

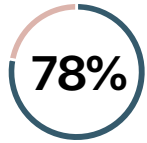


# Employee Choice Guide for IT

Apple at Work



# Overview



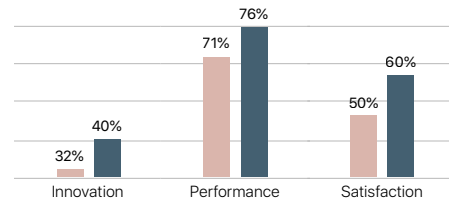
## New talent prefers what they know and love

A PwC survey showed that 78% of millennials believe that having access to the technology they like at work makes them more effective in their job.<sup>1</sup>



## 3 out of 4 employees would choose Apple

A recent Jamf Employee Choice survey showed that when given the choice, roughly 3 out of 4 employees would choose Apple for use at work.<sup>2</sup>



## Given choice, employees contribute more

According to a Gensler Workplace Study, providing employees with choice can have a notable impact on their individual levels of innovation, job performance, and job satisfaction.<sup>3</sup>

To stay competitive, it's critical for businesses to provide employees with the best tools for their work.

Apple products are the best for business because they are simple and intuitive, yet powerful, secure, and easy to deploy. Whether it's Mac, iPad, or iPhone, all Apple products enable creative problem-solving and provide frictionless experiences that enhance employee productivity. And when employees have access to tools they know and love, the whole organization benefits from greater engagement, a newfound culture of ownership, and improved employee retention and loyalty.

Progressive companies everywhere are recognizing this need and giving their entire workforce full access to Apple products through employee choice. To achieve this, they are embracing a new model to adopt, procure, and provision technology, and managing the entire experience for employees in a modern way.

The days of monolithic system imaging, complex legacy apps, and disjointed support processes have been replaced by a process centred around the end user that reduces the overall impact for IT. This new model builds on best practices that companies are already embracing to support iOS and expands them to cover all Apple products, enabling and inspiring employees to do their best work.

With this guide, your organization can build an Apple at Work program with new resources and tools that make it easier than ever to give all your employees the choice of working with Apple products. IT teams will be able to learn best practices for supporting Apple devices in the workplace and how to take advantage of this new model in their environment. Included links provide additional technical information, plus resources for everything from internal communications to training and support.

Though this guide is primarily for IT, certain elements may be useful for other stakeholders in teams like human resources, procurement, finance, or information security. Offering choice can provide benefits to all of these groups, so internal alignment between them is critical for success.

As you build your Apple at Work program, make sure you engage with your extended Apple team, whether through a corporate reseller or directly with Apple. You and your team will serve as the central hub between external and internal stakeholders and cross-functional teams within your organization. These partners have extensive expertise and experience in supporting this process and can connect your company with the right resources as needed.

# A New Model for Providing Access to Apple

While today's IT environment has grown increasingly complex, the process for supporting Apple devices has grown easier. Programs and services from Apple enable IT staff to deploy and support iOS and macOS with ease. Third-party solutions for device management—combined with services from channel partners—give IT teams the control and simplicity they need.

Companies everywhere are expanding how they embrace Apple in the workplace. From setup to device management and support, five principles will simplify your deployment of Apple devices and will enable you to offer choice to every employee.



**Employee-focused  
experience**



**Flexible financial  
models**



**Modern provisioning  
and deployment**



**Personalized setup  
and app environment**



**Shared responsibility  
for support**

When you use these elements together, your organization can realize a low financial impact because of the high residual values for Apple hardware and reduced IT and support costs. Combine these savings with potential increases in employee engagement and productivity, and you'll have a compelling case that can be used to convince others of the benefit of embracing Apple and employee choice.

When your company collaborates with channel partners and carriers, the extended Apple team, and the partner ecosystem, this model can become even easier to adopt. Corporate reseller and carrier partners can help your organization set up an Apple at Work program, offering services that cover everything from device management and deployment to help-desk support and financing, and even employee communications.





# Employee-focused experience

In many organizations purchase decisions for workplace technology were traditionally made centrally by IT and dictated by the business. Devices were often preselected, ordered centrally, warehoused until needed, and then distributed to all employees at the same time. The only alternative seemed to be a BYOD (bring-your-own-device) program, which required IT to simultaneously manage a vast number of different versions of software and hardware, all while procuring devices from multiple sources and managing everything with disjointed tools.

