IDC MarketScape

IDC MarketScape: Worldwide Unified Endpoint Management Software for Apple Devices 2025–2026 Vendor Assessment

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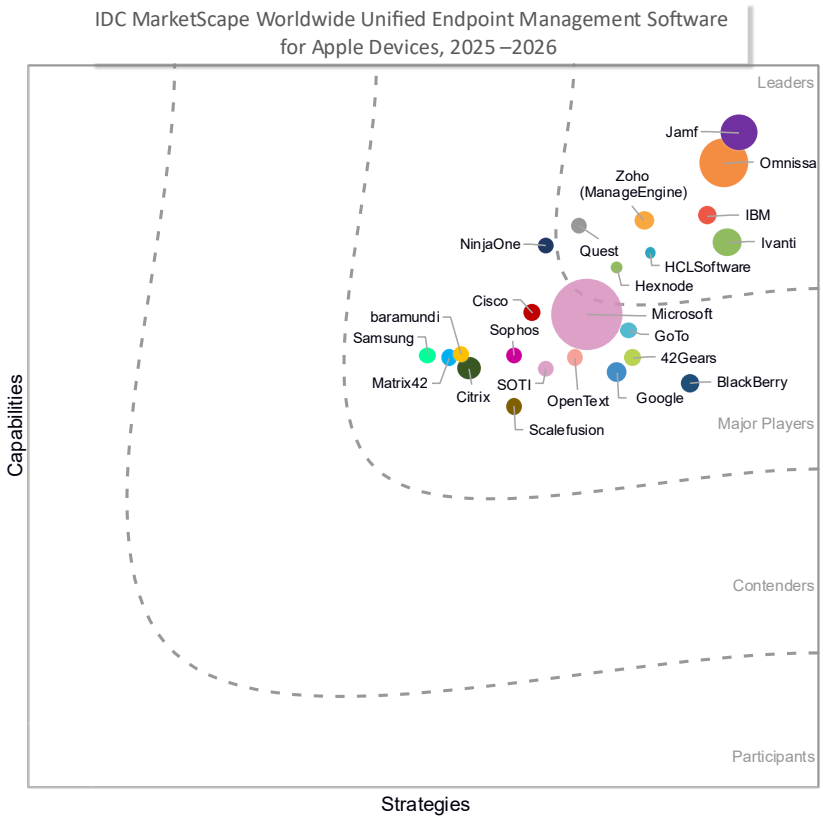
THIS EXCERPT FEATURES JAMF AS A LEADER

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Unified Endpoint Management Software for Apple Devices Vendor Assessment



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Please see the Appendix for detailed methodology, market definition, and scoring criteria.

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Unified Endpoint Management Software for Apple Devices 2025–2026 Vendor Assessment (Doc # US53003225).

IDC OPINION

The deployment and management of Apple devices in the enterprise environment has grown dramatically, with Apple Mac adoption rising and the use of iPhones, iPads, and wearables becoming a norm for many knowledge workers. However, the unique architecture of macOS, as well as the intricacies of Apple device security and integration, have led to persistent challenges for IT teams, particularly in mixed-OS environments. Unlike Windows PCs, many enterprise Macs remain outside of centralized management, and the distinct needs of Apple endpoints — such as declarative device management (DDM) and the continuous introduction of platform-specific controls — have resulted in specialized teams or centers of excellence for Apple administration.

Despite these complexities, the trend toward unified endpoint management (UEM) is equally relevant in Apple-centric contexts. UEM vendors are differentiating themselves by how promptly they implement each year's Apple management capabilities, including new mobile device management (MDM) features, declarative management, device attestation, and privacy-centric functionality. Enterprises must navigate between best-of-breed Apple-focused UEMs and broad multi-platform solutions, measuring the tradeoffs in ecosystem fit, integration, and feature completeness.

Interoperability with ITSM, identity, security, and collaboration platforms is paramount for successful Apple UEM, especially as hybrid and remote work drive expectations around zero-touch provisioning, remote troubleshooting, and multi-device support. Moreover, best-in-class Apple-centric UEMs also deliver analytics and digital employee experience (DEX) tools that surface user and device insights, enabling IT organizations to monitor device health, security posture, and user satisfaction.

