Authorised
Enterprise Reseller

team
COMPUTERS

Total Cost of Ownership

Mac vs Other PC in Enterprise

Mac is less expensive than Other PC

Save your IT budget by deploying Mac in your enterprise.

Over the past decade, Mac has ascended in consumers' demand because of its strong inbuilt security and ease of utilization. This increasing buyer interest for Mac is credited to the organizations who are ascertaining the benefits of deploying more Macs into their environments.

This developing pattern is growing due to the younger and more tech-savvy workforce who have grown using Apple products.

When stationing Macs to your workforce, the question that inevitably comes up in mind is managing the cost of it. "I can buy two PCs for the same price as one Mac," a typical mindset of IT departments.Nonetheless, in contrast, the total cost of ownership based on basic services, software, management,and support, favors Mac over PC.

Here are some common concerns of IT department while considering Mac over PC

- Macs are more expensive
- We are focused on cost take-out, not incremental expense
- Macs are challenging & expensive to support
- We will have to re-factor the application portfolio & retrain the help desk
- We wish we could give people Macs, but we just can't afford it

What is Total Cost of Ownership (TCO) & how Mac has less TCO compared to other PC?

TCO = CAPEX + OPEX

Total Cost of Ownership = Capital Expenditure + Operating Expenditure

VISIBLE COSTS

CAPEX ~ upto 20%

Support Costs
Operating System
Initial Costs

WHAT LURKS BENEATH... HIDDEN COSTS

SA	Technology obsolescence
Energy Cost	Manpower Cost
Multimedia Software	AV
Adoption	CAL
MS Office	Productivity measurement
Encryption	Deployment costs

Let’s Measure

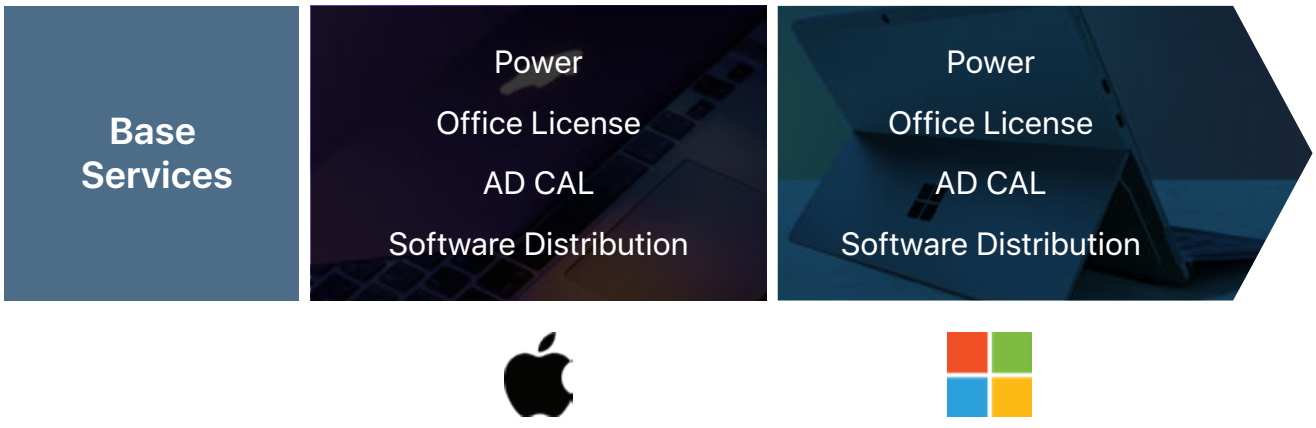
- Ratio of support staff to supported employees
- Workstation cost per user
- Depreciation cost per year residual value
- Deskside labor costs due to backup restore re-image
- Number of help desk calls tickets
- Cost of creating Windows images vs Standard MacOS
- Number of battery replacements
- Cost of hard disk encryption
- Cost to cascade machines between employees
- Cost of Security software and Protecting Data

Base Services

Each PC on an enterprise network needs a lot of essential administrations. Specically, power and theinternet must be available. That cost is essentially the same for both types. The expense of a ClientAccess License (CAL) for Active Directory, is equivalent for Mac and PC. Macs can undoubtedly bebound to directory services, such as Active Directory, and can use director credentials to log in and map network drives.

