

Why Users Want Mac

The Employee Benefits of Integrating Apple Devices

By Andrew Myers



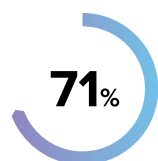
Lost in all the talk about why companies should offer device choice, why the business will benefit from choice, and why the employee benefits from choice is an even more important question:

Why do employees want choice?

There are three straight-forward answers:

- familiarity
- productivity
- quality

According to a recent survey commissioned by Jamf from Vanson Bourne, 71% of students use or prefer Macs.¹ Since the preferences of future employees are formed before they join a business, providing new employees a choice in technology is absolutely necessary.



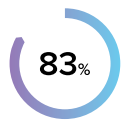
of students
use or
prefer Macs



This Mac-loving workforce will drive further increase of Apple preference in the workplace—showing just how important choice is.



Examining the incoming workforce shows a massive shift from previous trends:



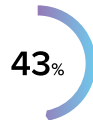
of college students who use a Mac prefer Mac when starting a new job



find Mac longer lasting¹



find Mac intuitive and easy to use¹



find macOS more secure than Windows¹

Apple products create a unique, memorable experience from the start. Beginning with the clean design of packaging, to the way the box opens slowly creating anticipation before revealing the product, the style and design of an Apple product is intentional throughout. When a company puts so much focus on each detail, brand loyalty rapidly follows.

Apple's ecosystem and user experience also inspire ease of use. Each time a user sets up a Mac, there is no extra work. Necessary applications for productivity come pre-installed by Apple or the enterprise MDM. Office applications like Pages, Keynote, and Numbers, plus creative apps like iMovie, Garageband, and Photo Booth are all standard apps that come with each Mac.

Macs also provide each employee with a sense of value. The employee can see that the organization will go that extra mile to provide them with a device they want and appreciate. **Mac means high quality — and employees know it.** When you hold an Apple product, you experience the unparalleled build quality and the time and effort put into its design and manufacture.

Using a Mac also offers more seamless connectivity than PC. The entire Apple ecosystem presents an environment that easily transitions from one Apple device to another, whether it's personal or owned by the organization.

With Continuity from Apple, you can easily pick up work on your iPad from your iMac or MacBook. iMessages sync between all devices so your communications are current. You can bring the iPad to your desktop party and use it as an external display. You can even take a phone call on your Mac instead of wandering around looking for your phone.

Employees choose Mac for a variety of reasons. From their frame of mind leaving school to seamless work options, employees want their own choice of device and there are more than enough reasons to provide.

Essentially, the big question is...

“Why wouldn’t you offer your valuable employees a choice?”



¹ Survey:

The Impact of Device Choice on the Employee Experience, <https://www.jamf.com/resources/e-books/survey-the-impact-of-device-choice-on-the-employee-experience/>

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