

A hand in a grey long-sleeved shirt holds a white MacBook Pro box. Below it is a stack of three more white boxes, each with an Apple logo. In the foreground, a laptop is partially visible. The entire scene is overlaid with a blue tint and white text.

Macs in Dutch businesses

**SURVEY: 200 MAC-USING ENTERPRISES IN
THE NETHERLANDS**

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The days when Macs were mainly used in the design department are far gone. Now more and more Dutch employees are using Macs in the workplace and often so because of its easy use.

Given this transition, the question becomes whether IT departments are focussing on Mac management enough. Are they sufficiently aware of the growing desire for and use of Macs? Do they have sufficient knowledge and access to the right tools, or do they run into challenges when managing Macs?

To answer these questions, Jamf asked independent IT research agency Pb7 Research to explore the use of management challenges in large Dutch companies. The results of this survey offers valuable insights to how Macs are currently managed and how a growing number of Macs can and should be managed.

Pb7 Research

Pb7 provides research and advice targeted on the successful use of ICT in the Benelux.



EXECUTIVE SUMMARY

More and more Dutch companies are using Macs. Many employees find Macs very easy to use and feel more productive doing so. They are therefore often the driving force behind the growth of Mac use in businesses.

Jamf commissioned independent research company Pb7 to map the use of Macs and related management challenges in large Dutch companies. Among other things, the survey found that the use of Macs in businesses is expected to continue to grow.

Mac is often perceived to be a newcomer to the workplace and in many companies represents the minority of computers. This amongst other reasons, IT management departments often lack the knowledge and proper tools to optimally manage Macs. There is a particular need for tools for remote configuration and management, as well as better security monitoring. While Apple's native security does a good job of protecting Macs from threats, it is advisable for businesses to implement additional security measures.

EXECUTIVE SUMMARY

More than one in five organizations currently don't use a Mobile Device Management (MDM) solution for Mac, or they use a management solution that offers limited Mac support. Unified Endpoint Management (UEM) solutions designed to support different platforms often do not address the specific management needs of the Mac. This increases the management burden for the IT department and it can also create more risk.

The survey further shows that functionality, quality and compliance are important factors when choosing an MDM solution. It makes sense for organizations to use a management tool specifically for Apple devices. This allows them to better manage their Macs, so users can be more productive and work more securely.

ABOUT THE SURVEY

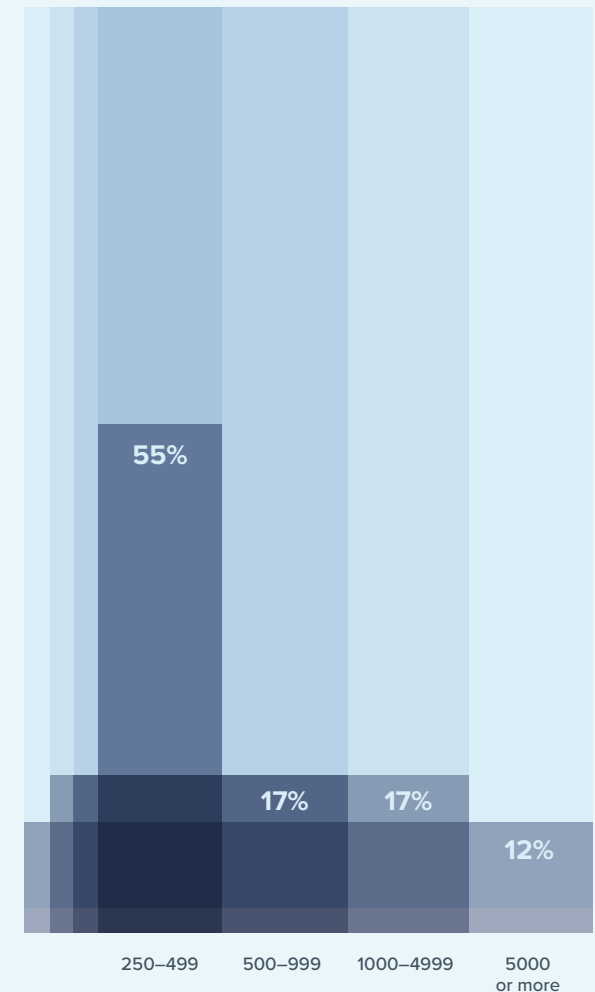
Pb7 Research approached IT decision makers working at large enterprises in the Netherlands at the end of 2020.