Next, users need access to the software. Mac is compatible with most applications a client needsdirectly out of the box: Safari internet browser, Mail, Calendar, Contacts with Exchange support, and protability applications like Keynote, Pages, and Numbers.

Additionally, Mac supports Oce 365 also which costs the same as it costs on other PC. However, inaddition to the software required for all users, organisations need to consider distribution points for deploying software to them. Distribution points can be in the form of cloud storage or local servers running a standard le share. Finally, there is the same cost for Macs and PCs.



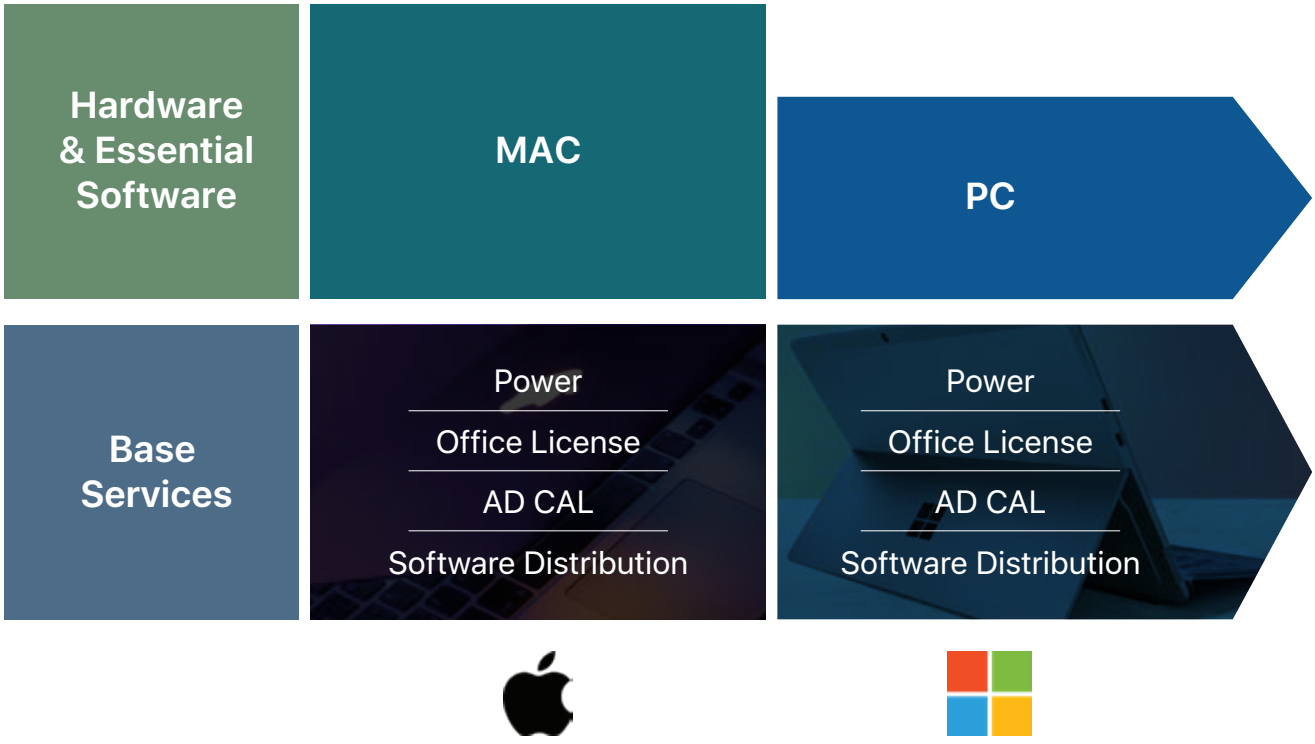
Hardware

There is no denying to the fact that Macs typically cost more than PCs. But Apple's strategy for Mac has always been to build computers with best in class specs that are designed to last a long time.

