



Softcat

THE DEFINITIVE GUIDE TO DEVICE CHOICE

Mac and your business

WHAT'S THE DEAL WITH CHOICE?

We're seeing increasing numbers of organisations enjoying the benefits that stem from offering employees a choice of device. The reality of introducing choice often means diversifying your device estate to include technology options that work for everyone – and that means considering Apple.

For many businesses, offering technology choice is a 'nice to have' project that's just never made it on to today's to-do list. Others just don't have the time, resource or energy to find out where to start.

So this is our definitive guide to device choice. It'll help you evaluate choice, understand the benefits of including Apple and map out the steps to a choice programs that works for you.

We've created it for every business, regardless of size, sector, or current devices in circulation. And of course, we know that the decision to introduce choice doesn't just rest with IT teams, so whatever role you play in your business (be that finance, IT, HR or anywhere in the C-Suite), we've got the answers.



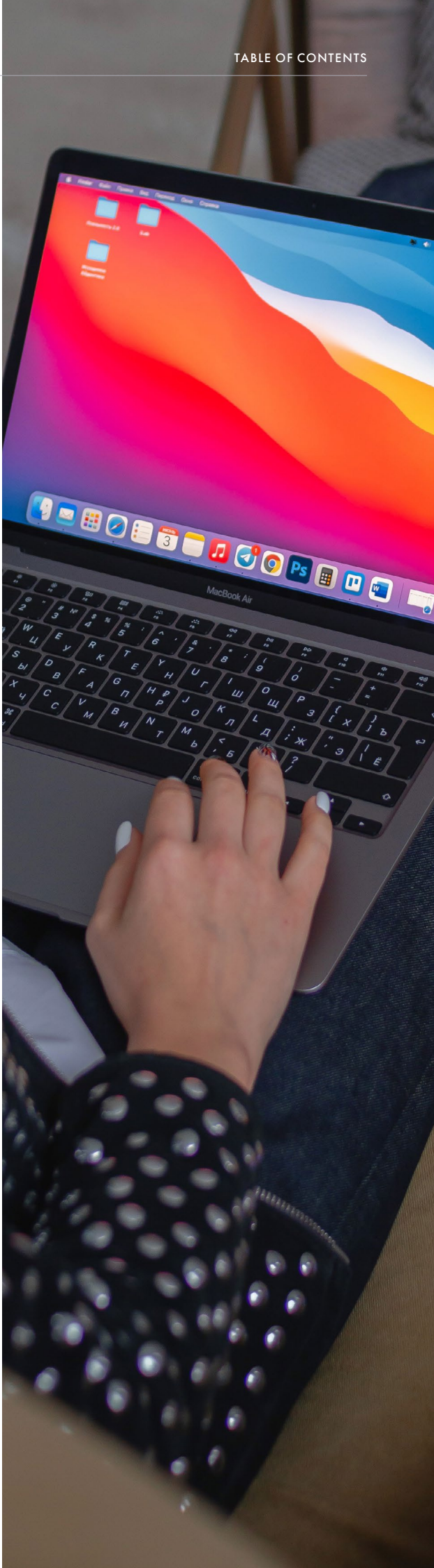
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BY THE WAY...

to see real-life case studies of choice programs across a variety of industries, keep an eye out for the customer snapshots throughout this guide.



SECTION 1:

CHOICE: WHAT IS IT AND WHY HAS IT GOT PEOPLE TALKING?

What does choice really mean?

Choice programs give employees a say in the devices they use to get their work done. In turn, switching the focus of device strategy from procurement and one-size provision to empowerment and end-user experience.

Multiple studies show that reorganising how users work based on their device preferences results in increased creativity, boosted productivity and a whole host of other benefits, particularly when Apple technology is on offer, but we'll get to that later.



