



**PCWorld survey reports the Mac reduces help desk calls.**

“Mac and PC users report dramatically different levels of interaction with technical support. Sixty-nine percent of Mac users did not contact their IT departments during the six months preceding the survey. (Only 18 percent of PC users could say the same.)”<sup>1</sup>

## Top reasons organizations are recruiting the Mac to work.

It's simple. Employees love getting things done. Fast. That's why they love the Mac. And that's why more teams are requesting the Mac at the office. Discover why today's winning organizations are recruiting Mac computers to work.

**1. Fits into your network, while leveraging IT investments.**

Mac systems integrate seamlessly into enterprise networks. The Mac has built-in support for Microsoft Exchange, Active Directory, Distributed File System technology, and Windows File Sharing protocols (CIFS/SMB), as well as Cisco and open standard VPN protocols and 802.1X authentication. This means employees don't have to deal with compatibility issues. And IT teams can leverage existing technology investments while safely deploying and managing the Mac.

**2. Runs the applications you need.**

Your business really can do it all on a Mac. The Mac runs Microsoft Office and iWork, Apple's productivity suite.<sup>2</sup> It also runs a wide range of third-party business applications with native support for the Mac. The Mac supports business intelligence applications, so your mission-critical data can be mined from ERP and CRM databases like SAP, Oracle, and Salesforce. And if your business depends on software that's not available for the Mac, you can install Windows on a Mac and then run the application.<sup>3</sup>

**3. Works to safeguard your data—no extra charge.**

The Mac has a multilayered system of defenses that works to protect data, applications, and services against malware. Built-in technologies such as FileVault 2 provide data-at-rest protection by encrypting the entire drive on your Mac. When it comes to software, Gatekeeper helps protect users from downloading and installing malicious software. OS X also employs advanced security features, such as sandboxing, library randomization, and tagged downloads for runtime protection. And for protecting data in transit, the Mac offers an easy-to-use application-based firewall and VPN client—all at no extra charge.

**4. Your employees love Mac.**

Apple's popularity among students and consumers translates into a strong preference for the Mac among many employees. With Mac as an IT standard, your organization may have an advantage when competing for top candidates who prefer the Mac. And when it comes to employee productivity, it's good to know that every Mac system is equipped with blazing-fast Intel processors and high-performance graphics. So whether on the road or in the office, your employees can access the power of the Mac.

## 5. Great support. Great value.

The Mac's renowned ease of use can also reduce support costs. Employees using a Mac tend to make fewer help desk calls, which means lower tech support costs.<sup>4</sup> When you do need assistance, AppleCare offers businesses a wide range of flexible, award-winning, and cost-effective support options. And when it comes to making a smart investment, the Mac typically has a great resale value, so you'll be saving across the board.<sup>5</sup>

## 6. Delivers rock-solid reliability.

What makes OS X such a powerful, secure, and stable operating system is the technology behind it—a fully certified, rock-solid UNIX foundation. And because Apple designs the Mac and OS X to work together, a Mac is less susceptible to crashing and freezing. That means you have more time to focus on what matters most—growing your business.

To order the following materials, contact your Apple Authorized Reseller or Apple representative.

### Mac in the enterprise resources

- *Mac in the Enterprise: An IT Decision Maker's Guide to Integrating and Deploying Mac Systems*
- Mac in the Enterprise IT Configuration Guide

### Technical white papers

- Strategies and Best Practices for Evaluating and Deploying Mac Computers in the Enterprise
- Supporting Mac Users: The Self-Support Model

### Mac in small business resources

- Mac Integration Basics 10.7: Adding a Mac to a Windows or Other Standards-Based Network

## For More Information

For more information about deploying the Mac in your organization, contact your Apple Authorized Reseller or Apple representative.

<sup>1</sup> "Team players: Uses of Macintosh in multiplatform environments, PCWorld/Macworld Content Works Survey Part 1," March 2011.

<sup>2</sup> iWork and Microsoft Office are sold separately.

<sup>3</sup> Microsoft Windows is sold separately. MacBook Air and MacBook Pro only support Windows 7.

<sup>4</sup> "Reality Check: What You Need to Know about PC and Mac Desktop Costs," Research study developed by Clearworks, November 2010.

<sup>5</sup> [http://store.apple.com/us/browse/reuse\\_and\\_recycle](http://store.apple.com/us/browse/reuse_and_recycle)

© 2013 Apple Inc. All rights reserved. Apple, the Apple logo, FileVault, iWork, Mac, and OS X are trademarks of Apple Inc., registered in the U.S. and other countries. AppleCare is a service mark of Apple Inc., registered in the U.S. and other countries. UNIX is a registered trademark of The Open Group. Intel is a trademark of Intel Corporation in the U.S. and/or other countries. Other product and company names mentioned herein may be trademarks of their respective companies. October 2013