Apple Mac for enterprise

In a world where personal technology choices are limitless, but Windows devices are typically standard at work, it raises the question: is your organisation missing a trick?

With a remarkable double-digit growth in market share over the past three years, Apple Macs have steadily gained popularity in the enterprise landscape. Renowned for their premium quality hardware, these devices offer the perfect combination of style and substance, and are a game-changer for enhancing productivity and efficiency.

Yet many organisations still find the prospect of integrating Apple devices into their end user strategy daunting. There remains a feeling that they are expensive and difficult to support; but the benefit of adopting them into your business extends far beyond the perceived costliness.

With Apple's continuous innovation and meticulous control over their supply chain, they have reduced the cost of their devices. In conjunction with other total cost of ownership (TCO) benefits, Macs are now a viable and cost-effective option for your organisation.

The benefits to your organisation

When it comes to workplace technology, the question of device choice is large. Many organisations opt for a narrow selection, often standardising solely on Windows desktops and laptops.
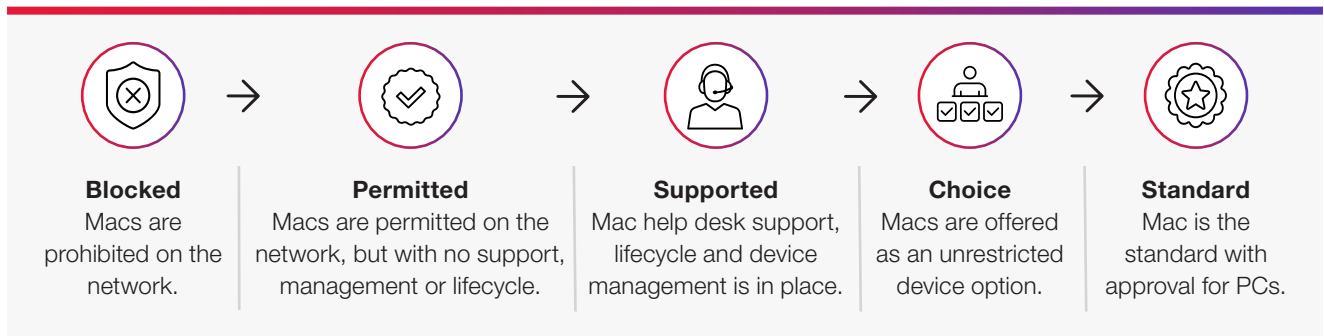
However, this approach risks overlooking the vast benefits that Apple Macs bring, including:

- **Lower incident volumes** - With their robust design and intuitive user interface, Apple Macs often see fewer technical issues, leading to smoother operations and reduced downtime.

- **Improved staff satisfaction and retention** - Offering Apple Macs as an option demonstrates a commitment to meeting diverse employee needs, fostering a positive work environment.

- **Increased productivity** - The seamless integration of hardware and software in Apple Macs streamlines workflows, empowering employees to work more efficiently and effectively.

- **Better portability and battery life** - In an increasingly mobile world, the lightweight design and extended battery life of Apple Macs provides unparalleled flexibility for employees.

- **Lower TCO** - The long-term cost benefits of Apple Macs, coupled with reduced support requirements, often results in a more economical investment compared to traditional alternatives.

Despite these advantages, many organisations completely block the use of Apple Macs, or hesitate to fully embrace them, leading to fragmented deployments and suboptimal user experiences compared to Windows laptops. Treated as non-standard devices, users often receive limited support and encounter frustrations in their day-to-day operations.

End user productivity and satisfaction is impacted by numerous factors, but empowering your workforce with the freedom to choose their preferred device is no longer a luxury – it is a strategic imperative. By embracing Apple Macs, you can unlock new levels of productivity, satisfaction, and competitiveness.

Blocked	**Permitted**	**Supported**	**Choice**	**Standard**
Macs are prohibited on the network.	Macs are permitted on the network, but with no support, management or lifecycle.	Mac help desk support, lifecycle and device management is in place.	Macs are offered as an unrestricted device option.	Mac is the standard with approval for PCs.

Are you ready to embrace change?

So, how do you know if you are in a position to adopt Apple Macs?

