5 STEPS FOR DIGITAL WORKPLACE SUCCESS WITH APPLE

29% of IT leaders cite improving employee productivity and experience as a top IT investment over the next 12 months[1]

Employees in the modern digital workplace expect to have the freedom to work from anywhere on any device. On top of that, end users also expect to use their preferred technology to assist in carrying out daily job duties – much like how a construction worker brings his own tools to the job site. This corresponds directly with a decent chunk of your current workforce – millennials and Generation Z. Unlike previous generations, these two demographics have been using computers mostly their entire life, and have therefore acquired the expertise required when it comes to setting their preferred computer platforms. Expectations are always high for whichever device they use.

Chances are, many of your employees of these respected age groups also used a Mac® as their preferred personal laptop. It is not a stretch to consider the possibility that these fluent Apple® users will also gravitate to employers that offer the power of choice when it comes to selecting their work computer.

In this tech brief, we explore how an employee choice program can help drive the success of your digital workplace strategy by boosting efficiency and productivity without compromising security. We also share the five basic steps for deploying an employee choice program that aligns with business requirements and objectives.

MAC ATTACK: YOUR EMPLOYEE RECRUITING TOOL

If you are recruiting college graduates today, you must know as much as possible about this wave of bright-eyed prospects. For one, this group loves their Mac, as 71% prefer this device over standard PCs according to a recent survey.[2] Furthermore, 70% of students also said they would choose or stay with an organization that offered a choice between Mac and PC. These users see Mac as more modern, intuitive, and reliable. They are unaccustomed to the ritual of perpetually contacting support and they expect technology to just simply work as it was intended to.

Employee choice programs can help drive the success of your digital workplace strategy by boosting efficiency and productivity without compromising security.

Another important characteristic of younger workers today is their concern for environmental, social and governance issues (ESG). According to a 2019 Forrester study, Macs with the Apple M1 Chip create significantly less carbon dioxide (CO_2) than previous Macs and PCs. They also consume less electricity than their PC counterparts.[3] When these differences are multiplied across an entire corporate workforce, the ESG improvements become real, giving Mac users a stronger sense of empowerment to make the world a better place.

MAC IS A WIN-WIN

The difference between first and second place in a national swimming competition or track meet is usually no more than a few seconds, at most. Miniscule amounts of time become monumental and make all the difference. According to the mentioned Forrester Study, the M1 Mac reduces start-up times by 80%, culminating to an increased productivity window of 48 hours over three years. Other inherent advantages of the Mac platform include extended battery life, enhanced navigation, and the elimination of unruly fan noise. Each of these benefits culminate to a 5% increase in overall employee productivity. Now, consider the fact that only 5% of support tickets opened for Macs require an in-person visit versus 27% for PCs and you begin to understand why Apple devices have a lower TCO than comparable Windows machines.[4] All of those numbers over a three year period lead to an average estimated savings of $842.71 when a PC is replaced by a Mac.[5] Does that sound like a win-win for both employees and employers? It seems so!

EMPLOYEE CHOICE PROGRAMS REQUIRE A PARADIGM SHIFT

Despite the myriad of benefits that we've just identified, permitting end users to use Apple devices outright is a significant paradigm shift for many businesses. Historically, Windows was the popular option because the operating system (OS) could run on a wide variety of hardware. Mandating the use of the Windows OS was also a lot simpler for IT teams because it was all they knew. Management did not want to muddy the waters by making IT more complicated and giving end users the choice to use non-Windows devices. IT personnel could standardize procedures for desktop imaging, provisioning, security, management, and support.

Today's digital workplace has greatly shifted its focus and leaders are no longer asking the question, *What's best for IT?* Management now wants to cater to, *What's best for our end users?* This dramatic paradigm shift has led to employee choice programs. These groundbreaking programs are about letting employees select the technologies that will empower users to collaborate more effectively with each other as well as with their customers and business partners—from anywhere at any time. As a result, management now expects IT to make it happen, and in a post-pandemic era as well.

5 KEY FACTORS WHEN DEPLOYING APPLE DEVICES

Once your enterprise's culture buys into the concept of giving employees technology choices, it then becomes a question of identifying the best way to make it happen. Here are five key factors to consider for successfully integrating Apple into your enterprise environment:

1. **Identify User Groups That Will Be Offered The Choice To Use Apple Devices**
   It may prove unnecessary and impractical to give the entire company the choice to switch to Apple devices. For example, IT help desk team members likely do not require Apple laptops since they spend almost all their time working in just one or two applications, and most of their collaborative interactions are one-on-one. The employee choice program is usually most beneficial to end users who need to collaborate often with internal teams, external customers, and management. Referring to company org charts is a good move to helping complete this step properly.