84% of these organizations were found to have one or more employees using Macs. In the end, Pb7 extensively interviewed **200** of these organizations using a web-based survey.

The analysis of the results was carried out by independent IT research company Pb7 Research and produced independently of the client. Therefore, the client had no influence on the results or the analysis.

Almost half (48%) of the respondents were final decision makers in evaluating and purchasing ICT products and services within their organization. 38 percent were co-deciders and 15 percent qualified themselves as key influencers on ICT matters.

Over half (55%) of the survey participants work for an organization with 250 to 499 employees. The remaining 45 percent of organizations employ 500 or more people, with over 12 percent having 5,000 or more employees.

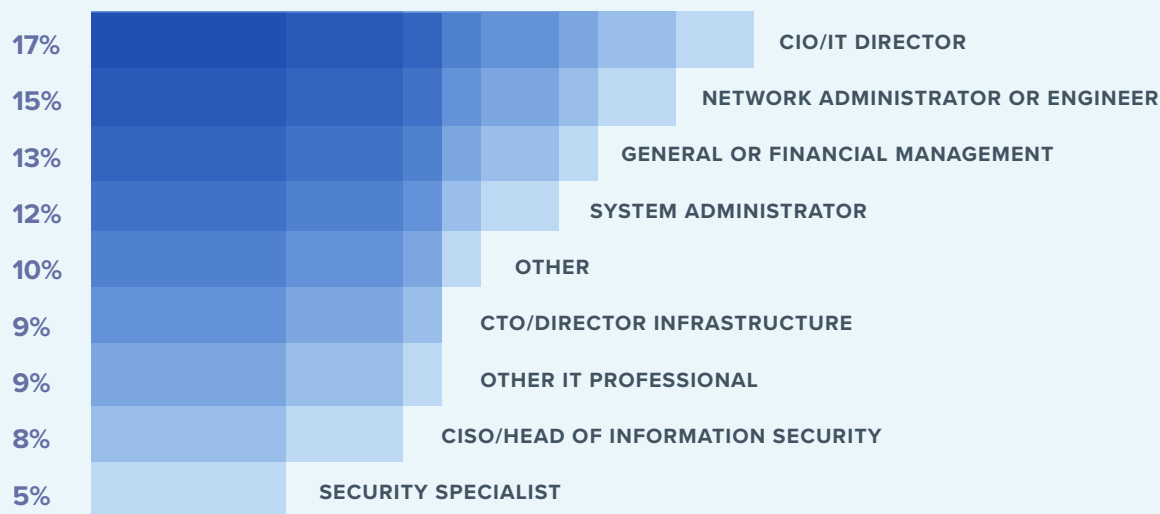


**HOW MANY PEOPLE WORK
AT YOUR ORGANIZATION?**

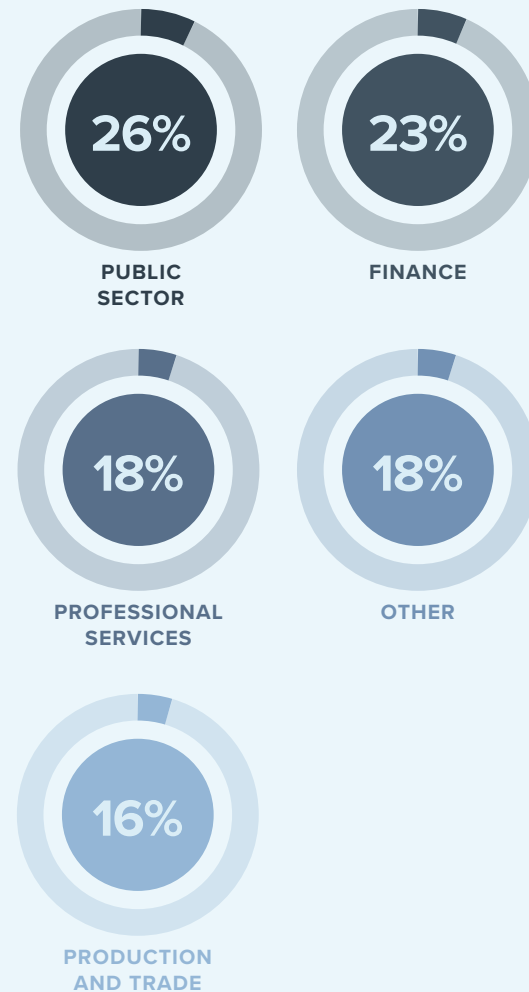
ABOUT THE SURVEY

The vast majority of respondents work in IT. The rest are corporate decision makers. The most common position is CIO/IT Director (17%), followed by Network Administrator (15%). Moreover, Pb7 reported a mix of executives and IT security officers.

Respondents are active in a variety of industries. A quarter works in the public sector and there was a strong representation of the finance industry.



