



**Global Study: Employee
Choice and its Impact on
the Future of Work**





To compete in today's market, enterprise organizations around the world are trying to find new and more efficient ways to retain and attract talent while ensuring company and customer data remains secure in an evolving mobile workforce.

When your people, your devices and your network are not centrally located and managed, the importance of your hardware, software and technology stack are even more crucial to overall success. But it doesn't end there.

Today, an employee's technology experience IS their work experience. Choice isn't relevant to only when and where employees work, it's also important for what technology they work on.

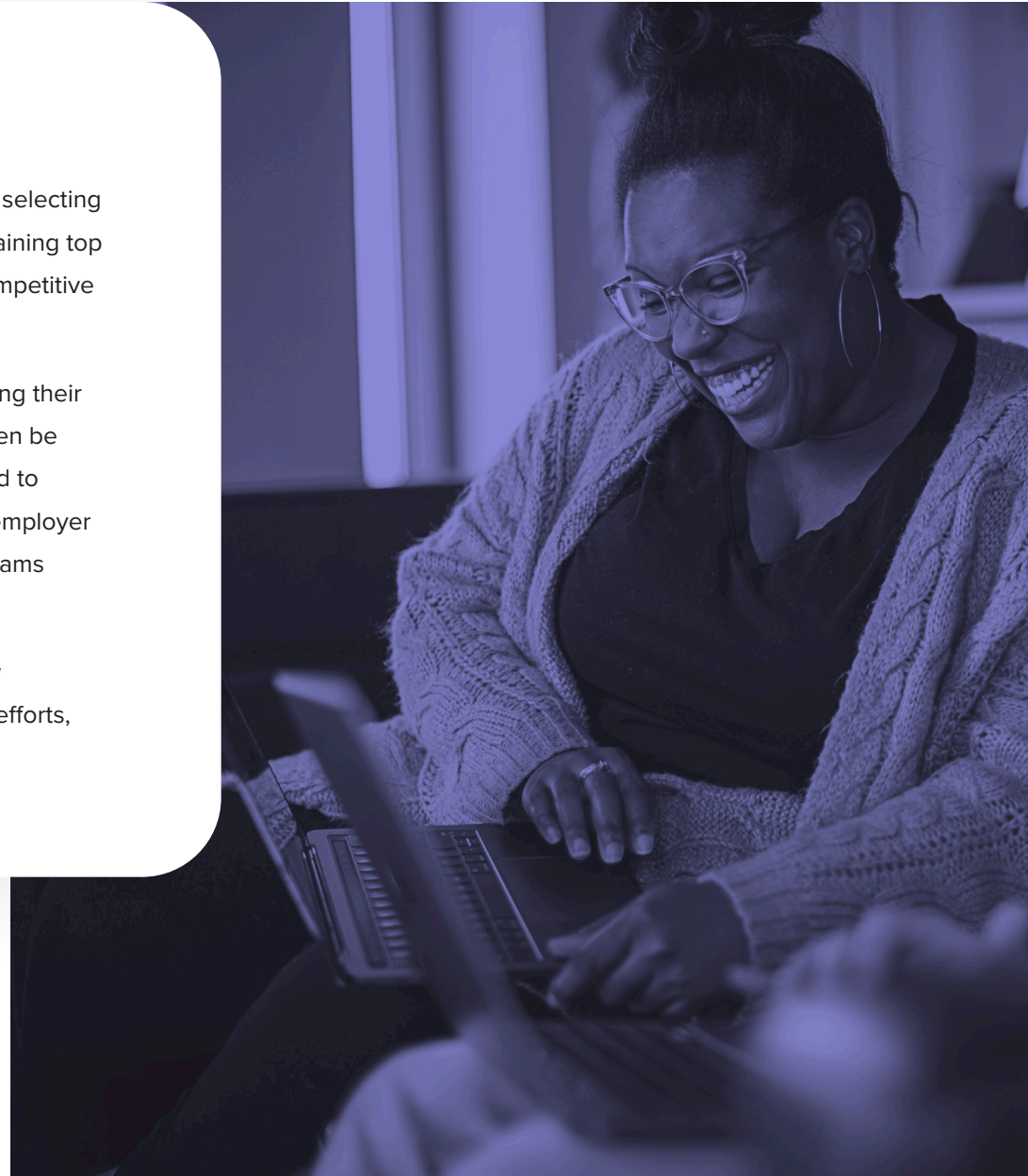
To assess the importance of employee-choice programs and its impact on the future of work in the enterprise, Jamf commissioned [Vanson Bourne](#), a third-party market research firm, to conduct a global survey of 2,000 enterprise employees and 500 information technology decision makers (ITDMs) from private and public sectors in the summer of 2021.

