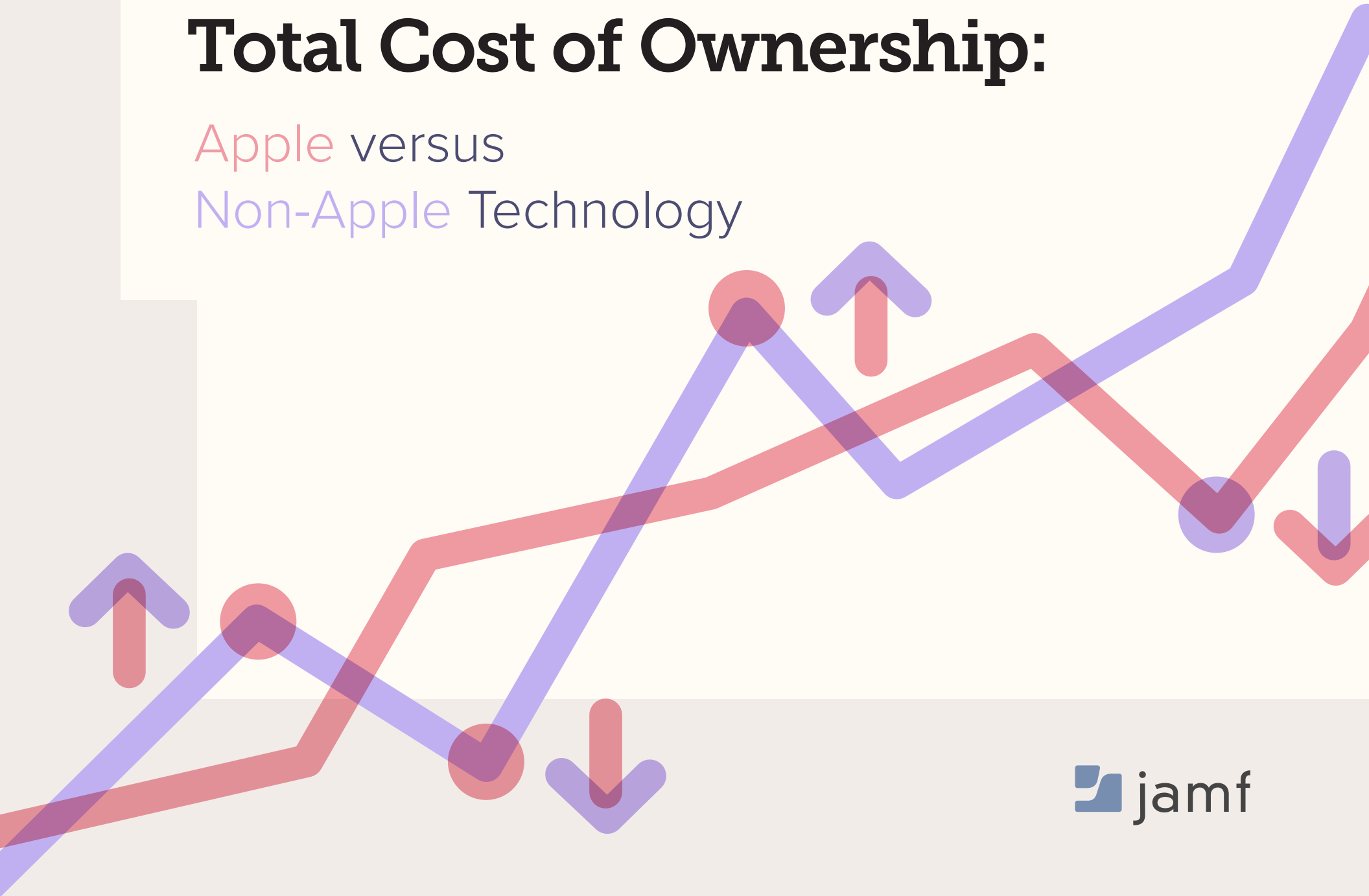
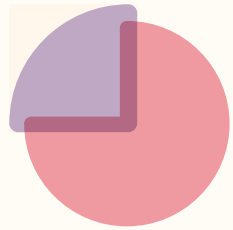


Total Cost of Ownership:

Apple versus
Non-Apple Technology





Doing more for less in higher education

Education institutions are tasked with nurturing and fostering an engaging, creative and exceptional learning environment for each and every student, while also balancing a stringent budget for all campus initiatives and departments.

