



Investing Smarter With Apple

The total cost of ownership
of Mac devices

Business challenge

Historically, PCs have been the default for most professional environments — often due to the perceived cost savings associated with these devices. But as choice technology becomes an expectation for today's workforce, consumer demand for Mac® computers has continued to rise, particularly among millennials. Within this group, 72% prefer Mac computers and 75% choose iPhone® or iPad® devices to help improve their workplace efficiency.¹

The need to support this growing trend has led many organizations to re-evaluate the hardware, software and service costs of Apple® devices in the workplace. The conclusion? While it may require a greater initial investment, the Total Cost of Ownership (TCO) of a Mac computer is lower than that of a PC.

Our solution

As a leading Apple partner, Insight has the tools, knowledge and expertise to help you make the most of your Apple investments. With Insight Managed Services, we empower IT teams with the tools they need to simplify device procurement, deployment and support — further reducing overhead costs.

Together, we will help you:

- Recoup residual value.
- Streamline provisioning with zero-touch deployment.
- Implement automatic, hands-free patch management.
- Reduce help tickets with self-service solutions.
- Increase productivity and employee satisfaction with Apple.
- Find significant savings through Apple Financial Services.
- Take advantage of best practices to reduce total cost of ownership.

Benefits

Apple® devices come standard with:

- Built-in macOS® Mojave
- Full-disk encryption
- Malware protection
- Apple Business Manager

Related services

Insight Managed Mobility for Apple

Insight Managed Deployment

Insight Managed Services

Managed Workplace Services

Support for Mobile Device
Management

Cost is a device lifecycle calculation.

While Apple® devices may require a greater initial investment, the benefit of built-in features combined with effective management dramatically reduces the need for IT support — resulting in a lower cost of ownership compared to PC.










Base services	Both Mac® and PC devices require access to the same basic software, directory and storage solutions.
Operating system	While Mac computers come standard with macOS®, PCs require enterprises to purchase “Pro” operating systems for an additional fee. And Apple doesn’t charge for major OS updates, saving you even more.
Security	Mac computers come with full-disk encryption and malware protection, while PCs require anti-virus software to be purchased separately.
Management	Mac computers offer built-in deployment solutions so they’re ready to use out of the box — PCs require additional configuration.
Support & reliability	Regular software updates and remote management options make Mac computers half as likely to require an IT support ticket. Plus, best-in-class hardware components ensure higher residual value than PCs.

Insight for Apple

Integrating a new solution into your IT environment can be challenging — Insight is here to help. As a top partner for Apple solutions, Insight has the relationships and expertise to help you plan, procure, deploy and support your technology choice program.

A true end-to-end partner.

Today, technology isn’t just supporting the business; it’s becoming the business. At Insight, we help you navigate complex challenges to develop fresh solutions and processes. We’ll help you manage today’s priorities and prepare for tomorrow’s needs.

 Global scale & coverage	 Operational excellence & systems	 Software DNA	 Services solutions	 Data center transformation	 Next-generation tech skills	 App dev & IoT expertise	 Digital platform	 Partner alignment
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¹ Jamf. (2018). What Businesses Lose When They Don’t Offer Choice.
² Jamf. (2018). Total Cost of Ownership: Mac Versus PC in the Enterprise.
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About Insight

At Insight, we define, architect, implement and manage Insight Intelligent Technology Solutions™ that help your organization run smarter. We’ll work with you to maximize your technology investments, empower your workforce to work smarter, optimize your business and create meaningful experiences.