52%

OF ENTERPRISE ORGANISATIONS ALREADY
OFFER A CHOICE OF DEVICE TO THEIR
EMPLOYEES

Source: jamf

77%

OF ENTERPRISE EMPLOYEES WOULD BE MORE
LIKELY TO STAY AT THEIR COMPANY IF THEY
OFFERED CHOICE PROGRAMS

Source: jamf

WHY DO SOMETHING DIFFERENT, AND WHY DO IT NOW?

The workplace is transforming. And fast. The rapid growth of hybrid working, changing workforce demographics, the need to better collaborate and task automation are all acting as springboards for change. In response, businesses are exploring non-traditional, flexible device strategies that expand their device offering and offer opportunities to work better and get long lasting positive effects.

BYOD / CYOD / COPE / HELP

With that in mind, we can't talk about introducing choice without first understanding the alternative options:



	BYOD Bring your own device	CYOD Choose your own device	COPE Corporate-owned, personally-enabled
PROS	<ul style="list-style-type: none"> • Devices belong to the employee so device familiarity breeds confidence • Increased familiarity leads to improved productivity • Removes device costs from IT overheads 	<ul style="list-style-type: none"> • Employees get to choose the device that best suits their workstyle • Businesses retain control over security policies • Device estate management retained by IT team 	<ul style="list-style-type: none"> • Employees have freedom over how they use device, just as if they'd purchased it themselves • Install any apps and services they want • Employees get to use devices for off-the-job activity just like it was their own
CONS	<ul style="list-style-type: none"> • You're relying on employees to adhere to established BYOD security policies and protect your organisations' data • There are privacy and management barriers to overcome to ensure devices meet acceptable standards • Some employees won't have a device so funding programs may be needed to enable employee purchase 	<ul style="list-style-type: none"> • Some businesses perceive offering choice as opening a can of worms 	<ul style="list-style-type: none"> • Businesses lose some control over how devices are used IT teams still need to find a way to update, secure and manage devices that may be exposed to more risk

SECTION 2:

CHOICE AND APPLE

To offer genuine user choice, Apple has got to be an option.

With Mac Employee Choice (MEC), businesses can simply and effectively introduce or expand the existing use of Mac in their environment.

A study commissioned by Apple and delivered by Forrester Consulting shows that, over a three-year life cycle, there is an overall cost saving of \$843¹ for Mac compared with a PC. This new level of price–performance is just one of the benefits of deploying Apple within a choice program.



BUILT FOR BUSINESS

Macs make light work of doing work, enhancing productivity at every turn. Inbuilt tools such as Pages, Numbers and Keynote help your users manage their workload across any Apple devices they use. Collaborating with any non-Apple users is a breeze too, with apps such as Office 365, Salesforce, and G-Suite integrating seamlessly. Apple's M1 chips are also designed to keep going for as long as your users do and deliver some seriously impressive battery life and performance statistics².

MANAGEMENT WINS

Through Apple Financial Services, Apple Professional Services, and MDM partners such as Jamf, businesses that choose to offer Apple to their employees can enjoy the value in no time at all. Compelling commercial models, easy procurement and seamless roll-out of Apple technology gets your people working the way they want while keeping you in control of the tech and the numbers.

The evergreen OS updates included with Apple hardware keeps software and security at its peak, ensuring Apple devices perform better for longer. It's just one contributor to their higher residual device values. Businesses using Mac find them to be a reliable tool for users throughout the device's entire lifespan, right up until it's time to refresh. This is reassuring for PC-based businesses that regularly face device shortages and procurement challenges, impacting their refresh plans.

THE VALUE OF APPLE

There's no way around it, people simply like working with Apple technology: given the choice, 72% of employees pick Mac over an alternative business device³. People are undoubtedly happier when they feel listened to and valued by their employer. A happy workforce is more productive, and employees are likely to stick around for longer. The majority of people know and understand Apple technology and its features and therefore would work comfortably with the technology.

When it comes to growing your team; to recruit the best, you must be attractive to them. The top talent on the job market wants potential employers to recognise their value. Offering choice and including Apple devices will do just that.

