2016 Survey

MANAGING APPLE DEVICES IN K-12 EDUCATION

The annual Jamf Trends Survey looked at Apple in K-12 environments – 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 more than 300 IT professionals, managers and instructional technologists from K-12 organizations around the world.

Executive Summary

Within K-12 environments, educators and IT administrators are often asked to do more with less, all while keeping student privacy as a main priority. That's why schools, no matter the size or location, continue to adopt Apple. They trust it as the most secure platform on the market and are increasingly recognizing its value and lower total cost of ownership compared to competing platforms. All-in-all, K-12 organizations know Mac and iPad will give them better, safer and more reliable experiences than other hardware options.
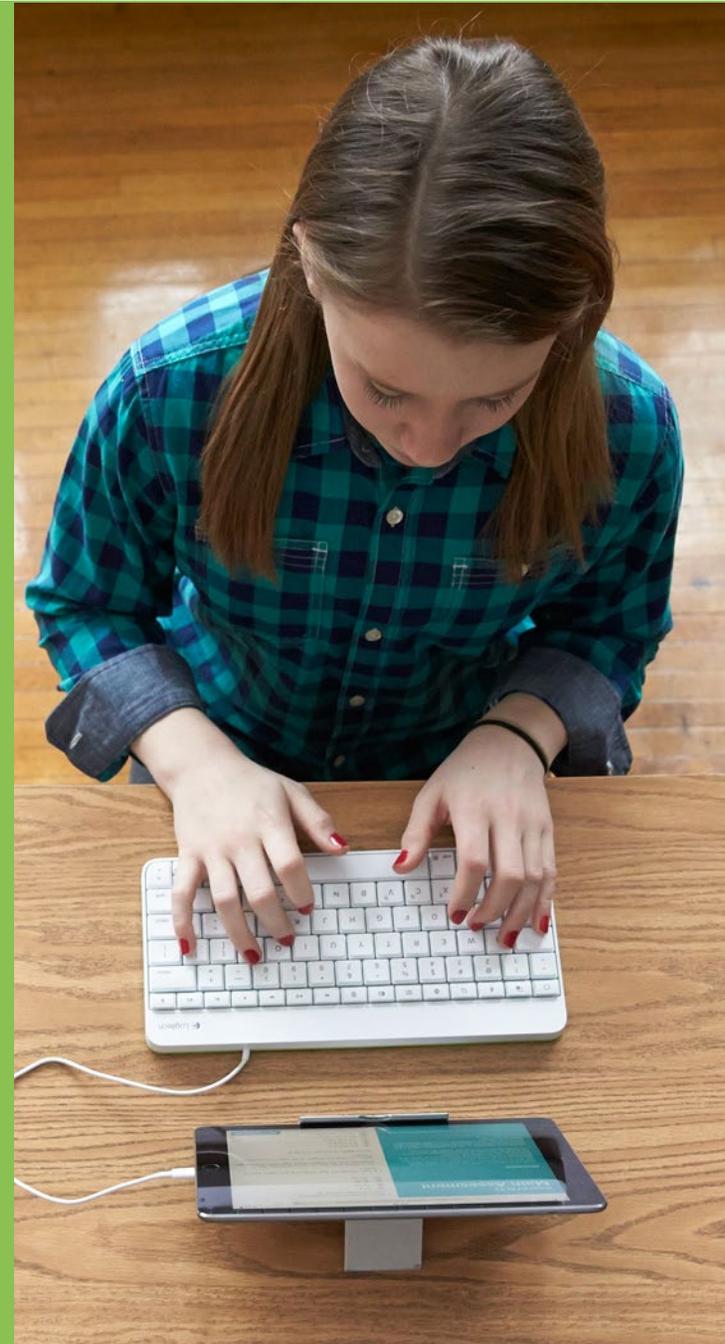
Key Themes