As the global pandemic forced many from offices and classrooms into their homes, modern higher education institutions had already begun leveraging remote or hybrid learning environments where students could essentially conduct their studies from anywhere. What's driving this growing "learn anywhere" movement is technology. And this technology is becoming a larger part of an institution's overall budget.

So, when it's time to select hardware and software that will best empower students and faculty, and be affordable and practical on even the most limited of budgets, what should schools choose?

Through a collaboration with the University of Kentucky (UK),

this e-book answers that very question by examining a multitude of device types and the total hardware, software and service costs throughout their lifecycle.



Identifying total cost of ownership

Total cost of ownership (TCO) goes beyond the upfront price tag and offers a detailed financial estimate to help buyers determine the direct (hardware and software) and indirect (time, resources, services) costs.

When UK set out to determine the TCO of their technology initiatives, they had three questions that needed to be answered:

1. How can we do more with the technology we have?
2. Is it possible to keep all customers productive and on up-to-date technology?
3. Can we use lifecycle management to prove that it is more efficient to replace devices sooner, and save money in the process?

From the start, the entire TCO study followed these core values:

Service

Maintain service continuity to eliminate downtime and keep users productive.

Technology Lifespan

Determine the period when technology loses its usefulness and value.

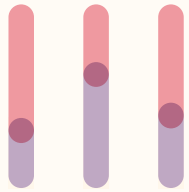
Real-Time Data

Remain apprised of device status regarding updates, security patches, application versions and operating system versions in (or as close to) real time.

Data Driven

Identify key performance metrics, reporting, and analytics and evolve for continuous improvement based solely on factual data.

With objectives, goals and values defined, UK's IT staff, led by Bill Adams, Facilities Information Services Manager, created a custom web-based tool to collect device data and put into visualized reports to showcase technologies supported, isolate trends, and identify departments/devices requiring IT service.



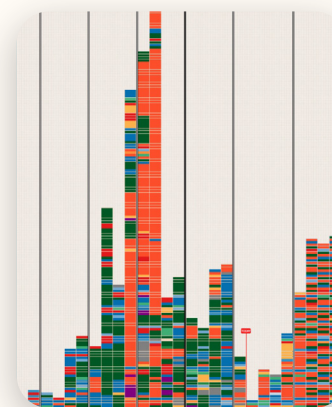
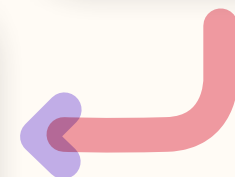
Total cost of ownership metrics

As the TCO study and web-based tool began collecting data, the UK project quickly grew to support 30+ departments and groups within departments — each with unique technology requirements and technology being leveraged.

To provide an understandable, color-coded report, UK bucketed their device metrics by:

1. Device summary by department
2. Services offered
3. Technician tools designed to help devices “age gracefully”
4. Technician tools designed to manage the device fleet
5. Safeguards and data backup

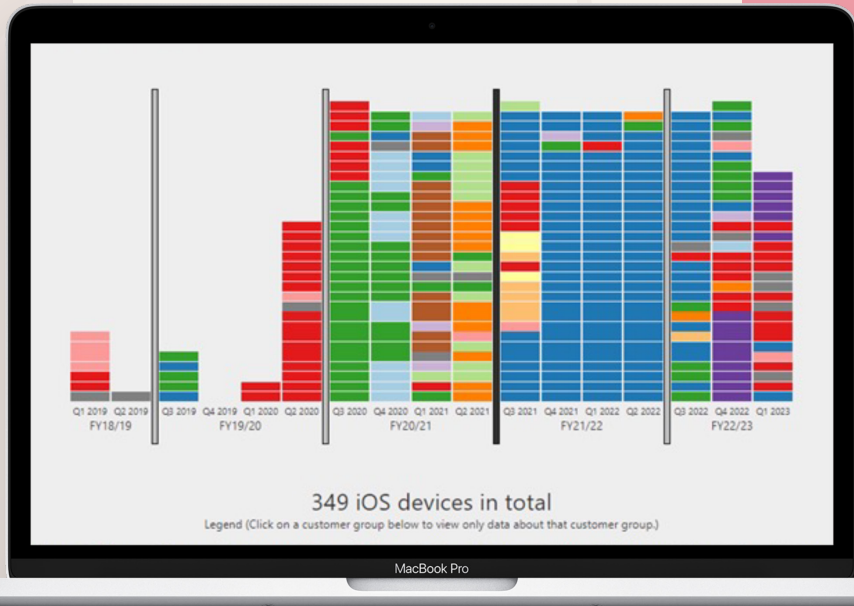
These five metrics were then broken out by device type, allowing UK to paint a cohesive picture of hardware, software, and services rendered and required — resulting in a multi-factor, composite score for each type of hardware.



