



# A Guide to Apple Device Management

for Beginners

If you're new to Apple device management, you may be wondering where to begin. This guide provides an overview of applications and software that you'll need to help you get started.



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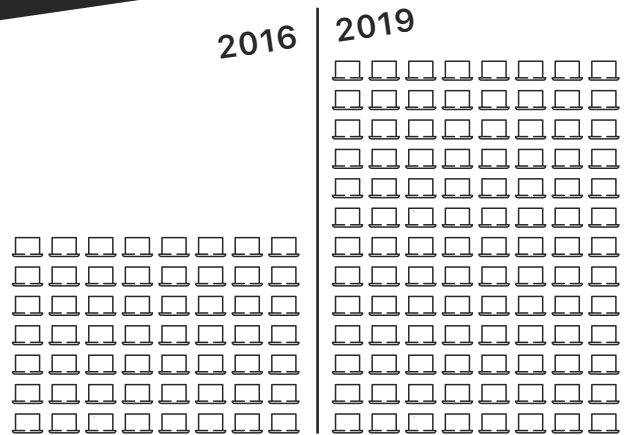
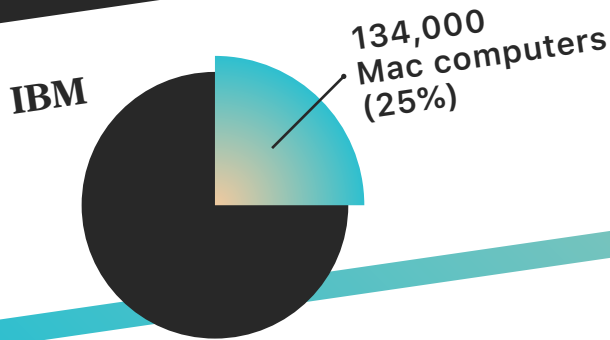




If you work in an office, you probably have Apple devices in your environment. Mac devices have been **increasingly popular** for enterprise and education for years, and this trend picked up steam in 2019 as major enterprise deployments took the news.

Perhaps most notably, **IBM reported** that 25 percent of their 537,000 active laptops were Mac computers. CIO Fletcher Previn also shared that they provision 150,000 new laptops annually, a significant increase from the 85,000 they provisioned in 2016.

But what spurred them to expand their support for Mac use?



There are many pieces to this puzzle, but the short answer is probably, in part, because employees wanted it. Mac computers provide a great end user experience.

On the operations side, Mac devices can improve employee engagement, reduce operating costs, and reduce the number of help desk tickets. And this is no exaggeration. A **2019 Forrester report** found that Mac use reduced hardware, software, support, and operational costs by \$678.56 per device over a three-year period.

**Mac devices can improve employee engagement, reduce operating costs, and reduce the number of help desk tickets.**

Employees in enterprise, small to medium-sized business, and education environments appreciate the security, ease of use, and excellent user experience of working on a Mac computer. These folks deserve an IT experience that provides seamless support. Fortunately, there are great Apple device management solutions in the market.

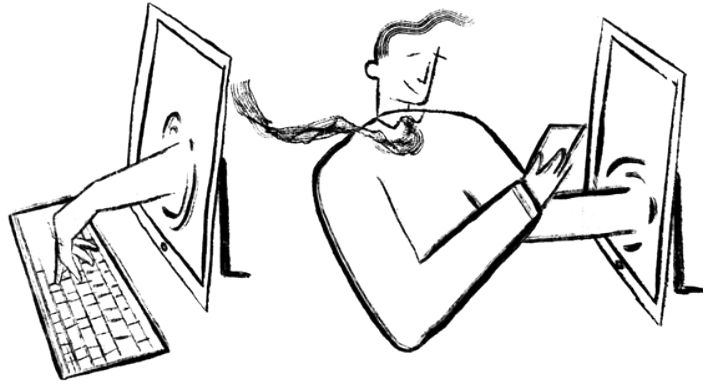
This guide to Apple device management for beginners will cover what you need to know about managing Mac and iOS devices in your environment, whether you're providing IT support for a Windows and Mac shop, or you're learning to embrace Mac devices at scale.



# Apple Device Management 101

If you're unfamiliar with **Apple device management**, there's no reason to be intimidated. Mac and iOS devices are built to support remote device management, and most Apple devices are shipped with key features to help you track and update their applications, wherever they happen to be located.

In modern work environments where remote work and flexible schedules are the new norm, end users need flexible IT support that's available even when users are working remotely. In this mobile landscape, cloud-based IT support for Apple devices is a great asset for organizations of all sizes.