PCs, on the other hand, can go low in cost because vendors will oer lower-end specs for price-conscious buyers. Because of this, few PCs come in at half the cost of Mac.

It tends to be enticing to hold the argument here and essentially state "our organization can't manage the cost of Mac."

However, a deeper study of all the essential software required for security and deployments exhibits how the uptick in cost for Macs is something of an illusion.



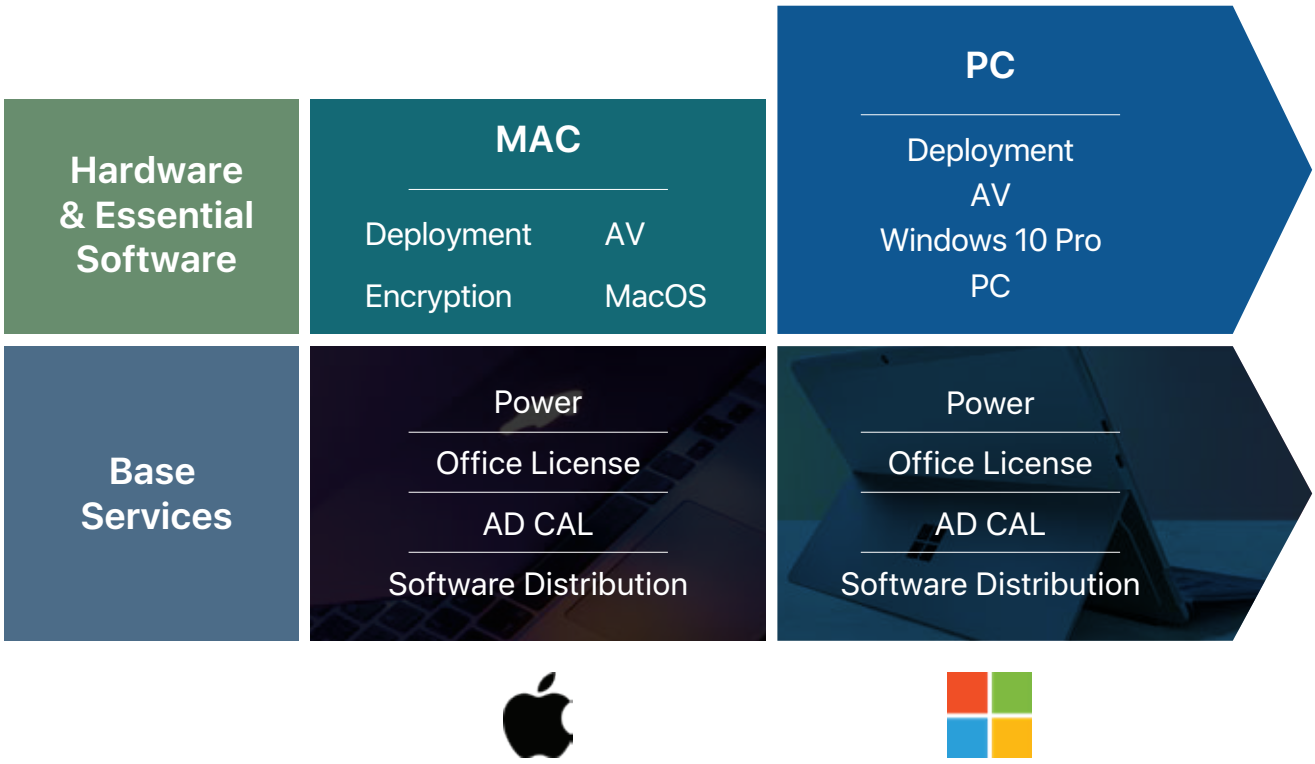
Essential Software

All Macs incorporate a copy of macOS free of cost. Apple builds just one version of its Macs' operating system, so there are no discrepancies in features and users get a consistent experience. MacOS can bebound to a domain (including Active Directory) shipped with full disk encryption (called File Vault),ensuring protection against malware (using X Protect)-immediately after the device is turned on with no additional requirements of any software.

