

2016 Survey

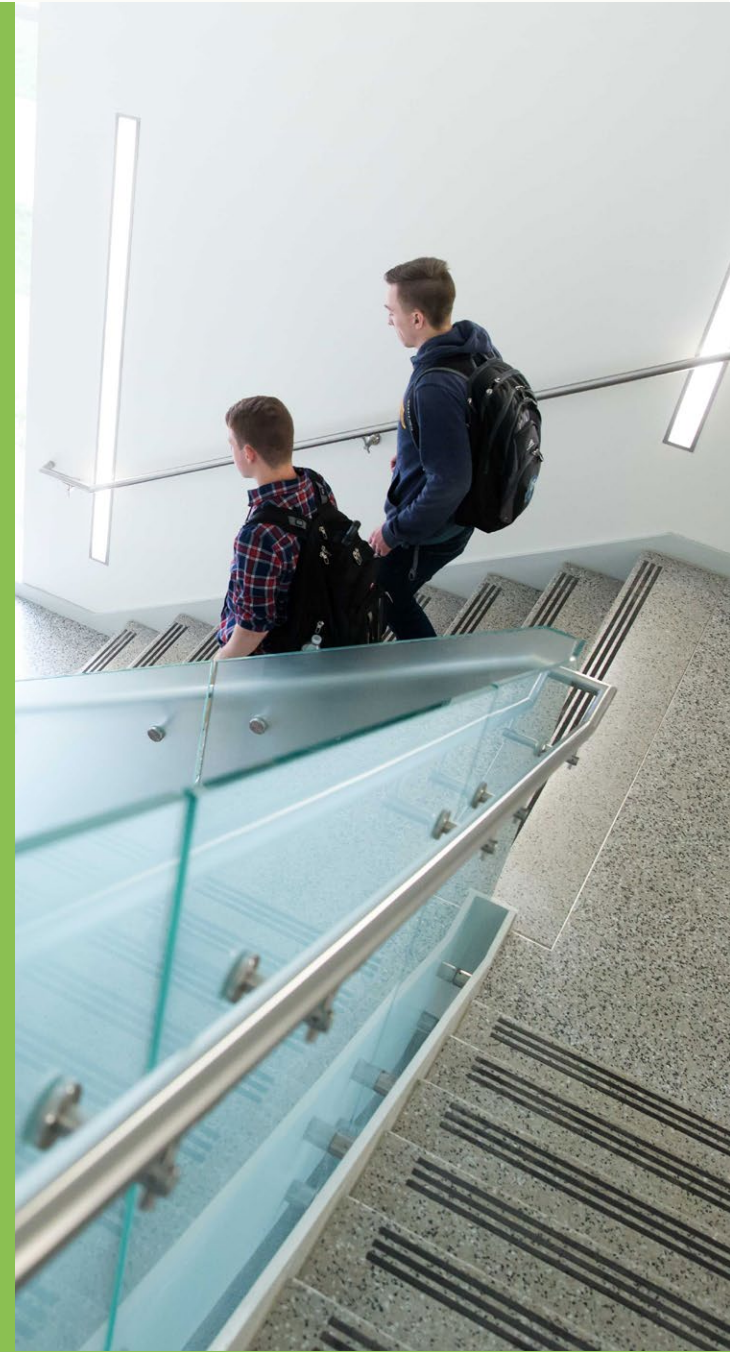
MANAGING APPLE DEVICES
IN HIGHER EDUCATION



2016 Survey

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The annual Jamf Trends Survey looked at Apple in higher education – evaluating growth, key drivers for adoption and ease of management. Conducted in January 2017 by Dimensional Research, this survey is based on the responses of 300 IT professionals, managers and instructional technologists from higher education organizations around the world.



Executive Summary

Mac and iPad continue to grow in higher education institutions, regardless of size or location. User preference, better residual value, security advantages and the app security platform are key drivers of the Apple adoption. From deployment and device configuration, through support and security, Apple is easier to manage than its counterparts.