WHICH OF THE FOLLOWING DESCRIPTIONS MOST CLOSELY MATCHES YOUR POSITION?



WHAT SECTOR DOES YOUR ORGANIZATION OPERATE IN?

A woman with long brown hair, wearing a light grey turtleneck sweater, is focused on her work. She is sitting at a desk, looking down at a laptop. The background is a blurred office environment with large windows and modern decor. The overall tone is professional and calm.

Macs for business

USING MACS

MAC AS A BUSINESS COMPUTER

The days when the use of Macs was reserved for companies in the creative sector are far gone. More and more people prefer to work on a Mac. And in most companies they are given the option to do so.

More than 4 in 5 (84%) corporate organizations have employees who use a Mac. Most organizations support the user in this, and this is visible from the reported ownership of Macs.

Over half (57%) of the respondents reported that the organization owns the Macs. But 'Bring Your Own Device' programs plays a big role in many organizations; One in five (20%) personally own their Macs, while nearly a quarter (24%) use both company-issued and Bring Your Own Device (BYOD) Macs.

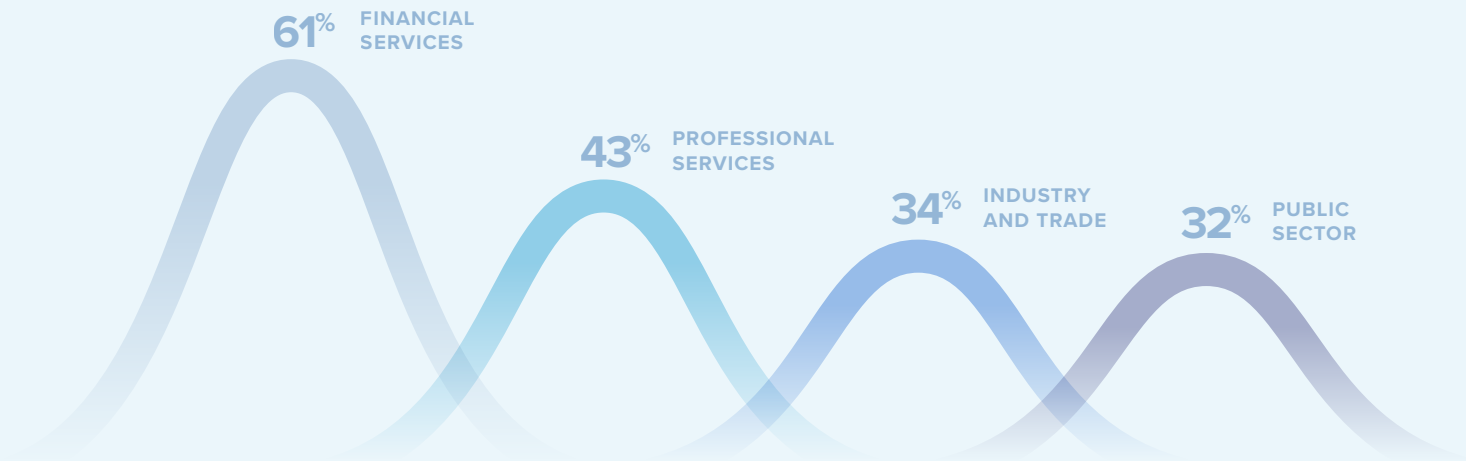
MACS FOR BUSINESS USE

THE TREND IS UPWARDS

The number of Macs in the workplace will continue to grow in the coming years. **Nearly half (46%) of the organizations surveyed expect the number of Macs to increase**, while nearly the same number (45%) expect it to remain the same.

