

Apple-ization Catches a New Wave

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Recent events seem to be supporting our belief regarding Apple's increased involvement in the enterprise for both the medium and long term. After announcing earlier this year the partnership with IBM and launching Apple Care for Enterprise, the initiative of creating a sales force with enterprise focus makes us believe that times when each employee will have at least one Apple device are not far away. I would like to share some thoughts which will help you to prepare for that day.



- **Big guys will take the lead in this trend:** Global companies such as Google, Facebook, among others represent the starting point for Apple's sales force. These will stand as examples of successful integrations of Apple products and will influence decision makers from other enterprises who may think "If Apple is good enough for Google, to remain competitive we should consider using them in addition to our PCs." Medium-sized companies will follow the trend according to their employee's requests, which our studies have shown prefer to work on a Mac, predominantly in the U.S. A [Parallels survey](#) conducted on more than 200 IT decision makers revealed that 45% of companies offer Macs to their employees and 9 out of 10 would be more likely to offer their employees Macs if they could centrally manage both Windows and Mac. Convenience and user-friendly operating systems, as well as seamless integration with hardware, represent the main reasons users prefer Apple computers and mobile devices. Our statistics on current customers shows that only 5% of the companies that use Windows computers, have Windows Vista.
- **Small guys want to play in the big leagues:** If we look at the software industry as a whole, most companies want to have a share of the enterprise market. Many start-ups prefer to develop for the B2B market than go after the fickle consumer or app market place. Cloud-based applications continue to provide the ideal of growth and distribution, because of the flexibility they provide and low resources they require, making compatibility with Macs less of a problem. I believe we are witnessing an increased adoption of Apple solutions in the enterprise as developers' attention is shifting towards creating cross-platform, cloud-based or web-based apps, closing the gap between Windows and Mac OS X. The result here is that IT Managers and IT Administrators are likely to adapt and provide employees the support and help to manage their Apple computers and devices. The result of this will make sure they stay compliant from the data security point of view. It may be a matter of time until Apple's products will be an option for every company. I believe the natural laws of supply and demand will take place resulting in a decrease in price, because Apple will have to adapt its pricing strategy to companies' needs, especially in volume purchases.
- **The role of Apple Pay in corporate IT:** By flipping the switch on Apple Pay in the latest version of iOS, Apple has created a new set of opportunities and exposures for retail organizations. We need to begin by understanding the two groups involved in this, the vendors who will be accepting payments and need to ensure the payments are PCI compliant. They are coupled with retail enterprises, especially SMB and their IT departments who will need to be trained on how Apple Pay works and best practices regarding how it does, and does not, work. This presents a great opportunity for the organization to increase customer satisfaction while using an added and long overdue feature from Apple.

Looking Ahead

It is becoming clearer that the evolution of Apple, from the provider of cool and interesting gadgets to that of a full solutions provider, will result in the closing of the gap between what employees want and what enterprises offer. As a result, Apple's shift will have to move from being a hardware provider first and more of an enterprise solution. With only incremental success of the various Windows upgrades and the increased desire among individuals for Apple's solutions, the integration of Apple into the enterprise is the last gap to be closed and Apple

seems to be doing job.

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