



AN IT LEADER'S GUIDE: PREPARING FOR APPLE IN THE ENTERPRISE



Authorized
Reseller

Hello

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Swipe up to open



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The Growth of Apple in the Workplace

For enterprises large and small, deploying the right mobile devices and PCs can make all the difference. After all, these devices are where most employees access, use or create critical business data. They are the point at which work and productivity happen. And increasingly, work and productivity are happening on Apple devices.

In today's digital workplaces, employees are expecting the freedom to work seamlessly from anywhere on any device. These end users also want the right to choose the technology they use to do their jobs and they tend to have a strong preference for one device over another. This can be a win-win for both employees and employers. By providing the hardware and software that end users like best, they'll be happier and more productive.

And thanks to the consumerization of IT, mobile technologies, and the cloud, it's easier for businesses to deliver an optimal workplace experience for everyone.

Given the right to choose, many employees select Apple devices. This comes as no surprise, particularly among younger generations. A large percentage of students were given access to Macs in grade school and they used the devices all the way through college. Chances are good they're using a Mac at home as well, so it's no wonder they feel more productive working on Apple products while on the job. Therefore, enterprises are now considering making Apple an integral part of their digital workplace strategy.

A recent study that looked at 25 petabytes of data from a full year

of work activity found that 82% of mobile work was performed using iOS, while Mac OS represented 25% of work completed on desktop.¹ The growing popularity of Apple in the work environment has IT professionals increasingly investigating the right way to deploy these devices within the enterprise. That's why we've created this guide to help them prepare.



53% of IT Decision Makers said Apple devices (including Mac devices) are an integral part of their mobility strategy.

Source: IDG Research commissioned by WEI.

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1. Determine your Ideal Apple Product Use Cases

When it comes to deciding which Apple products should be supported in the enterprise and how tightly integrated they need to be, there are a range of possibilities. An advertising agency may need widespread support for Apple Macs, while a healthcare organization may seek to add iPads and iPhones to its mobile device strategy. Meanwhile, a financial firm may simply want to provide a few members of its executive team with the option of working on a MacBook Pro that is secure, compliant and well supported. The key question to ask in this stage is whether or not a lack of Apple support is stifling business performance.

Assuming there's a need, the first step to determining just how deeply to wade into the Apple waters is to identify the usage patterns that are driving device adoption. First, examine which organizations are using Apple, and for which applications. Find out

whether Apple products represent a large portion of your connected devices, or a small sliver. Then examine whether your Apple usage is expanding, contracting or flat. This very basic information can help guide a framework for Apple adoption that aligns well with the realities of utilization.

Next, find out where and how users are connecting to the network. Are most users on-premises, or is there a requirement to support an abundance of remote employees and branch offices? How important is VPN support? Do most employees connect over wired networks, or is it all about wireless? These days, devices rarely operate without touching the network, so it's critical to understand the environment in which they'll be deployed and the connectivity requirements they'll have.

In regulated industries, compliance can be a defining factor in determining which devices gain adoption within the enterprise. That's why it's also a good idea to examine the elements of compliance that need to be upheld, and factor them in when creating an Apple deployment strategy. Doing so can eliminate the repetition and duplication that can occur in mixed environments when it comes time for a compliance audit.

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2. Plan for Critical Integration Points

Bringing Apple into the enterprise can feel like an intimidating task, but Apple products are still connected devices, operating on the same principles as those running a Microsoft, Google or Linux OS. That means bringing them onboard is not as daunting as it may seem. It all comes down to understanding the integration points where Apple products and your enterprise will need to intersect, and selecting the right solutions to help simplify things.

AUTHENTICATION

It is critical to ensure that all connected devices are authenticated before they're allowed to access company data, and Apple products are no exception.

The key is to adopt authentication tools and techniques that accommodate a broad set of use cases yet provide granular access control. This requires

the ability to authenticate based on user, device or application, and to enforce policies whether Apple devices are being used on-site, via VPN or even in airplane mode.

Enabling single-sign on authentication along with two-factor enables users to easily authenticate with a secure login experience that won't slow them down or compromise security.

