

A PERSPECTIVE PIECE
FROM SOFTCAT

HARNESSING THE POWER OF APPLE

Supporting digital transformation
with a flexible and scalable solution
from Apple Financial Services

Softcat



Authorised
Reseller



SUPPORTING THE MODERN WORKFORCE

The world today is changing rapidly in front of our eyes. Organisations everywhere are embarking on exciting digital transformation journeys at different times, with different agendas and varied strategies.

While the overarching benefits of digital transformation might be similar across all businesses, the way they are realised is hugely varied and each landscape requires unique navigation. Today's workforce therefore requires unique, scalable and flexible solutions to support employee needs while still delivering the security required to support a work anywhere workforce.

Indeed, employers need to provide employees with the latest secure technology in order to get the most productivity from them. This is one of the reasons why 72% of employees who are offered the choice between Mac and PC choose Mac¹.

Additionally, there's an entire generation of employees who have grown up with Apple technology as their platform of choice for all aspects of life. This 'new' workforce therefore feels most comfortable – and productive – using Apple. And organisations must now recognise this demand to move the business forward.

This, then, presents a strong case for changing the traditional approach on device acquisition and it's why Softcat is sharing its perspective on the subject here.

KEEPING UP WITH THE PACE OF CHANGE

By harnessing the latest technology on the market, organisations can facilitate digital transformation and modern ways of working. And with cyber threats continually on the business agenda, it's important for organisations to ensure that their IT estate utilises the very latest security features and services.

However, with the speed of technology change today, it can be a challenge for businesses to keep up to date with the latest devices – therefore, it's important to take into account lifecycle plans when considering purchases. Consideration also needs to be made on how to optimise the residual value that devices hold.

By utilising Apple technology, employers can support collaboration across devices, providing the flexibility of instant access and high-quality security. What's more, Softcat works to create financing solutions that are tailored to an organisation's unique requirements – helping them keep up with today's pace of change.



Digital transformation provides the opportunity to make processes and operations quicker, more cost efficient and more secure – but it has to be supported by the devices and technology best suited to an organisation's unique needs.

Dan Collett,
EUC Technical Consultant,
Softcat



A FRESH APPROACH TO DEVICE ACQUISITION

In a world that's recently experienced unprecedented change, alternative purchasing methods are now being considered by more businesses than ever as they look for greater flexibility from payment models.

Consequently, rethinking the value that an alternative finance approach for devices and services can bring to the business in terms of product lifecycle management and financial budgeting is crucial today – especially for the organisations wanting to realise the benefits of greater flexibility and scalability.

An alternative approach also provides an opportunity to consolidate service providers and streamline operations. It helps to free up capital while still allowing for careful budgeting. And it means we're seeing organisations rapidly shifting away from traditional CAPEX models.

What's more, additional value can be leveraged when purchasing through a provider such as Apple Financial Services as a result of the strong residual value of its devices. This means that it's easier than ever to bring Apple products into an organisation or institution in a way that is simple and cost-effective.



THE FLEXIBILITY OF CHOICE

When it comes to supporting an organisation's business and financial requirements, there are a number of finance routes to consider. For instance, with an Apple Financial Services savings model, organisations have several options to choose from at the end of the term:

- Refresh the existing devices
- Extend the existing devices
- Return the existing devices
- Buyout the existing devices

In any of these scenarios, Apple Financial Services offers organisations the flexibility to adjust their terms as their needs change. The customer-friendly end-of-term options provide complete control of the refresh and the organisation simply has to decide when it's the right time for them to upgrade.

THE IMPORTANCE OF CHOOSING DEVICES BUILT TO LAST

Choosing innovative, reliable devices that are able to meet the future demands of an organisation – and of an evolving digital landscape – has always made sense when it comes to maximising technology investments. However, it's also important from a financial perspective to choose devices with a high residual value.

The combination of highly durable hardware, a worldwide network of repair providers and simple software updates means that Apple products retain significant value over their lifecycle – which, in turn, makes them more affordable.

