



**New quality of work, in other words,**  
why companies should consider buying Mac  
computers

**Intuitive and functional Mac devices and their unique synergy option means that employees who use them on a daily basis can achieve maximum concentration on their work. Many tasks are carried out for them by a secure operating system and modern devices that easily communicate with each other. That is why every company, when planning to implement new tools in their organization, should consider buying Mac computers.**

Jamf research (2016 Employees Choice Program Survey) shows that three in four employees choose Apple products to work. Why? Because they often use iPhones privately, so they know that Apple equipment supports productivity and increases their creativity. So they want to transfer positive experiences to their workplace.

*The situation is similar with people who use Apple mobile devices, such as iPhones or iPads at work. Computers with the same operating system become their natural choice. Then they can use the symbiosis between all the electronic tools they use, which significantly increases their productivity - they start working on an iOS device and continue it on those with macOS.*

**But will companies, that have previously operated mainly in the Windows environment, still be able to function the same way when using Mac computers?**

Of course they will. One of the most frequently repeated myths is that there are no equivalents of Windows applications for macOS. In addition to the fact that Apple, along with the operating system, provides many of its own applications, it also gives the opportunity to use a giant third-party application database. A good example is the Microsoft Office suite, which is practically no different from its equivalent to the Windows platform.

Such applications are increasing along with the growing popularity of Mac computers, and every self-respecting

developer has in its portfolio an equivalent designed for the Apple platform. The most popular solutions and software of well-known companies for communication between employees, e.g. Cisco, are also available under macOS. In many cases, solutions designed just for the Apple platform are much more readable and transparent.

*If your company has internal applications for iPad, it can easily transfer them to Mac computers.*

## **Many companies already have ready infrastructure and systems that are adapted to work with other platforms. Will MacBooks work in such an environment?**

All activities related to communication, data exchange, management or security of devices will be provided by configuring MDM (Mobile Device Management) systems accordingly. As a result, each new user will easily and above all securely join an existing organization. What's more, the implementation process can be fully automated. To do this, simply use the Apple Business Manager service, which automatically saves devices to a specific company MDM server. What is important, in collaboration of Apple with VMWare or Jamf technologies, the implementation of Apple products is possible in almost every organization.

## **And why are Mac computers more expensive than Windows computers?**

It all depends what type of computers we compare Mac hardware to. If we consider devices with similar specifications, e.g. processors, amount of RAM memory or fast SSD disks, it may turn out that the price of both computers is very comparable.

The advantage of Mac computers is also the fact that the manufacturer together with the equipment provides a number of technologies embedded in the devices, for which you do not have to pay extra. For example, the T2 processor (responsible for safety or longer battery life) or applications made available free of charge by Apple. When we compare the total cost of maintaining devices for 2, 3 or even 4 years, it turns out that Macs can be even cheaper than Windows computers. After 4 years, MacBooks still maintain 20-40% of their initial value.

### **In the price of every Mac we receive:**

- high-quality components
- macOS operating system with basic applications for business
- free system updates
- 90-day Apple Hotline support for Mac users
- top-class security solutions
- protection against malware
- the opportunity of automated implementation and management

## **Will the employees have problems with the transition to the new system?**

From the very beginning, Apple has been taking care of its new users, especially those who are switching to macOS or iOS from another operating system. How? Among other things, by providing a number of helpful applications and materials showing all the functionalities and solutions hidden in its systems.

So it's worth deciding to invest in MacBooks, especially because on 14<sup>th</sup> January 2020, the manufacturer's support for Windows 7 ended, as a consequence of which many companies will have to train their employees in a new, completely different version of the system. So why not transfer now to a safer, more intuitive and user-friendly system such as macOS?