1 Apple is growing in K-12

2 A secure platform with less maintenance is driving Mac adoption

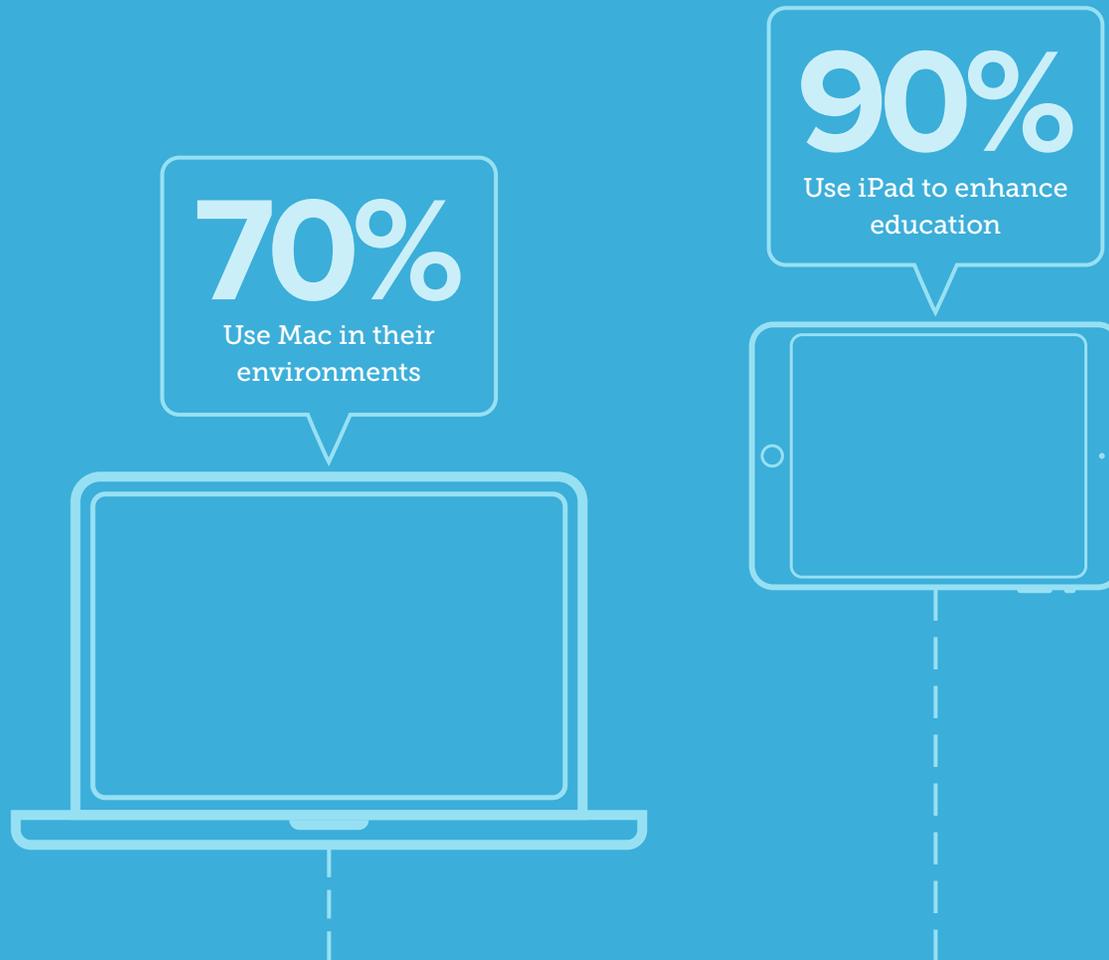**3** Apple is easier to manage than other operating systems
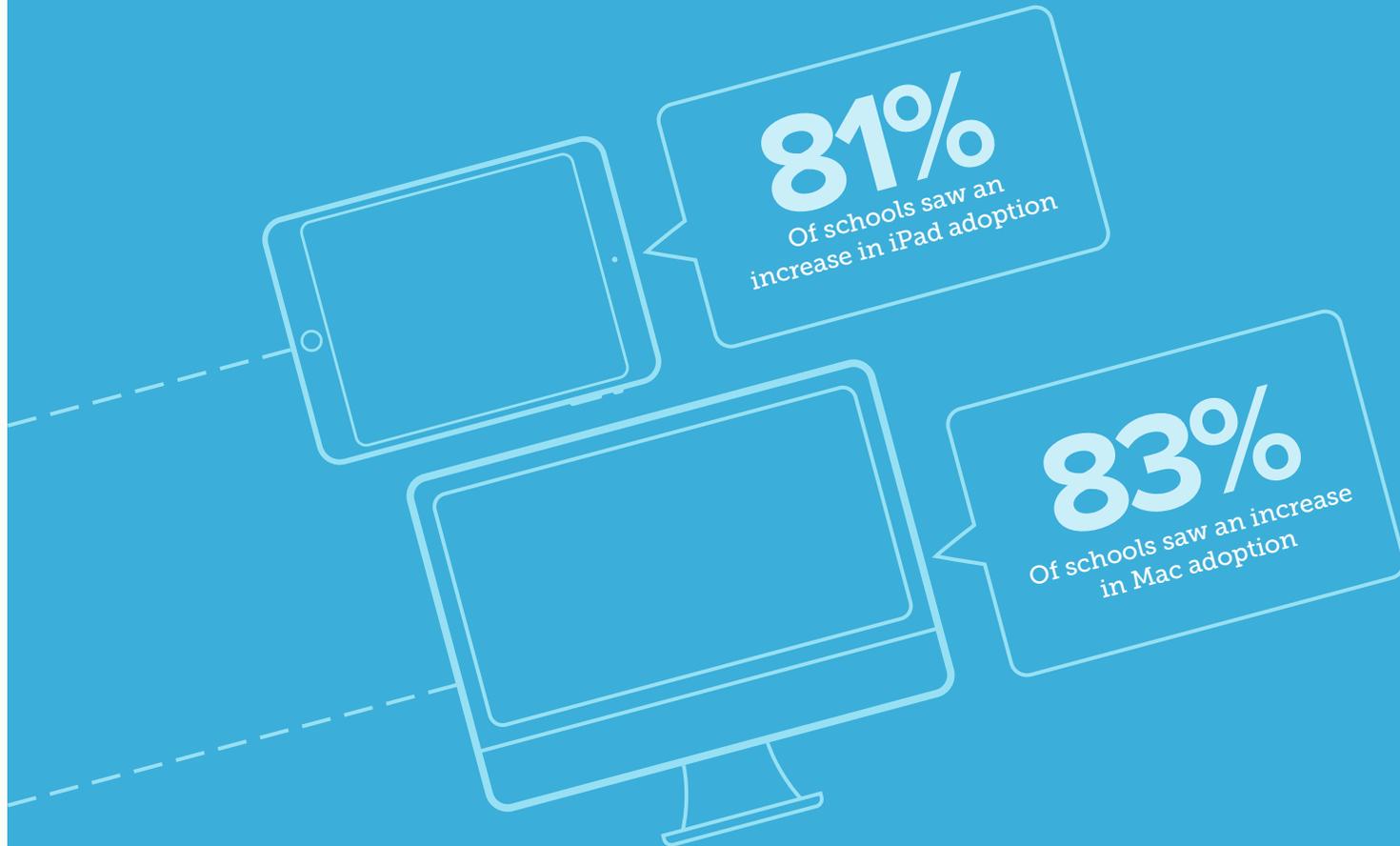
1

