

## Driving ROI

The Case for a Proven Apple Device Management Solution

While PCs have historically dominated the workplace, that may not be the case for much longer. Apple devices have experienced explosive growth in recent years, rising 128 percent since 2010<sup>1</sup>. This growth has been attributed to a number of factors including: lower total cost of ownership, improved security, improved productivity and user preference<sup>1</sup>.

Organizations that built their management practices with Microsoft tools are now tasked with managing the influx of Mac, iPad, iPhone and Apple TV devices entering the modern workplace. No small feat, considering learning a new IT language requires time, energy and resources that many organizations may not be able to spare.

IT admins need the right tools and processes to manage Apple devices — at the same comfort level as they have with Windows — without compromising on security, IT standards or end-user experience.

Hobson & Company (H&C), a leading research firm focused on Total Cost of Ownership (TCO) and Return on Investment (ROI) studies, worked with Jamf, a leader in Apple device management, to explore these challenges and learn how industry leaders are responding. H&C conducted independent research consisting of 15 in-depth interviews with Jamf customers and found that a proven Apple device management solution addressed specific customer challenges, across both large and small enterprises, to deliver a quick and compelling ROI.

The goal of this research study and paper is to highlight examples of validated use cases where the impact of Jamf Pro, the standard in Apple ecosystem management for the enterprise, is not only strategic, but also measurable based on key metrics confirmed by current users of the solution.

## Apple Device Management Challenges

Customers interviewed noted that there are consistent challenges with supporting the growth of Apple devices throughout these organizations. Below is a list of some of the most universal concerns.



### Compromised Security

Security is a top priority for IT departments yet, it can be challenging to enforce consistent security policies across all devices. Most organizations still depend heavily on end users to maintain the appropriate settings. This results in a patchwork of settings across the entire Apple ecosystem. While updates are happening, they are not done so consistently, resulting in unintended vulnerabilities.



### Rising End-User Expectations

End users are more dependent on their technology to get their jobs done effectively and efficiently. When they log a ticket for IT support, they expect it to be resolved quickly in order to minimize their unproductive downtime. Often, they are left waiting in a long queue, as IT resources are stretched thin.



### Lack of Apple-Focused Solutions

The lack of focus on Apple-specific device management solutions has left IT administrators with half-baked solutions for their IT management challenges. These solutions are not designed specifically for use with Apple devices, so handling common IT tasks, such as provisioning and installing software, are inefficient and often ineffective. This leads to many hours of unnecessary manual and tedious troubleshooting.

Customer research identified Jamf’s solution benefits across three broad business objectives:



Simplify IT Management



Improved End-User Experience



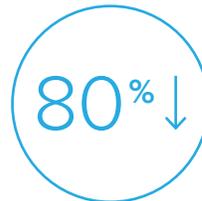
Mitigate Risk

## Simplify IT Management

### Reduce time spent provisioning devices

Provisioning includes not only purchasing and receiving devices, but also imaging and configuring user-specific settings. This is a high-touch, manual process for IT administrators, and is even more time consuming for operating system upgrades. Jamf Pro’s zero-touch deployment is enabled through its deep integration with Apple Business Manager (formerly known as the Device Enrollment Program or DEP), allowing IT administrators to automatically enroll and configure new devices without hands-on support from IT, and share with end users in original shrink-wrapped packaging.

Customers interviewed reported:



**REDUCTION**  
in time spent provisioning

**“Prior to Jamf, the help desk would take a few days [to image a device] and now we can get it done in a few hours.”**

— Information Security Officer

### Reduce time spent on application management

Jamf Pro’s centralized software distribution features automate this task and give IT administrators the ability to easily manage, schedule and distribute standard and/or custom software packages and workflows to end users’ workstations, ensuring the correct software and apps are on each device.

For patch management, IT administrators can choose to either leverage Jamf Pro’s unique patch management service, which automates patch management by monitoring the most popular app software patches and managing the updates from a central server, or choose to push patches directly to devices using Jamf Self Service.

In addition, the seamless integration with Apple’s Software Update Server (SUS) ensures automatic enforcement of Apple updates.

Customers interviewed reported:



**REDUCTION**  
in time spent managing applications

**“Users want the latest and greatest version [of software] as soon as it is available, and it was next to impossible for us to stay on top of it. Now [that we have Jamf], we are able to instantly push it out to everyone and have confidence the entire team is working on the same version.”**

— Manager, Desktop Support

## Reduce the cost of application licenses

Without visibility into hardware/software configurations in use, organizations are prone to making overly conservative and expensive purchase decisions. Jamf Pro's integration with Apple Business Manager (formerly known as the Volume Purchase Program or VPP) facilitates licensing and deploying apps in bulk right from the App Store. With the visibility provided by the inventory function, Jamf Pro can provide insight into exact usage (i.e. storage, processing) for more informed, bulk purchases of hardware.