At CGI, we understand the challenges organisations face, and will equip you with the tools and knowledge to maximise the benefits of Apple for your workforce and organisation.

We can look just at Apple Mac adoption, or more broadly assess and improve your whole end user estate. We provide both advisory and professional services, helping you to choose the right solutions for your specific needs, delivering the change, and then enabling and upskilling your teams to support it.

Together, we'll help you offer your users an important choice - to take a Windows device or an Apple one, depending on their preference.

Advisory

Our Technical Advisory team is here to help you understand return on investment (ROI), build a business case, and design tailored solutions to ensure your transition to Apple Mac is seamless and successful.

Digital workplace services

Our digital workplace practice can manage your entire end user estate, transforming it into a modern environment that focuses on digital employee experience, backed by tech bars and smart lockers.

	Assess		Manage
Feature	**Apple Mac readiness assessment**	**Digital workplace assessment**	**Digital workplace**
Create digital workplace vision and strategy	Device focus: Mac adoption	Holistic environment assessment	
Environment scan	✓	✓	
Tailored persona mapping	✓	✓	
Green IT assessment	✓	✓	
User experience assessment	✓	✓	
Application compatibility	Apple Mac only ✓	Apple and Microsoft ✓	
Device lifecycle management: Apple Mac to PCs		✓	✓
Digital experience management		✓	✓
Productivity and collaboration tools		✓	✓
Output:	Business case	Business case	Transition and transformation plan to CGI managed service

Our approach

Unlocking the full potential of Apple Macs and seamlessly integrating them into your organisation requires strategic planning and expertise. We offer a comprehensive approach tailored to your unique needs.

1. Environment scan
We begin by conducting a thorough assessment of your end user application environment. By identifying existing devices and the applications used on them, we gain invaluable insights into your potential Apple Mac compatibility challenges and opportunities for optimisation.

2. Tailored persona mapping
Every organisation is unique, but commonalities among users allows us to group them into distinct "personas". Through meticulous analysis, we'll help you define their specific needs and application requirements, ensuring a tailored approach to device deployment.

3. Green IT assessment
In the drive for net zero, reducing greenhouse gas emissions is a priority for many organisations. Some have initiatives in place to measure and reduce their scope 1, 2 and 3 emissions, and scope 3 emissions (indirect emissions that occur in the value chain) are often the hardest to quantify and reduce.

As well as offering organisation-wide sustainability assessments, we can focus specifically on the environmental impact of your end user device estate. As part of this we'll help you understand how Apple Macs can contribute to your sustainability goals.

4. User experience assessment
Change management is key to success. That is why before and after deploying Apple Mac devices, we conduct digital experience management audits to benchmark your current user experience, and measure the effectiveness of the transition.

We can deliver this as a point in time assessment, or many clients choose to continue with the service. This allows you to use ongoing data to drive continuous improvement to your end user devices.

5. Application compatibility
Our experts assess your applications against the identified user personas, providing insights into which applications are supported on Apple Macs, and offering tailored recommendations for maximising adoption across your organisation.

6. Security integration

Security is paramount when introducing new devices into your enterprise. We'll help you consider every angle, from the enforcement of company policies and administrative privileges, to upskilling your teams or even managing the devices on your behalf.

We are experienced with the tools necessary to manage Apple Mac settings with the same rigour as Windows devices, and will ensure seamless and secure integration.

We're here to help

For over 45 years, CGI has worked across the public and private sectors to drive continuous innovation and improvement in the UK and beyond.

By partnering with us, you'll gain access to a wealth of expertise and a proven methodology for unlocking the full potential of Apple Macs in your organisation.

Whether you're looking for advice and guidance to support your end user device transformation, or need a professional services provider to manage your estate, we're here to help.

Working together, we'll help you achieve a future of enhanced productivity, efficiency, and satisfaction with the power of Apple Mac.

Understand more about your end user device estate and the applications in use.

Identify users who could benefit from using an Apple Mac instead of a Windows device.

Create a business case for Apple Mac adoption.

Enable and upskill your support teams in Apple Mac management practices, or optionally, CGI will manage your service.

Cyber security is part of everything we do, ensuring your devices, networks and systems are safe and secure.

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information
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