



Achieving Long-Term Savings with Mac: A Lifecycle Approach



Executive summary

Mac computers in enterprise environments deliver compelling financial and operational benefits throughout the device lifecycle. Organizations improve the return on their investment and overall savings per device. This is driven by fewer support tickets, reduced risk of data breaches, increased employee productivity and more.

Introduction

Humans are creatures of habit. We like our homes, cars, clothes, phones and so on to be a certain way. Maybe you'll only drive a sedan. Or you like to organize your apps into folders. Or you only like to wear neutral colors. It's every day choices like these that create the habits and environments where we thrive.

The same is true at work too — if our office setup, location, devices and tools are catered to our needs, we can work more efficiently. This is the sentiment that more and more organizations are adopting as they create employee choice programs. These programs allow workers to use their device of choice, generally between a Windows or Mac computer.

Mac is growing in popularity. In the third quarter of 2025, **Omdia reports that Apple shipped around 6.6 million Macs**, a 4.3% year-on-year increase and 9% of the global PC market for the quarter. Organizations are matching consumer sentiment as users become more familiar with Mac and prefer it for its features, usability and more.

But is this enough of a reason for companies to add Mac to their device fleet? Many pause at the finances. Some Mac devices have higher upfront costs when compared to some Windows PCs. But this doesn't consider the benefits Mac owners reap throughout the device lifecycle — benefits that result in a better total cost of ownership (TCO) and return on investment (ROI).

In this paper, we'll break this down by going through a Mac's device lifecycle and listing the ways Mac helps your organization save money with:

- Increased employee efficiency
- A lightened burden on IT support and administration
- Fewer security incidents

Common myths that make companies avoid Mac



MYTH #1

Mac devices are too expensive.

While Mac can have a higher up-front cost compared to some PCs, the savings add up quickly. Mac devices last longer, help employees work efficiently, need less IT support and better retain their value over time.



MYTH #2

Mac devices aren't enterprise-ready.

Mac devices integrate into your enterprise IT environment with mobile device management, single sign-on, automated compliance and Identity and Access management tools. Mac supports large scale deployments, and in many cases, it's even easier with Mac!



MYTH #3

It's hard to secure Mac devices.

Built with security in mind, macOS includes features like FileVault, Gatekeeper and XProtect. With endpoint security tools built on Apple's Endpoint Security API, organizations can proactively safeguard their fleet while keeping users productive. Apple-specific tools help you gain deeper visibility, stronger compliance alignment, and protect from threats that most impact Mac.



MYTH #4

Mac devices can't coexist with Windows.

Mac devices fit easily into Windows-based environments. Microsoft 365 apps like Outlook, Teams and Word are available on the Mac App Store to ensure business continuity. With management and security tools built on Apple's declarative management framework and Endpoint Security API like Jamf, Macs integrate with existing IT tools, IDPs and SIEM systems to keep workflows smooth and employees productive.

Analyzing the Mac lifecycle

In April 2024, Forrester published a study, The [Total Economic Impact of Mac in Enterprise](#). This publication outlines the cost savings and business benefits organizations can reap by using Mac. They present their results with a composite company by aggregating the experiences of multiple organizations.

At the 2023 Jamf Nation User Conference (JNUC), Fletcher Previn, SVP and CIO at Cisco, reported on the results of their [Mac employee choice program](#).

We'll cite the results of these studies in the following sections.

Planning and procurement

Standard configurations

Mac software and hardware have the same designer, allowing them to complement each other and perform at their highest level. Beyond saving on operating system software licenses, this also makes acquiring them simpler, whether you purchase them directly from Apple or from Apple Authorized Resellers. Overall, this means IT can spend less time choosing between hardware options that fit in their software stack.

Longer replacement cycles

Participants in Forrester's study found that the build quality and durability of Mac devices may lead to extended device lifetimes. The study notes that performance decays at a slower rate and devices can provide an **extra 13 months of use** compared to previous devices. If devices maintain performance for longer, employees get more productive use out of their devices. Plus, organizations can delay refresh cycles if desired, helping them get more value for their money.

Provisioning

Zero-touch deployment

With macOS and a mobile device management (MDM) solution, provisioning is fast and fully automated. When integrated with Apple Business Manager (ABM) or Apple School Manager (ASM), MDM enables zero-touch deployment, devices are shipped directly to users, automatically enrolled, and configured with security settings, policies and required apps. ABM and ASM handle app and book assignments, while MDM manages deployment and compliance. This results in streamlined onboarding, improved security posture and more time for IT and employees to focus on impactful work.

Intuitive user experiences

Mac supports a range of workflows and user interface designs that makes macOS intuitive for users – like downloading apps or updating the OS. These platform-native experiences and user-friendly design allows users to stay productive however they are using their Mac.



Maintenance

Reduced support costs

Forrester's report found that with Mac, device support and management costs were **cut by almost one-third**. The composite organization found that Mac was cheaper to maintain — with **60% fewer support tickets** filed per device per year. IT employees spent less time on device management and are able to **manage twice as many devices** per employee. This all added up for over **\$7.3 million in savings** for the composite organization over five years.

Fewer security incidents

Apple designs Mac with device security in mind. With built-in security features like FileVault encryption, Gatekeeper and biometric authentication, Mac has an excellent foundation for security. That's why organizations in Forrester's study found the risk of a data breach was **up to 90% lower** with Mac — and fewer security applications were required to defend the device compared to Windows PCs, reducing costs further.

Streamlined OS updates

With Mac, there's no need to juggle extra enterprise licensing when upgrading to new operating system versions. Windows typically requires organizations to subscribe to enterprise licenses that cover the OS, adding cost and complexity. By contrast, macOS is included on every Apple device, no additional paid license or plan needed. And with rapid security responses, your Mac fleet can stay secure with important security updates that don't interrupt the workday. For both apps and the OS, admins can quickly deploy updates via MDM for applicable devices, reducing both complexity and overhead that updates may otherwise require.

