# Top reasons to switch to Mac in business

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To help business customers switch to Mac, share why Apple's approach is different from the competition, and learn key reasons why Apple is best for business.

Also, ask whether your customer is already using iPhone or iPad apps for business, so you can share that those apps also work on Mac computers with the M1 chip.
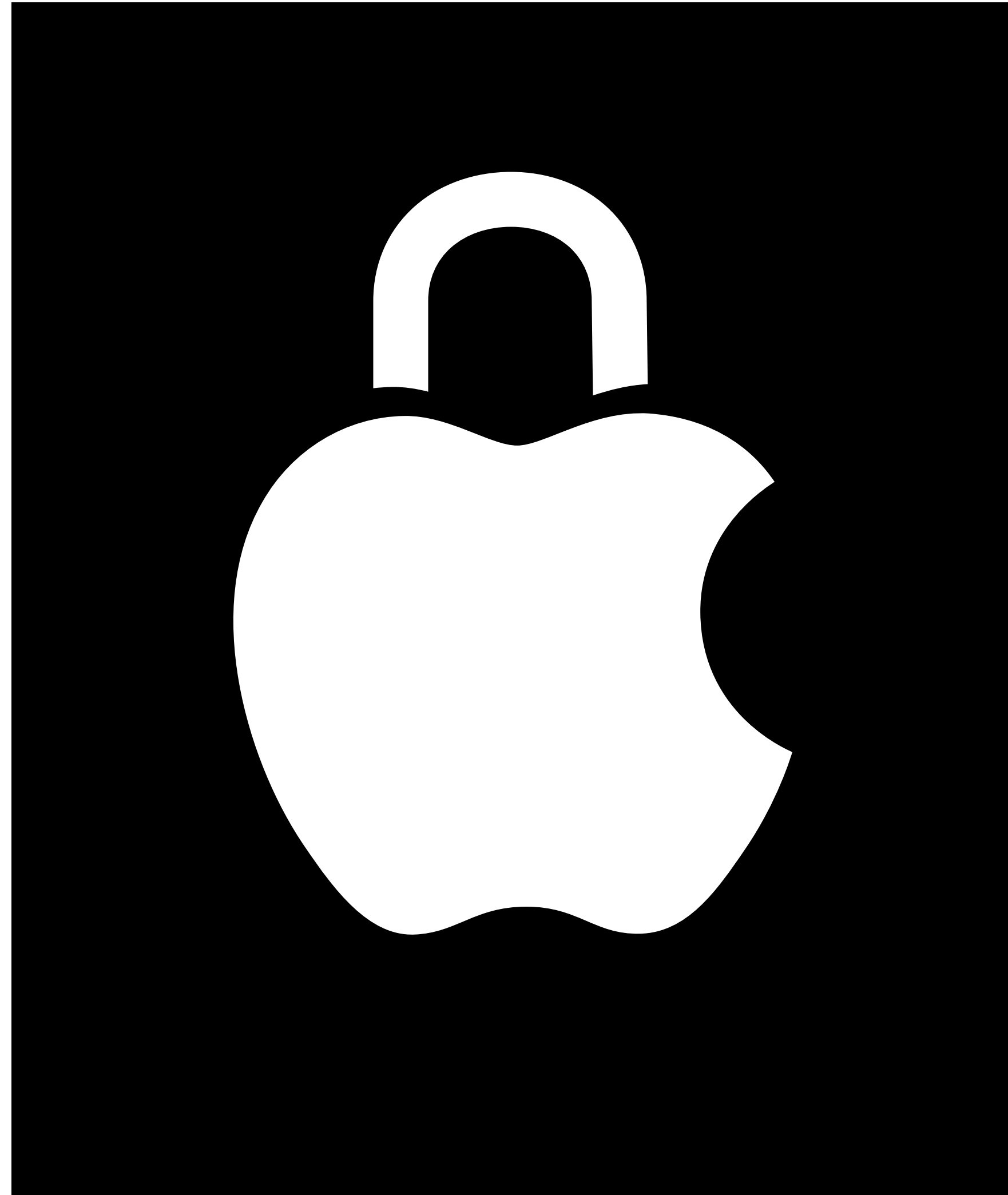
# 1. With great power comes great productivity

- Apple hardware, software and services work together to deliver a seamless experience that just works.