SECURITY

In addition to authentication, other security measures are needed to safeguard user accounts, protect valuable data and prevent inside and outside threats from impacting business. While Apple boasts an inherently secure product architecture, protective measures are still necessary. These include firewall solutions, password policies, disk encryption, anti-malware and secure backups.

What's most important is to establish a security plan that aligns with business priorities, then select tools that enable the plan to be implemented across the full range of supported devices.

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2. Plan for Critical Integration Points (cont'd)

DIRECTORY INTEGRATION

For some IT pros, the thought of Macs and PCs coexisting in the same directory structure is overwhelming. But this is an area where Apple has recently made things much easier. Now a Mac can be bound to an Active Directory Domain with a very similar process as a PC, allowing administrators to manage mixed environments without a steep learning curve.

Leveraging Apple's Enterprise Connect Solution or TruSource NoMad are common directory integration options in use by enterprises today. Understanding the pros and cons of each solution requires an experienced professional to help successfully architect and implement.

DEVICE PROVISIONING AND MANAGEMENT

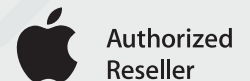
Whether it's for a laptop, tablet or smartphone, and regardless of the logo on the case, provisioning and

managing user devices can be a challenge for any IT organization. This is due to the sheer volume of devices that are increasingly being added to the enterprise environment, as well as the variety of user types and access levels for which these devices must be configured. It all adds up to a seemingly infinite number of profiles that need to be created, configured, managed and patched – so it's no wonder that some IT organizations aren't interested in adding a new set of Apple devices to the fold.

However, this is an integration point that has evolved quickly, with a set of innovative mobile device management (MDM) solutions now available to simplify the process. The right MDM platform can provide a framework for IT professionals to assign security parameters, device settings, OS requirements and application sets to large groups of users and devices. This removes much of the manual

provisioning and management that was once required, and makes it much easier to add new device sets to the enterprise mix.

When it comes to adding an MDM solution that supports Apple devices, one major consideration is whether to use a separate MDM platform for Apple products, or to manage all device types with a "single pane of glass" approach. While a unified platform may seem to be desirable, enterprises sometimes report reduced flexibility, increased complexity and added operational costs when they do. Fortunately, there are both standalone and unified MDM platforms that can accommodate Apple devices, allowing IT organizations to evaluate both options and choose the right platform for their needs.



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3. Examine your Staff Requirements

Now that you've examined the level of need for Apple products in your organization and considered the integration points where they'll meet your enterprise, it's a good time to think about who will manage all of these new devices.

Whenever you introduce a new platform into your IT mix, the requirement for new skillsets, especially in the area of device management, usually isn't far behind. That's why it's important to conduct a skills assessment and determine where the opportunities exist to fill any gaps with training or outsourcing.

For large-scale Apple device deployments, it's likely worth considering the need to hire additional staff who can augment your staff with added capacity and just the right skillsets and experiences to ensure success. The general guideline for staffing considerations is fairly straightforward: ensure that you have enough capacity to manage Apple devices throughout their entire lifecycles: from the early stages of purchasing and provisioning, to ongoing maintenance and updating.

IT'S IMPORTANT TO CONDUCT A SKILLS ASSESSMENT AND DETERMINE WHERE THE OPPORTUNITIES EXIST TO FILL ANY GAPS WITH TRAINING OR OUTSOURCING.



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4. Plan for the Entire Device Lifecycle

Apple devices have the same lifecycle demands as those running Microsoft, Google or Linux operating systems, but there are small differences that merit a little extra planning. Your best bet is to look at a few things that make owning Apple devices a little different: from setting up a purchasing plan and provisioning them for users, to fixing them when they break and replacing them on a schedule that will not disrupt business. Doing so can help simplify the planning process as you prepare for the Apple-ready enterprise.

PURCHASING

An Apple authorized reseller can help you take advantage of special pricing for volume purchases, which can create significant costs savings over retail pricing. A partner can also help set up institutional ownership for Apple devices, forever linking them to your enterprise rather than to a specific individual through Apple's Device Enrollment

Program (DEP). This will enable you to avoid having to manage hundreds, or even thousands, of individual user accounts while also preventing device theft and "bricking." Perhaps most importantly, the right partner can help you set up a comprehensive Apple device enrollment process to ensure that all devices are correctly enrolled, configured and even outfitted with the appropriate accessories when they reach their respective end users.