In fact, many organizations prefer to make Macs the standard computer in the workplace. Only 37 percent do not see Mac becoming the standard for the entire organization.

The growing number of Macs is seen in all sectors surveyed by Pb7. **The number of Macs is especially increasing in financial services (61%) and professional services (43%).** Macs are also increasingly used in the industrial sector and trade (34%) and in the public sector (32%).

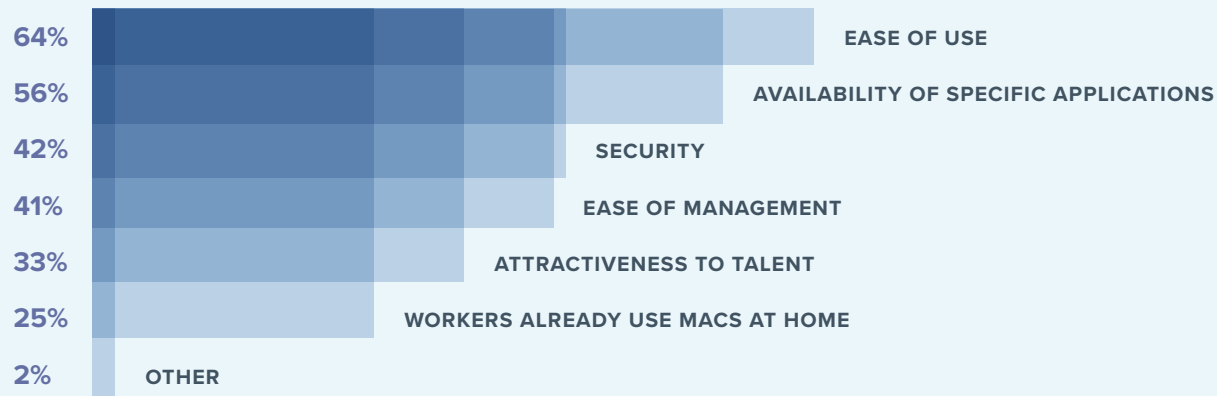


MACS FOR BUSINESS USE

WHY DO COMPANIES CHOOSE MACS?

End users are still the main driving force behind the growing use of Macs (44%). But a large proportion of the organizations surveyed also report managers are now becoming the driving force behind its adoption in the workspace. Interesting to note is that the IT department is also strongly driving its use. This was seen in nearly a quarter of Dutch organizations.

Macs are used primarily for their ease of use. In addition, the availability of specific applications is an important reason. This was found to be particularly true for creative functions and the marketing department.



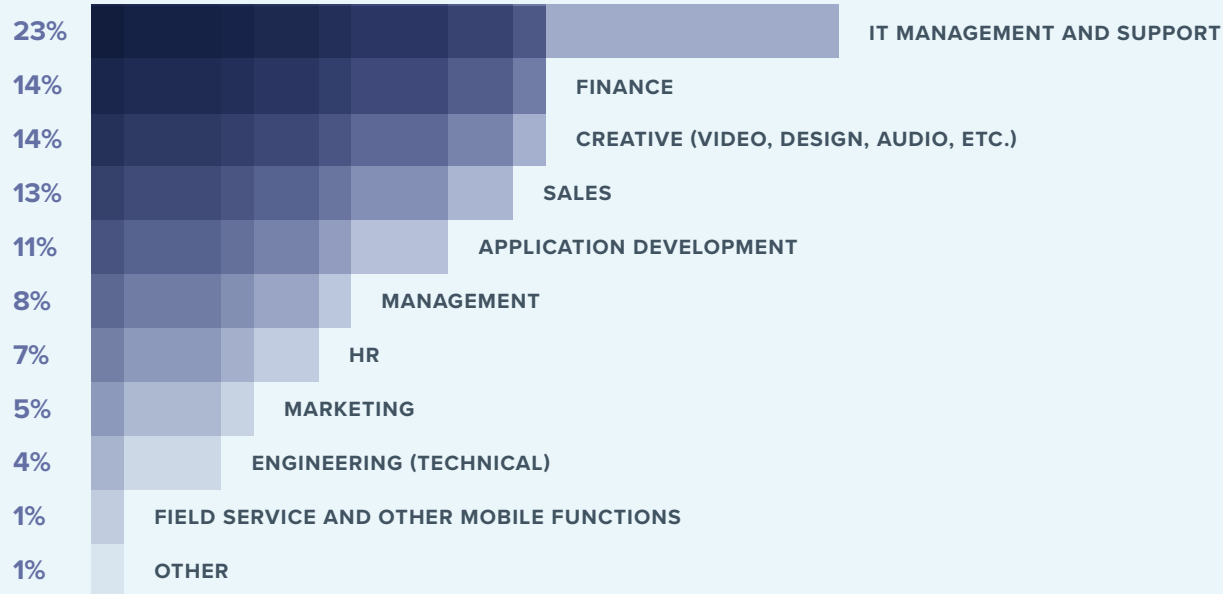
WHAT ARE THE MAIN REASONS WITHIN YOUR ORGANIZATION FOR USING MACS?