Key Themes

1

Apple is growing in higher education

2

User preference is driving Mac adoption

3

Apple is easier to manage than other operating systems



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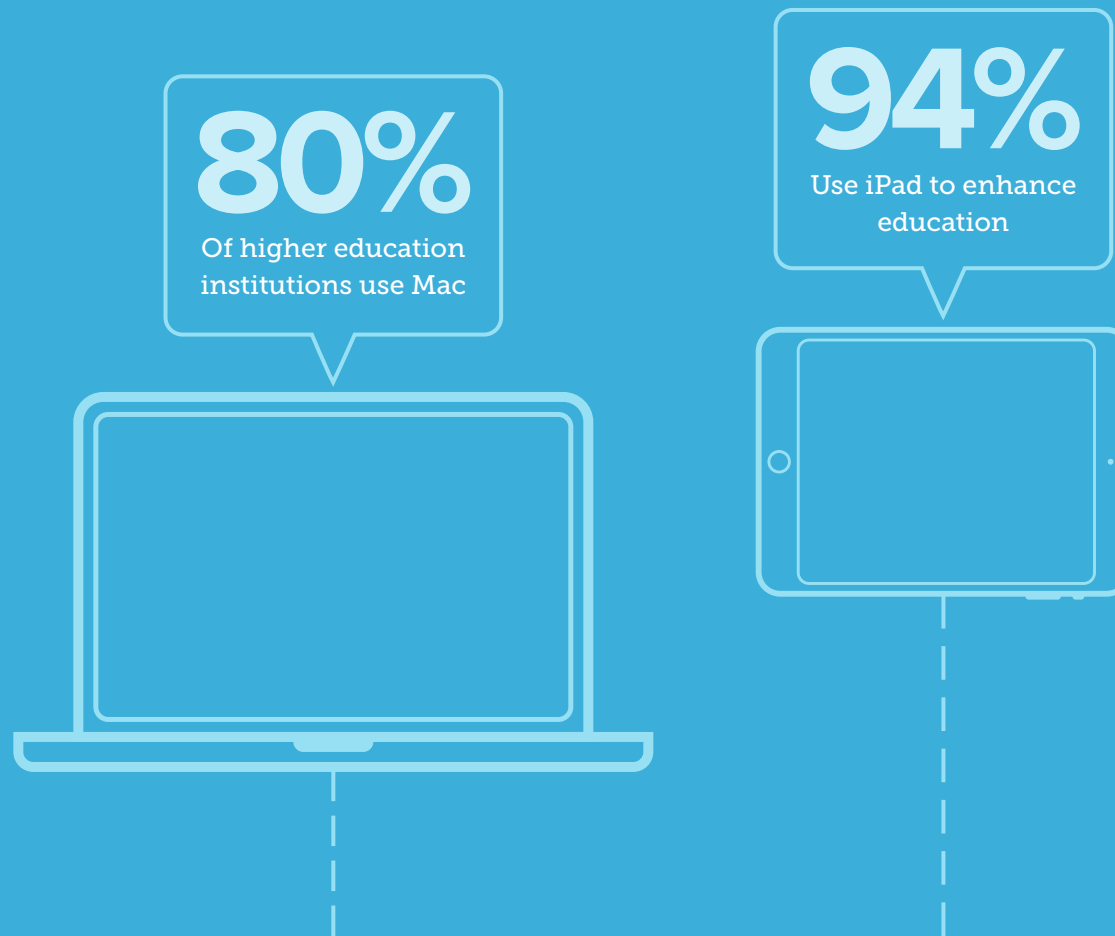
1

APPLE IS GROWING IN
HIGHER EDUCATION



Mac and iPad adoption

Apple is prominent in higher education. A substantial 80 percent of the higher education institutions use Mac, while 94 percent said they use iPad to help enhance education.



Year-over-year Apple growth

The use of both Mac and iPad continues to rise in higher education. In 2016, nearly all of the organizations surveyed reported a large increase in both Mac and iPad adoption over the previous year.



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2

USER PREFERENCE IS DRIVING MAC ADOPTION



Top 6 reasons users in higher education favor Mac

1

Everyone in college today grew up with Apple devices. That is why students prefer a Mac. Apple is the platform they know and trust.



64%
User Preference

2

Apple's native tools, such as FileVault, protect against malware and keep devices up to date. With privacy as a key concern, Apple takes great strides to protect user data.