## Customers interviewed reported:



**REDUCTION**  
in software license costs

**“Prior to Jamf, we used the kitchen sink method (installing all possible software on a device), but now we are able to use a more efficient layered approach which saves us from consuming licensing for applications that aren’t needed.”**

— Director of IT Operations

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## Reduce the volume of help desk tickets

When end users have technical difficulties, the first step to resolution is logging a ticket with the help desk. Jamf Pro's Self Service app automates many of the common tasks traditionally entered as a ticket, empowering users to quickly and efficiently solve many of their technical problems on their own.

## Customers interviewed reported:



**REDUCTION**  
in the volume of help desk tickets

**“We have seen a massive reduction in both the quantity of tickets as well as the time to close a ticket.”**

— IT Manager





## Improved End-User Experience

### Reduce end-user productivity loss due to unresolved technical problems

Excessive new device set-up times and unresolved technical problems with employee devices leads to excessive unproductive time for end users. Jamf Pro's Self Service app empowers end users with automated solutions to their most common IT needs, minimizing the need for IT help tickets (including, installing apps, managing updates, automating fixes for common issues, etc.).

Jamf Pro's zero-touch deployment provides end users with the intended, native Apple experience when it comes out of the box, minimizing unproductive downtime.

Customers interviewed reported:



**REDUCTION**  
in end-user productivity loss

**“We have seen a massive reduction in both the quantity of tickets as well as the time to close a ticket.”**

— IT Manager



## Mitigate Risk

### Automate security and policy management

Manually maintaining on-going configuration settings (i.e. OS updates, printer settings, etc.) becomes time-consuming and resource intensive.

Jamf Pro's deep integration with Apple's native frameworks automates the process of maintaining devices. Through remote management and the use of configuration profiles, policies, smart targeting and scripts, IT admins can personalize and tailor individual devices or groups of devices based on the needs of end users.

Customers interviewed reported:



**REDUCTION**  
in time spent managing policy and setting changes

**“We utilize configuration profiles with Jamf to manage settings, and it is a lot faster and easier than the scripting we needed to do with Symantec.”**

— IT Manager



## Reduce time spent managing IT inventory reports

One of the more time-consuming tasks for IT staff is tracking computing and mobile assets and the software installed on them. This information is used to ensure license compliance, effectively manage device lifecycles and other auditing needs. Jamf Pro's Smart Groups feature provides IT staff with real-time access to dynamic hardware/software inventory reports that help them provide accurate reporting for audits and compliance, do real-time license tracking, and efficiently perform other maintenance tasks.

Customers interviewed reported:



### REDUCTION

in time spent creating inventory reports

**“If we didn’t have a tool like Jamf in place, and we needed to perform a software audit, what would take us a few minutes now could take us up to a week to complete.”**

— Director of IT Operations

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## Reduce probability of a costly security breach through consistent deployment of baseline security policies across all devices

Security breaches are brand eroding and expensive to remediate. With Jamf Pro, security controls and policies are consistently enforced and easy to monitor, minimizing the risk of a security breach. And, with day-zero support for all new Apple releases, Jamf Pro empowers its customers with instant access to great new end-user features as soon as they become available, but also new layers of security and fixes to vulnerabilities.

Customers interviewed reported:



### REDUCTION

in the probability of a security breach

**“Fines run up to \$50k/violation/record with a max penalty of \$1.5mm, and the Jamf tool helps us avoid these fines.”**