Executive Summary:

Choice of work technology is essential for employees when selecting where they work, for employer's success with hiring and retaining top talent and for the enterprise landscape at to assess their competitive edge within their industry.

In fact, almost 9 out of 10 respondents surveyed said choosing their work device was of importance to them (87%) and they'd even be willing to sacrifice part of their salary (89%) to be empowered to choose their technology. Contrary to the many benefits for employer and employee, the adoption of such employee choice programs remains to be slow.

This report takes a deep dive into better understanding how employee choice can help with recruitment and retention efforts, and how organizations can prepare for the future of work.





US



UK



GERMANY



FRANCE



JAPAN



AUSTRALIA



INDIA



MEXICO



NETHERLANDS



Demographics:

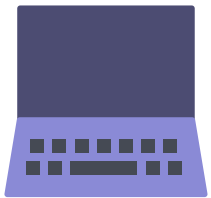
The demographics and methodology of the study were chosen to reflect employee and IT experiences globally and to represent enterprises of all kinds.

Of the 2,000 respondents, half were Apple-users, the other half used non-Apple technology for work. Respondents came from a diverse range of business sectors, departments, organization sizes and seniority levels.

In addition to the main survey, 500 ITDMs responded to a survey exploring how IT experiences the management of work technology — at the beginning of the COVID-19 pandemic, now and in the near future.

Employee choice

Companies with technology choice programs provide employees the option to choose their computer hardware and/or mobile devices for work, rather than forcing one type of brand or device across all users or determining their end users' technology comfort levels and needs.





91%



The study found that the impact of employee choice on an organization's employee base is considerable, with positive effects on **wellbeing, recruitment** and **retention**.

91% of respondents report benefits from an employee-choice program and with top reasons being: **productivity, positivity** and **feeling more valued**.




70% of respondents say that they would be more likely to join a company if given a technology choice, and 75% say that they would be more likely to stay at a company if they could choose their own devices.



70%
more likely
to join



75%
more likely to stay
at a company



89%
willing to make
a salary sacrifice

Employee choice is so important that around nine in ten (89%) respondents would be willing to make a salary sacrifice to receive a new work device of their choice.



The takeaway: employee choice matters

Despite the importance of employee choice to workers, offering such a choice is not without its challenges. Only half (54%) of respondents report that their organization has either or both an employee-choice program and/or a bring your own device (BYOD) strategy.

Top challenges reported by ITDMs to offering employee choice include:

- Difficulty in effectively managing different laptops
- Supporting different operating systems
- Time and cost associated with individualized work technology packages

With these challenges in mind, organizations can better prepare today for the future of work tomorrow.



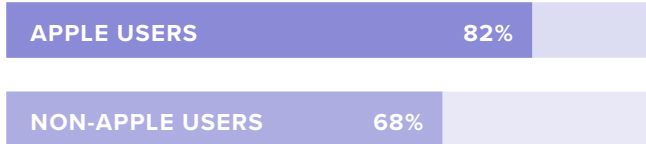
Future of work

Looking forward to 2022 and beyond, nearly two-thirds (62%) of employees say they will work both at home and in the office and nearly half (47%) anticipate continuing to do so through 2025.

55%
less issues reported



58%
report Apple devices are easier to secure



During the pandemic, Apple users' organizations were far more likely to adopt a hybrid working model (82%), indicating flexibility among their devices, with employees being able to take them wherever they choose to work compared to non-Apple users (68%).

However, there are also a number of factors that IT had to take into account such as security risks. Organizations in the pandemic had, and still have, plenty to consider when supporting a mobile workforce.

