



Mac in the enterprise: Drive the future of work with employee choice

It's no secret that the way people work and global economies have changed in recent years. More employees are working remotely, while organizations are pressed by macroeconomic trends. The time and money invested in the workforce has fluctuated, with a surge in PC sales in 2020 and 2021, followed by a significant decline.

But the tides are changing. **IDC predicts commercial PC shipments will grow 3.4% from 2023 to 2027**, reversing the trend seen in 2023. Shipments of macOS devices are particularly expected to grow, with forecasts predicting a significant increase in 2024 greater than increases predicted for Windows and Chrome OS devices.

Dive in to learn about:

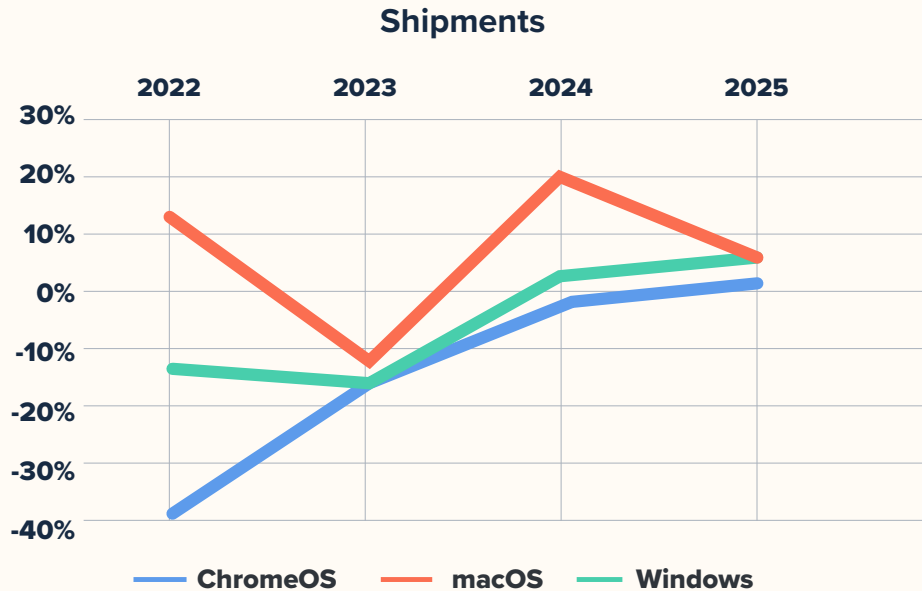
[The philosophy at the core of employee choice >](#)

[Enhancing the workplace experience >](#)

[Mac choice success: The hard numbers >](#)

[Where to go from here >](#)

Worldwide Commercial (ex. Edu) PC Shipments



Source: IDC 2023

This makes sense — as remote work lingers, employees are requesting to use the devices they work with best, and **organizations are listening** by offering different brands, types and number of devices allocated to employees. And with support for Windows 10 ending in October 2025, IT departments are already preparing for necessary refresh cycles, an opportune time to add new devices to their offerings.

While many employees are returning to the office, **40.9% of full-time employees** still work from home at least some of the time, according to WFH Research. Upwork predicts this will only increase, and by 2025, 32.6 million Americans will work remotely. That's a lot of devices to manage and secure from afar.

To keep up, organizations need to make sure they're offering the preferred devices for their workforce, devices that keep their employees happy and productive and corporate resources secure. Users are increasingly adopting Mac, with a **13% increase in market share** in the last 10 years, according to

Statcounter. Users choose Mac for personal use because they believe Mac devices provide them with the best tools, performance, security and aesthetics they want and need — shouldn't they be offered the same opportunity with their livelihood devices?

At Jamf, we think so, and have for nearly a decade.

Our customers report an **increase in productivity, creativity and self-sufficiency** when they use a Mac. And putting device choice back in the hands of the employee creates a positive relationship between them and their organizations — in fact, **based on a 2021 Jamf study**, 91% of surveyed employees at organizations with an employee choice program felt more productive, positive and valued. But don't just take our word for it. Let's explore what someone else who staked their career on Apple and Mac choice has to say.