The market also observes a growing prevalence of bring your own device (BYOD) and the need for UEM to manage compliance, security, and application access without requiring full device enrollment. The perpetual pace of change in Apple's management APIs and developer guidelines makes ongoing vendor investment, speed of compliance, and a close relationship with Apple ecosystem partners essential vendor selection

factors. Overall, the market for Apple management within UEM is dynamic, and buyers must prioritize integration, comprehensive Apple feature coverage, and streamlined user experiences.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

IDC invited vendors to participate in this assessment based on the following key criteria:

- The vendor has a unified endpoint management software product capable of managing macOS PCs and iOS and iPadOS mobile devices (smartphones and tablets). The vendor has an estimated UEM product revenue of $5+ million for calendar year 2024.

ADVICE FOR TECHNOLOGY BUYERS

Buyers of UEM software should look for the following attributes, capabilities, and relevant use case scenario support from vendors under consideration:

- Organizations managing Apple endpoints should demand platforms that swiftly adopt and operationalize Apple's annual device management API innovations, such as declarative management and device attestation. The vendor's agility in supporting these Apple-first features ensures ongoing compatibility, secures device fleets, and maximizes the value of new Apple device capabilities.
- Look for platforms offering complete coverage across the entire Apple hardware continuum, from Macs and iPhones to iPads, Apple TV, and Apple Watch. This breadth permits diverse user roles — executive, creative, field, or frontline — to transition smoothly between devices while preserving a consistent security and productivity experience.
- Multi-device user support is increasingly critical; ensure the platform links end-user identities with all assigned Apple devices, centralizes app and policy control, and synchronizes DEX analytics. By supporting "multi device per user" environments, organizations can accommodate dynamic work patterns and more accurately model usage in knowledge and hybrid roles.
- Evaluate the capacity for both full device enrollment (MDM) and blended, privacy-sensitive management models, such as app-level management or managed Apple IDs for BYOD scenarios. This flexibility is essential for supporting mixed personal/corporate usage models and complying with privacy regulations while retaining security controls over sensitive data and resources.
- Deep integration with enterprise identity, SSO, MFA, and access platforms is crucial for enforcing robust authentication and adaptive access policies that

meet enterprise and compliance standard requirements. Well-integrated UEMs help minimize friction for end users, enabling seamless sign-on and self-service password resets across all Apple devices.

- Prioritize management solutions equipped with advanced DEX analytics for Apple endpoints, including device health monitoring, user sentiment collection, and trend analysis on utilization or hardware support issues. Proactive visibility into device experience reduces helpdesk incidents and allows IT to intervene before minor performance degradations evolve into major disruptions.
- Insist on platforms that streamline device onboarding and provisioning via automated workflows such as Apple Business Manager, zero-touch deployment, and embedded user self-service portals. Rapid, hands-off provisioning empowers IT and end users while supporting high-volume deployments, such as onboarding during organizational growth or annual device refresh cycles.
- Consider the platform's compatibility with remote support and troubleshooting mechanisms, such as live view, remote lock, and diagnostic data capture. These features are paramount for maintaining Apple device fleets as organizations adopt distributed and hybrid work models, reducing the time required for repair or remediation.
- Review the breadth and flexibility of policy controls at a granular level — including enforcement based on device location, health status, and usage role. Granular controls across managed Macs and iOS devices improve risk management, enforcing compliance with company policies and regulatory mandates even as users move between different work contexts.
- Vendor investment in seamless enterprise software integration — such as with collaboration suites, SaaS, and vertical or line-of-business applications — amplifies the value of any Apple-centric management deployment. Platforms that build rich, pre-tested integration connectors reduce deployment risk and unlock efficiencies across disparate business and IT ecosystems.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

Jamf

Jamf is positioned in the Leaders category in this 2025–2026 IDC MarketScape for worldwide unified endpoint management software for Apple devices vendor assessment.