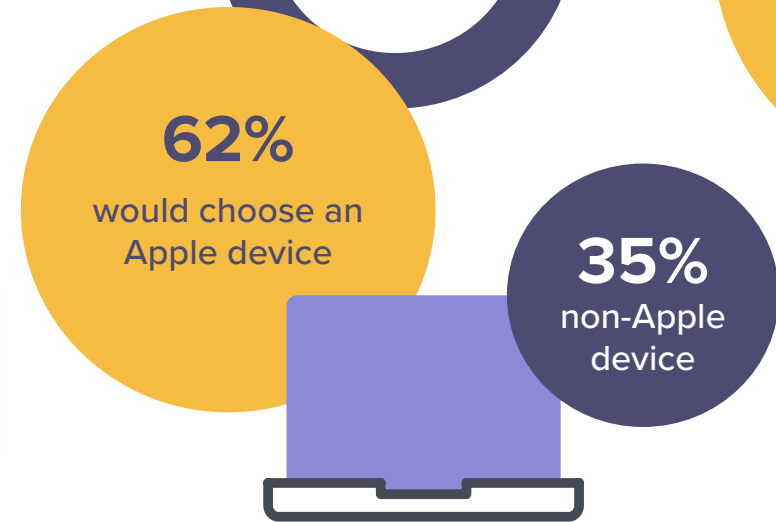
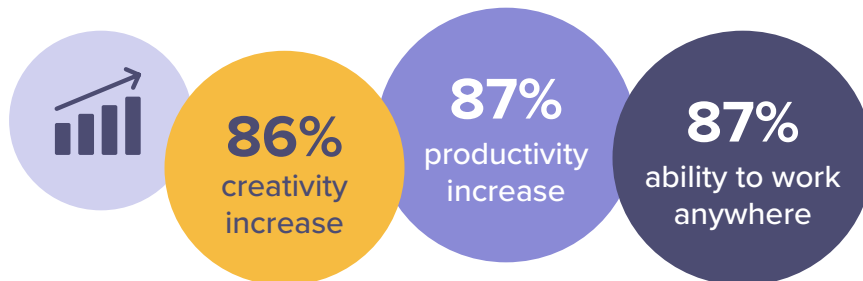
The pandemic has not only impacted how employees use their devices but also the needs of IT. Just over half (55%) of ITDMs reported fewer issues managing Apple compared to non-Apple devices. This research also found that over half (58%) of ITDMs report Apple devices are easier to secure, compared to 42% of ITDMs preferential to non-Apple devices.

Apple in the Enterprise

Apple users have a strong affinity for Apple products for a variety of reasons, while non-Apple users are less loyal. As a result of such positive associations, Apple users value employee choice programs, many of which improve retention and recruitment.

If given the choice, both Apple and non-Apple users show interest in choosing Apple devices.

Users that have previously used a non-Apple device, enjoyed switching to Apple. Of the surveyed Apple users, 65% have used a non-Apple device in a work capacity. When comparing their experience of their Apple device to any non-Apple devices they have used at work, there is a clear trend of improvement when using Apple products. For example, these respondents report an improvement in creativity, productivity and ability to work anywhere.



Using Apple products also has an impact on respondents' own feelings and perceptions of themselves and their wellbeing. Only 1% of Apple users did not report any positive feelings associated with their work device, mostly users reported feeling professional (51%), efficient (45%) and confident (44%).

If given the choice between Apple and non-Apple work devices in the workplace, more respondents would choose Apple.

When asking Apple users what type of device they want to use at work, 98% of Apple users would choose an Apple device.

Of the total respondents, 56% would choose to use an Apple desktop vs. 38% who would choose to use a non-Apple desktop.

Similarly for laptops, 62% would choose an Apple offering, compared to 35% who would choose non-Apple.

Conclusion

Offering Apple can help enterprise organizations prepare for the future of work.

Whether you're an enterprise with an Apple mobile device management (MDM) solution looking to enhance your ability to connect your users to your enterprise hardware and software and establish a greater security posture, or if you're just getting started, we're here to help.

A scalable and automated solution dedicated to Apple hardware and software is what your organization needs.

Apple Enterprise Management is zero-touch deployment, identity-based access and management, inventory management and reporting, security compliance and reporting, automated device management, application lifecycle management — all working together to support employee choice, productivity, efficiency and experience.

Contact us to learn more about Apple Enterprise Management plans, and even take Jamf for a spin with a free trial.

Get Started

Or contact your preferred authorized Apple reseller.