Today a better alternative is a corporate-provisioned employee choice program, as each employee has unique technology requirements and often prefers a particular device type, upgrade cycle, size, or even colour. By supporting Apple products and implementing choice for both iOS and macOS, IT can empower everyone to decide which products will work for them, while maintaining corporate standards. And with new financial models in place, the business can maintain desired cost structures and still give every employee the flexibility they desire.

An employee-focused experience extends beyond purchasing into other areas, such as communication and support. IT teams should think about involving users in designing the program, from how the program is launched internally, to training and how the help desk operates. Including users in the process ensures that your program will be effective from day one and helps to keep your team's stakeholders aligned with the program's strategic goals.

“We let employees choose what they use and overwhelmingly they choose Apple products. It enables them to be more productive, and work the way that they want to work.”

**Robert Alexander**  
CIO, Capital One

## Best practices

- Talk to employees who use iOS or macOS to understand their experience at work today. These discussions can help you understand which teams and individuals might be early adopters and advocates for your program.
- Work with your reseller or Apple to set up an employee-facing device portal for selecting equipment. It can include the full range of Apple products and accessories, in addition to program updates and eligibility information.
- Decide what business rules and logic you can use to determine eligibility and upgrade frequency, perhaps aligning to lease schedules. Explore different options for payment, including subsidies and personal contribution through payroll deduction.
- Plan the complete journey for employees and create any necessary communications. Specify how to notify employees about the program launch, where the portal will exist, and how you will communicate eligibility at upgrade time.

## Resources

Download resources for IT and HR teams to build email communications and an employee-facing portal.

[Download](#) ↓



## Flexible financial models

Historical pressure from low-cost PC suppliers often caused technology buyers to consider price as the primary decision factor for technology. But with hardware reliability challenges and increased support costs, the value of those products often depreciated rapidly. Because Apple designs hardware and software together, Apple products are extremely reliable and frequently retain high residual values at the end of their life. Combined with newer leasing and financing models, such as device-as-a-service, more companies can now take advantage of Apple products while minimizing up front costs.

Some companies also choose to leverage a subsidy model, with personal contributions and payroll deduction from employees tied to lease buyouts at the end of a device's corporate use. Because companies often want fixed costs, a baseline configuration can meet every employee's needs, while giving employees the increased flexibility to upgrade what they want on a cycle that they control. And when employees invest personally in their equipment, a company can see a greater sense of ownership and care for the device, which in turn reduces hardware repair costs.

This represents a completely new procurement and financing model, where employees choose what to buy and companies have a seamless model for the lifecycle of each device without dramatic cost increases. Every computer can be managed the same way over its lifetime, so that repairs and trade-ins are all automated and reintegrated into new lease agreements.

# \$543

Between higher residual values and lower support costs, IBM saves up to \$543 for each Mac that it purchases.<sup>4</sup>

### Best practices

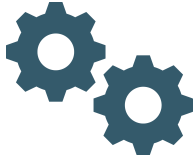
- Collaborate with internal stakeholders to measure the total cost of ownership of current employee equipment, from up-front costs to residual values and ongoing IT support costs. Build a similar model for Apple devices in your program.
- Explore leasing and trade-in options with representatives from your procurement and finance teams. Help ensure that they understand the benefits of this new model, and explore whether you can use personal contributions.
- Work with your reseller team or Apple Financial Services to explore new device-as-a-service offerings for Apple products. These programs can often be structured to include multiple products, device management costs, and support.
- Talk to your reseller team about leveraging an employee-facing portal to facilitate equipment ordering and consider how payroll deduction can be integrated into the process. Apple has developed a new Employee Portal platform that could help.

### Resources

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Learn more about measuring costs and get help from Apple with the new Employee Portal platform.  
[Get in touch >](#)

Find out about new financing programs and offers from Apple Financial Services.  
[Learn more ↗](#)



# Modern provisioning and deployment

Legacy models for provisioning and deploying PCs centred around imaging workflows that mandated a standard set of software for an organization. Third-party security software typically locked down functionality for end users and prevented them from being productive. Labor-intensive processes to create and maintain system images as software evolved meant it was hard to stay current with critical security updates.