The philosophy at the core of employee choice

Fletcher Previn has led two of the largest Mac employee choice programs — once as an SVP, before he was CIO — at IBM with his **Mac@IBM** program, now again as CIO at Cisco. At **JNUC 2019**, four years after the inception of the Mac@IBM program, Previn reported the effects of employee choice at IBM. Of their ~385,000 employees, those using Mac were less likely to leave the company and scored higher on their annual performance assessment, while keeping these Macs updated and managed required less IT personnel and help desk support.

As Cisco's SVP and CIO, Previn has done it once again with **Mac@Cisco**, starting their employee choice program in 2022 with astounding results. Cisco employs over 130,000 people spanning 99 different countries to develop their communications technology.

Every employee who uses a device for work interacts with their company's IT department at some point, whether it's during onboarding, offboarding, setting up a room or troubleshooting a problem. As Previn notes in his 2023 JNUC presentation:

The state of IT is a daily reflection of what the company thinks and feels about its people.

— Fletcher Previn, CIO at Cisco

Even if employees don't interact directly with IT on a daily basis, IT's efforts permeate the work they do. After all, the security and success of the company relies on the tools, process and policies created by IT teams — the devices offered, available software, network connections and infrastructure, password policies, and behavior allowed or disallowed in Acceptable Use Policies (AUPs) all influence how well employees can perform their job function.

When IT departments cultivate a culture of trust with other parts of the organization — that is, when employees can rely on IT knowing they have their best interests in mind — the entire organization reaps financial, professional and communal benefits (more on those benefits later). Keeping employees happy means recognizing that employee attitudes toward technology shift with innovation; as Previn said in his JNUC presentation, **"Today's best experience is tomorrow's minimum expectation."** This philosophy is at the heart of Cisco's employee choice program.



At Cisco, we are reimagining 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, CIO at Cisco

Enhancing the workplace experience

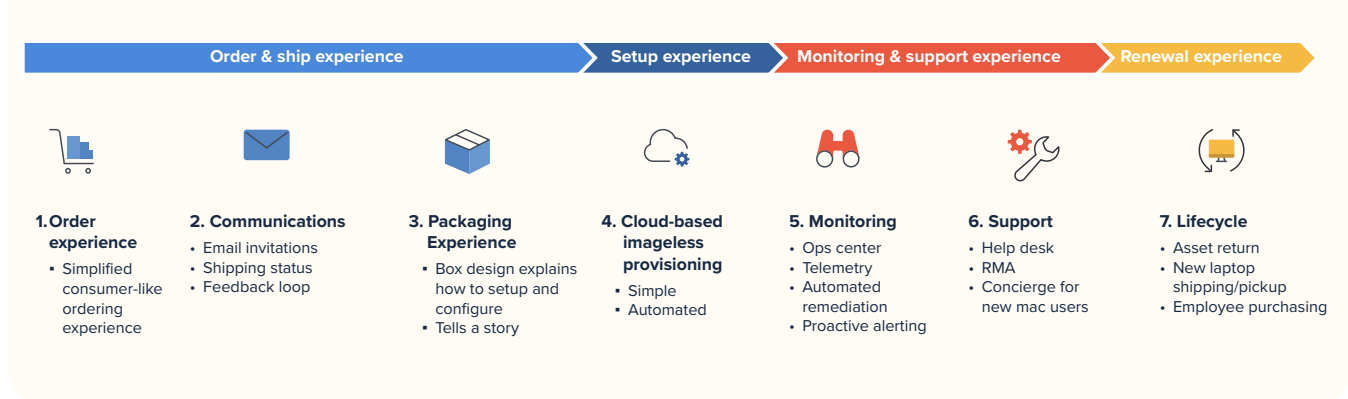
So what does putting that philosophy to work and creating a supportive, engaging and empowering employee choice program look like? It goes beyond simply just presenting Mac as an option for employees. It means developing an ecosystem that allows employees to *thrive* with their Mac.