GENERATIONAL INFLUENCE

48% of millennials prefer Apple over competitors⁴. And so with more millennials taking on decision-making roles, we're finding that new recruits are actively seeking workplaces that support or encourage Mac. It's the same for Gen Z. They've grown up with the technology, so they know how to use it, and importantly, they enjoy using it. They expect the same user experience from their professional devices as their chosen personal ones, and the quality of experience that only Apple hardware and software delivers.

1. Source: Forrester Consulting - The Total Economic Impact™ Of Mac In Enterprise: M1 Update

2. Source: Techcrunch

3. Source: jamf

4. Source: Capitol Counselor

WHAT IS DRIVING BUSINESSES' INTEREST IN CHANGE?

- **Hybrid working:** Choice is a pretty big departure from the prescriptive, rigid device strategies of old. The work landscape has shifted towards becoming more open to hybrid/ flexible working, a shift that's been intensified massively by recent global experiences. However, as we've all seen, going hybrid relies on great tech.
- **Flexibility and agility:** If unforeseen events have taught businesses anything, it's the necessity for agility. Businesses, and the IT environment they are built on, must be able to respond quickly to changing business settings.
- **Ease of integration:** It's never been easier to operate a mixed-vendor environment. Thanks in part to the wealth of simple-to-use integration platforms now available, businesses are more confident to introduce devices that people actually enjoy using, rather than just those they perceive come with the least technical overhead.
- **Security:** It's a constant battle for IT teams to protect their business, users and data from an ever-expanding list of internal and external threats. They need to feel reassured that any devices accessing and sharing company data are secure.
- **Sustainability:** Sustainability is an increasingly important driver for businesses re-evaluating their device offering. We're huge advocates for enabling businesses to improve their impact on the environment by taking a greener approach to tech.
- **Device procurement:** With certain vendors, device shortages and long lead times are becoming increasingly common. This is a challenge all businesses will need to negotiate in the future.
- **Hiring the best:** Flexible working has had a big impact on organisations' attitude to recruitment. 'Work from anywhere' also means 'hire from anywhere.' So, should they choose to, employers can take their pick of talent from a global resource pool.
- **User expectations:** If you're used to the 'finest range' at home, then you wouldn't be very happy to get 'own brand' at work. The same goes for devices. User tolerance for aged or unsuitable devices is low, they expect consumer-grade experiences at work.



SECTION 3:

IN A NUTSHELL: THE BENEFITS OF CHOICE



THE BENEFITS OF INTRODUCING CHOICE:

CREATIVITY

Everyone is unique, and the way they work is also unique. Freeing users from the constraints of a device they would prefer not to use opens the door for them to be more creative.

PRODUCTIVITY

Give users the devices they need to function at peak performance, wherever they're working. Your business will get more done and make more progress as a result.

EMPOWERMENT

Giving choice to your users allows them to take ownership of their own digital workspace and feel empowered by the decisions they have made.

ACCESSIBILITY

When people can choose the devices they work with, they can make sure their every need is catered for, resulting in fully inclusive IT.

CULTURE

Many businesses have recognised the power of putting people first. This can now extend to how you provide IT. Businesses seen as innovative and forward-thinking stand out in the recruitment and retention battle.



CASE STUDY SNAPSHOT: FITNESS

BACKGROUND:

Fast-growing fitness brand,
recently valued at £1bn.

WHAT PROMPTED CHOICE CONVERSATIONS?

The business needed to evolve its
BYOD mentality from its start-up
days to a sophisticated enterprise
grade strategy.

SOLUTION:

Evolved from BYOD to choice,
introduced our eCat platform
for simple procurement from a
pre-agreed list of device choices
including Mac, and wrapped in
Apple Business Manager
and MDM.

IMPACT:

Remote onboarding is now not
only possible, but simple and
speedy with Mac, and a choice
model has been established that is
futureproofed for further growth.

SO, IS YOUR BUSINESS READY FOR CHOICE?

