





APPLE and CDW
SMARTER INVESTMENTS WITH APPLE DEVICES.
ORCHESTRATION BY CDW.

Driving productivity in any organization starts with choosing the right products. With options available at every price point, it's easy to focus on the numbers and forget about the big picture, but IT leaders know that devices with the lowest front-end cost rarely offer the best back-end value.

Designing products that are compatible with any business environment, Apple maximizes returns by lowering the total cost of deploying, securing and managing devices. Mac, iPhone and iPad products work together seamlessly to optimize mobile experiences and deliver the information your users need, when they need it most. That blend of simplicity and power make Apple devices a smarter investment throughout the product lifecycle.

 **SIMPLE INTEGRATION**
Because they work with many of the applications you're already using, Apple products deliver impressive value right out of the box.

 **CONTINUOUS SAVINGS**
Frequent software updates help lower the expense of deploying and managing devices, while Apple's intuitive design cuts support costs too.

 **LASTING INVESTMENT**
Mac and iPad products offer some of the highest residual values available, making them cost-effective solutions for your organization.

“Between lower support costs and higher residual values, every Mac we deploy saves IBM money.”
— Fletcher Previn, CIO, IBM



How Apple Devices Benefit Your Organization

Secure, easy to deploy and simple to support, Apple products are built for modern business. Discover what they can do for your organization and users.

Experience Out-of-the-Box Value with Built-In Security

Ideal for workers in any industry, Apple devices feature built-in business applications and instant compatibility with many of the enterprise systems and apps your users already know. But Apple software delivers much more than productivity gains — it also saves organizations time and money. That's because Apple products carry no operating system software licensing fees or update costs, and their built-in security features often eliminate the need for third-party encryption or anti-virus software.

Unlock Deployment and Management Efficiencies

Rolling out new devices can be a challenge, but key features make it easy to deploy and manage Apple products, even at the largest scale.



Automatic Configuration: Every iPhone, iPad and Mac can be set up and configured automatically, so your IT department doesn't have to handle each device individually.



Remote Device Management: With a third-party mobile device management (MDM) solution, your IT department can manage and control your Apple devices over the air, significantly reducing your overall support costs.



Streamlined Device Enrollment: Apple's Device Enrollment Program (DEP) enables automated MDM enrollment of corporate-owned Apple devices purchased through an authorized reseller such as CDW.



User-Friendly Setup: Users can unbox and set up their own devices, not to mention personalize them with company-recommended business apps or even personal apps that fit within your corporate policy.

Spend Less Time and Money on IT Support

Designed for simplicity, Apple products don't require as much IT support as you might expect. According to CNBC's 2017 All-America Economic Survey, the average American household owns 2.6 Apple products. That means most of your users are already familiar with Apple devices. By reducing the need for employee training and extensive help desk support, Apple's legendary ease of use helps lower your IT labor costs.

Apple's integration with Cisco networks further reduces the burden on IT by creating a seamless wireless experience for users. Meanwhile, built-in security features and regular over-the-air software updates protect devices from cyberattacks that would otherwise drain resources.

Should your organization ever need a helping hand, AppleCare provides integrated, expert support — everything from extended warranty and device services to 24/7 phone support.

Achieve Higher Residual Value

Powered by best-in-class hardware components, Apple products undergo extensive reliability testing to ensure they retain high performance and value, even after years of use. For example, a four-year-old MacBook Pro could be worth more than \$600* — value your organization could easily recover at the end of its lifecycle.

If you don't want to participate in trade-in or buyback programs, you can lease that same MacBook Pro and unlock savings of up to 25 percent on the front end, based on a three-year, fair-market-value lease. Opting for a **Device as a Service plan from CDW** combines the advantages of leasing with subscription-based support to offer even more savings.

**Contact your account manager or visit
CDW.com/AppleAtWork to learn how CDW can help you
make the most of Apple products in your business.**



Authorized
Reseller



* Based on a working mid-2014 15-inch MacBook Pro (Core i5 2.8GHz 512GB SSD) as of January 2018. Values will vary depending on age, condition and configuration.