

Case Study: SAP's Mac as Choice Program

*case study made with AI for demonstration purposes only

Global Software Leader SAP Boosts Employee Retention and Simplifies IT with Mac

Company Profile

SAP is the market leader in enterprise application software, with over 105,000 employees globally. As a technology titan that 94% of the world's largest companies rely on, SAP is committed to attracting and retaining the best talent and operating with maximum efficiency.

The Challenge: Empowering a Global Workforce at Scale

In a competitive market for top engineering talent, SAP recognized the need to provide its employees with the technology they love to use. The challenge was to implement a device choice program that could enhance employee satisfaction and retention without increasing IT complexity or deployment times for its massive, globally distributed workforce.

The Solution: Mac as a Choice

SAP empowered over 30,000 of its employees by implementing a robust "Mac as Choice" program. This initiative gave employees the option to select Mac as their primary work device, trusting them with the tools they are most productive and comfortable with. The program was designed to be seamless, prioritizing a best-in-class user experience from setup to daily use.

The Results: A More Satisfied and Productive Workforce

By offering Mac, SAP achieved significant, measurable improvements in key areas of its business.

"The Mac program at SAP enables every employee to choose the device they want to use, creating the most knowledgeable, satisfied, and productive workforce. The positive effects speak for themselves."

- Thomas Saueressig, Member of the Executive Board, SAP SE

Key Outcomes:

- **Exceptional Employee Retention:** Achieved a **94% employee retention rate** among program participants, demonstrating the powerful link between device satisfaction and loyalty.
- **Top Employer Status:** Maintained a **Top Glassdoor employer rating**, reinforcing its reputation as a premier destination for talent.
- **Radically Fast Deployment:** Streamlined the onboarding process with a **device setup time of less than 15 minutes**.
- **Reduced IT Strain:** Realized a significant **reduction in IT support tickets**, freeing up technical resources to focus on high-value initiatives.

By empowering its employees with the choice of Mac, SAP not only enhanced employee satisfaction and retention but also proved that a user-centric approach to IT can drive powerful business results at a global scale.