Assess your business' readiness for launching a choice program, and ask yourself the following questions:

- What learnings can you leverage from satisfaction with the existing employee device experience at your company or organisation?
- Do you need better ways for employees to securely connect to websites, servers, printers, and other network-enabled resources?
- Will you need to work with technical partners for additional support?
- Are you already using any Mobile Device Management (MDM) services?
- Have you considered introducing Apple into your device strategy?



BY THE WAY...

When our customers want to know more about choice, we offer them a free half-day Choice Workshop. See page 16 for more information.

MAKE CHOICE WORK FOR EVERYONE

Don't make the mistake of thinking that offering choice means relinquishing the other important 'C': control. Integral to successful choice programs is striking a balance between employee and employer choice. Employers can choose to reorganise how their people work and can choose how far to take their choice program. Think of it as controlled choice.

JUST BECAUSE YOU CAN OFFER CHOICE, SHOULD YOU?

So, is offering choice really that effective? Well, to be honest, yes. But as with any other business initiative, if you approach the project in the wrong way, then it won't deliver the results you want.

SECTION 4:

6 STEPS TO DEPLOYING A CHOICE PROGRAM

1

Understand end-user requirements: run surveys or focus groups to find out what they need from their tech and reveal the voice of the user.

4

Evaluate existing infrastructure: establish best practice for integrating newly identified device options.

2

Establish personas for core user groups: analyse responses to reveal bubbles of like-minded people with the same work-style, functions and required resources.

5

Test and refine your process: roll-out choice to a sub-set of your users, or one key persona, to better understand uptake and assess your processes.

3

Define devices on offer: match personas with the tech that helps them work best, enabling them to personalise their workstation as appropriate.

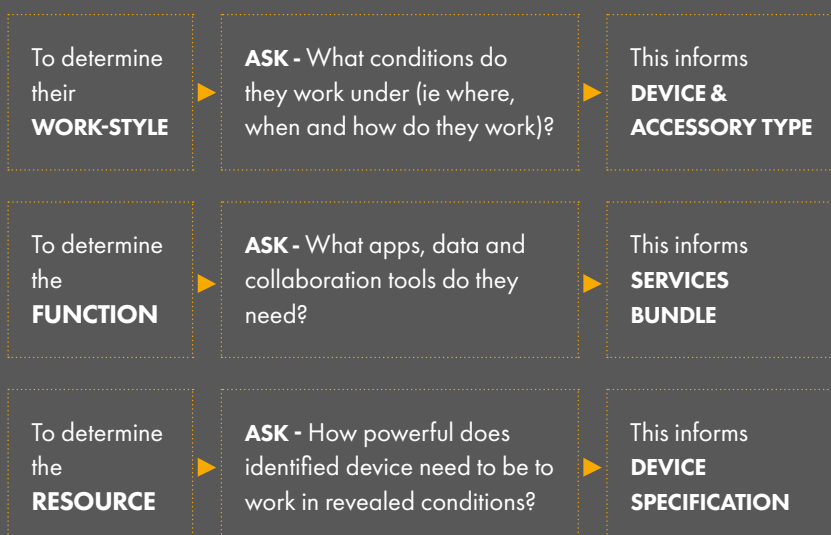
6

Promote the service internally: accelerate adoption and help all users feel the benefit of MEC by spreading the word.

EXAMPLE SURVEY QUESTIONS TO ASK YOUR EMPLOYEES

- Are you happy with your existing devices? Unsatisfied/ satisfied/ happy/love my device
- What would you change about your existing devices?
- Given the choice, what brand of device would you choose for work?
- What reason(s) are behind this choice?
- Is there any particular software that you feel would better enable you to do your job?

DEFINING YOUR USER PERSONAS



SECTION 5:

BUILDING AN INTERNAL BUSINESS CASE FOR CHOICE

This section is split into three principal business roles involved in the decision-making personas for choice: **IT**, **HR** and **Finance**.

You can either skip ahead to your own section or gen up on why choice matters to your peers and the other departments in your organisation. We'd recommend reading them all, so you're totally equipped to go forward and build a community of advocates for introducing Apple and offering choice.

