

100 IPHONES. 100 HAPPY USERS.

Together Apple & CDW drive loyalty and great customer experiences.



Case Study

These municipal-run, long term care homes are committed to providing high-quality, long-term care.

By creating a warm home where residents direct their care, families are welcomed and respected and services are provided by compassionate professionals and volunteers.

They have committed to a level of service excellence that is widely recognized by the people who live in their homes, their families and the greater community. Individualized services are tailored to the unique needs and wishes of each person. Through partnerships and collaborations, they foster an environment that is responsive to the needs and wishes of the people who live in their homes and their families. Innovation, networking, openness to change and dialogue are essential to creating a culture of service excellence.

In order to meet their service commitments, they had a need to make their team more mobile and wanted to equip their staff with mobile devices. They had been piloting a few different devices, both Android and iOS, and discovered that the Apple devices were not only preferred by the staff, but provided superior performance on their network due to the partnership between Apple & Cisco.

Participants

"Staff are thrilled with the iPhones we deployed. I haven't heard any issues, just cheers."

– Customer Feedback



Home 1

30 iPhone XR

Supporting 88 Residents



Home 2

35 iPhone XR

Supporting 126 Residents



Home 3

35 iPhone XR

Supporting 125 Residents

The Solution

Niel Acolentaba was contacted to bring in resources that could help provide some additional information and guidance on how to move forward on this project.

Gathering information, Niel partnered with his resources and was able to showcase the CDW + Apple partnership and how it brought a unique value proposition to the customer.

As part of the journey, the customer experienced, hands on, how Apple devices could provide a seamless, low-touch deployment process while saving the organization money through strategic procurement methods.

The iPhone XR with its 6.5" display was the perfect device for the use case, however it appeared more expensive at first glance. Once the team understood Apple's approach to modern deployment and the soft costs that could be avoided, the solution started to become clearer.

Leveraging Apple Financial Services' unique Capital Refresh model and Apple's best practices on security, management & deployment, the team was able to meet both the goals of the project and the demands of the workforce.

The organization has now deployed the devices to their homes with very low touch from the IT group and staff are thrilled with the new offering. They have seen an increase in job satisfaction and productivity and are excited to offer iPhone to their users organization-wide.

CDW + Apple + Apple Financial Services

Using unique customized procurement models like the Capital Refresh or Fair Market Value offering can remove large capital outlay.

This not only guarantees a more consistent technology refresh, but can provide a guaranteed buyback amount or up-front reduction in cost to ensure that the high residual value of Apple devices can be reinvested in other projects, or better yet the community.



IPHONE XR

Was the preferred device of employees, but there was a perceived cost and difficulty of management that was holding back the decision.

APPLE FINANCIAL SERVICES

With a strategic procurement plan AFS was able to reduce the cost of the devices.

APPLE BUSINESS MANAGER

By leveraging Apple's best practices and programs we were able to modernize the deployment.

For more information, contact your CDW account manager at 800.972.3922 or visit [CDW.ca/apple](https://www.cdw.ca/apple)



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