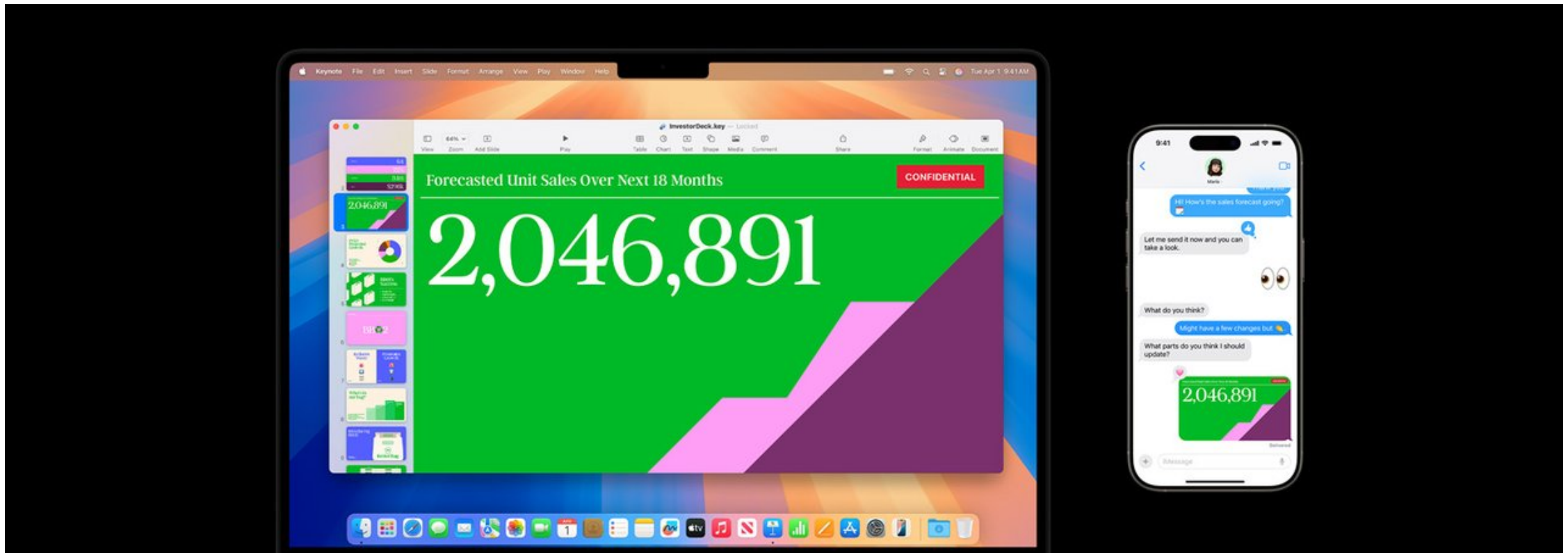# Apple for Enterprise

Empowering Your Business with Innovation, Security, and Value
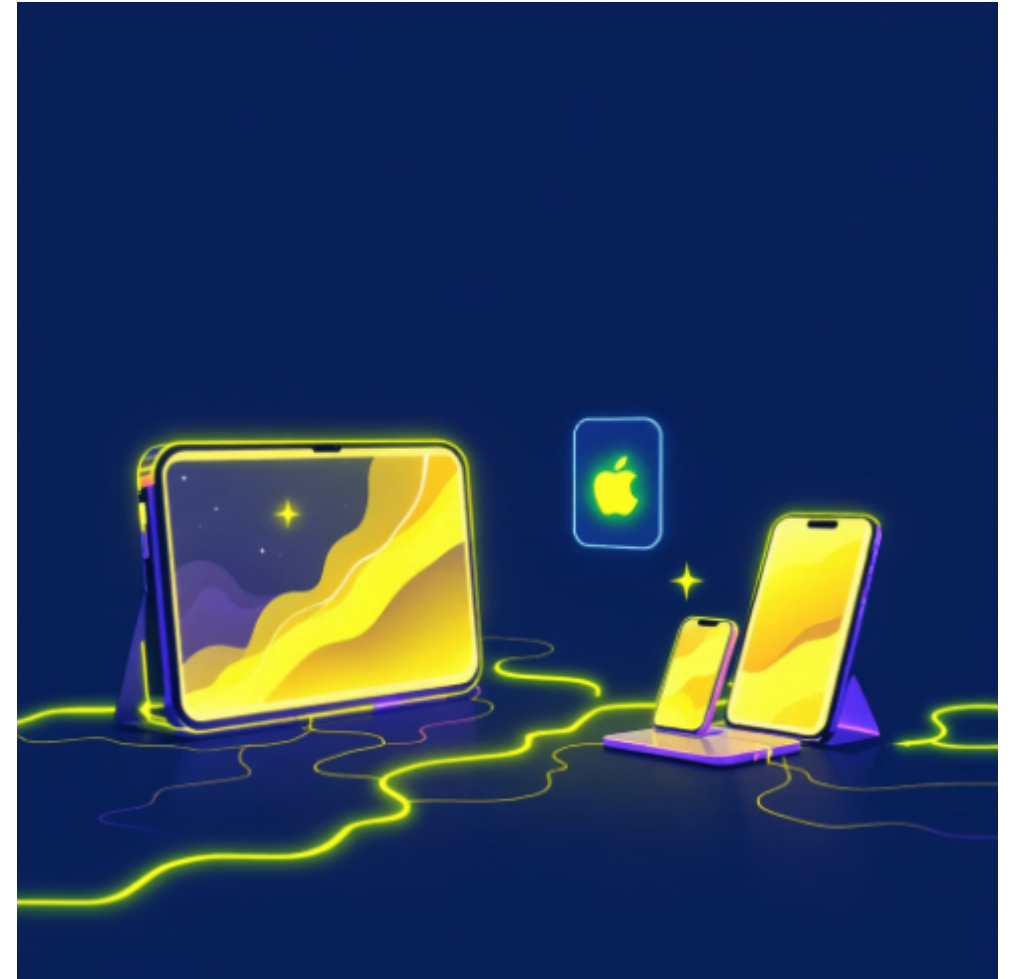
Executive Summary