MACS FOR BUSINESS USE

IT PROFESSIONALS IN PARTICULAR PREFER MACS

In the past, there was some resistance to using Macs, as managing different computer platforms was seen as an obstacle.

Now, most organizations start to realize that offering Macs to willing users does not need to present a management burden for IT teams. In fact, **the most Macs are used by IT departments!**



IN WHICH DEPARTMENTS/POSITIONS ARE MACS MOST COMMONLY USED (COMPARED TO OTHER COMPUTERS)?



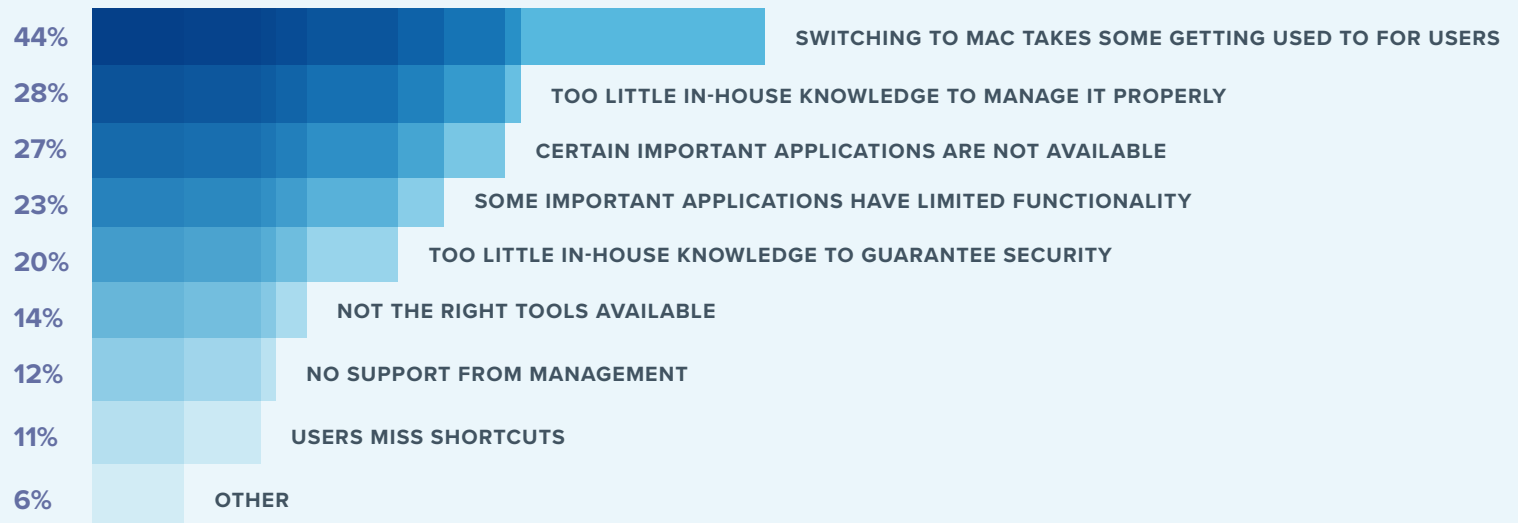
Mac Management

MACS AS WORK TECHNOLOGY

EASE OF USE

The vast majority of IT decision makers (95.5%) feel positively about the use of Macs in the workplace. Almost all respondents confirm that the positive image of Macs with regard to ease of use and security, lives up to its expectations in practice. Above all, this makes life easier for IT management.