51%
More Secure

3

The minimal maintenance needed for Mac means higher education organizations can save time and money.



45%
Less Maintenance

4

The App Store has more than 80,000 education apps, which enable both educators and students with a vast assortment of educational tools.



40%
App Ecosystem

5

With easy-to-use functionality, educators make fewer calls to the help desk. This means a better use of resources for schools.



32%
Fewer IT Admins

6

While more expensive up front, Macs last longer and are overall less expensive to manage.



28%
Total Cost of Ownership

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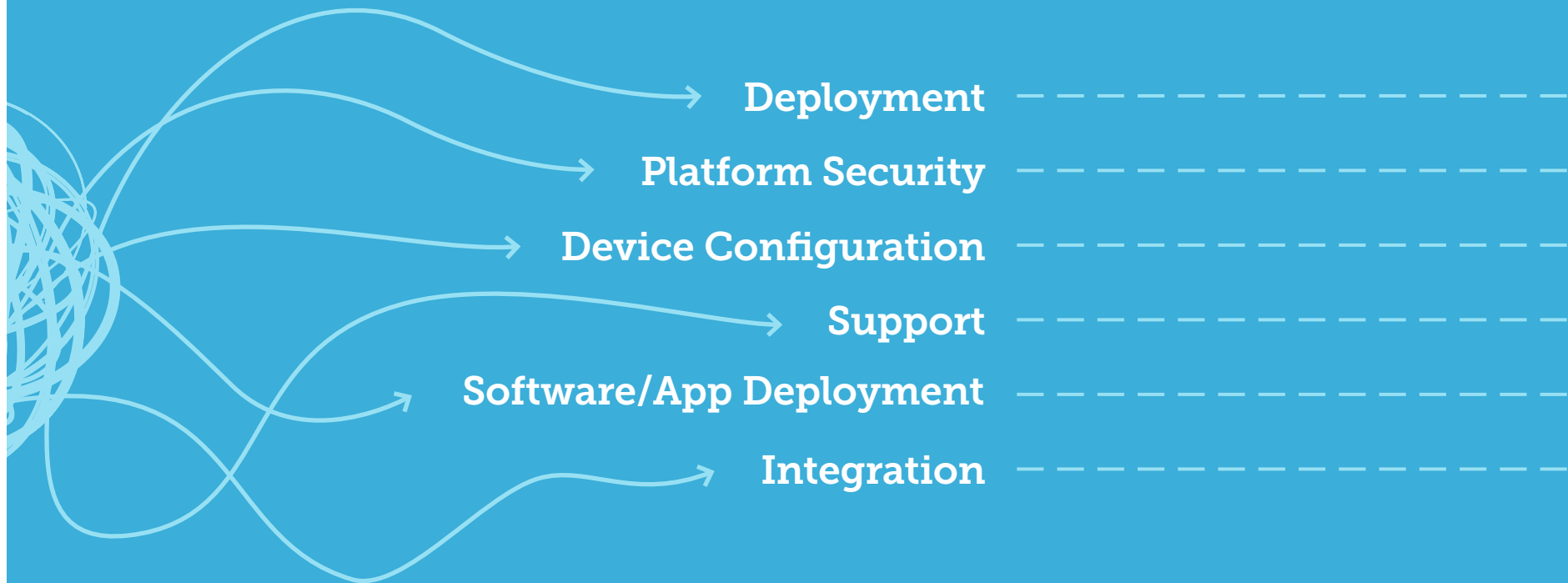
3

APPLE IS EASIER TO
MANAGE THAN OTHER
OPERATING SYSTEMS



Apple's ease of use over other operating systems

In the past, IT admins used a series of complex tools to accomplish a wide variety of management tasks. They were often convoluted and required multiple steps to complete a workflow. Fortunately, that's not the case with Apple. Apple IT admins confirmed Apple is easier to manage compared to its rivals on six critical tasks.



Deployment

Traditionally, IT admins spend countless hours building and deploying images – a process that routinely repeated to accommodate new software. Thanks to Apple's Device Enrollment Program (DEP) (now part of Apple School Manager), which works for Mac, iPad and iPhone, IT admins now enjoy getting devices to users with zero-touch deployment – no cumbersome imaging process needed.