PROVISIONING AND MAINTENANCE

Most IT professionals who are experienced with device management know how important provisioning is, but many IT organizations take delivery of the devices and use their own MDM platform to provision them. To save some time, consider making the provisioning of Apple (and all) devices part of the procurement process. The right Apple authorized reseller can take delivery of all Apple devices and configure their

access levels, OS versions, settings and application sets for the users who will ultimately receive them.

Rather than handling this process on an individual basis, the reseller can work with your organization to set up profiles that align with those in your MDM. This allows IT professionals to focus on critical maintenance and the profile changes that inevitably follow initial configuration. In this maintenance phase, it's important to establish a process for evaluating device patches and differentiating those that should be pushed out from those that should be skipped.

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4. Plan for the Entire Device Lifecycle (cont'd)

SECURE REPAIR

Just as you shouldn't ask your employees to buy their Apple devices at a mall, you shouldn't ask them to take their devices to a retail storefront for repair. While convenient for consumers, these walk-in services may not be compliant with enterprise-class security requirements, especially when compliance is at stake. Retired hard drives, SSDs, logic boards or entire devices may, for example, end up in the trash, resold or taken home by employees. And access to the device's applications and data may not be regulated, monitored or restricted in these environments.



43% of IT decision-makers feel their companies need to improve the efficiency of their Apple device management strategies.

Source: IDG Research commissioned by WEI.

The best way to ensure total compliance and security is to develop and enforce a repair service level agreement that provides you with, at a minimum, the following assurances:

- A warranty provider of repair services
- Device lock-down during transport
- The ability to audit for compliance and enforce custom security measures
- Secure disposal of components and devices, including wipe clean service
- Rapid provisioning and delivery for loaner devices during service
- Stocking replacement devices so they're ready when needed

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Prepare for Mac in the Enterprise

To enhance the end user experience and boost company performance, several WEI enterprise customers have launched choice programs that allow employees to use the OS platform they like best. Given this option, Mac® laptops are the favorites of many. According to an IDG Research poll of IT decision makers, 53% said Apple® devices (including Mac® devices) are an integral part of their mobility strategy.²

As trusted experts in managing Apple devices in the enterprise, WEI recognizes the challenges IT team members face when trying to standardize on corporate-owned Apple devices in their environment. It's not because Mac laptops and desktops are particularly difficult or overly complex to manage; it's that the processes for provisioning, securing, patching and updating are different compared to the processes associated with the Microsoft Windows operating system—the desktop environment most IT teams know best. Therefore, IT teams do not usually have a solid understanding of how to apply the same deployment and management processes to Mac devices.

The same IDG poll found that 43% of IT decision-makers feel their companies need to improve the efficiency of their Apple® device management strategies.² As this number suggests, IT needs additional resources with the skills to effectively integrate Mac devices into the enterprise environment.

To help your company take on the challenges of provisioning and supporting corporate-owned Mac devices, we're sharing 5 success tips for building an efficient and effective IT strategy for Mac—that keeps both your IT team and your end users happy.

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1. Hire IT Resources with the Right Skillset

A key aspect to integrating Mac devices into Windows networks is to employ IT resources with experience working on Apple products, and preferably knowledge of tools designed for supporting Mac devices. This approach works more effectively than converting Windows experts to learn about Mac devices. Users respond better to people who live and breathe Apple technology, so they are more likely to trust their IT teams, follow advice, and adhere to policies.

Hiring Mac experts that come from an enterprise environment with some experience on Windows is also a good idea. It's important for IT to understand how Mac and Windows devices communicate since the way they exchange files can create issues for end users if not managed properly. After hiring Mac support resources, it's best to create two separate teams—one dedicated to Mac devices and one dedicated to Windows. That's because it's difficult to keep up with all the nuances of both platforms and to learn about new OS technologies for each. Businesses typically have better success when they have a team of experts for each platform.

