

# NOT JUST COMMON SENSE – INDUSTRY SENSE

Ambitious, insightful organisations know long-term vision is more beneficial than looking for quick-fix, short-term solutions.

## HERE ARE 10 REASONS WHY APPLE IS THE SMART CHOICE FOR FUTURE-READY ORGANISATIONS



### 1. STABLE AND RELIABLE ANYWHERE

Simply get on with your business

iPad enable public sector professionals to work from anywhere, with unparalleled 5G connectivity providing instant access to the information they need while allowing them to share data and communicate with their team in the office. They are also designed to protect your data and your privacy with built-in security features.



### 2. BUILT FOR LONGEVITY

Longer lifecycles to keep up with you

Powerful, fast, durable, lightweight, with great battery life and energy-saving technologies – your employees can easily operate effectively wherever they want. Choose devices that work with you, wherever you go, for as long as you need.



### 4. COMMITTED TO SECURITY

Built-in security you can trust with your organisation.

Apple products are designed to be secure from the ground up. With FaceID and TouchID, your employees can rest assured that no one else can access their devices. And every Apple device uses encryption to safeguard user data and enable remote wipe in the case of device theft or loss.



### 3. INCREASED USE CASES

Supports medical data

Custom apps on iPad provide instant access to healthcare information so clinicians can evaluate necessary data while patients can communicate their needs faster and more effectively – helping to improve response time and quality.



### 5. REVOLUTIONARY M1 CHIP

The chip of the future, here today

Apple M1 puts an entire system – processor, graphics, memory – all on a single chip. With breakthrough performance, everything from editing family photos to managing huge RAW libraries in Lightroom is amazingly fast. A new world of graphics-intensive games are in play. Safari runs faster and you can have hundreds of tabs open at once. All while staying cool and quiet. That's the power of software, hardware, and silicon—all designed together.



### 7. IMPROVED USER EXPERIENCE

Happier employees, better outcomes

It's no surprise that three-quarters of employees choose Apple with its increased mobility and exceptional compatibility across Apple devices<sup>1</sup>. Offer your employees the technology they will thrive with.



### 6. SEAMLESS INTEGRATION AND COMPATIBILITY

Apple Business Manager

The intuitive and secure web-based portal with zero-touch configuration built-in, allows account settings, apps, emails and directories to be remotely loaded directly onto every iPad and iPhone – with no need to physically access each device to complete setup. It can save providers precious time and making the entire process simple.



### 8. REDUCED ALL-ROUND COSTS

Funds need never limit your ambitions

Throughout the device lifecycle, significant costs can emerge and taking a short-term view can increase them considerably. Deploying Apple means drastically reduced IT operational, hardware, software, support and labour costs over device lifetimes.



### 9. REDUCED CARBON FOOTPRINT

Better results for you and the planet

As you attempt to reduce your businesses' impact on the environment and tackle your environmental, social, and governance (ESG) or other environmental targets help is at hand. Mac requires up to 50% less energy to operate, and M1 Mac requires 75% less energy on average<sup>2</sup>.



### 10. FLEXIBLE FINANCIAL PACKAGES

Achieve your goals without breaking the bank

It's easier than ever to bring Apple products into your workplace. CDW works alongside Apple Financial Services to develop an innovative financing option that helps you obtain the products and services you need, when you need them, regardless of organisation size, scale or budget.



#### Forrester study of Mac TCO in enterprise – M1 update

In a study commissioned by Apple and delivered by Forrester Consulting, a range of enterprise customers was surveyed to examine the impact of offering their employees the choice of Mac.

<sup>1</sup> <https://www.jamf.com/resources/press-releases/survey-employees-choose-apple-for-work/>

<sup>2</sup> Forrester Consulting - The Total Economic Impact™ Of Mac In Enterprise: M1 Update (July 2021)