IT

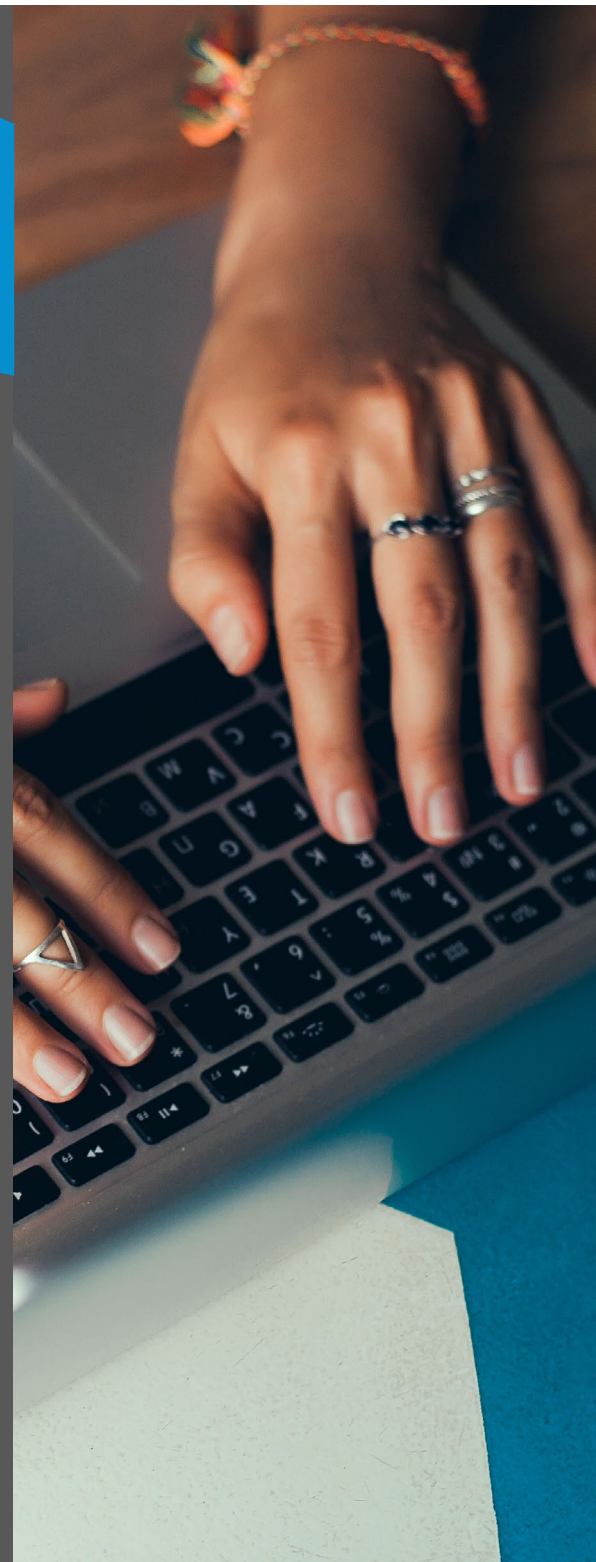
WHAT YOU NEED TO KNOW

- **Integration:** Integrating Mac into a mixed estate is simple. For advice on this, you can reach out to the Softcat team who can help you evaluate your existing environment and show you just what's possible
- **Apps and services:** All your existing apps, such as Microsoft 365 and G-Suite integrate fully with Apple. Alongside this, you'll have new opportunities to explore a whole ecosystem of apps available in the App Store
- **Reduced support burden:** Mac users simply have fewer problems with their devices and are in fact 5x less likely to require on-site help desk support than Windows users⁵. With less issues to handle, you need less people on-hand to deal with them. Likewise, when you choose AppleCare, your users can speak directly to Apple experts, helping you handoff day-to-day queries without eating your team's time
- **Security:** Macs are inherently secure. The regular cadence of macOS updates means that they are better protected against the latest threats. A recent report by Forrester revealed that by deploying Mac, you can reduce your risk of device-driven data breaches by 50%⁶
- **Manageability:** In a study run by IBM, one of their engineers could support 5,400 Mac users, whereas it took 22 people to support the equivalent number of PC users⁷
- **Apple Professional Services:** Be confident that you're getting the best out of your devices with end-to-end lifecycle support