But many organizations also acknowledge that they do not have the sufficient knowledge to fully manage Macs. After all, most admin knowledge has been built around the most common OS, being Windows.



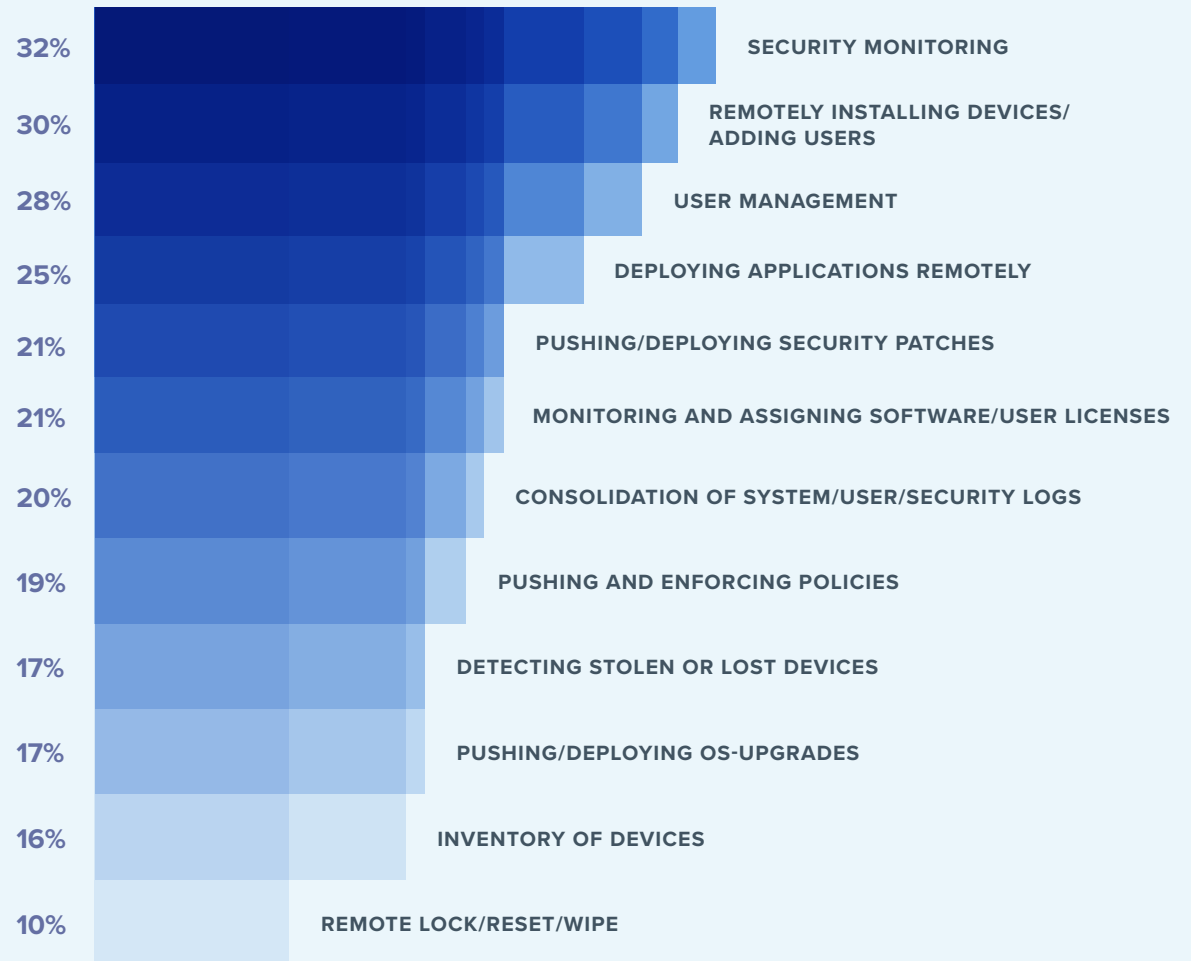
WHAT ARE THE MAIN CHALLENGES THE ORGANISATIONS IS FACING IN RELATION TO MACS?

