





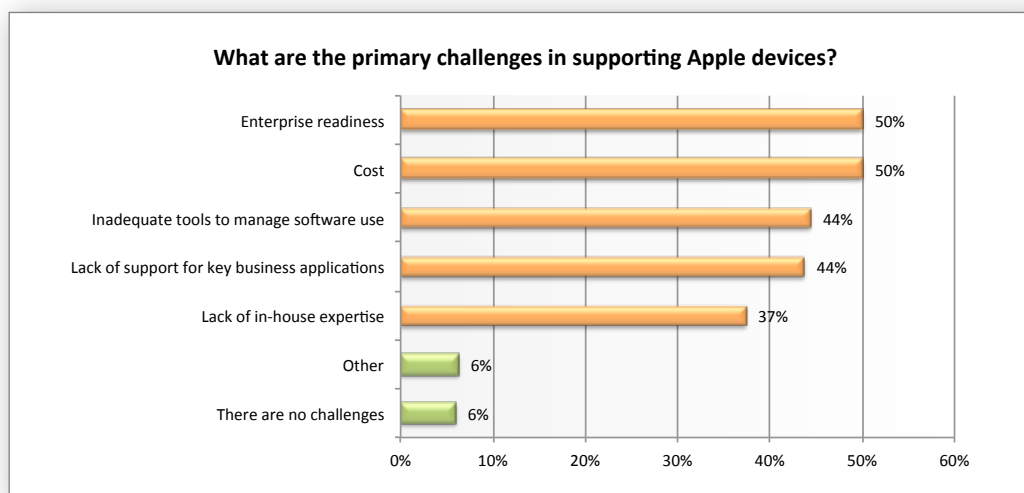
User Preference Mandates Apple Devices are Supported by IT

When asked why IT was supporting Apple devices, the response was overwhelmingly dominated by user preference. While Apple devices also increased productivity (indicated by 35% of participants) and provided dedicated applications (indicated by 29% of participants), the era of users driving IT has clearly arrived. Gone are the days when employees happily accepted only the devices supported by an IT-approved list.



IT Faces Numerous Challenges Supporting Apple Devices

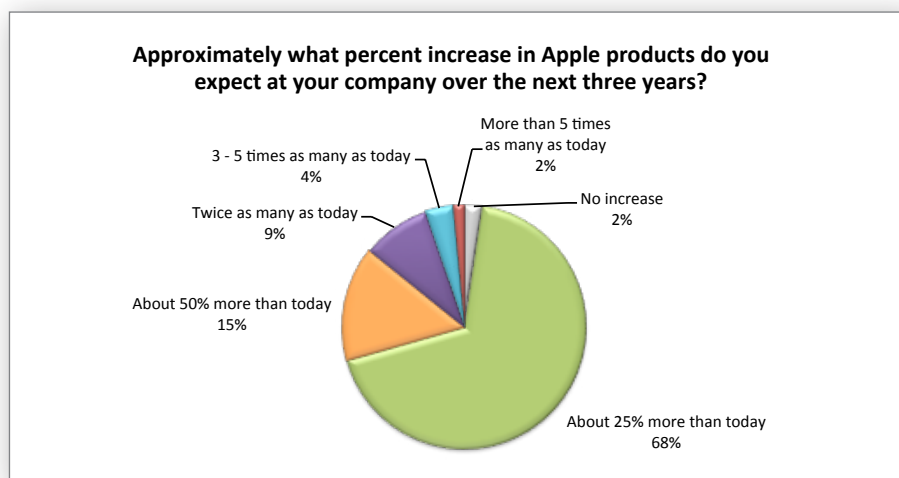
While enterprise readiness and cost topped the challenges at 50%, the lack of support for key business applications and possession of inadequate tools followed very closely at 44%. IT professionals ranked Apple device support challenges closely with each other, indicating that Apple devices are not easily managed, contrary to popular perception. While Apple has become prevalent in the enterprise, it is adding workload and additional challenges to the IT team.