5. Source: Apple Must

6. Source: Total Economic Impact

7. Source: Computer World



HOW WILL YOU BENEFIT

- By delivering such a positive, highly public program, you can enjoy an improved internal perception of IT
- Peace of mind thanks to users' ability to self-manage device updates: typically, 90% of Mac users at IBM upgrade to the latest OS within two months⁸
- Slick, enjoyable user experience means fewer day-to-day functionality complaints
- Take advantage of apps and services exclusive to macOS: only 5% of macOS users ask for additional software, reducing the burden on IT teams⁹
- Simple road to refresh with Apple Professional Services means reduced burden on IT teams when replacing tech
- Introducing Apple gives you a device estate that better retains its value, and is worth more at the end of your determined lifecycle

WHAT ACTION SHOULD YOU TAKE

- Undergo a comprehensive assessment of your company's environment
- Establish rules and processes for device eligibility and upgrade frequency. Head back to [section 4](#) of this document for our advice on this
- Try to measure the total cost of ownership (TCO) of existing employee equipment: what are the up-front costs and ongoing IT support costs? Do you understand the residual values?
- Identify which teams and individuals might be early adopters and advocates for your program
- Increase awareness across your organisation around the benefits of introducing Mac into the workplace as part of choice. Create Apple champions that know just as much as you do about your choice plan and its positive impact on the business
- Identify app gaps and search the Apple Store for collaboration tools and other apps that could plug them up



8. Source: Apple Must

9. Source: jamf



HR

WHAT YOU NEED TO KNOW

- **Apple experience:** Existing widespread familiarity with Apple devices, thanks to out-of-work experiences will make introducing MEC attractive to many
- **Recruitment:** The devices you offer are now a key part of recruiting and retaining top talent. They are part of the package. In fact, a report led by Randstad Sourceright suggests that 92% of C-suite and HR leaders believe technology enhances the attraction, engagement, and retention of employees¹⁰
- **Accessibility:** Apple has accessibility at the heart of all their technology. Employees can personalise their device settings to cater to any additional needs they may have. Inbuilt accessibility enablers such as talk to text and colour filters allow freedom to control your own digital workspace and make it work for you
- **Productivity:** 68% of users believe that technology choice makes them more productive¹¹. Proper cross-device integration takes this up a notch further still
- **Performance:** At IBM, 22% more macOS users exceeded expectations in their performance reviews when compared to PC users¹²



10. Source: Tech Radar

11. Source: jamf

12. Source: 9to5mac

HOW WILL YOU BENEFIT

- A defined list of eligibility criteria will enable every employee to feel confident that their device has been truly evaluated as being fit for their role
- When employees have choice and control over their own working style, they feel empowered and this naturally builds a positive working culture
- Employee satisfaction will lead to more success, resulting in a happier workforce
- Introducing Apple is great for any corporate social responsibility (CSR) initiatives

WHAT ACTION SHOULD YOU TAKE

- You know your people better than anyone. Work with IT to match roles to devices. Your input will be invaluable when picking out the small details that matter to your people
- Speak to any employees who already use macOS to understand their experience at work today
- Employees and other staff will look to you to truly understand the pros of choice from a day-to-day perspective. You need to be able to coach them through the benefits of MEC and how it will improve their working life
- Get the most out of your Apple roll-out by helping users stay up to date with all the latest Apple updates, shortcuts and features. Lunch and Learns are a good place to start
- Apple have a range of training programs available to businesses via Apple Professional Services (APS). Investigate these and what support you might need from them
- Help to publicise the program internally and externally, so that internal staff and prospective employees understand what's on offer



CASE STUDY SNAPSHOT: HEALTHCARE

BACKGROUND:

Public healthcare services provider.