To help the Mac support team members effectively manage devices and troubleshoot problems, it's helpful if they understand a shell environment since the underlying operating system on Mac devices is Unix-based. That means support personnel need to know how to write scripts and manipulate Mac devices in the command line in an Apple Terminal window when troubleshooting and configuring devices. Resources that don't have shell experience will be limited in what they can do within the GUI of the operating system. This is true even if all they need to do is look at log files and run commands to scan them.

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2. Understand the Apple Provisioning Process

Provisioning Mac devices is not overly complex, but the process differs significantly from that in a Windows environment. Apple provides a process to enable Mac provisioning—the Device Enrollment Program (DEP)—which runs in the cloud and can be accessed through the Apple Business Manager application.

IT registers serial numbers in DEP and then enrolls the devices in a mobile device management (MDM) tool. In the MDM tool, IT can set up configuration profiles for the systems, which includes the settings for the computer and the user according to each user's designated group. This process includes indicating which applications users should see on their desktop and their security access settings. This is a good example of why it's important to have support teams that have Mac expertise, because Apple stores user preferences in property lists, which are found in a specific location with a specific path. The property list, or plist, can be looked at when troubleshooting issues and is comparable to INI files on the Windows side.

When end users boot their devices and connect to the internet, Apple Business Manager sees the serial numbers and recognizes the user devices that should be enrolled in the organization's MDM tool. Apple Business Manager then redirects the devices to the MDM tool so devices automatically receive their designated applications and configuration profile.

The Apple provisioning method is somewhat similar to the Windows imaging process, but it uses the operating system pre-loaded on the Mac devices, rather than wiping them clean. Because the MDM installs the applications and the settings to the devices via the Apple cloud, end users can start working without IT ever having to physically touch their laptop during the provisioning process. However, IT also has the option to handle the devices, enroll them, and execute the application and configuration profile downloads on behalf of end users. The IT team can then verify that the configurations work before delivering the devices, and employees can log in to start using their machines right away.

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3. Deliver Patches and Updates Efficiently

A cloud-based service provided by Apple, called Software Update, enables IT teams to apply security patches and operating system updates. The service also publishes patches and updates for frequently-used applications such as Safari and iTunes for added efficiency. All Mac devices are pointed to the service by default, which automatically notifies end users of any patches and updates they need to apply, and then prompts them to execute the downloads.

For IT teams that prefer to manage the Apple catalog of software patches and updates, there are alternative third-party open source update servers available, including Reposado and Jamf Software's NetBoot/SUS Appliance. Both operate on-premises and can function on any OS platform.

Through an MDM program, IT can point all Mac devices to one of these update servers to control which updates are published to those devices. The update server comes in handy each time Apple releases a security patch or software update. IT can disable notifications so end users will not receive a message each time a patch or application update is available for download.

IT can then use the update server to test different device configurations to make sure patches and updates won't break any operating systems and applications in the environment. Specific services to test include the ability to log into email, utilize VPN services, and access files in shared drives. It's especially important to test when deploying antivirus software, which can sometimes break the OS and cause machines to have performance issues if not done properly.

Once patches and updates are ready for the machines to install, IT enables them through the update server. The software then shows up as available and IT can push the patches and updates out through the MDM platform, where users can install them with just a few clicks.

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4. Apply Security and Authentication Measures

Two-factor authentication is the primary tool to apply for Mac laptop security. In addition to requiring user names and passwords, IT can require users to request a code that is sent via a text message that they have to enter to gain access. Alternatively, IT can give users a thumb drive that they must plug into their devices. Without either the code or the thumb drive, users cannot log in and authenticate their identity.

For user identity services, Active Directory is the primary tool in Windows environments, and it can also be used for Mac devices. However, many companies are moving away from this approach because Mac devices don't always perform well when joined directly to Active Directory. It can sometimes take a long time to log in and the connection can break, such as when local passwords don't sync with the Active Directory password. This happens most often when users change their passwords in Active Directory, and the change doesn't get pushed down to the local machine because the Mac has stopped communicating with Active Directory. Users then have to maintain two different passwords, one for the machine and one for email via Active Directory.