On the other hand, Windows 10 requires organizations to either add these features or buy the "Pro"version, or both. Microsoft sells Windows 10 Pro for $199 or it can be bought at a nominal cost from a hardware manufacturer. The Pro version is necessary to bind a PC to your domain and for full disk encryption (called BitLocker). Moreover, most organizations include antivirus software also to protect against malware and viruses that have attacked and would continue to attack your PCs.

Finally, organizations require a differentiated method for deploying new systems to new employees. Apple provides a solution incorporated in macOS, known as the Device Enrollment Program (DEP) which permits organisations to arrange Macs (and iOS devices) and and tag them as corporate-owned. At the point that device boots up, it checks the sequential number with Apple's database and savors enrollment of a corporate-owned device. Now the management system can load additional applications and settings. This is a great time for cost savings over conventional imaging.

Windows 10 does not offer the same alternative to DEP, thus necessitating for organizations to spend time and money on getting a PC ready for a new user.

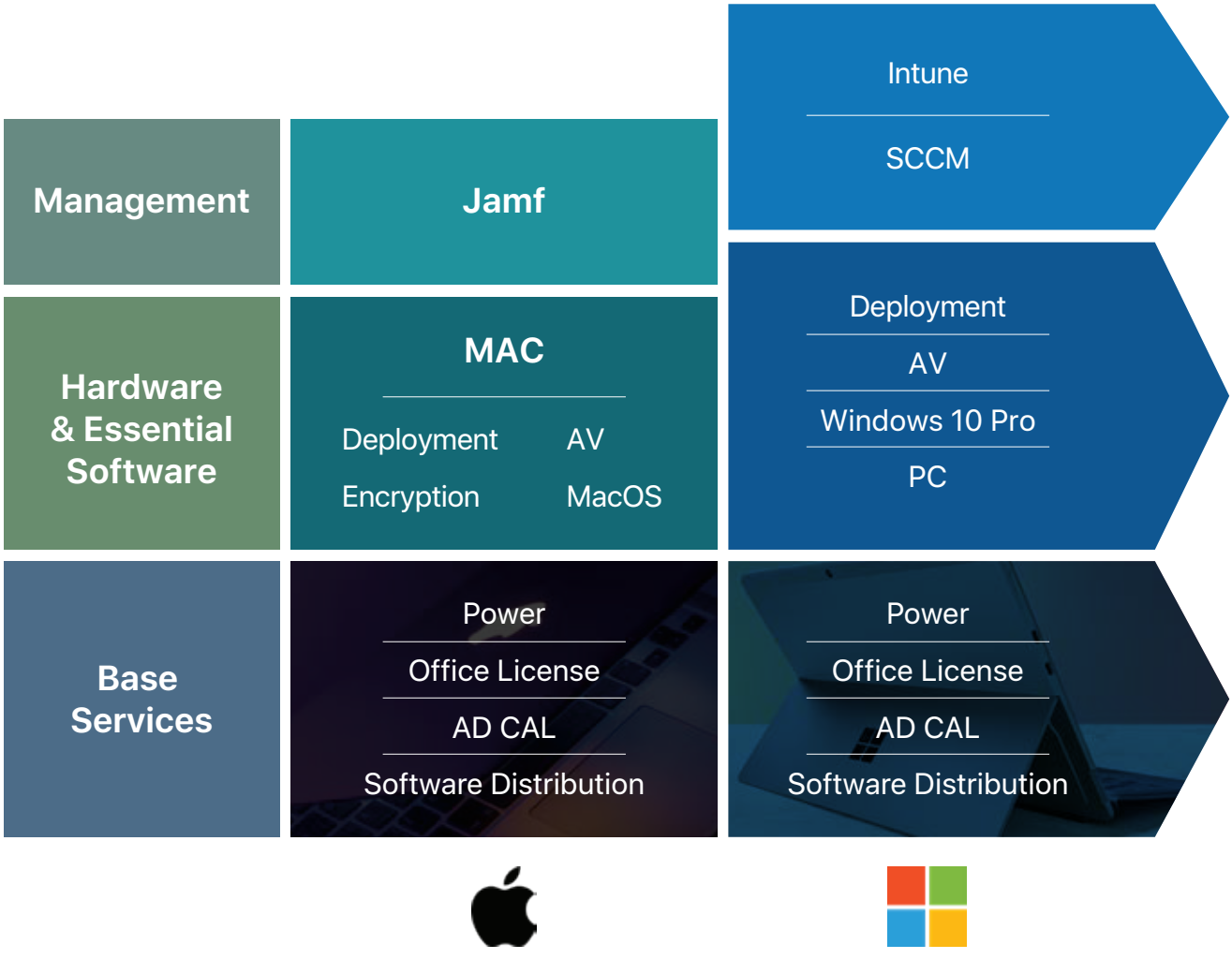


Management

A good desktop management system enables IT departments to deploy new devices, congure settings remotely, update software & ensure security.

Microsoft provides System Center Conguration Manager (SCCM) - the most favoured management tool for managing Windows. Microsoft also introduced Intune which expands SCCM capabilities by including mobile device management (MDM). Most of the organisations prefer to purchase both these tools from Microsoft to manage their Windows completely.

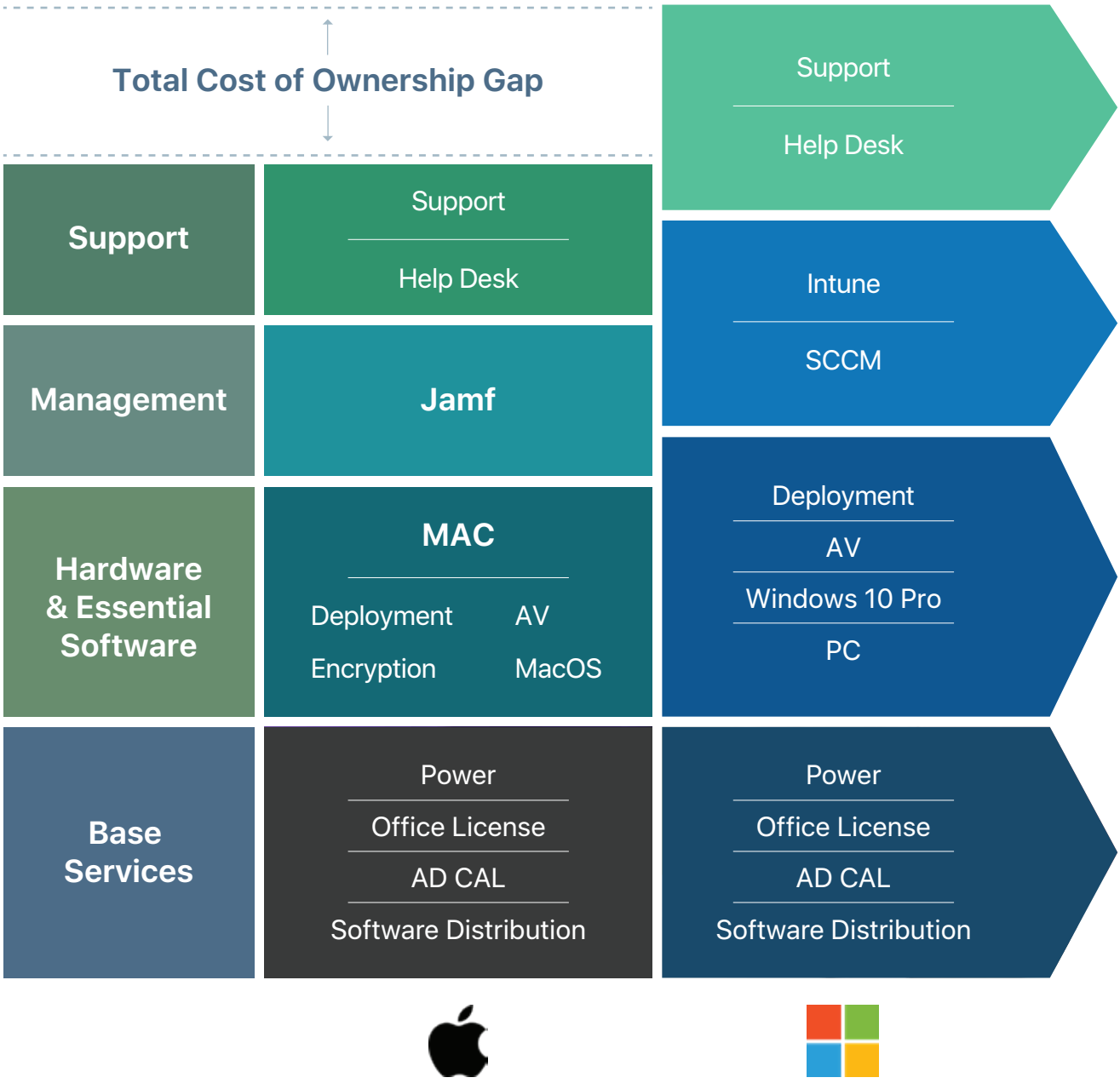
Apple has built a management framework (known as MDM) into iOS and macOS.
Jamf — an exclusive Apple management provider, leverages this framework in addition to the software installation for man- aging Macs remotely. Jamf offers immediate support for new macOS releases. Organizations can use Apple deployment programs and security tools to enjoy a complete ecosystem of Mac management capabilities. Organizations can also build a custom app catalog with Jamf Self Service and let their users install IT-approved apps and settings on their Macs.