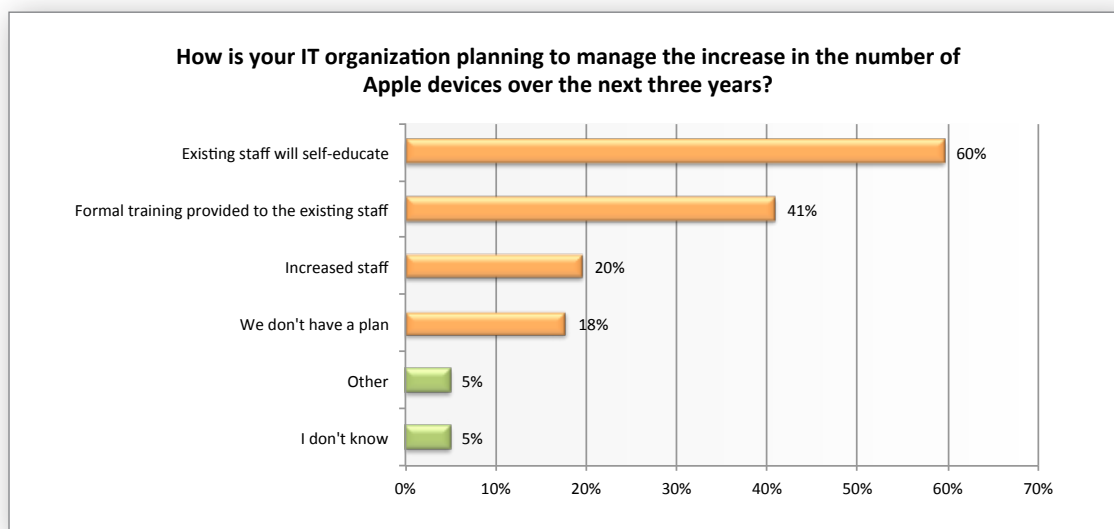
More Apple Devices are in the Future

When asked what percentage of increase in Apple devices they expected over the next three years, 98% expect some increase from today's numbers. The majority of respondents at 68% anticipate a 25% increase but 30% of the respondents, think it will be even more. Supporting Apple devices is something an IT team must not only manage today, but plan on for tomorrow.



Few IT Teams Will Receive More Resources to Manage the Increasing Apple-Based Workload

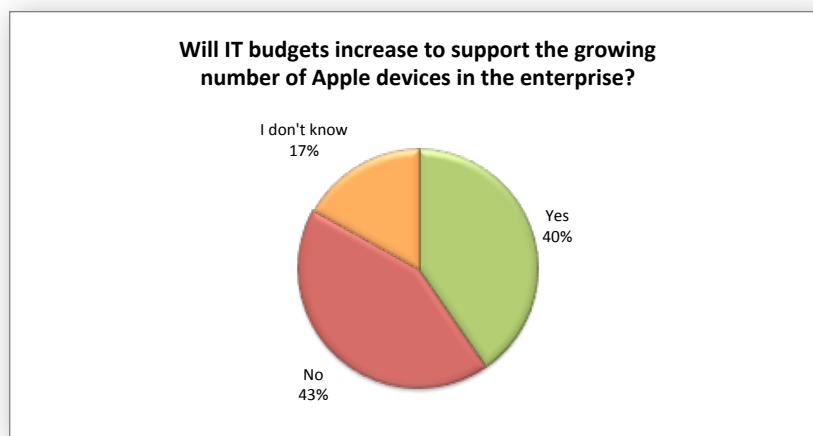
Only 20% indicated more staff will be hired to manage the growing number of Apple devices. Most stated that they will need to self-educate (60%) or receive formal training (41%) to deal with the influx of Apple devices. Perhaps just as alarming as the lack of resources, is that nearly a quarter (23%) of the companies either don't know or don't have a plan to deal with growing number of Apple end-user devices.





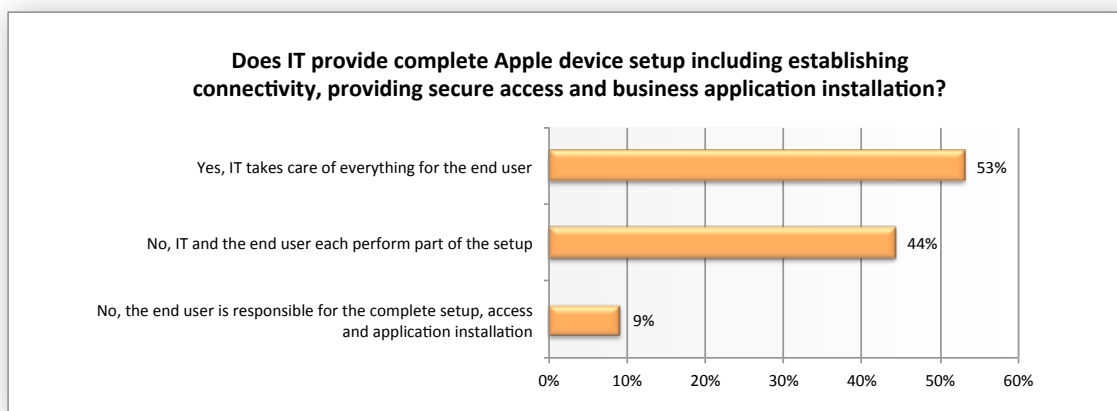
Budget Growth Will Not Match the Increase in Apple Devices

Survey participants were asked if budgets would be increased to manage the growing number of Apple devices, and while 40% indicated their budget would increase, 43% indicated they will not receive an increased budget. 17% don't know and likely don't have a formal plan yet.