To eliminate this burden on the end user, many IT teams use tools like Apple Enterprise Connect and Jamf Connect (formerly known as NoMAD). Both tools eliminate the need for local machines to be directly joined to Active Directory while also tracking account credentials on local machines. Users can log in with a local account rather than the credentials derived from Active Directory, and the tools synchronize the credentials to and from Active Directory to authenticate the user's identity. If the credentials are changed, either on the local device or in Active Directory, the tools will synchronize again. This approach simplifies the login process for end users while still giving IT departments the ability to enforce policies, such as requiring users to change passwords every three months.

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5. Put Users First by Simplifying Support

Simplifying the experience when users engage with technical support is key to effectively deploying Mac laptops in the enterprise. One way to facilitate the collaboration between the two groups is to brand IT services. The branding initiative can be as straight-forward as inserting the company logo and IT phone number into email messages, or using an appealing name to identify the particular team of IT Mac experts. By applying internal IT branding around messaging, end users will feel comfortable about applying patches and updates. They can trust the guidance is coming from the company's IT department and that the updates are legitimate. Branding thus helps reduce help desk calls and confusion.

Other tools that help simplify the user experience are self-service applications, such as those offered by Jamf and Munki. These tools act like an app store, where IT can post software that's been tested, perhaps an additional browser or a plugin for their email program. Applications like these can be installed to machines automatically with a simple click. Users know the applications are safe to use, and IT does not need to be involved in the installation process.

IT can also empower users to run maintenance tasks if, for example, a device is running slowly. The users can see if a fix is available and run a simple task to clean up the cache and run repairs in the background. This approach will fix many problems with a one-step process and help decrease calls to the help desk.

Communicating clearly with branded messaging, empowering users with self-help tools, and making software available through an app store helps the IT team reinforce that it's here to help. By demonstrating not only expertise with Mac devices, but making the help desk experience more pleasant, enterprises can improve end-user perceptions of the IT department.

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SUCCESS TIPS FOR PLANNING YOUR APPLE AS A CHOICE PROGRAM



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Apple as A Choice Program

In today's digital workplaces, the focus has shifted dramatically. It's no longer a question of "What's best for IT?"

Management now wants to cater to "What's best for end users?" Choice programs are all about the technologies that will empower users to collaborate more effectively with each other as well as with customers and business partners—from anywhere at any time. As a result, management now expects IT to find a way to make it happen.

Giving end users their choice of IT devices, such as Apple, actually gives businesses a competitive advantage. The strategy creates a culture where end users feel more valued because their employers are accommodating their needs and preferences. In some

cases—all other factors being equal—job candidates will select the company that lets them use their device of choice. That's a key edge in today's economy where unemployment rates are at the lowest points in decades and attracting qualified candidates takes more than just a competitive salary.

Happy end users also stay more loyal to their employers, thus improving retention and turnover rates. The longer employees stay with a company in a culture they appreciate, the more innovative and productive they become with their job responsibilities. That leads to products and services going to market faster, improved

In this section, we explore how a Mac as a Choice program can help drive

the success of your digital workplace strategy by boosting efficiency and productivity without compromising security. We also share five basic steps for deploying a Mac as a Choice program that aligns with business requirements and objectives.

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5 Steps for Planning your Choice Program

1. IDENTIFYING USER GROUPS THAT WILL BE OFFERED THE CHOICE TO USE APPLE DEVICES

It may not be necessary and it may be impractical from a budgeting standpoint to give the entire company the choice to switch to Apple devices. For example, IT help desk team members likely do not require Apple laptops since they spend almost all of their time working in just one or two applications, and most of their collaborative interactions are one-on-one. The choice program is usually most beneficial to end users who need to collaborate often with internal teams, external customers and management. Often these users are very mobile. Therefore, it may make sense to offer the choice to these types of highly interactive user groups.