WHAT PROMPTED CHOICE CONVERSATIONS?

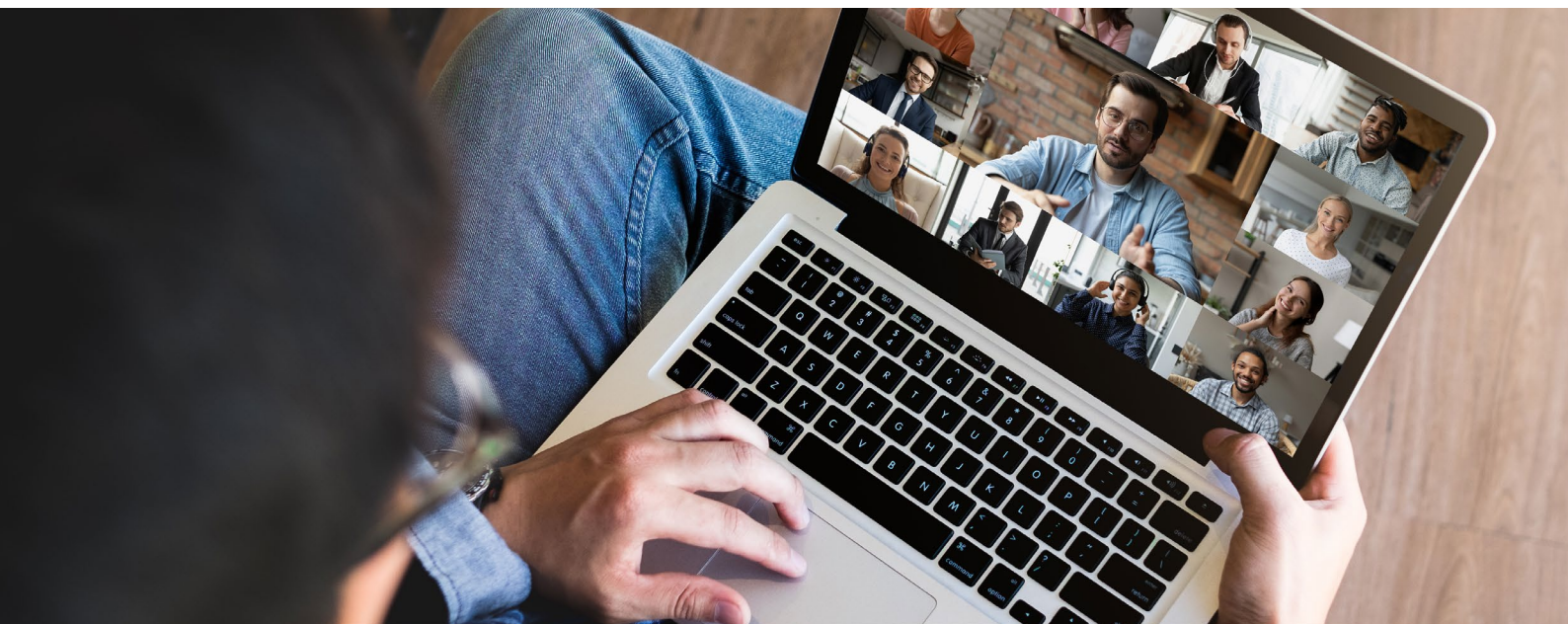
A desire to introduce Mac to non-medical staff to improve teamworking experience.

SOLUTION:

MEC program supported by Jamf as an MDM partner, managed via a bespoke procurement portal.

IMPACT:

After experiencing the streamlined, speedier, effortless onboarding of new recruits, Mac is now the device of choice at the customer.