APPLE IS GROWING IN K-12

Mac and iPad adoption

Apple is prominent in K-12 education. A substantial 70 percent of the K-12 schools surveyed use Mac in their environments, while 90 percent said they use iPad to enhance education.

90%
Use iPad to enhance education

70%
Use Mac in their environments

Year-over-year Apple growth

The use of both Mac and iPad devices is rising in K-12. In 2016, nearly all of the schools surveyed reported a large increase in both Mac and iPad adoption over the previous year.

81%
Of schools saw an increase in iPad adoption

83%
Of schools saw an increase in Mac adoption

2

A SECURE PLATFORM WITH LESS MAINTENANCE IS DRIVING MAC ADOPTION

Top 5 reasons users in K-12 favor Mac

1 In education, security is key. That's why users trust Apple and its native tools, such as FileVault, to keep their students' information protected — always.

55%
More Secure

2 Mac doesn't require as much maintenance as PC. This means the limited resources within K-12 environments can stretch to where they'll make the biggest impact.

48%
Less Maintenance

3 Today's student population grew up with technology. They understand it and expect a quality, intuitive device. That's why, more than ever, students are choosing Apple.

46%
User Preference

4 The vastness of the App Store allows educators to find the best tools to help them teach, all while creating a higher-quality learning experience for students.

41%
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.
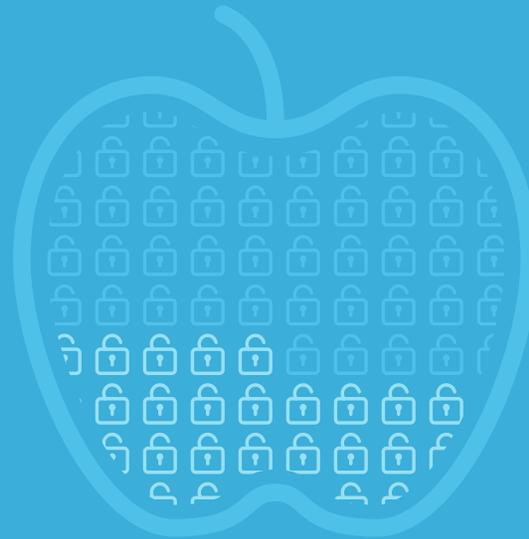
38%
Fewer IT Admins

Security — why it matters

It's no surprise that users in K-12 value security. With ***35 percent of all security breaches*** taking place in an educational setting, it remains top of mind for schools. With the ability to set security configurations, enforce encryption and maintain inventory on Apple devices, IT admins can create and maintain a secure environment for their teachers and students.