![WEI logo]

![Apple logo] Value Added Reseller

2. **Determine The Specific Apple Devices And Applications That Will Be Available**

   There are a range of Mac and iOS devices to choose from along with many applications. To make sure end users stay within an allocated budget and ensure devices and applications remain secure, IT can create an online catalog of approved devices and applications from which they can choose. This requires striking a balance between offering choice and complying with security and expense standards.

3. **Set A Timeframe When Each Group Can Switch Devices**

   To manage operating expenses when purchasing new devices, consider activating your employee choice program to one user group or one business unit at a time. This allows the company to spread out operating expenses over different quarters and/or years. This approach also requires clear communication about the game plan to staff so that all user groups understand why others may be receiving access to devices sooner.

4. **Integrate New Devices Into Your Existing IT Infrastructure**

   Deployed Apple devices must integrate with the existing IT infrastructure currently supporting systems running on Windows and other operating systems. The infrastructure will need to make sure that all devices can communicate with each other properly so end users can collaborate and share files seamlessly and securely—regardless of the hardware and OS platform of each end user.

5. **Reallocate Returned Devices**

   Most likely, end users that switch to Apple will turn in their devices running on Windows and other operating systems. These systems can be reallocated to future employees who do not choose Apple or they can be put aside as spare systems for any devices that break down. IT may also put these systems to work for software testing and development as well as backup environments.

While the methodologies required for provisioning, securing, managing, and supporting the Apple environment these processes and applications are not overly complex, they do differ from those applied to Windows and other operating systems. Depending on the enterprise mobility management tools already deployed, you may be able to use many of the same tools for Apple devices and applications. It is important for you to realize that your IT team will need to learn a new set of skills that specifically apply to managing Mac and iOS devices.

AN INNOVATIVE DIGITAL WORKPLACE EXPERIENCE

Before embarking on an apple employee choice program, focus on the high-level business objectives: Why do you want to offer choices and what do you hope to accomplish? Evaluate the answers from the perspective of both employees and the company. Also, examine the impact of the choice program on your IT team members and the changes they will need to accommodate to support a hybrid environment that includes Apple.

Based on working with many enterprise customers who have already integrated Apple into their IT environment, WEI can help you make a smooth transition. We can also help you design a technology plan that aligns with your objectives and requirements while complying with corporate policies.

CONSULTATION SERVICES WE PROVIDE:

- Developing an Apple employee choice program
- Integrating the Apple platform management with Windows and other operating system platforms
- Selecting the tools to manage devices and applications
- Securing systems, applications, networks, and data
- Automating device configuration and provisioning
- Enforcing the use of sanctioned applications
- Maintaining hardware, operating systems, and applications across the enterprise

WEI

Value Added Reseller

As we help you implement an employee choice program, WEI focuses on leveraging the existing tools and systems you already have deployed for the greatest benefit and cost savings. Our team also helps you put automated IT processes in place across multiple platforms to eliminate manual system management, leaving your IT staff free to focus on enhancing your new environment. Let WEI help you create an innovative digital workplace experience for your company.

TALK TO WEI TODAY

Ask the Apple experts at WEI how we can help you streamline operations for your Mac as a Choice program today!

Sources:
1. IDG Research commissioned by WEI, January 2021.
2. 71% of College Students Prefer Macs Over PCs According to Jamf Survey - MacRumors
3. TEI-of-Mac-in-Enterprise.pdf (totaleconomicimpact.com)
4. Why Macs Have a Lower TCO Than PCs | Endpoint Protector
5. TEI-of-Mac-in-Enterprise.pdf (totaleconomicimpact.com)

ABOUT WEI

WEI is an innovative, full service, customer centric IT solutions provider.

Why WEI? Because we care. *Because we go further.*

At WEI, we're passionate about solving your technology problems and helping you drive your desired business outcomes. We believe in challenging the status quo and thinking differently. There are a lot of companies that can take today's technology and create a great IT solution for you. But we do more. We go further. And we have the customer, vendor and industry awards to prove it. WEI is a premier technology partner, who always puts our customers first while providing the most innovative solutions for over 30 years.

WEI Dedication meets innovation.

Value Added Reseller

info@wei.com
www.wei.com

43 Northwestern Drive | Salem, NH 03079
800.296.7837

07.28.22.TB.Apple.V2.modernworkforce