



5 Metrics to prove ROI for Mac deployments



Executive summary

As organizations increasingly seek to align technology decisions with broader business outcomes, understanding the Return on Investment (ROI) of IT assets becomes critical.

This paper explores how Mac devices offer measurable, strategic advantages in the enterprise- and how to measure and report on these advantages.

While the upfront cost of a Mac may be higher than PC, Mac devices are less expensive over the long term. From a lower Total Cost of Ownership (TCO) to improved employee productivity and retention, Mac offers increased value across five key ROI metrics. This paper provides a practical framework for measuring Mac ROI in real-world scenarios.

Current trends in enterprise device deployment

Enterprise IT is undergoing a transformation. The shift to remote and hybrid work models, employee expectations for consumer-grade technology experiences and rising cybersecurity threats are all reshaping how organizations choose and deploy devices.

In this climate, IT leaders face mounting pressure to justify technology investments through hard ROI data.

ROI? It matters.

Common challenges in proving IT ROI

Finding and explaining true ROI for IT assets can sometimes be challenging. Obvious metrics like purchase costs can overlook factors that affect the bottom line just as much, such as how an organization's chosen tech can impact:

- End-user productivity
- Risk of costly breaches
- Overhead costs

Decision-makers need to think beyond initial costs and focus on a host of factors that align Mac device strategy with broader business objectives.

The 5 key ROI metrics

METRIC 1.

Total Cost of Ownership (TCO)

While Macs often come with a higher purchase price, their long-term TCO is significantly lower due to reduced support needs, fewer repairs, longer refresh cycles and a higher resale value. Back in 2023, Fletcher Previn, CVP and CIO of Cisco found that **Mac was \$148-\$395 less expensive** over three years.

Since then, multiple studies have shown that this continues to be true, including a **2024 Forrester Total Economic Impact study** showing that, over the span of five years, with each Mac deployed a composite organization realized a **TCO savings of \$547**. It concluded that **Mac ROI over five years is 186%**.

Mac devices benefit from fewer software issues, less downtime and streamlined provisioning processes. This reduces the burden on IT help desks. Additionally, Apple's Device Enrollment Program (DEP) enables zero-touch deployment – which allows IT to remotely configure devices – cutting setup times and lowering operational overhead.



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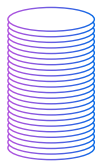
METRIC 2.

Productivity gains

Macs contribute to faster onboarding, less downtime and higher employee satisfaction – all drivers of productivity. New employees can get up and running quickly, thanks to seamless integration with cloud-based tools, intuitive user interfaces and the help of innovative software and strategies from companies like Jamf.

The Forrester study referenced above reported a **3.5% increase** in employee productivity due to device performance and reliability. A 3.5% increase might sound like much, but let's take a look at the actual numbers:

3.5% **increase**
in employee
productivity



\$46.4
million

This time **savings** was
worth **\$46.4 million** to the
composite organization.