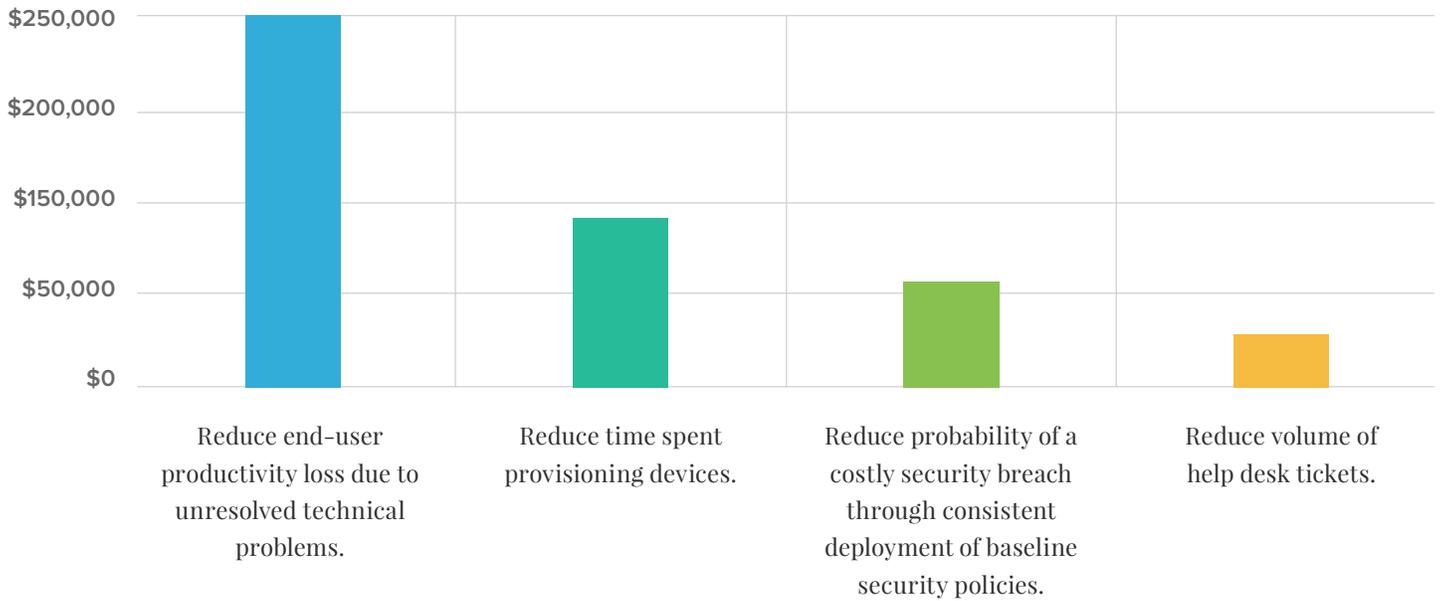
— Director of Information Security

#### References:

1. Code42. (2017. Feb 8). The Growth of Macs in the Enterprise Is Challenging the PC's Dominance [Blog post]. Retrieved from: <https://blog.code42.com/the-growth-of-macs-in-the-enterprise-is-challenging-the-pcs-dominance/>

## In summary

Eight discrete organization-wide benefits were identified during the customer interviews for this research paper. Below is a sample of just a few of those benefits and their potential annual value to an organization managing 2,500 Macs, 1,000 iOS devices and 500 tvOS devices, and whose employees log an average of six help desk tickets per year:

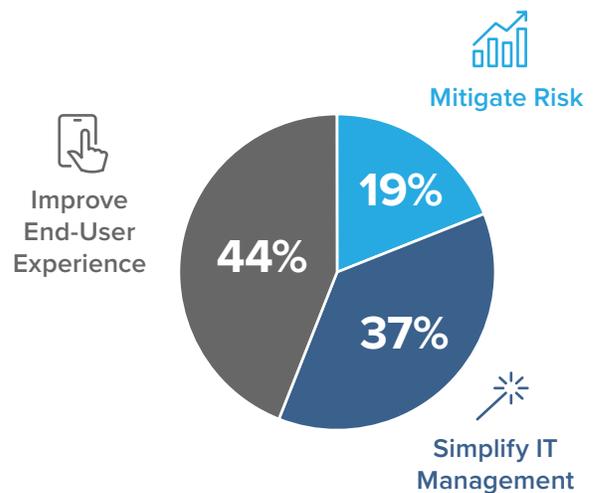


## Key ROI Findings

The value of Jamf’s Apple device management solution is immediate and demonstrable. A sample organization managing 2,500 Macs, 1,000 iOS devices and 500 tvOS devices, that installs or updates an average of 20 applications per month and averages 6 help desk tickets per employee per year can realize significant financial benefits from an investment in a proven Apple device management solution. For this typical organization, annual benefits can exceed \$530k per year.

For this sample organization, the five year investment totaling \$1.05mm generates a positive return in 5.8 months. The five year return on investment is strong at 217 percent. The key financial metrics for the sample organization were calculated by standard methods.

FINANCIAL METRIC	5-YEAR VALUE
Payback (months)	5.8
ROI	217%





## About Hobson & Company

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### HOBSON & COMPANY

Hobson & Company helps technology vendors and purchasers uncover, quantify and validate the key sources of value driving the adoption of new and emerging technologies. Our focus on robust validation has helped many technology purchasers more objectively evaluate the underlying business case of a new technology, while better understanding which vendors best deliver against the key value drivers. Our well researched, yet easy-to-use ROI and TCO tools have also helped many technology companies better position and justify their unique value proposition.

For more information, please visit [www.hobsonco.com](http://www.hobsonco.com).

## About Jamf

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### jamf

Jamf is committed to enabling IT to empower end users and bring the legendary Apple experience to businesses, education and government organizations via its Jamf Pro and Jamf Now products, and the 60,000+ member Jamf Nation community. Today, over 17,000 global customers rely on Jamf to manage more than 11 million Apple devices.

To learn more, visit [www.jamf.com](http://www.jamf.com).



[www.Jamf.com](http://www.Jamf.com)

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Try our free ROI calculator and see a complete analysis of the time and cost savings your organization can expect with Jamf Pro. **Try Now.**