MANAGEMENT CHALLENGES

IT specialists also see challenges in relation to the management of Macs.

The most common challenge lies in the area of security monitoring (32%).

In addition to security monitoring, we see that organizations often have difficulty performing various actions remotely such as the remote installation of devices, adding users, support or applications.



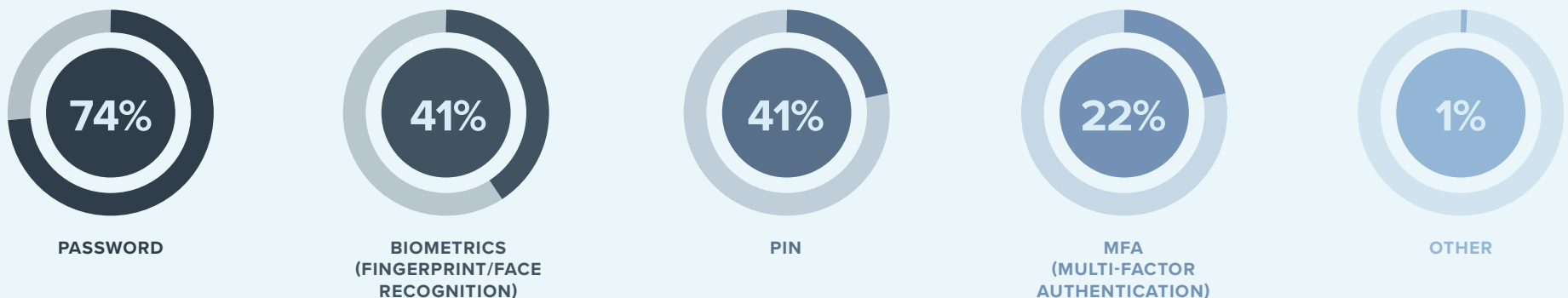
WHAT ARE THE BIGGEST MANAGEMENT CHALLENGES IN MANAGING MACS?

MANAGEMENT CHALLENGES

PATCHING AND AUTHENTICATION

It is important for organizations that Mac security meets high standards. However, the results show that authentication takes place primarily by means of passwords, followed at a distance by PIN or biometrics. Multi-factor authentication is currently used by only 22% of respondents.

When it comes to patching, some company policies are tighter than others. **44 percent of surveyed organizations roll out security patches immediately when they are available.** Nearly a third take three days to do this, while for 16 percent it can take a week. A very small number of companies (7%) even take a month to do so.



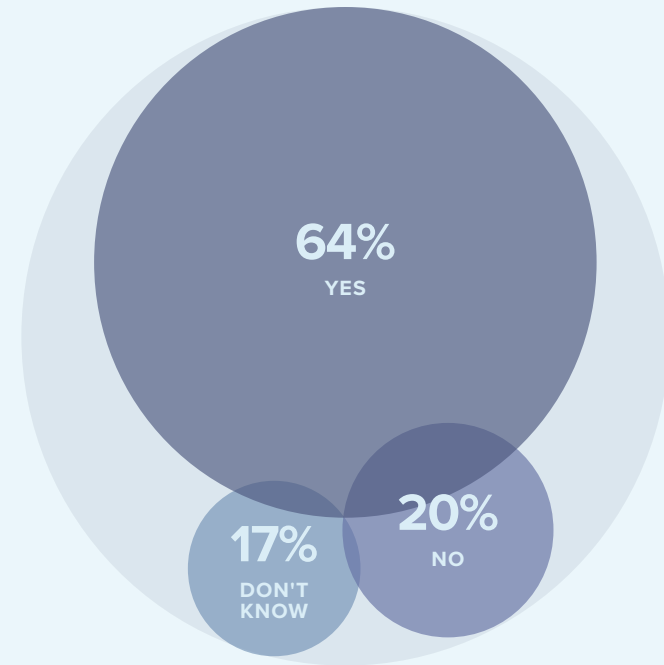
WHAT AUTHENTICATION METHODS DOES YOUR ORGANIZATION USE FOR MACS?