## What Is MDM?

**Mobile device management (MDM) solutions** are built to help you manage Apple devices on your network, monitor the security of your environment, and provide solutions to end users.

Just a few years ago, there wasn't a mandate to support a fleet of MacBooks. Common misconceptions about what "mobile device management" means today persist. MDM solutions aren't just tools for managing company iPhones. Mobile devices include electronic devices such as: laptops, tablets, and phones, and they all need IT support in a business setting.

Whether end users are looking for a software update and help troubleshooting an issue, MDM solutions empower them to access the resources they need to answer their own questions through the self-service portal.

Because **MDM solutions are part of a cloud-based IT program**, you can support the devices enrolled in your MDM solution wherever they are. It also gives you single pane of glass management for your entire Mac and iOS fleet, allowing you to monitor security risks and alert affected users from one central platform.



## Device Configuration

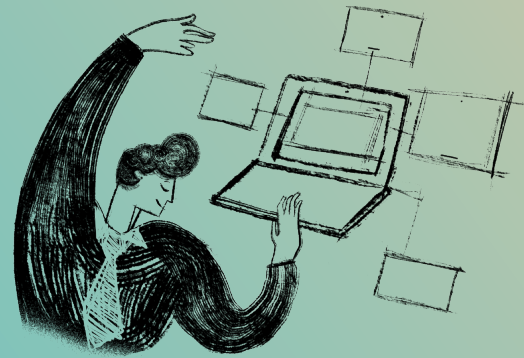
MDM solutions are designed to help support your device configuration. Apple makes adding a device and ensuring the proper settings are deployed both easy for the end user and ensures proper management for IT.

*“I think the power of an MDM comes when you implement the automated device enrollment process. The consistency with which you can put a machine out is excellent from a support perspective.”*

— Tucker Smith, PopSockets

With the additional support of **Apple Business Manager** or **Apple School Manager**, your team can install the right programs and queue the device up for enrollment in your MDM program before it leaves the box.

The same is true **when a Mac user departs or a device is lost**. Your IT team will have the ability to remotely wipe or secure the device without having the computer or iOS device in the room.



## Device Management



One of the primary benefits to using an MDM provider is cloud-based device management. With the help of Apps and Books, and the full catalogue of Apple applications, it is simple to share application licenses with end users, track inventory, and plan software provisioning to help you manage your budget.

Remote device management also enables you to support your end users remotely by providing a self-service portal. This not only cuts the number of help desk tickets your team will field – it also helps end users to get back to work faster. The assurance they feel gets passed on to the rest of the team.





## Costs and Benefits of MDM Solutions

One of the main areas where **MDM solutions prove their worth** is in the IT department.



**MDM solutions reduce the number of IT staffers needed to support your fleet. 200 PCs can be managed per IT full-time employee (FTE)**, whereas 500 Mac devices can be managed per IT FTE given best practices for Mac deployments in an enterprise environment.

**Using an MDM solution can reduce the cost of each IT ticket from Mac users.**

A recent Forrester study found that the average fully burdened IT salary is **\$43 per hour**. With an average of six tickets opened per PC user per year, each ticket costs \$30 to resolve. On an annual basis, Mac users open an astonishing 50 percent fewer tickets than PC users, and each ticket costs 25 percent less to resolve.



**One of the hidden benefits of using an MDM solution is that happy employees have longer lifetimes with the company.**

The same study showed that Apple device users had better employee performance and engagement than PC users and a 20 percent improvement in retention rate. Churn can be expensive, but an employee whose primary work tools are well-cared for and easy to use will experience less friction in their daily workflow.

MDM solutions will help you and your team provide a seamless work experience where end users are enabled to answer their questions themselves or enter into a simple workflow to get the support they need, wherever they've made their desk for the day.



## Other Software Solutions that May Be Right for Your Mac Environment

While MDM solutions provide robust features, visibility, and control, there are a few other types of software that may be right for the Apple device users in your environment. The world of Apple software and devices is full of acronyms.

While these four solutions are good to know about, please feel free to reference [our guide to Apple's lingo](#) if you find yourself lost in the alphabet soup.

1

**Patch management software** helps organizations monitor vulnerabilities and manage security risks. This tool provides IT admins with visibility into end users' software versions and prioritize patches to keep everyone in the environment up to date. Some of this may involve automated updates, but the primary benefit is visibility into the software, devices, and threats in your environment.