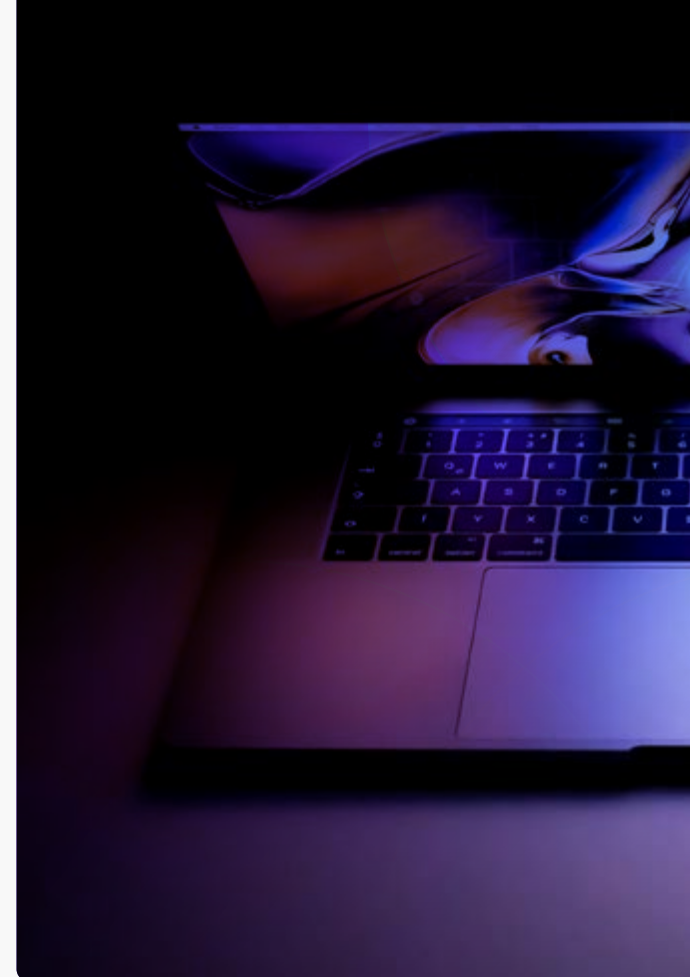
-45
minutes

Mac users spend **45 fewer minutes per month** waiting for their **devices** to start up or **update**



-55
minutes

Those who choose Mac spend **55 fewer minutes per month** on **issue investigation** and waiting for resolution.



The study also found that with “faster device-processing speeds, better application reliability and performance, a more intuitive user experience and a longer battery life all contribute to improving overall employee engagement and productivity.”

METRIC 3.

Security and compliance savings

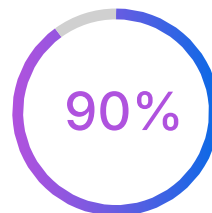
When it comes to security, Macs also deliver ROI. Apple's operating system includes built-in security features such as **FileVault encryption, Gatekeeper and System Integrity Protection**, providing a strong first line of defense. In addition, a more stable OS offers a smaller attack surface and with Apple's unique ability to enable proactive device actions through Declarative Device Management (DDM), hackers interested in Mac have their work cut out for them.

While attacks are increasing as popularity rises, Mac devices are still less targeted by malware, lowering the risk of breaches and the costs associated with incident response. With rising regulatory demands, built-in compliance tools such as Jamf's blueprints and compliance benchmarks reduce audit preparation and improve data and network protection.

While macOS provides strong built-in security, organizations often require additional layers of protection to meet specific security and compliance needs. The Apple Endpoint Security API makes this possible by enabling developers to build specialized solutions – such as Jamf Protect – that offer endpoint security, threat defense and content filtering using machine learning and behavior-based controls.

As a matter of fact, the Forrester study found that **using Mac reduced risk of a data breach by up to 90%.**

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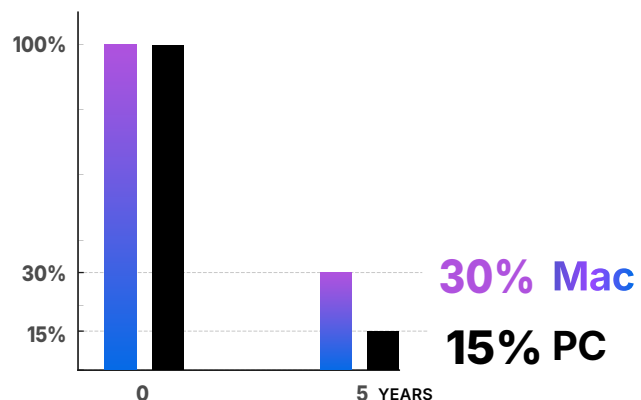


METRIC 4.

Device longevity and resale value

Macs typically remain in use longer than competing devices, often for five to six years, thanks to their robust hardware and regular software updates. This extended lifecycle reduces the frequency of device refreshes, which of course positively impacts the bottom line.

Furthermore, Macs hold their value well in secondary markets. Organizations can recoup more from resale or trade-in programs compared to Windows machines. This higher residual value enhances ROI and makes upgrade cycles more cost-effective.



The Forrester study estimated that, in 2023, **residual values were around 15% for PC and 30% for Mac** after four years of use.



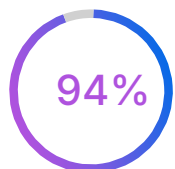
METRIC 5.

Recruitment and retention benefits

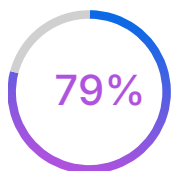
Modern employees expect high-quality tools that align with their personal preferences. Offering Macs as part of a choose-your-own-device program signals a company's commitment to the employee experience.