FINANCE

WHAT YOU NEED TO KNOW

- **Total cost of ownership (TCO):** Deploying Mac means understanding the relationship between cost and value. Macs perform better, for far longer, resulting in a higher residual value than you have come to expect from your device estate
- **Wrapped up costs:** Mac's lifecycle costs also take into consideration operating system, encryption, and malware protection costs, which are often lower on Mac. With these services being inbuilt in Apple devices, you don't have to worry about finding additional budget for solutions to do the same job
- **Better budgeting:** The predictability of MEC financing allows you to better understand your IT spend in the context of your wider budget
- **Support costs:** Support costs can be reduced by up to 186% when Mac is introduced¹³



13. Source: Computer World

HOW WILL YOU BENEFIT

- Apple Financial Services (AFS) enables you to lock-in extraordinary residual values and forecast the future value of your Apple device estate. This helps to create exceptional commercials and predictability when budgeting
- From 2022 onwards, UK businesses are expected to incur tax penalties based on their carbon usage. A greener device estate will help contribute to lower carbon emissions and smaller tax bills
- ICO fines are on the rise for businesses who suffer cyber security breach. In the event this happens to your business, you need to prove you've taken every step possible to limit your risk. The security credentials of Apple devices are another demonstration you take security seriously

WHAT ACTION SHOULD YOU TAKE

- Work with your IT team to review your existing IT device spend and identify any potential cost savings
- Establish a clear line of communication with the IT team so that you can maximise on Mac Refresh timelines and processes
- Leverage trade-in opportunities of your existing tech to unlock trapped cash. This can be managed via AFS or your chosen IT partner
- Investigate the procurement process and consider the benefits of financing with AFS to arrive at a predictable ongoing cost for Apple devices



CASE STUDY SNAPSHOT: MARKETING

BACKGROUND:

A fast-growing agency servicing global clients.

WHAT PROMPTED CHOICE CONVERSATIONS?

Already primarily iMac users, they needed to pivot to a remote solution to support users during the COVID-19 pandemic.

SOLUTION:

MacBook Pros procured via Device as a Service offering, using the buyback value of existing iMacs to fund the roll-out.

IMPACT:

Cost of solution has been spread over 3 years via Apple Financial Services. DaaS services enabled a zero-touch journey to agility.



SECTION 6:

WHY CHOOSE SOFTCAT?

We simplify the roll-out of choice.

INTRODUCING OUR CHOICE WORKSHOP:

What is it? A free 2-3 hour discovery workshop

What's the goal? To explore choice in the context of your business and the people that work for you

What will you get out of it?

1. Pinpoint your businesses' headline challenges
2. Insight into how you could tackle these challenges
3. Advice on how to get choice conversations going in your business



SOFTCAT AND APPLE

We are a long-time Apple Authorised Reseller, and we really know our stuff when it comes to deploying Apple technology. From deployment, to day-to-day management, to decommissioning, you can make use of the portfolio of services we've built just for Apple users.

ECONOMIC IT

IT is undoubtedly a big overhead for businesses. Where we can, we're here to help you lighten the economic overhead, whether that's via trade-in of whatever devices you're currently using, or by leveraging financial services such as AFS in the best possible way.

PRACTICAL IT

We go beyond traditional IT, helping you move from your existing estate to seamless mixed estate management. We know a thing or two (or three or four, or five) about apps, automation, and digitising your processes, so you can come to us whatever your query.

SMARTER IT

We can help you define the pre-, during- and post-usage services that would enable you to maximise your Mac's potential, including: professional services, financing, logistics, management, orientation, support, EOL logistics to support better circularity, you get the picture.

SUSTAINABLE IT

We love our world, and it's hugely important to us to do our bit to protect it. We take pride in keeping our own supply chain as sustainable as possible, and by extension of working with us we can help you do the same. Just one of the services we can offer is calculating the true carbon cost of a solution for you prior to deployment.

WANT TO KNOW MORE?

To learn more about building a Choice Program and including Apple in your device strategy, talk to your Softcat Account Manager or get in touch by visiting our website or calling 0330 912 1682.