**Enterprise mobility management (EMM)** is a comprehensive framework that allows IT admins to remotely manage devices, content, and configuration. This hardware-diagnostic tool is ideal for IT teams within enterprise organizations that need to manage end users' access to data and internal websites.

2

**Remote monitoring and management (RMM)** is also referred to as "network management." Ideal for managed service providers (MSPs) that need visibility into their clients' networks, devices, and endpoints. This is also a feature of most MDM solutions.

3

**Unified endpoint management (UEM)** is another feature of many MDM and EMM solutions. UEM refers to software tools that provide a single console for IT admins to manage devices in their environment. You may also hear this referred to as "single pane of glass" management. The primary benefit of these tools is the ease of use for IT admins. Rather than logging into several different systems, UEMs provide a single stopping point that is a window into all devices on your network.

4

As you might expect from a tool designed for the Apple ecosystem, a platform should be able to support these goals. Modern IT platforms often combine these solutions and can be customized to fit your organization's needs.



## Apple Services and Programs

Beyond the broad categories of enterprise and education management solutions on the market, Apple offers an excellent range of tools to help organizations manage their devices, software, and security.



**Apps and Books** used to be called the Volume Purchase Program (VPP), and it allows you to purchase and license applications in bulk from Apple. In an enterprise setting, this tool allows IT admins to distribute licenses to end users using their Apple IDs or directly through your Apple device management solution. If an end user leaves the company or no longer needs their license, you can also reassign licenses through Apps and Books.

1

2

**Apple Business Manager** is available to all non-educational organizations. This central portal enables IT admins to manage Apps and Books and deployments throughout their enterprise.

**Apple School Manager** is exclusively available to educational organizations. Like Apple Business Manager, this portal enables IT admins to use Apps and Books and zero-touch deployments, with the addition of classroom-specific tools like Apple's Classroom app. This tool can also integrate with student information systems for better device use visibility for administrators.

3

4

**Apple IDs and Managed Apple IDs** are the account credentials end users can use for Apple services, like the App Store and iCloud. Managed Apple IDs allow IT admins to update user information for an ID without the user's permission, but it's worth noting that these are rarely used in enterprise settings.

**Classroom app** from Apple is an instructional tool for iPad that enables instructors to direct their students' engagement in the classroom through technology. With the classroom app, teachers can manage what app their students are using and ensure that students have the educational materials they need loaded on their devices before it's time to head home for the day.

5

6

**Device supervision** is a special mode for iOS, iPadOS, macOS, and tvOS devices. It's available for devices that are enrolled in Apple Business Manager, Apple School Manager, or Apple Configurator (although Apple Configurator only applies to iOS, iPadOS, and tvOS). This mode must be turned on to enable a number of management features, including Managed Lost Mode. This may be essential **if an employee leaves a company** and takes their device with them. Device supervision mode also enables you to block apps and proceed with silent app installations, which can be handy for educational and enterprise environments.

In today's world of subscription applications and mobile workforce flexibility, this suite of programs and tools makes managing your Mac fleet simpler at every stage of the device lifecycle.





# The Stages of Lifecycle Management

There are six main stages of the Apple product life cycle within your environment.

With the help of your MDM provider, your team will have the support they need to manage your end users' needs, no matter the size of your fleet.

## 1



### Deployment and Provisioning

To configure devices for end users, those devices need to be enrolled in an MDM solution. There are three ways to do this:

- **Traditional:** IT can manage the set-up process in person (typically via USB device).
- **Modern:** Users can manually enroll via URL.
- **Magic:** Through Apple Business Manager or Apple Device Manager, IT admins can set up automatic device enrollment, resulting in zero-touch deployment.

Zero-touch deployment has become a popular approach, especially for enterprise environments with remote staff. Providing students with iPads that have all the apps and reading materials they'll need right out of the box is similarly efficient. The end goal is to speed up the onboarding process and make Mac and iOS devices feel like a seamless part of the end users daily experience from day one.

To improve provisioning, IT admins using an MDM solution also make it easy for end users to navigate across their apps without needing to confirm their credentials within the confines of a secure environment.

## 2



### Apple Device Inventory

An accurate inventory is key to ensuring operational efficiency, network security, and budgetary stability. If your organization has a **BYOD policy**, starting a regular inventory may intimidate your team, but it doesn't have to.

With the help of your MDM portal and the data from your Automated Device Enrollment program, it's simple to inventory the Mac and iOS devices in your environment.