Consider:

- ▶ How the devices will be procured and financed
- ▶ How employees will access the software they need
- ▶ How devices will be managed and supported

Creating an End-to-End Mac Lifecycle in the Enterprise

The seven user experience components



Source: Cisco, JNUC 2023

Implementing this isn't obvious. Previn breaks the Mac lifecycle down into four experiences:

- ▶ **The order and ship experience:** Consumer-like ordering, clear communication on order status, informative packaging that explains how to set up and configure their device
- ▶ **The setup experience:** Cloud-based, imageless provisioning that is simple and automated
- ▶ **The monitoring and support experience:** Telemetry, automated remediation, proactive alerting, a help desk with concierge for new Mac users
- ▶ **The renewal experience:** Returning an asset, acquiring a new laptop

This looks different for IT versus end users. Let's break it down.



The IT experience

Streamlining the procurement, setup, maintenance and renewal experience relies on choosing the right Mobile Device Management (MDM) platform. The right MDM can support Apple's Automated Device Enrollment, meaning IT can procure Macs primed for configuration and enrollment into their MDM — without ever having to touch the device. And User-Initiated Enrollment lets users enroll their devices as needed, such as for a bring-your-own-device (BYOD) program. This saves IT time since they don't have to manually configure devices from a corporate image or create a support ticket if a user needs to enroll their device.

Making it easy to enroll in your organization's MDM means less resistance. Mandating MDM enrollment to access company resources like email and other apps means more security. Users are more likely to enroll if it's simple, leading to fewer instances of unsanctioned access and shadow IT, overall resulting in fewer support tickets and reducing security risk.

Device enrollment is a critical part of a defense-in-depth security strategy, not just a convenient way to keep inventory of or deploy devices. When integrated with security tools, MDM platforms can keep track of device health and compliance, letting IT know exactly when a device is compromised or in need of remediation. Together, these solutions can automatically remediate any threats that put your system at risk.



The user experience

As mentioned above, users take care to choose their personal devices based on aspects like performance, battery life, integration with other devices, feature selection, aesthetics and more, choosing ones that are best suited to their preferences. Generally, they want the best, however, they define “best”.

When did it become OK to live like the Jetsons at home, but the Flintstones at work?

— Fletcher Previn, CIO at Cisco

By offering users Mac, you are giving them the opportunity to pick the platform they love to use — and ultimately the device they can efficiently and competently use.

OK, what about software? Offering a self-service portal — a repository of approved work apps — to users means they can easily download their required software whenever they need it. There's no waiting for IT to download the app, no support ticket and no guessing whether they're downloading the correct software.

All of this doesn't just keep users happy, it reduces support requirements from IT. Not to mention that Mac users tend to keep their software more up to date than other platforms, ensuring their devices have the latest security patches.

Modern Management

The right MDM software streamlines the management process by treating computers like the remote devices they are.



Modern Devices

Powerful and efficient devices means successful employees and fewer support tickets.



Self Service

Make accessing software simple, fast and secure to reduce the need for support tickets and keep employees happy and productive.



Employee Satisfaction

As nice as it is to improve employee satisfaction, there are some common beliefs we hear when talks of adding Mac to the enterprise begin, mainly that Macs are too expensive and too complex to support alongside other operating systems and infrastructure. Jamf is here to challenge these beliefs, not just because we think Mac belongs in the enterprise to make employees happy, **but because the data supports it.**

Mac choice success: The hard numbers

A year after implementing the **Mac@Cisco** program, **Cisco found** a number of wins that justified their choice program — beyond the fact that their employees wanted it.

And want they did. **60% of Cisco employees use a Mac.** This included **96%** of their product designers, **74%** of their engineers, **71%** of their sellers and **66%** of their marketing and communications department. And **24%** of PC users switched to Mac when choosing a new device.



60%

of Cisco employees use a **Mac**



96%

**Product
designers**



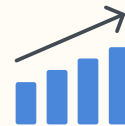
74%

Engineers



71%

Sales



66%

Marketing

Total cost of ownership (TCO)

Ok, but what about the *money*? Let's talk TCO.