Discover how Apple's ecosystem supercharges business growth with secure, high-performing, and reliable hardware and software solutions.

Unlock the value of:

Seamless productivity across devices

Robust security built into every device

Lower total cost of ownership with high residual value

Market Opportunity

The enterprise technology landscape is rapidly evolving. Today, 100% of Fortune 500 companies use Apple products, seeking innovation, employee satisfaction, and competitive advantage.

Position your company at the forefront of this transformation.
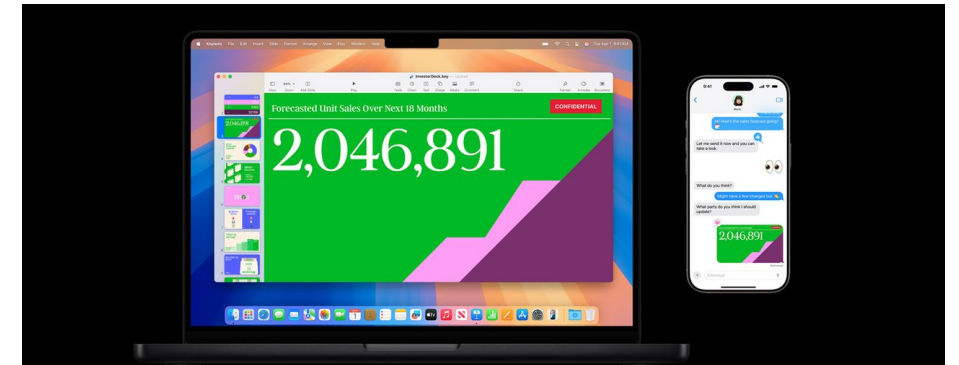
Apple's Enterprise Solutions

Integrated hardware, software, and services working together to transform how business gets done.

Powerful devices - Mac, iPad, iPhone, Apple Watch, and Vision Pro designed for business performance

Simplified management - Apple Business Manager and Business Essentials for seamless deployment and control

AI productivity - Apple Intelligence with on-device processing for enhanced privacy and performance

Seamless ecosystem - Cross-platform collaboration and continuity across all Apple devices

Competitive Advantages

Apple's unique ecosystem provides unmatched advantages for enterprise environments:

Seamless integration within Apple ecosystem enabling effortless workflows across devices

Intuitive user experience boosts productivity and reduces training costs

Employee choice drives talent acquisition and retention in competitive markets

Sustainability commitment with high trade-in value and low energy consumption

ROI & Total Cost of Ownership

Apple devices deliver superior return on investment and lower total cost of ownership through enhanced durability, performance, and residual value.