35%

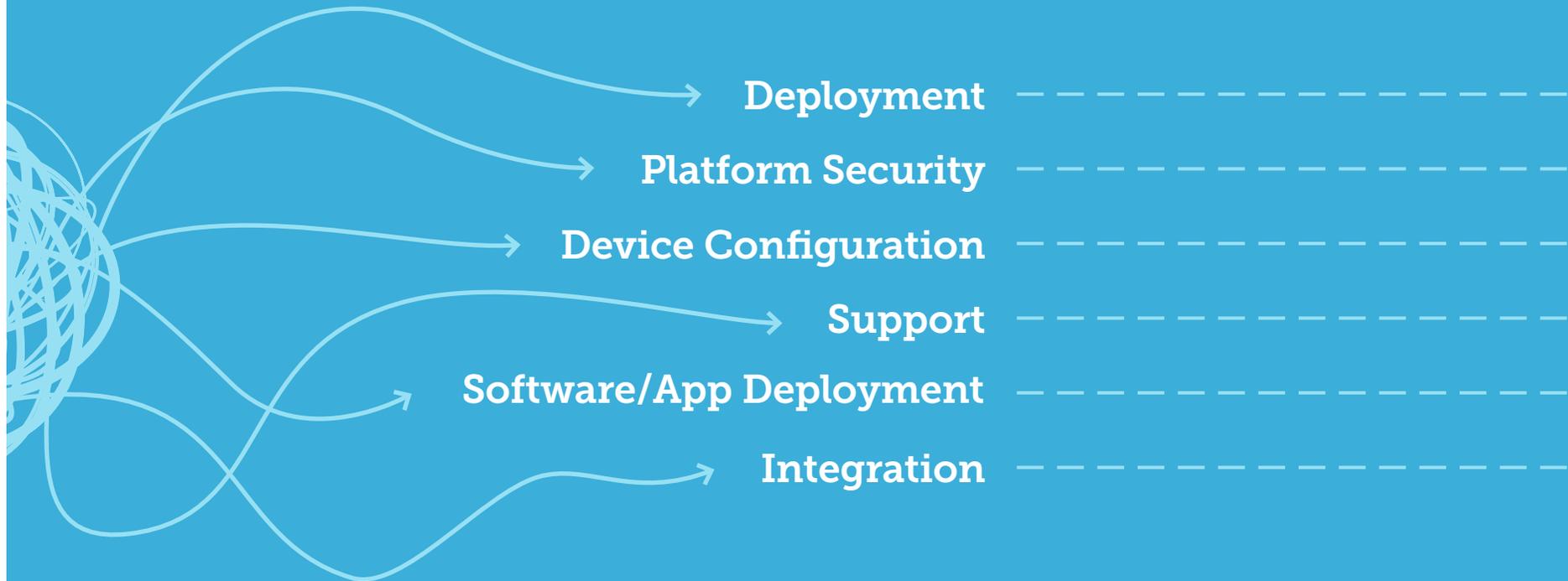Of all security breaches take place in educational settings

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 no longer the case with Apple. Apple IT admins confirmed Apple is easier to manage compared to its rivals (i.e. PC and Chromebook) on six critical tasks.

Deployment

Platform Security

Device Configuration

Support

Software/App Deployment

Integration

Deployment

Traditionally, IT admins spent 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 both Mac and iPad, IT admins now enjoy getting devices to users with zero-touch deployment — no cumbersome imaging process needed.

Of those surveyed, 76 percent said the Mac is easier to deploy than PC. Additionally, 77 percent said it's easier to deploy an iPad than others like Chromebook.

76%
Believe Mac is easier to deploy than PC

77%
Believe iPad is easier to deploy than other tablets

What are DEP, VPP and Apple School Manager?