Jamf is purpose-built for Apple device management, with unmatched support for macOS, iOS, iPadOS, Apple TV, Apple Watch, and Vision Pro. The platform delivers end-to-end life-cycle management, including zero-touch enrollment via Apple Business Manager, automated policy and security profile deployment, OS and third-party app patch management, FileVault and network config management, device telemetry, and system health analytics. Jamf integrates with Apple's latest APIs for declarative device management, Platform SSO, identity federation, and privacy-focused controls, offering immediate support for new Apple OS versions and features.

Strengths

- Deepest available integration with Apple management frameworks, APIs, and security controls, including same-day OS support and advanced device attestation
- Specialized workflows and automation for macOS and iOS deployments, including Apple Business Manager, ADE, and sophisticated patch/update management
- Rich third-party ecosystem for Apple-focused networks — seamless tie-ins with Apple-specific products and cross-platform security, identity, and workflow partners
- Dedicated tools for unique Apple form factors (e.g., Apple TV, Apple Watch, Apple Vision Pro), supporting business, education, and specialist use cases without parallel

Challenges

- Jamf offers limited value for organizations with minimal investments in Apple hardware or mixed environments where Apple is not the primary device fleet.
- Some advanced DEX and telemetry features may require additional investment or integration with partner solutions.
- SMBs or budget-sensitive organizations with basic needs may find the breadth of features more than is required.
- Dependence on native Apple MDM APIs means some features on other platforms (Linux, Android, Windows) are not available.

Consider Jamf When

Buyers heavily invested in Apple hardware, requiring granular macOS and iOS management, immediate OS update compatibility, and deep Apple ecosystem integration, should consider Jamf.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

Unified endpoint management (UEM) is a technology submarket category of the client endpoint management functional market. Software products in this submarket combine the management and provisioning functions for most common end-user computing operating systems and device types (i.e., Windows, macOS, iOS, Android, and ChromeOS) in a single platform. By definition, UEM products must be able to manage both mobile (smartphone/tablet) and PC (desktop/laptop) endpoint device form factors (although support for multiple OSs in each device category is not a requirement). This excludes legacy platforms such as PC life-cycle management, PC imaging solutions, mobile-only MDM platforms, and industrial IoT endpoint management platforms. Given the unique nature and architecture of Apple device operating systems (macOS, iOS, iPadOS, tvOS, watchOS, VisionOS) and the prevalence of these technologies in enterprises, this study looks at the UEM market specifically through the lens of vendor products, capabilities, and strategies for managing these platforms.

LEARN MORE

Related Research

- *Market Analysis Perspective: Worldwide Client Endpoint Management, 2025* (IDC #US53787225, October 2025)
- *Dell Technologies FY 2Q26 Results: AI Momentum Powers Performance* (IDC #lcUS53774325, August 2025)
- *IDC TechBrief: Digital Employee Experience* (IDC #US53638125, July 2025)
- *Worldwide Client Endpoint Management Software Market Shares, 2024: Preparing for a More Automated World* (IDC #US53140725, June 2025)
- *Worldwide Unified Endpoint Management Software Market Shares, 2024: A UEM for Every Use Case* (IDC #US53140625, June 2025)
- *Worldwide Unified Endpoint Management Software Forecast, 2025–2029* (IDC #US53140525, June 2025)
- *Worldwide Client Endpoint Management Software Forecast, 2025–2029* (IDC #US53140425, June 2025)
- *Five Trends to Watch in Endpoint Device Management in 2025* (IDC #US53081125, January 2025)

Synopsis

This IDC study represents a vendor assessment of the unified endpoint management software market, focused on the use case of Apple device management, through the IDC MarketScape model.

"Growing numbers of macOS devices, and the prevalence of iPhones, as well as other Apple endpoint devices in enterprise environments, can present security, management, and support challenges for some enterprise IT organizations," says Phil Hochmuth, research VP, Endpoint Device Management and Enterprise Mobility, at IDC. "IT operations teams must decide if dedicated management tools and processes are required for large enterprise Apple device management scenarios or if capabilities can be supported in existing UEM platforms."

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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