Security

You must have now seen that Macs are already less expensive. Security is another factor that has a signicant role when it comes to costing of a product & it has been observed for a long time that Mac users have less data breaches than other PCs.

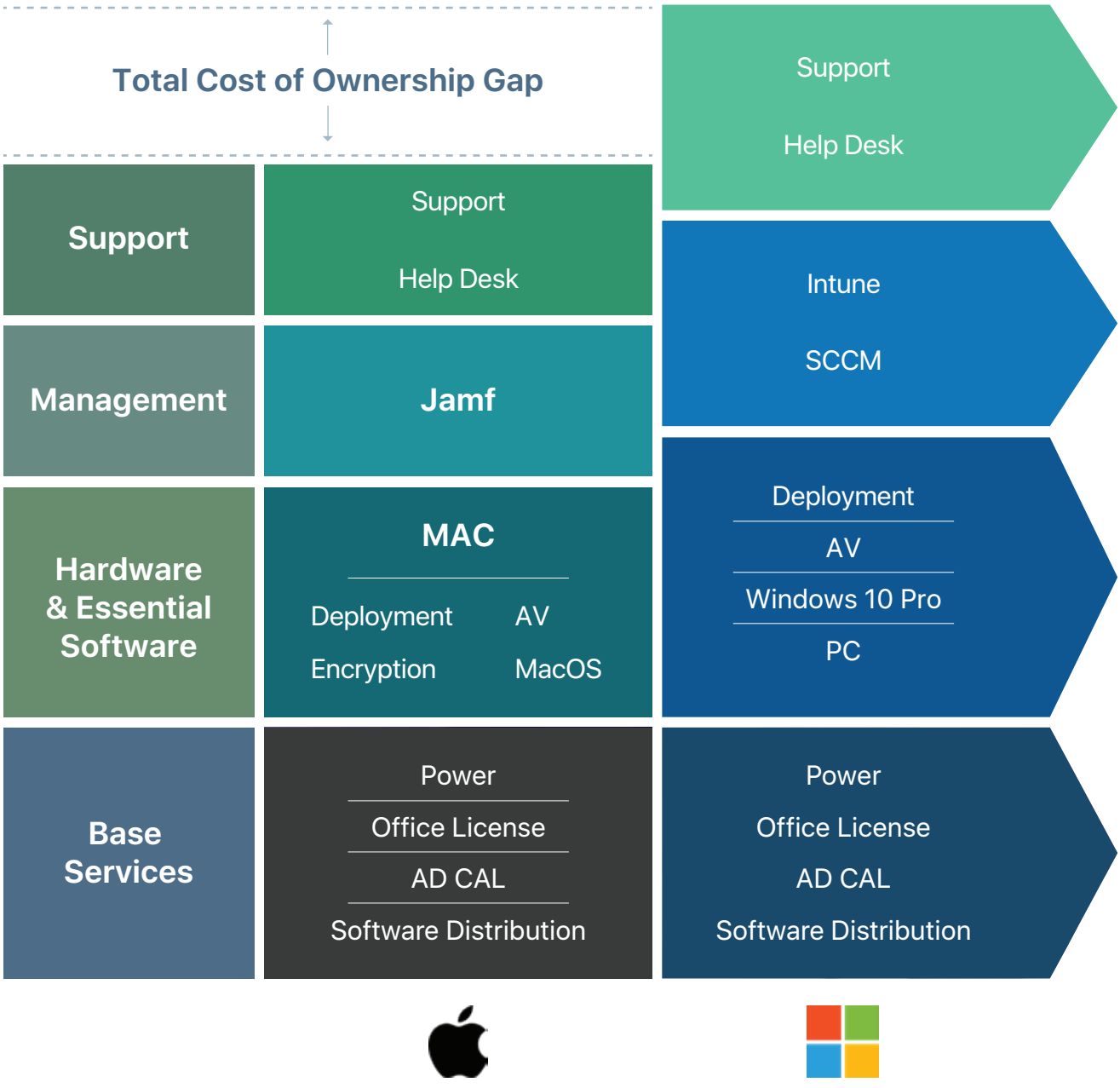
According to the study, the risk of data breaches on an enterprise device is 50% less per Mac deployed. Of course, there are also purpose-built, Apple-dedicated security solutions that expand on the native Apple security stance to protect your enterprise and users, too. The T2 chip ensures that all the components involved in the Mac's boot process, including things like firmware, the macOS kernel, and kernel extensions—can be cryptographically verified by Apple as trusted. That prevents an attacker from somehow inserting malicious code at boot and taking over the Mac.



Support

You must have now seen that Macs are already less expensive. Support is another factor that has a signicant role when it comes to costing of a product & it has been observed for a long time that Mac users require less support than other PCs.

A case study of IBM, who have deployed around 100,000 Macs in the last two years, shares with us some real time facts to support this claim. IBM reported that the number of support calls were double for PC users versus Mac users. Also, out of those issues, only ve percent of Mac users end up requiring an in-person visit whereas PC boasts 27 percent of issues that require IT visits.



Conclusion

Workstation cost per user:
Upfront workstation investment is lower for PCs (PCs cost 21% less), however, Macs residual value is 47% more.

Ratio of support staff to supported employees
Upfront workstation investment is lower for PCs (PCs cost 21% less), however

20% cost saved per Mac deployed- With promised better ROI on Trade off/buy-back
Carbon Emission 165 kg CO2e – 25% more energy efficient than other Windows Devices

Impacts our ability to attract (& retain) top talent

THE INCREMENTAL PURCHASE PRICE OF A MAC PAYS FOR ITSELF SEVERAL TIMES OVER THE LIFE OF THE DEVICE IN REDUCED SUPPORT BURDEN.

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If you're ready to start taking Mac seriously and planning to reduce your IT expenses in the process, please contact us.

Think **Apple**. Think **Team**.