Apple's Device Enrollment Program (DEP) automates enrollment into MDM during the Setup Assistant process for devices purchased through Apple. Apple's Volume Purchase Program (VPP) allows schools to buy apps in bulk from the Apple App Store. DEP, VPP and Managed Apple IDs are becoming part of Apple School Manager, which launched into Preview with iOS 9.3 and is expected to become generally available in 2017.
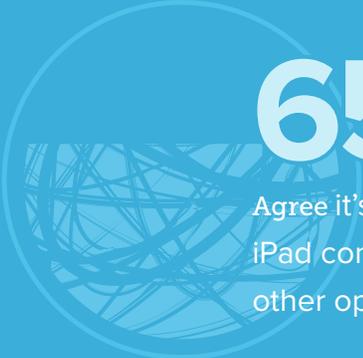
Platform Security

Microsoft and Google's operating systems 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, 75 percent said it's easier to maintain a secure environment on the Mac versus a PC, with 65 percent agreeing it's easier to secure an iPad compared to devices with other operating systems.

75%

Say it's easier to maintain a secure environment on the Mac versus a PC
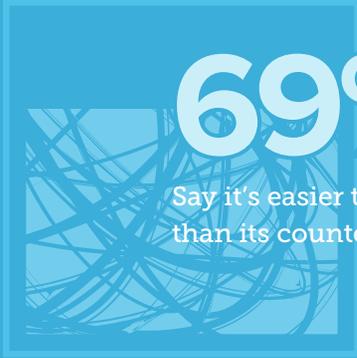
65%

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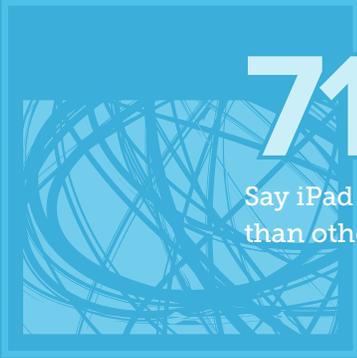
Device Configuration

Apple has a mobile device management (MDM) framework built into its operating systems. This allows IT admins to easily configure Mac, iPad and iPhone 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, 69 percent said it's easier to configure a Mac than its counterpart the PC. Additionally, 71 percent cited iPad as easier to configure than other tablets.

69%
Say it's easier to configure a Mac than its counterpart the PC

71%
Say iPad is easier to configure than other tablets

Support

Apple's intuitive interface allows users to quickly and easily solve problems on their own. When less support is needed, 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.

Of those surveyed, 69 percent said it's easier, in general, to support a Mac than a PC. Additionally, 66 percent of respondents said it's easier to support an iPad over its rivals.

"Even if you've never seen the device [iPad], you can pick it up and within two minutes be doing whatever the task is for the day. And, this has significantly changed how teachers are able to instruct in the classroom."
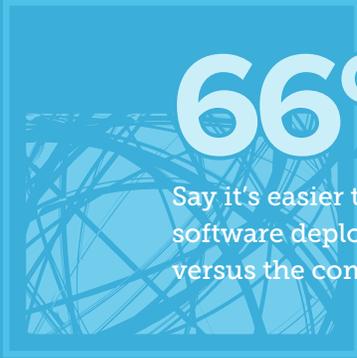
– Chris Burkey

Director of Educational Technology
Plum Borough School District

69%
Say it's easier to support a Mac than a PC

66%
Say it's easier to support iPad than other tablets
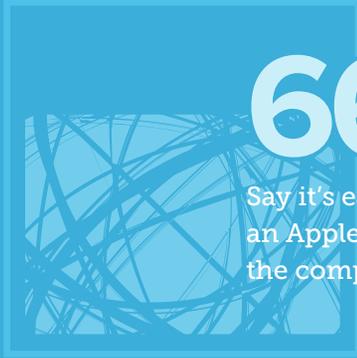
Software/App Deployment

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, 66 percent said it's easier to perform software and app deployment on a Mac and iPad versus the competition.

66%
Say it's easier to perform software deployment on Mac versus the competition

66%
Say it's easier to deploy apps on an Apple mobile device versus the competition

Integration

Apple adopts industry standards, which makes it easy to join Apple devices and complex Wi-Fi networks, shared drives and servers. Also, out-of-the box integration with mainstream Microsoft technologies, such as Exchange for email and Active Directory for directory services, mean IT admins can easily integrate Apple products into any existing environment.

Of those surveyed, 61 percent believe it's easier to integrate a Mac than a PC, while 59 percent said it's easier to integrate an iPad into existing environments than its rivals.

61%
Believe it's easier to integrate a Mac than a PC

59%
It's easier to integrate an iPad into existing environments than its rivals

Conclusion

Schools need devices that are flexible and intuitive, all while providing industry-leading security. That's why K-12 environments continue to adopt Apple. With extensive functionality geared toward both students and educators, Mac and iPad help broaden the scope of how lessons are taught and received. And their security, reliability and intuitiveness, coupled with the growing app ecosystem, make them an easy choice for schools that depend on uninterrupted, quality learning.

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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