Enhanced employee efficiency

Many employees use Mac as their personal device of choice, simply because they like using macOS. Companies that offer Mac to employees, like **SAP** and **Cisco**, found that employee preference changes how well they interact with the device — when you like your device, you're more productive and efficient.

In fact, once Cisco started offering Mac as an option, most employees chose Mac. This turned out to be a boon for productivity; Mac users tended to outperform their PC counterparts. In fact, Mac users on Cisco's sales team showed **9.8% increase** in deal creation, **10.9% surge** in bookings and **9.9% acceleration** in deal closure. This is no small contribution to cost savings.

Decommissioning and recycling

Built-in lock/wipe features

Lost or stolen assets can be a real problem, leading to data breaches. Forrester found that with Mac, the risk of data exposure from a missing device is reduced by 90%. The ability to remotely lock or wipe a Mac enrolled in your MDM makes it easier to keep your data contained.

Higher resale value

Forrester also found that Mac devices are worth 30% of their original value after four years of use. Compared to enterprise PCs, which offer a 15% residual value, Mac saved the study's composite organization nearly half a million dollars when they were retired in year five.

All in all, the study reported a **\$547 savings in total cost of ownership**, per Mac, deployed over five years. This equated to a **186% return on investment**.

Case studies: organizations that saved with Mac

SAP

SAP is a multinational software company used all over the world with over 100 thousand employees. Since starting their employee choice program, over 30 thousand chose Mac. SAP found that letting their employees select their devices “**unleashes their full potential.**”

“The Mac program at SAP enables every employee to choose the device they want to use, creating the most knowledgeable, satisfied, and productive workforce. The positive effects speak for themselves.”

— **Thomas Saueressig**, Member of the Executive Board, SAP SE, SAP Product Engineering

Cisco

Cisco is a telecommunications company with over 130000 employees. CIO Fletcher Previn led a **successful employee choice program** at IBM prior to Cisco. At the latter, they found that **60% of their employees** use Mac, leading to significant increases in productivity in sales and software engineering teams. And that **Mac was \$148-\$395 less expensive** over three years for an improved total cost of ownership.

“At Cisco, we are reimaging the Mac experience to support, engage, and empower employees to do their best work, and we appreciate offerings like Jamf Pro as we’ve rolled out our robust employee choice program to our global, hybrid workforce.”

— **Fletcher Previn**, Chief Information Officer, Cisco

Scrive

Scrive is a global electronic signature and ID business. As they expanded quickly, they needed devices that would support their growth. With Jamf and Mac, they were able to provision, configure and deploy their devices seamlessly, helping them save time and money.

“We save upwards of a day per laptop, as compared to provisioning manually. All we need to get a new employee up and running is to create a username and password.”

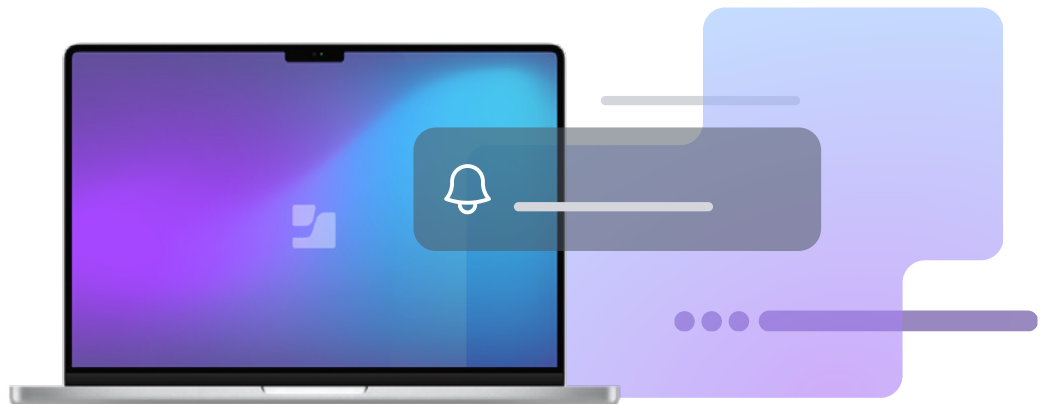
— **Tage Borg**, CTO at Scrive

Pennylane

Pennylane is a financial management and accounting platform for business leaders and their accountants. Many of their employees are remote across Europe. They implemented an employee choice program, allowing workers to choose between PCs, Chromebooks and Mac devices. Eventually, they switched entirely to Mac for its features and cost savings.

“We chose Apple because we have confidence in the robustness of the company and their devices. The cost/performance/durability trifecta is also better with Apple.”

— **Thomas Piault**, IT Manager at Pennylane



Achieve long-term savings with Mac

As we've already discussed, organizations that offer Mac devices to their employees see:

- Fewer support tickets and lower management costs
- Increased employee productivity
- Reduced risk of a data breach
- Better total cost of ownership and return on investment

Part of these benefits come from *how* they manage their Mac devices — like the MDM and security software they use.

Choosing Apple-first MDM and security solutions optimizes Mac management in your organization. Jamf offers powerful tools to make the most of your Mac deployment throughout its entire lifecycle with:

- Seamless onboarding with automated enrollment and zero-touch deployment
- Simple and secure management tools with expansive integrations
- Robust app deployment and patch management tools
- Leading endpoint security and threat defense
- Comprehensive inventory, reporting, logging and audit capabilities



Want to try it for yourself?
Request a free trial of Jamf for Mac.