According to a recent study, on a per device basis, Mac costs £37.50 less than PCs when considering three-year hardware and software costs, despite the upfront acquisition cost for Mac being £375 higher².

Unlike other devices that often end up being unused or given away at the end of their lifecycle, the high residual value of Apple devices also means that existing products may be used as trade-ins when it's time to upgrade.



REDUCING ACQUISITION COSTS

By using innovative financing options from Apple Financial Services, organisations can account for the high residual value of Apple devices up front – keeping costs low from day one, even without trading in existing products.



As an Apple Authorised Reseller, we can work with Apple Financial Services to give our customers access to flexible terms and financing options. We can help to make the ownership of Apple devices and services even simpler and more cost-effective.

Adam Harding,
Chief Technologist
– Digital Workspace, Softcat



WHY APPLE FINANCIAL SERVICES?

Technology doesn't stand still, so it's vital to choose a financing service that removes the complexity of device acquisition.

It's easier than ever to bring Apple products into your workplace with innovative financing options through Apple Financial Services. Get the products and services you need, exactly when you need them. Apple Financial Services also keeps your costs low by accounting for the high residual value of Apple devices up front. Flexible upgrades give you complete control of your refresh cycle, and with clear and straightforward terms, the experience is simple and friendly.



DISCOVER THE BENEFITS OF FLEXIBLE, SCALABLE FINANCE WITH APPLE FINANCIAL SERVICES

- Early refresh notice provides organisations with the time they need to consider their requirements and the best possible technology solutions to suit their needs; the refresh notice period is more than the traditional 30 days offered by most other providers
- Flexible add-ons to live agreements mean that organisations can scale their master agreement, or extend their terms as a separate agreement
- Bundle solutions are available via Apple Financial Services to enable organisations to add on scheduled services and/or software solutions if required
- An additional 30 days at end of life to return devices provides organisations with the flexibility to adapt to evolving business needs and/or their rapidly changing environment
- Like for like returns mean that if an Apple product is broken during the period of the finance agreement, the organisation can replace it with the same make and model, and return the replacement device at end of life; the returned device doesn't need to have a matching serial number to the one in the agreement, or be packaged with its original accessories



Apple Financial Services is a gateway to obtaining the latest and most powerful Apple products while delivering a greater control of your IT budget by reducing immediate costs. It's the best way to keep your workforce connected to the leading Apple technology available.

Mark Greening,
MPS and DaaS Sales Manager,
Softcat



HOW CAN SOFTCAT HELP?

At Softcat, we work closely with Apple Financial Services to provide organisations with financing options that meet their business requirements and reduce the workload of their IT teams.

As an Apple Authorised Reseller, we help organisations find the best way to harness the power of Apple's powerful, intuitive and reliable devices to support their digital transformation journeys. We help them keep pace with change in the most affordable way possible.

To make things even simpler, we can also incorporate AppleCare, Accessories and Mobile Device Management licences into the hardware as part of a flexible monthly payment finance plan. Eligible products include Apple hardware, Apple software and services, third-party software, non-Apple products and services such as Office 365 and Google Workspace, and our own tailored reseller services.

Because our focus is on long-term partnership and collaboration as opposed to short-term sales targets, we're able to help customers strive towards meeting their overarching business objectives. Our expert consultation and support services compliment Apple's technology and enable us to provide a comprehensive offering.

If you'd like to learn more about the ways in which we can support your business specifically, then don't hesitate to get in touch – and let us show you how a finance solution from Apple Financial Services will help to support your digital transformation. We look forward to starting the conversation.



**SOFTCAT WORKS DIRECTLY WITH
APPLE FINANCIAL SERVICES TO CREATE A
FINANCING SOLUTION THAT WORKS FOR
YOUR BUSINESS. CONTACT YOUR SOFTCAT
ACCOUNT MANGER TO FIND OUT MORE.**

References:
1 Jamf Survey: Employees Are More Productive and Happier When They Choose Their Work Device
2 Forrester: The Total Economic Impact™ (TEI) of Mac in Enterprise. A commissioned study conducted by Forrester Consulting on behalf of Apple

