



APPLE GROWTH IN THE WORKPLACE

Without a doubt, **Apple has made some serious inroads in the workplace.** A once Windows-dominant environment, SMBs and enterprises are welcoming more and more Apple devices into their IT infrastructures. Let's take a look at some of **the reasons why:**



2020 - M1 Chip Introduced



Improved device performance, power efficiency and battery life



Apps can run across *all* Apple devices

The result?
Users have a truly connected experience.

Lower TCO

\$635 per device savings over 3-year lifecycle



More Secure

50% reduced risk of a data breach



Improved Employee Performance & Engagement

20% increase in employee retention

5% increase in employee productivity

2021 - Rapidly Growing Market Share

55% of businesses use Mac devices, according to Parallels, and IDC reports macOS reaches **23%** market share in the US.



2021- M1 Pro Chip Introduced



70% faster CPU performance than the M1



2x faster GPU performance



Up to 21 hours of battery life

The result? Unprecedented performance & power efficiency.

Accommodating Apple device users and expanding Apple device support is essential for corporate IT teams and is a must for MSPs looking to boost revenue. Addigy can help. As the only cloud-based, multi-tenant Apple device management platform, Addigy is here to ensure IT admins can effortlessly manage Apple devices across multiple clients, teams, and locations.

See a demo at [Addigy.com/Demo](https://addigy.com/Demo) or email sales@addigy.com.