- Employees can start a project on Mac and finish it on iPad, use their displays side by side to extend a workspace and draw with Apple Pencil on iPad or use an iPhone to make live updates on a Mac.

## 2. Secure by design

- macOS is built on a UNIX foundation, making it both stable and robust.

- And regular software updates protect devices from emerging security threats. Newer Mac models include custom Apple silicon to enhance security, either as part of the M1 chip or the T2 Security Chip on Intel-based systems.

- The chips feature a Secure Enclave that provides the foundation for new security features and protects Touch ID fingerprint information.

# 3. Compatible with existing systems

- The versatility of macOS helps Mac fit in anywhere, working seamlessly with key infrastructure services like Microsoft Exchange and Google Workspace, wireless networks and VPN solutions.

- The support is built in, so IT teams only need to configure a few settings to integrate Mac computers into the existing infrastructure.

# 4. Mac can cost less to support

- Mac is easy and intuitive to use, which reduces the burden on support teams. In the Forrester Total Economic Impact™ study, customers reported that using Mac resulted in fewer service tickets, and the tickets were easier to resolve.

- To provide support, an IT department can purchase a Mac managed-service offering, use an AppleCare solution or build in-house Mac support resources.

# 5. Long-lasting battery life – without trade-offs

- Optimised software and hardware in Mac mean that customers get long battery life without sacrificing performance.

- The M1 chip is the first chip designed by Apple specifically for Mac. It can deliver up to 2x the CPU performance of the very latest PC laptop chip at a given power of 10 watts.

- This integration of hardware and software means your customers get great battery life in Mac computers.

# 6. A smart and affordable investment

- When businesses look at the cost of a Mac over a standard device life cycle – acquisition, deployment and support – they often find great value and savings compared to a PC.

-  Also, the market-leading residual value of a Mac enables a lower total cost of ownership, resulting in improved affordability for your customers.

# 7. Designed to last

- Mac is made to be extremely reliable.

- To ensure the longevity of Mac computers, Apple puts its hardware to the test in the Reliability Testing Lab using methods that mimic real-world experiences. Also, programmes like AppleCare extend the life of Apple hardware if anything goes wrong.

- And when considering upgrades or refresh, the reliability and longevity ensure that Mac can hold its value when using trade-in or leasing programmes.

# 8. Streamlined deployment and management

- Businesses with a mobile device management (MDM) solution can automate MDM enrolment during the initial setup, automatically configuring each Mac according to its specific policies.

- The MDM solution can be used to manage settings and enforce compliance remotely. Apple Business Manager* also makes it easy to find, buy and distribute apps to employees.

- Employees enrol without sharing their Apple ID, then content is assigned to them and pushed over the air automatically with MDM.

# 9. The best apps for business tasks

- Mac comes with many of the apps needed for work – for common tasks like sending email and messages or managing schedules and meetings. Many of these apps come with support for Microsoft Exchange, Outlook and Google Workspace.

- Now that iPhone, iPad and Mac share the same chip architecture, employees have access to hundreds of thousands of iPhone and iPad apps that they can run on their Mac. Also, the Apple developer platform gives businesses the power to create custom solutions that meet their specific needs.

# 10. Designed responsibly for sustainability

- Mac isn't just designed to provide great customer experiences – it's designed with the environment in mind.

- When business customers upgrade to a new model, they're encouraged to trade in their old Mac through the Apple Trade In programme.

- When a Mac reaches the end of its lifespan, Apple disassembles it and recycles and reuses as much of it as possible.