Now Apple products can be distributed to employees with zero-touch deployment. IT can configure and manage policies and applications over the air with even greater control over each device. Native security tools and software updates continue to protect corporate data without affecting how users want to work. Employees can unbox their devices, power them up, and personalize them as needed, which increases their sense of ownership and care for the device over its lifetime.

This modern provisioning model is possible because of Apple's mobile device management (MDM) framework, the Apple Device Enrolment Program (DEP) and third-party MDM solutions. With these services in place, a macOS or iOS device can set itself up automatically without any interaction with IT, and it can easily be maintained and kept compliant with corporate policies. Many companies have already adopted this model for supporting iOS devices in the workplace. The same experience can now be applied to all Apple products and leveraged to reduce costs for IT and increase productivity.

"Mac lets us architect repeatable processes. IT automation tools like DEP and Jamf Pro allow us to focus on other projects that will benefit the business."

**Johan Dowdy**  
Head of IT, Lyft

## Best practices

- Understand if you can leverage learnings from any existing iOS deployment experience. As a result of work completed to support iOS, many organizations are using MDM already. Take advantage of this experience as you add support for Mac.
- Evaluate the different options for MDM, including solutions from Jamf, VMware, and MobileIron, which support Mac in addition to iOS. Decide what features will work best for your organization given your infrastructure and support needs.
- If you don't already use the Apple Device Enrolment Program, talk to your reseller or account team about how to get started. Ensure that your company's purchases will flow into your DEP account and be assigned properly to MDM.
- Leverage native security tools in macOS and iOS to protect corporate data, instead of using third-party solutions or container solutions. Understand the solutions that are available and how to structure your device management policies.

## Resources

Learn more about the Apple Device Enrolment Program and download the guide.

[Learn more ↗](#)

Understand the basics of macOS device deployment and management.

[Download guide ↓](#)

Understand the basics of iOS device deployment and management.

[Download guide ↓](#)

Learn about the process of managing corporate data on iOS devices.

[Download guide ↓](#)



# Personalized setup and app environment

Instead of restricting employees to a specific set of applications, progressive organizations are empowering their employees to personalize their devices and design their own work environment to increase productivity. And, a new approach to app modernization and testing helps more organizations ensure Apple products are compatible with critical enterprise software.

Because of Apple's strong support for core apps and services like Microsoft Office, Microsoft Exchange, and Google G Suite, basic workflows for productivity and collaboration are easy to enable for everyone. And when employees have the option of using a self-service tool to install recommended apps or personal productivity apps, they can ultimately be more productive with a work environment that they play a role in configuring. As legacy enterprise applications continue to be modernized, teams with specific software needs or niche workflows can also be enabled to choose Apple.

Thanks to the underlying iOS and macOS security architecture, personal and work data can coexist on a device as needed and still remain separate. Although storing everything in iCloud may conflict with your corporate policy, many companies still enable certain services like FaceTime or iMessage and manage other settings for iCloud through MDM. Transparency on these policies results in employees with a better understanding of how to protect corporate data and avoid accidental leakage. All of this represents a personalized approach to apps and setup that results in increased employee productivity.

“Giving our people great experiences with the tools we provide encourages them to be as productive and innovative as possible.”

**Jennifer Manry**  
Vice President, Capital One

## Best practices

- Understand how your existing collaboration and productivity apps will work with macOS and iOS. Pursue modernization efforts with developers of legacy apps, but focus first on those that will have the greatest impact on the organization.
- Regularly suggest new apps or tips to encourage employees to customize their work environment. Don't let compatibility issues slow down a rollout. Communicate workarounds or alternatives and let demand drive modernization prioritization.
- Decide how employees will be able to use an Apple ID and iCloud on their work devices. Avoid setting policies that prohibit everything, instead encouraging users to have a stake in the process so they understand the risks involved.
- Explore using a self-service portal provided by MDM to distribute apps to each device. Use the Apple Volume Purchase Program (VPP) to offer apps from the App Store, but maintain ownership of licenses as they change between employees.
- Ensure that developer teams and employees continuously test during beta periods to ensure compatibility with future software. Enable users to keep their device and apps up to date when new versions of software are available.