Of those surveyed, 65 percent said the Mac is easier to deploy than PC. Additionally, 60 percent said it's easier to deploy an iPad than other tablets.



65%

Say Mac is easier to
deploy than PC



60%

Say iPad is easier to
deploy than other tablets

Platform Security

Windows and Android present a number of security concerns for schools, including the need for third-party security software, constant patching and the threat of malware. Apple addresses these concerns with industry-leading native security tools that protect against malware and keep devices up to date. And with privacy as a key concern, Apple takes great strides to protect user data.

Of those surveyed, 64 percent said it's easier to maintain a secure environment on the Mac versus a PC, with 52 percent agreeing it's easier to secure an iPad compared to devices with other operating systems.



64%

Say it's easier to maintain a secure environment on the Mac versus a PC



52%

Agree it's easier to secure an iPad compared to devices with other operating systems

Device Configuration

Apple has a mobile device management (MDM) framework built into its operating systems. This allows IT admins to easily configure both Mac and iPad with common settings, such as passcode settings, restrictions, Wi-Fi settings, printers, email and more. Windows and Android lack the robust framework that allows for easy management.

Of those surveyed, 53 percent said it's easier to configure a Mac than its counterpart the PC. Additionally, 56 percent cited iPad as easier to configure than other tablets.



53%

Say it's easier to configure a Mac
than its counterpart the PC



56%

Cited iPad as easier to configure
than other tablets

Support

Apple's intuitive interface allows users to quickly and easily solve problems on their own. With less support required than other operating systems, school staff have more time to focus on what really matters – the students. And when more advanced support issues arise, IT admins can trust Apple's world-class support.

61%

Say it's easier, in general, to support a Mac than a PC

53%

Say it's easier to support an iPad over other devices



IBM, the largest Mac deployment on Earth, proved PCs drive twice the amount of support calls.



[Read more](#)

Software/App Deployment

With Apple's Volume Purchase Program (VPP) (now part of Apple School Manager), IT admins can purchase apps in bulk and distribute them to devices with or without an Apple ID. This makes it easy to get the software that users need when they need it, resulting in maximized productivity in educational settings. Microsoft and Google lack a similar program, which makes it more difficult for IT admins to distribute apps in bulk.

Of those surveyed, 54 percent said it's easier to perform software and app deployment on a Mac than a PC, with 56 percent agreeing it's easier to perform the same task on iPad versus the competition.



54%

Say it's easier to perform
software deployment on Mac
versus the competition



56%

Say it's easier to deploy apps on
iPad versus the competition

Integration

Integrating Apple devices into existing environments is easier than people think. Not all IT admins know that Apple adopts industry standards, which allows Macs, iPads and iPhones to easily join complex Wi-Fi networks and connect to shared drives and servers. Apple also builds out-of-the box integration for mainstream Microsoft technologies, such as Exchange for email and Active Directory for directory services, which means IT admins can easily integrate Apple products into any existing environment.

Half of those surveyed believe it's easier to integrate a Mac or iPad than a PC or Android device into existing environments. The other 50 percent are not quite convinced.



50%

Believe it's easier to integrate
a Mac than a PC



50%

Believe it's easier to
integrate an iPad into existing
environments than its rivals

Conclusion

Apple's dynamic, yet intuitive platform means endless possibilities for educators and students alike. Apple drives high quality education and elevated learning – both of which are essential for success in today's world. Users enjoy the vastness of Apple's offerings while appreciating that their work on Mac and iOS is backed by the most secure platform on the market. For these reasons, and many more, Apple continues to grow and change lives in higher education.

**Pair the best device management platform
with the best hardware solution.**



Learn more about Jamf Pro (formerly Casper Suite)

About Jamf

Since 2002, Jamf has been solely focused on helping organizations succeed with Apple. Jamf is committed to enabling IT to empower end users and bring the legendary Apple experience to businesses, education and government organizations through its Jamf Pro and Jamf Now offerings, along with its 42,000+ member Jamf Nation Community. Today, 10,000 global customers rely on Jamf to manage seven million Apple devices.

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