$843

Average savings per Mac over a 3-year lifecycle (Forrester)

50%

Lower energy consumption compared to competitors

Fewer IT tickets and reduced support costs

High trade-in value offsets initial investment

Extended product lifecycles with regular updates
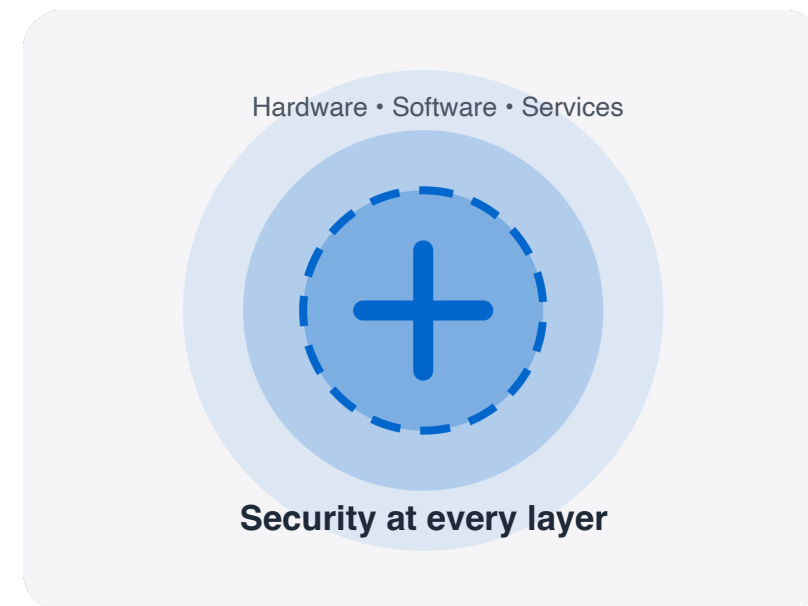
Enterprise Security Framework

Apple's security by design approach provides comprehensive protection for your enterprise, from hardware to software.

End-to-end security with hardware root of trust, Touch ID, and encrypted storage

Zero-touch deployment and remote management via Apple Business Manager and MDM

On-device AI processing with Private Cloud Compute for enhanced privacy

Regular updates and compliance with best-in-class industry standards and regulations

Hardware · Software · Services

Security at every layer

Case Study: SAP's Mac as Choice Program

SAP: Market leader in enterprise application software
105,000+ employees globally | 94% of world's largest companies use SAP

SAP empowered 30,000+ employees to use Mac, achieving:

94%
Employee retention rate

Top
Glassdoor employer rating

<15min
Device setup time

↓
IT support tickets

"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
SAP Product Engineering

Implementation Roadmap

Your journey to a successful Apple enterprise deployment follows these strategic steps:

1 **Consultation & Needs Assessment**

We analyze your current workflows, evaluate pain points, and define success criteria tailored to your organization's unique needs.

2 **Device & Infrastructure Planning**

Our team develops a custom hardware strategy, integrates with your existing systems, and configures Apple Business Manager.

3 **Zero-Touch Deployment & Onboarding**

Devices arrive ready to use with automatic setup and enrollment, significantly reducing IT overhead and deployment time.

Implementation Timeline

Typical enterprise deployment:

Small (<500 devices)	4-6 weeks
Medium (500-2000)	8-12 weeks
Large (2000+)	12-16+ weeks

FastTrack Program Available: Expedited deployment options for time-sensitive transitions

Support & Services

Comprehensive enterprise support to ensure your Apple deployment succeeds from day one.

AppleCare for Enterprise

24/7 technical support, priority repairs, and on-site coverage options for all your Apple devices.

Professional Services

Expert deployment assistance, implementation support, and employee training to maximize adoption.

Flexible Financing

Customized payment structures and leasing options that work with your budget constraints and refresh cycles.

Dedicated Support

Assigned account management team and technical resources for enterprise-grade assistance.

Enterprise-grade supportfor all your business needs

Pricing & Value Overview

Transparent and flexible pricing to fit your organization's needs:
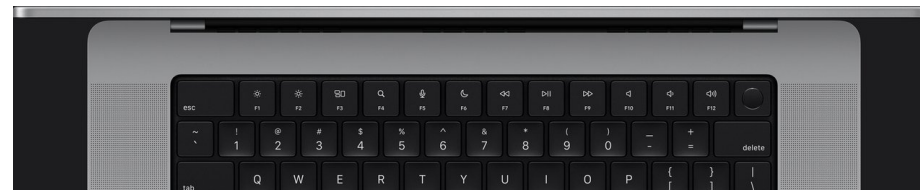
High Residual Value

Apple products retain significant value over their lifecycle, offsetting initial costs and making them more affordable long-term.

Bundled Solutions

Comprehensive packages combining hardware, software, and AppleCare support to simplify procurement and management.

Enterprise Customization

Tailored plans for large-scale deployments with volume discounts and flexible payment structures to match your budget cycle.

Mac delivers $843 savings per device over 3 years compared to PC

— Forrester Research

Ready to Empower Your Enterprise?

Contact our dedicated Apple Business Team
to discuss your goals and start your transformation journey.

✉️   aienterprise@apple.com

📞   1-800-APPLE

Schedule a Consultation