## Resources

Learn more about the Apple Volume Purchase Program and download the guide.  
[Learn more ↗](#)

See recommendations for popular business apps in several key categories.  
[Download guide ↓](#)

Learn more about beta testing and managing the software lifecycle.  
[Download guide ↓](#)

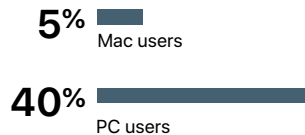


# Shared responsibility for support

In the traditional PC environment employees commonly deferred to the IT help desk every time that they encountered an issue because they typically weren't involved in picking out or setting up their device. And because hardware and software were not always reliable, organizations were more prone to issues and frequent downtime. In contrast employees love Apple products, they are likely to already be familiar with them, and are more likely to be able to support themselves. Best-in-class hardware and software also ensure that employees have less need to call IT for support, and when they do, a refocused help desk can encourage them to learn and grow on their own.

Leveraging self-support in addition to a help desk integrated with AppleCare represents the best way to provide a user-centric support program within your organization. But it doesn't mean focusing entirely on self-support wikis and documentation; it means encouraging users to have a shared stake in the process and getting them to investigate issues themselves before they call for help. It also means rethinking how the help desk works. The goal of each support ticket should always be to help users solve their own problems, with satisfaction rating as the primary metric.

Shared support responsibility enables reduced downtime for employees and a lower total footprint for support costs and staff. For organizations that need more, AppleCare programs complement internal support structures. Many employee topics can be covered by AppleCare, so your help desk can focus on issues specific to your organization. And support for your IT teams helps ensure that they understand how to integrate Apple products and can get extra help when necessary.



At IBM, only 5% of Mac users needed support vs. about 40% of PC users.<sup>4</sup>

## Best practices

- Take advantage of existing support documentation for Apple products when you build internal sites and wikis for training. Explore Starter Guides from Apple that provide training on key features and applications for both iOS and macOS.
- Establish a peer-to-peer community through discussion boards or in-person support. Support champions can help lead feedback collection for certain workgroups and encourage employees to get help through the proper path when needed.
- Consider hiring for and creating an Apple-specific support desk for iOS and macOS devices. Refocus priorities to support customer satisfaction and route common tickets to the core-device management engineering team.
- Consider augmenting phone support with a physical help desk or tech bar. Equip technicians to handle hardware and software issues and distribute accessories. Consider a temporary setup during new device rollouts or upgrades.
- Explore the variety of AppleCare programs and understand what features might be important. Understand exactly how AppleCare teams can support your employees and how your IT teams may also use services like AppleCare for Enterprise.

## Resources

Learn more about AppleCare support programs for IT.  
[Learn more](#)

Encourage employees to utilize the Apple Support site and app.  
[Learn more](#)



# Getting Started

Now that you understand the new model for providing access to Apple and best practices for implementation, you need to understand how to get started with rolling out your Apple at Work program. Before your company can properly implement the new model, your IT teams must be able to manage every aspect of deploying and supporting Apple products.

Many companies have been supporting employee use of iOS devices for almost a decade. Now the same best practices and principles that those companies use to support iOS can be applied universally to offer every employee access to Mac.

There are three basic steps involved in creating your own program.