As reports populated, the UK IT team shared them with budget stakeholders within each department/group so they could determine how to best budget for and manage devices over time.

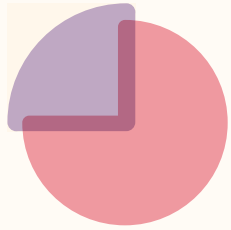
This also showed them when the optimal time — in cost and device efficiency — was to replace and refresh hardware. This predictable budgeting model has been instrumental in allowing stakeholders to choose the best hardware for the best value. And, just as importantly, shows departments when the optimal time to replace hardware is, be it at the beginning or end of a given year, to save money.

This allowed UK to start visually educating its departments/users on how best to budget and manage devices over a period of time. If they moved a replacement cycle forward or backwards in a given year, they could see what the ramifications would be. This provided a predictable budget cycle and helped them save money in the long run.



Each dashboard also helps UK's IT team set priorities on which department and devices require attention, which were in need of replacement or service, how long the device had been in the cycle, and again, allow for predictable budget costs for each department, including IT.

With IT and departments working together in unison on devices selected, managed and refreshed, support costs remained in check. But all support costs are not created equal.



Total cost of ownership gap

To determine factual TCO findings, UK took into account five fundamental areas for each device type.

Base Services

What is required for every piece of hardware to function?

Hardware

How much does each device cost upfront?

Essential Software

What comes with the operating system (security tools and deployment services) and how much does it cost?

Management

What capabilities does a management solution offer and how much does it cost?

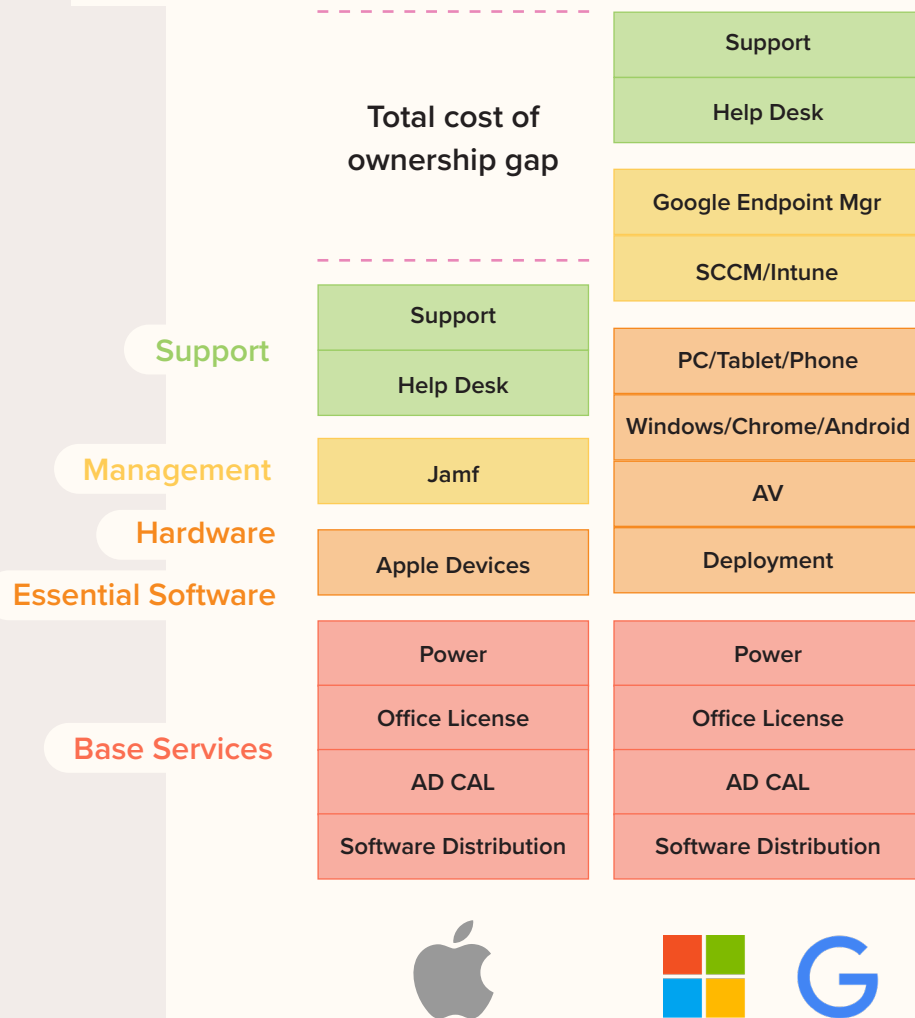
Support

How many support staff members and resources are required to support each type of hardware?