Cisco calculated their TCO by measuring:

- ▶ Leasing vs purchase
- ▶ Location (US/global)
- ▶ Operating system (Mac, Linux, Windows, VM)
- ▶ Labor type (employees vs contractors)
- ▶ Software stack
- ▶ Hardware costs
- ▶ Support costs
- ▶ Engineering team

They found that the **TCO for Mac is \$148-\$395 less than PC** over three years, depending on the model. Across all models, Mac cost less in support need, engineering and software — even the Macs with more expensive hardware resulted in a lower TCO overall. Mac has a lower TCO when compared to Linux and Microsoft Cloud PC as well.



1. TCO for Mac is \$148-335 less than PC over 3 years

2. TCO for Mac is \$245-561 less than PC over 4 years

3. TCO for Mac is \$183 less than Microsoft Cloud PC

Note: Not including hardware costs of device that accesses cloud



Experts at Cisco's IT department developed an open-source TCO calculator to quantitatively understand the cost of Mac in their organization.

They've made this available for other IT departments to use. [Try the open-source TCO calculator >](#)

The burden of Mac on IT

Cisco measured the burden offering Mac places on IT. They found:

33% fewer engineers are required to manage the Mac program than the Windows PC program.

12% fewer support tickets were raised by Mac users than Windows PC users.

36% fewer hardware issues were reported by Mac users than Windows PC users.



80%

with a Mac



83%

with a Mac
and iPhone

Reported IT satisfaction

As we talked about earlier, the relationship users have with their IT department sets the tone for the organization. After offering Mac to their employees, **80% of employees with a Mac** and **83% of employees with a Mac and iPhone** reported they were satisfied with IT — 4%-9% higher than employees with Windows PC. And on average, **DNS loss is 60% lower**, gateway latency is **50% lower for Mac**, and **wireless signal quality** is consistently higher — important for a hybrid and remote workforce.

The impact on security

Cisco measured the security impacts of adding Mac:

88% of Macs
have **biometrics enabled**

65% more than Windows PCs.

9x fewer

virus cases were
detected on Mac.

5x fewer

cyber threats were
detected on Mac.

Timeframe to reach 90% uptake of latest OS



1 Month

for Mac Users



6 months

for Windows users

Employee performance

Allowing employees to use their preferred device doesn't just improve their experience; it results in better performance. Cisco found that sellers using Mac had **9.8% more deals** created, **10.9% more bookings achieved** and were **9.9% faster** to close a deal than their Windows PC counterparts. And software developers pushed **11.5% more code** to production when using a Mac.



Sales Team:

9.8% more deals*

10.9% more books achieved*

9.9% faster sales cycle*



Software Developers:

11.5% more code pushed
to production*

*Compared to Windows user counterparts

Where to go from here

To recap what's been said:

- ▶ Employees feel valued by their organizations when they can choose their own work devices.
- ▶ An IT department's relationship with their organization sets the tone for how employees work.
- ▶ A Mac employee choice program benefits both the user and the organization, including the user experience, employee performance, TCO, security and IT workload.

In other words, there's an excellent opportunity for IT to drive the future of work in an organization when you offer Mac to employees. At Jamf, we've worked to help Cisco and organizations with this endeavor by supporting their Mac employee choice program.

The Jamf platform offers management and security for your Mac fleet with our device management, identity and access, and endpoint security functionality, consolidating the support needed for your fleet into one platform.

One provider. One Solution. All the productivity, protection and profit.



6 Device management tools

- ✓ Automated device enrollment
- ✓ User enrollment for BYOD
- ✓ Device management for settings and app configuration
- ✓ App Catalog to deploy and update Mac apps
- ✓ Self Service user portal
- ✓ Device inventory reporting



3 Identity management tools

- ✓ Account provisioning with MFA
- ✓ Password synchronization
- ✓ Modern access with Zero Trust Network Access (ZTNA)



9 Endpoint security tools

- ✓ Antivirus
- ✓ Endpoint protection platform
- ✓ Mobile threat defense
- ✓ Zero Trust Network Access for next-gen VPN
- ✓ Web threat prevention
- ✓ Compliance (risk) management
- ✓ Web content filtering
- ✓ Cellular data management and reporting
- ✓ Endpoint telemetry forwarding



Reap the benefits of employee choice and drive the future of work with Mac and Jamf.

[Request Trial](#)