2. DETERMINING SPECIFIC APPLE DEVICES AND APPLICATIONS THAT WILL BE MADE AVAILABLE

There are a range of Mac and iOS devices to choose from along with many applications. To make sure end users stay within an allocated budget and that devices and applications are deemed secure, IT can create an online catalog of approved devices and applications from which they can choose. This requires striking a balance between offering choice and complying with security and expense standards.

3. SETTING THE TIMEFRAME IN WHICH EACH GROUP WILL BE ALLOWED TO SWITCH

To manage operating expense when purchasing devices, consider activating your choice program one user group or one business unit at a time. This allows the company to spread out operating expenses over different quarters or years. This approach also requires clearly communicating the game plan so that user groups understand why some may be getting their new devices sooner than others.

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5 Steps for Planning your Choice Program (cont'd)

4. INTEGRATING NEW DEVICES INTO THE EXISTING IT INFRASTRUCTURE

The Apple devices that get deployed will need to integrate with the IT infrastructure currently supporting systems running on Windows and other operating systems. IT will need to make sure that all devices can communicate with each other properly so end users can collaborate and share files seamlessly and securely—regardless of the hardware and OS platform of each end user.

5. REALLOCATING RETURNED DEVICES

Most likely, end users that switch to Apple will turn in their devices running on Windows and other operating systems. These systems can be reallocated to future employees who do not choose Apple or they can be put aside as spare systems for any devices that break down. IT may also be able to put these systems to work for software testing and development as well as backup environments.



One more thing...

It's also critical to consider the tools and resources you will need for provisioning, securing, managing, and supporting the Apple environment.

The methodologies for these processes and applications are not overly complex, but they differ from the methodologies applied to Windows and other operating systems.

Depending on the enterprise mobility management tools already deployed, you may be able to use many of the same tools for Apple devices and applications.

But the IT team will need to learn a new set of skills that specifically apply to managing Mac and iOS devices.

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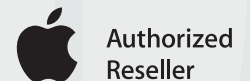
Implementing Mac As a Choice Program

Based on working with many enterprise customers who have already integrated Apple into their IT environment, WEI can help you make a smooth transition. We can also help you design a technology plan that aligns with your objectives and requirements while complying with corporate policies.

WEI can help with:

- Developing a Mac as a Choice program
- Integrating the Apple platform management with Windows and other operating system platforms
- Selecting the tools to manage devices and applications
- Securing systems, applications, networks, and data
- Automating device configuration and provisioning
- Enforcing the use of sanctioned applications
- Maintaining hardware, operating systems, and applications across the enterprise

As we help you implement a Mac as a Choice program, we focus on leveraging the existing tools and systems you already have deployed for the greatest benefit and cost savings. We also help you put automated IT processes in place across multiple platforms to eliminate manual system management, leaving your IT staff free to focus on enhancing your new environment. Let WEI help you create an innovative digital workplace experience for your company.



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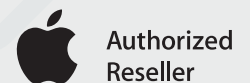
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While adding Apple to the enterprise may require IT professionals to think a little differently, doing so is not as intimidating as it may seem. The key to success can be summarized in a simple word: planning. Before purchasing or provisioning Apple equipment, IT professionals must first examine the use cases that are most important to the business. They must also take inventory of the integration points that truly matter, considering the new skills and staff they'll need to support Apple in the enterprise. They must factor in the overall device lifecycle to ensure that their operation can support the entire process, from

purchase to end-of life. And, of course, they must be ready for Apple to change the game now and then. While there is much to think about, it's important to remember that mobile devices and PCs are where the majority of work originate these days. And these days, a lot of users are developing a preference for Apple.



WEI has the expertise and experience to help accelerate your digital workplace with Apple. Contact the Apple experts at WEI today.



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About

ABOUT WEI

WEI is an innovative, full service, customer centric IT solutions provider.

**Why WEI? Because we care.
*Because we go further.***

At WEI, we're passionate about solving your technology problems and helping you drive your desired business outcomes. We believe in challenging the status quo and thinking differently. There are a lot of companies that can take today's technology and create a great IT solution for you. But we do more. We go further. And we have the customer, vendor and industry awards to prove it. WEI is a premier technology partner, who always puts our customers first while providing the most innovative solutions for over 30 years.

SOURCES

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