Today’s workforce requires unique, scalable and flexible solutions to support employee needs, while still delivering the security required to support a work-anywhere culture. With the speed of technology evolution, and recent unprecedented changes to the way we all work, it’s therefore important to keep up to date with the latest devices and flexibility requirements. So, now’s the time to take into account lifecycle plans when considering your purchases.

At Softcat, we provide a range of sophisticated lifecycle services for Apple technology that are part of our Device-as-a-Service offering. This approach is led by our team of Apple Digital Workplace experts who can deliver end-to-end solutions that support your digital transformation.

**PREPARE**
The foundations for successful Apple deployments are knowing the end user requirements, and how they will interact with the Apple ecosystem. If we understand the demands of your business, we can provide recommendations for Apple technology that will deliver the capabilities that your employees need to work effectively.

**PROCURE**
Technical teams can now take advantage of Apple cloud purchasing, which means that you can get a quote by simply selecting the configurations you need and then passing the order straight into your procurement system. This makes it simple for you to procure iPhones, iPads and Macs. It can also cut down on the time it takes to deliver these products.

**DEPLOY**
Your users will benefit from a smooth, simple deployment thanks to Apple’s macOS Sierra, which includes support for Boot Camp to install Windows on a Mac, and allows for easy software deployment through the Apple Device Manager.

**MANAGE**
Our Apple management experts can ensure your Apple devices are set up and configured with the latest software and security patches. We can also use Apple’s MDM tools to remotely manage and protect your Apple technology.

**MAINTAIN**
We can incorporate AppleCare and accessories into the hardware as part of a flexible monthly payment finance plan via Apple Financial Services. We’ll review your infrastructure to find the most suitable AppleCare cover for your organisation – and deliver the benefits of 24/7 technical support, along with protection against accidental damage.

**REFRESH**
To help you stay one step ahead, we’ll seek out the next innovation opportunity before your refresh is due. With an Apple Financial Services savings model, you can then choose to refresh, extend, return or buyout your existing devices – and adjust your terms if your needs change. What’s more, because Apple is committed to protecting the planet, your old devices will be wiped and recycled for added peace of mind.

**WHY SOFTCAT AND APPLE?**
As an Apple Authorised Reseller, we can help you find the best way to harness the power of Apple’s intuitive and reliable devices. We offer a dedicated Apple Business Manager role, which means we can work with you directly to provide tailored support.

Our aim is to help you reduce costs, save time and simplify the adoption of Apple technology while unlocking its true value.

**FROM END TO END: INTroducing OUR APPLE LIFECYCLE SERVICES**

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**FIND OUT MORE**
If you want to learn more about how we can support your digital transformation with a flexible ‘as a service’ solution from Apple, please visit www.softcat.com/partners/apple or contact your Softcat account manager.