While it may seem obvious that giving employees the tools they prefer would help attract and retain top talent, in 2019 Jamf and Apple commissioned a third-party market research firm to validate this belief.

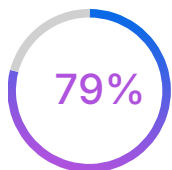
The findings, published as **Global Survey: Mac in the Enterprise** showed that:



were more likely to choose or stay with a company that offers them a **choice in work devices**

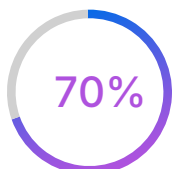


said they could not do their job as effectively without being able to **use a Mac**

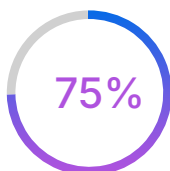


of those who previously used a PC experienced **fewer issues** after switching to a **Mac**

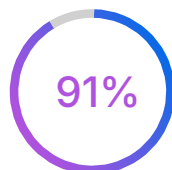
This was reinforced by a **2021 Vanson Bourne study**, which found that:



of respondents would be more likely to join a company if they could **choose their own device**



would be more likely to stay at their job if **given that choice**



reported **increased productivity**, positivity and feeling more valued when **using their preferred device**

Given the proven link between technology satisfaction and retention, these results carry significant financial implications. According to "The \$100,000/Year Drain: How Employee Turnover Is Costing Companies Big in 2025", a Harris Poll conducted for Express Employment Professionals, "turnover costs businesses \$36,723 annually in expenses like rehiring and lost productivity. For 1 in 5 hiring managers (20%), that number climbs to \$100,000 or more each year."



Overcoming common objections to Mac adoption

Let's say you're sold: you understand that Mac adoption in your organization can save you serious money in the long-term. But how do combat the pervasive myths about the cost of Mac?

Debunk myths about cost, compatibility, management, security and expertise.



MYTH:

Mac devices just cost too much.

The most common barrier to Mac adoption is the higher initial investment. However, when viewed through the lens of TCO and long-term ROI as outlined above, the investment is far more cost-effective than lower-priced alternatives over a five-year period.

Organizations that embrace holistic ROI measurement find that Macs not only fit but often exceed enterprise needs.



MYTH:

Mac computers are difficult to manage on an enterprise scale.

With solutions such as Jamf, Mac is as easy to manage as PC. When using the right tools built for Apple, IT can maximize device performance without damaging the user experience. Furthermore, automation through Jamf allows hands-free device provisioning with zero-touch deployments, automated enforcement of secure configurations and more.



MYTH:

Mac management just isn't compatible with our current infrastructure.

Thanks to cloud-based authentication availability and Jamf and Apple's seamless integrations, macOS compatibility thrives with seamless support for major enterprise applications.

Consider the following widely used solutions as examples of how integrations that allow for seamless use of both Mac and Windows:

- **Device compliance:** Centrally manage user identities and permissions to ensure continuous conditional access
- **Single Sign-On (SSO) based on cloud identity:** Secure access to apps and services
- **Stream rich Mac telemetry to a SIEM:** Gather and analyze endpoint telemetry data in one central place to make fast, data-driven decisions

Actionable Steps to Measure ROI

To effectively measure Mac ROI, organizations should adopt a structured assessment framework:

1.

Establish baseline metrics

Track current costs for deployment, support and employee productivity on existing platforms.

2.

Deploy pilot programs

Use small-scale Mac rollouts to gather real-world data across departments or roles.

3.

Use ROI tools

Use tools from Apple, Jamf or third-party consultants to quantify impacts across the five key metrics.

4.

Gather user feedback

Survey employees to assess satisfaction, productivity and ease of use.

5.

Monitor lifecycle metrics

Track refresh rates, device resale values and support ticket volumes to assess long-term performance and cost savings.





Conclusion

Mac in the enterprise can save organizations quite a bit in the long run. Several studies outlined above have shown this to be true: Macs save time, frustration, cost and turnover with lower TCO and higher ROI than PC.

However, persistent myths about Mac remain. Showing decision-makers the results of these studies and doing some myth-busting can take IT a long way, but smart Mac admins will collect data from their own organizations to prove that the theory benefitted the real-life organization.

By aligning technology evaluation with strategic business goals, organizations can build a compelling case for Mac adoption – and confidently report on its financial and operational impact.

Turn Mac adoption into measurable results.

Try Jamf