## 1

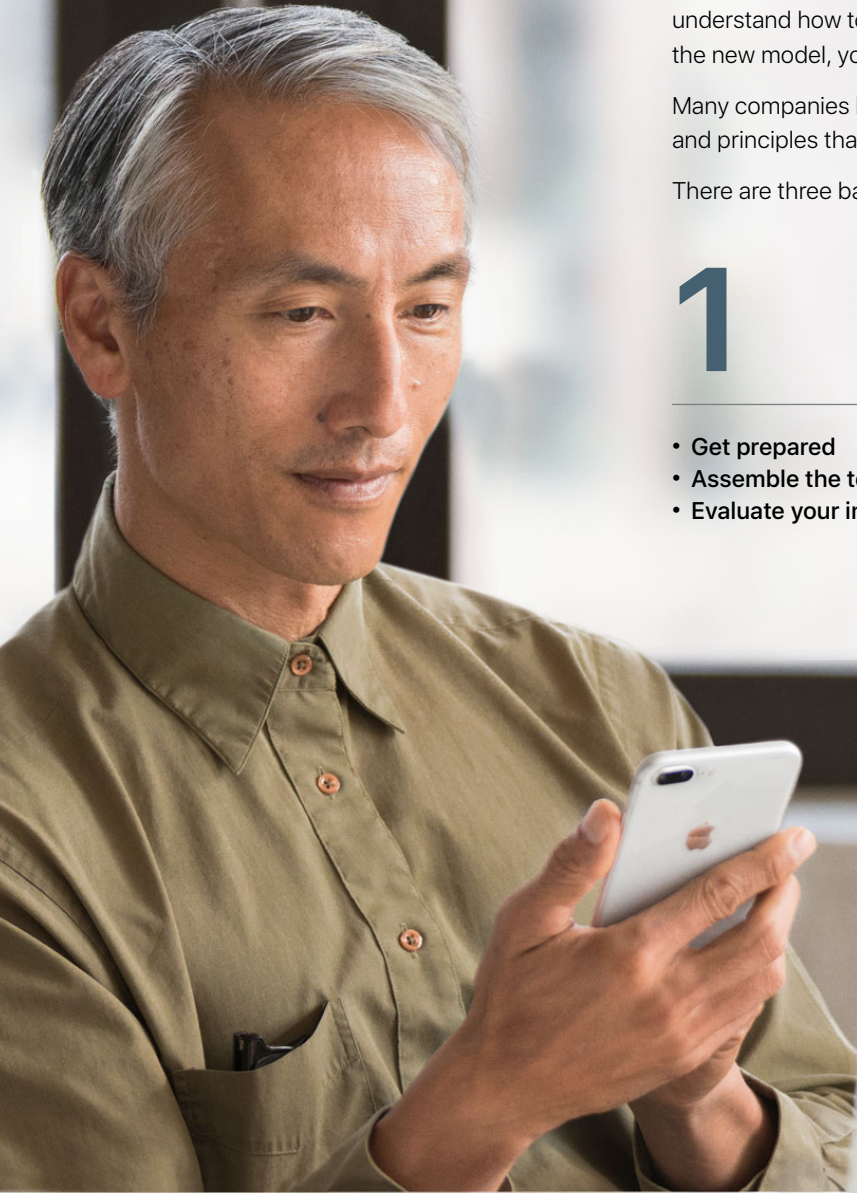
- Get prepared
- Assemble the team
- Evaluate your infrastructure

## 2

- Establish a management solution
- Complete a security review
- Test your deployment workflow

## 3

- Prepare to launch
- Continuously improve
- Spread the word



# 1

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## Get prepared

Establish the vision for your program and explain why your organization is embracing Apple and employee choice. Refer to that vision with every team as you go through the process. Create a timeline for the project—set goals and milestones to establish phases, including when to run a pilot and how quickly you can scale up to the rest of the organization.

## Assemble the team

Many teams start by finding an executive sponsor. Establish a program owner and a project leader within IT, and assemble the rest of the execution team, including roles like technical architect, security lead, and other engineering functions.

The team should include representatives from other non-IT groups—such as HR, finance, and procurement—and technical leads from your reseller, partner, or vendor teams. Employees should have a stake in the process and be involved from the beginning. Talk to current users and invite them to give continuous feedback as your program evolves.

## Evaluate your infrastructure

Great infrastructure is an essential ingredient for any Apple at Work program. Because macOS and iOS have support for many of the same standards, your environment may already be able to support Apple devices. Start by assessing your current corporate infrastructure. Analyze how your existing Wi-Fi and VPN solutions will work with macOS and iOS, as well as other services like Microsoft Exchange and Active Directory.

Test the core set of productivity and collaboration apps and workflows to make sure that most users will be covered for critical tasks. Ensure that broadly used internal apps are compatible, such as a corporate directory or intranet. Then analyze any legacy app compatibility issues that may exist for smaller sets of users, and prioritize your modernization efforts according to demand.

## Resources

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Learn about Apple Professional Services offerings to help you evaluate existing infrastructure and assist with integration.