While upfront costs of Apple hardware may be more expensive than competitors, the pendulum quickly swings when going beyond initial purchase price.

Apple OSs are always free and are released on a consistent cadence so IT and users can adequately prepare to upgrade and take advantage of the latest productivity, collaboration and security resources at no cost. Apple also offers device and app deployment services in the form of Apple School Manager and Apple Business Manager free of charge. These services, among other things, allow universities to enroll devices into management and deliver a zero-touch hardware and app deployment experience – essential for remote staff and students.

A management system is essential for every ecosystem, but Apple is different than others.



Apple builds a management framework into its OSs which allow management providers to leverage in order to support. Jamf remains in lockstep with every Apple OS release to provide same-day support and maximize Apple services. Jamf also allows universities leveraging Apple products to create a custom app catalog and empower users with on-demand apps, settings and resources – greatly reducing common IT help tickets and eliminating user downtime.

On-demand access to resources is only one reason support costs are drastically lower for Apple users. Apple also wins out on ease of use and fewer trips to the help desk for troubleshooting according to a global [Vanson Bourne](#) study.

And [IBM has validated](#) these TCO findings, citing PC users drive twice as many support calls than Mac users; with only 5 percent of Mac issues requiring an IT visit compared to 27 percent for PCs.

When utilizing dedicated Apple device management, the total cost of ownership gap is undisputed compared to Google or Microsoft. And this doesn't even include the residual value of Apple over the competition when universities, schools and organizations trade-in their hardware for new.

But what does this wide gap actually mean for TCO of Apple over others?





Total cost of ownership results

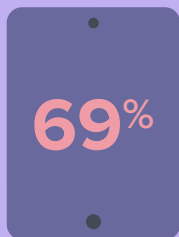
First and foremost, UK discovered that IT labor costs were drastically reduced simply by leveraging a lifecycle management solution. In fact, they found that they had nearly a **60% reduction** in daily support cost over a three-year period.

But simply looking at hardware, support and service cost on an aggregate level wasn't enough. Now that they had their reporting dashboards — aptly referred to at UK as ServiceOne — they could drill deeper and look at TCO by product categories, device manufacturers and management software solutions.

Thorough research and reporting have shown that Apple products have a lower total cost of ownership across all product categories — regardless of device count.

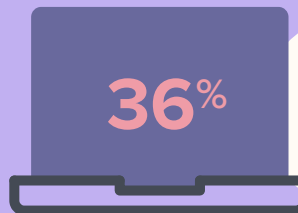
With Apple devices at UK managed by Jamf, the results have been eye-opening:

iPad Pro offers



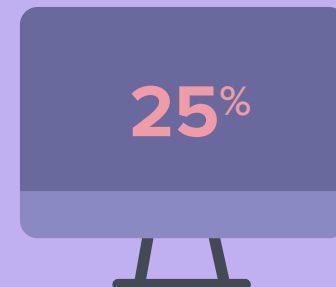
lower TCO than all other tablets

MacBook Pro offers



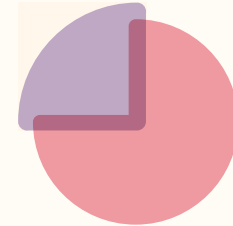
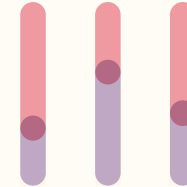
lower TCO than all other laptops

iMac offers



lower TCO than all other desktops

When it comes to technology, numbers never lie



With a variety of hardware and management solutions being leveraged, their IT team did not go into this study with preconceived notions or biases. They simply wanted to vet the technology and see the results. And they will continue to do so as they bring on more Apple hardware and leverage Jamf as their Apple management solution.

With Apple's consistent OS upgrade schedule, drive to bring continuity across the entire Apple ecosystem and revolutionary M1 Chip for Mac, it's never been a better time to reconsider the hardware users are offered. And when pairing Apple hardware with Apple Enterprise Management from Jamf — as the University of Kentucky has — the support and labor costs are drastically below the competition and simply allows IT to “set it and forget it.”



Ready to save significantly on budget while also giving users the best Apple experience?

[Start Here](#)

Or contact your preferred Apple reseller today.