Apple Devices Mean New Responsibilities for IT

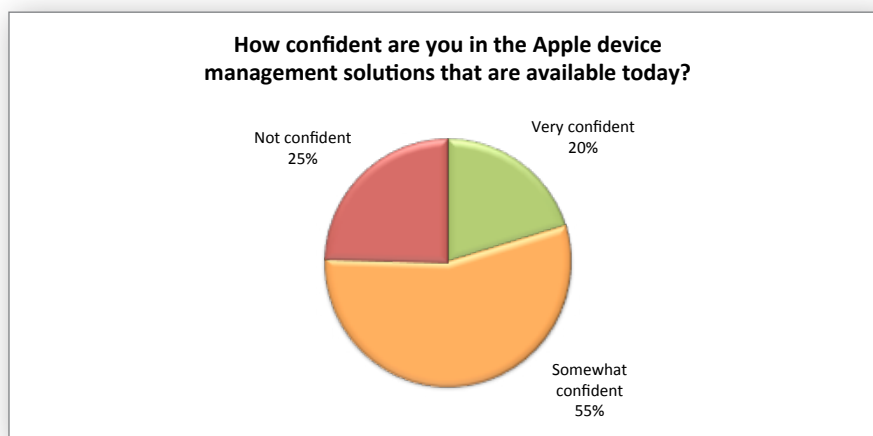
When asked what responsibility IT has for Apple device setup, 91% of the respondents stated that IT must perform some tasks for each Apple device. These tasks directly translate to new work for IT teams and the work will continue to grow as the number of Apple devices increases.





Apple Device Management Solutions are Mediocre

Only 20% of IT professionals are very confident in their current Apple device management solution, leaving 80% either not confident or only partially confident of the solution. While the influx rate of Apple devices is currently accelerating, the availability of enterprise ready Apple device management solutions is not meeting the needs of today's IT teams.

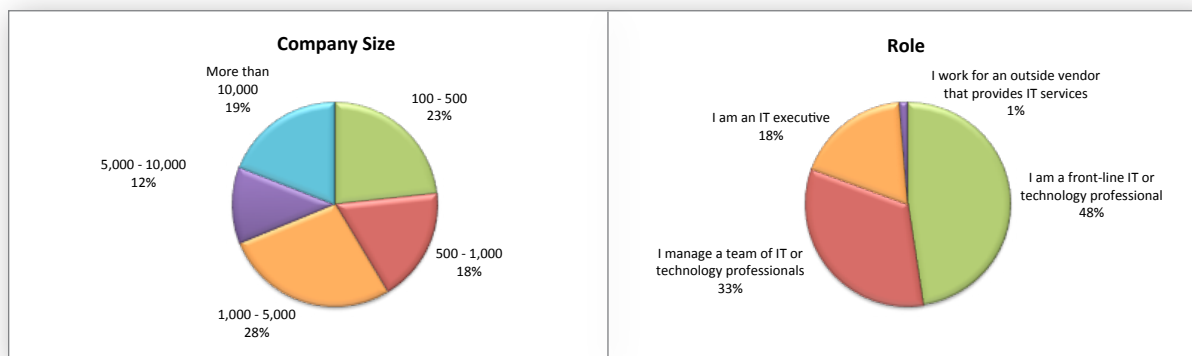


Summary

Businesses have a great many Apple devices in the workplace today. This results in an increased workload on IT, which for most does not come with additional resources or additional budget. This is compounded by the fact that most management software solutions in use are not providing necessary functionality to deal with the growth confidently. IT teams are in a challenging situation and need to find a solution or face criticism from an increasingly powerful customer, the end-user.

Survey Methodology and Participant Demographics

In April 2014, a global database of IT professionals was emailed an invitation to participate in a Web survey on the topic of Apple devices in the enterprise. A total of 309 individuals completed the survey. Participants included a variety of stakeholders including IT executives, managers, front-line IT professionals, and others. The companies that the participants worked at represented a wide range of company sizes and industry verticals.





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About JAMF Software

Since 2002, JAMF Software—and our Casper Suite solution—have made it easy for businesses, schools and other enterprises to use and manage Apple devices in their organizations. With Casper Suite, IT departments have the industry's single best tool to inventory, image, configure, secure and distribute software and apps on every Mac, iPad, iPhone or Apple TV under their control. Users work with products they prefer and that make them more productive. IT administrators get their weekends back.

Find out why over 4,000 businesses and schools rely on JAMF Software to manage 3,000,000+ Apple devices across the globe at jamfsoftware.com