MOBILE DEVICE MANAGEMENT

MDM SOLUTIONS

A Mobile Device Management solution (MDM) ensures that all devices are managed efficiently and securely, without the need for an IT staff member to have physical access. Many organizations that also support Mac already use an MDM solution. But there are also many organizations where such a solution is not available yet.

For organizations that manage their devices in one way or another, this will often involve a general Unified Endpoint Management (UEM) solution for all platforms. However, these solutions lack the specific management capabilities for Mac. Managing Macs with UEM could be more labor-intensive and compromise user and device data.



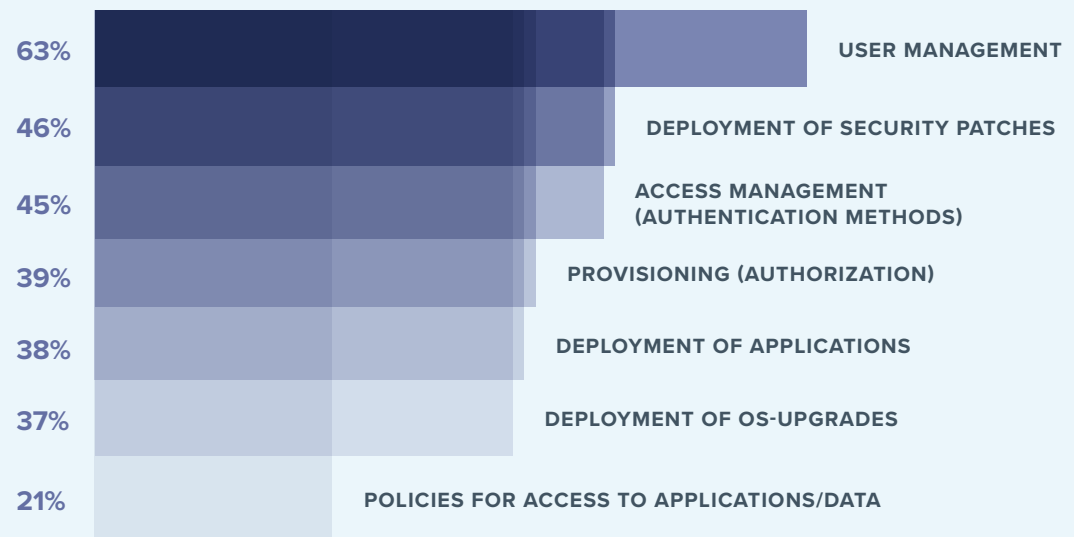
**DOES YOUR ORGANIZATION USE
A MOBILE DEVICE MANAGEMENT
SOLUTION FOR MACS?**

MOBILE DEVICE MANAGEMENT

CRITERIA FOR MDM FUNCTIONALITY AND SELECTION

The majority of organizations that use an MDM tool use it for user management, such as identity management. Most other MDM functionalities, such as deployment of security patches or access management, are used by less than half of the organizations.

When companies select an MDM solution, they first look at functionality (19%), followed by price (16%) and service provided by the supplier (10%).



WHICH OF THE FOLLOWING ENTERPRISE DEVICE MANAGEMENT FEATURES DOES YOUR ORGANIZATION USE?



Conclusion

CONCLUSION

1

The use of Macs in the enterprises is increasing and is expected to continue to do so.

The reluctance with which many IT departments initially accepted Macs is vanishing. In fact, IT departments are now leading the way in the use of Macs.

2

The growing use of Macs will require IT to adjust their strategy so that users and devices continue to be managed securely.

Macs still represent the minority of workplace devices. As a result, IT often does not have the needed knowledge or tools to ensure efficient and secure device management

3

While Apple's built-in security protects Macs from threats, additional security measures are necessary.

Apple has provided Mac with good security out the box. But large organizations should take additional security measures.

4

Dutch organizations can benefit from an MDM tool tailored at Apple devices.

More than one in five organizations do not use a Mobile Device Management solution to manage Macs. Those that do use MDM for Macs often limit themselves to user management, while functionalities that ensure security are often still overlooked.

In summary, the survey shows that the Mac has found its way into all departments of Dutch corporations and that the number of Macs continues to grow. Given that the management knowledge about Macs is often lacking, it is advisable for organizations to use a management tool specifically made for Apple devices. This allows them to better manage their Macs, allowing users to be more productive and work more securely.