[Get in touch >](#)

# 2

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## Establish a management solution

A broad range of device management solutions are available from third-party companies like Jamf, VMware, and MobileIron. Although macOS and iOS share many of the same frameworks for device management, these solutions differ slightly in admin functionality, operating system support, pricing structures, and hosting models. They may also offer different levels of services for integration, training, and support.

After you select your solution, your IT team can easily create profiles to manage user accounts, configure system settings, enforce restrictions, and set password policies—all from a single device management solution. IT staff can securely enrol macOS and iOS devices in your environment, wirelessly configure and update settings, deploy apps, monitor policy compliance, query devices, and remotely wipe or lock managed devices.

## Complete a security review

After you identify your management solution, you'll need to develop a security strategy and conduct reviews internally with security leads. macOS and iOS are designed with advanced security features, so your first step is to understand the variety of built-in features that enable you to constantly monitor, encrypt, and update each device.

Review Apple's documentation on the underlying security technology and services with the necessary internal teams so that they can understand what is built into the platform and how to use different features in your environment. Define the tools and policies that you'll use within your management solution to secure each macOS and iOS device and protect corporate data. The same team will need to continuously monitor and update policies after devices are provisioned.

## Test your deployment workflow

With your management solution and security policy in place, you can now test your deployment workflow for any issues. Practice various scenarios, considering different user locations, device configurations, and app or infrastructure abnormalities. Understand the experiences of both new hires who select an Apple device and employees with existing devices who decide to migrate to Apple. Document key issues and make sure that help-desk teams are ready to assist.

## Resources

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Get in-depth technical information for deploying Apple products.  
[macOS Deployment Reference](#) ↗  
[iOS Deployment Reference](#) ↗

Learn about security technologies built into iOS and Apple services.  
[Download guide](#) ↓

# 3

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## Prepare to launch

With testing complete, it's time to plan your internal rollout. Use blog posts or videos to generate interest and gauge demand before the Apple products are available. Clearly communicate eligibility and options for different devices, including pricing and cost information that could affect the teams or people who make personal contributions for their devices. Finally, define your success metrics and consider surveying users for a baseline measure of employee satisfaction or productivity before you roll out the program.

## Continuously improve

After the launch, your engineering team should constantly monitor help-desk activity so they can understand any changes that need to be made and develop new solutions as needed. Continue to promote your program internally so different organizations will recognize the value of employee choice and the impact it could have on the company. Ensure that existing users are set up for success by giving them the tools they need for training and support. Provide ongoing updates about your program and any new resources, tips, or applications that may be available. Continue to monitor any compatibility issues as you test new releases of each operating system internally and pursue modernization efforts with owners of different legacy systems.

## Spread the word

With everything up and running, continue to spread the word to employees and executive leadership about the program and its impact upon the organization. Consider talking about the program externally with prospective employees to recruit top talent. Take additional measurements for metrics like employee satisfaction or productivity to demonstrate the impact of your program. Collect and monitor data on help-desk ticket volume, top issues, and overall cost to help you justify future investment or growth as the program continues to scale. Lastly, get involved with your reseller and extended Apple team to help other businesses understand how you overcame challenges along the way and to help them learn from your success.

## Resources

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Download resources for IT and HR teams to build email communications and an employee-facing portal.  
[Download ↓](#)

Discover various resources to help employees and IT teams go further with Apple products.  
[Learn more ↗](#)

# Summary

Ever since technology entered the workplace, IT's role in managing devices and platforms has become more and more challenging. Increasingly complex environments have required increasingly complex solutions. But with a new model for providing access to employees, it's now simpler than ever to standardize on Apple.

Apple technology helps employees work where, when, and how they want—collaborating and sharing in fast and frictionless ways. With your own Apple at Work program, your company can approve and adopt Apple for widespread use—and empower employees to unlock new potential for themselves and for your business.

Armed with these best practices and the support of your extended Apple, reseller, and partner teams, your organization will be well equipped to roll out a successful program. We can't wait for you to get started.





1. PwC / 2011 Millennials at work: Reshaping the workplace
2. Jamf / 2016 Employee Choice Program Survey
3. Genster 2013 Workplace Survey / Harvard Business Review
4. IBM / 2015 Mac@IBM, Zero to 30,000 in 6 Months