**The earlier you begin taking a regular inventory the better. Even if your company only has a dozen Apple devices in your environment today, it's not too soon to start keeping track of these assets.**

To begin thinking about budgeting for procurement and provisioning, you'll need to collect three main piece of data:

- 1 | What devices are active in your network and who owns them.
- 2 | For institutionally owned devices: the date of purchase.
- 3 | The start date of the employee institutionally owned devices are assigned to.





With these data points in hand, you'll be well positioned to begin budgeting for the future. Maintaining an inventory is also a key component to **a proactive IT program**. If you know what devices are in your environment, you'll also have a view of the software versions installed on your company's devices. This is critical information when it comes to managing your network's security.

## 3



### Security

**Network and device security depend, in part, on your access to an inventory of the devices on your network.** You must know who is operating in your environment in order to manage patches, monitor risks, and recommend software updates.

Using a mobile device manager like an MDM solution, you'll be able to send alerts to users whose devices are vulnerable due to software or operating system issues.

Additional Apple features that help support your security efforts include:

- FileVault encryption
- Gatekeeper settings
- App restrictions
- Required software updates
- Removing MDM software
- Lock, wipe, and restart
- Lost mode
- Remote wipe
- Restrict or block passwords
- Managed Apple IDs

Apple devices are built with privacy in mind, and this is part of why they're so popular with large enterprises that prize security. Forrester found that enterprises have a reduced risk of a data breach by **50 percent** per deployed Mac, which is nothing to sneeze at.

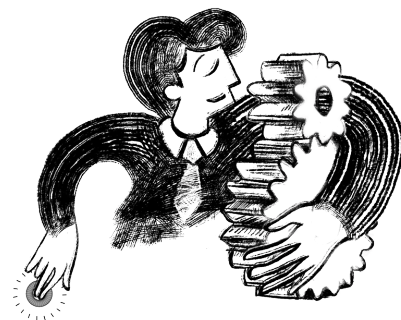
## 4



### Configuration and Settings Management

Apple's configuration and settings management enables IT admins to manage groups of devices within the organization. This enables you to set up configuration profiles, including policies that allow you to remotely install printers or custom software to specific groups of devices.

For example, you could use this in an enterprise setting to set up department or team-based groups that would automatically install the software applications specific to that user group.



Or, say everyone in marketing automatically needs Adobe and the Microsoft Office Suite. Similarly, maybe your customer support team needs their CRM application pre-installed for calls. Any new Apple ID you create and add to the CX group would enter into a workflow to ensure that their device has access to the licenses and software that they need.



# 5

## App Management

With an MDM solution, app management gives you extra security and configurations for the apps you deploy from Apps and Books through Apple Business Manager or Apple School Manager.



What's the main difference? Managed apps can be configured or reassigned by the MDM administrator.

Additionally, if your company is using any apps or custom software, your MDM provider will be able to manage this through their central dashboard.



# 6

## User Empowerment and Adoption

With an MDM solution, your end users will have access to a directory of services and forums. With an Apple device management solution like Addigy, you're not just part of the community of Apple device users at your organization, you're part of the Addigy community.



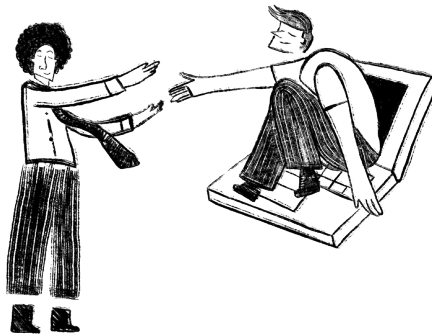
Our [Slack channel](#), online user forums, and white glove support means you and your end users always have the resources you need to get the answers you're looking for.

IT admins benefit from the ability to automate tasks and a reduced number of helpdesk tickets. In addition to lowering support costs, it can help lower stress within your team.

For IT techs who are new to Mac and iOS devices, your MDM solution is the easy-to-navigate resource they need to provide remote support on an unfamiliar OS.

*"I'm a fish in water on a Mac device, but we have two techs who are not Mac people. With Addigy, they are able to deploy, manage, and maintain Mac computers with ease. It's very intuitive."*

— Tucker Smith, PopSockets



Users enjoy having on-demand access to [self-service resources](#) and the ability to procure their own organization-approved software from Apps and Books.

The monitoring and alerts function is a boon to both sides, making it easy for end users to choose [when to update their devices](#). These alerts also assist your IT team in getting the word out about critical software and OS updates.



## How an MDM Solution Can Work for You: An Example from the Field

**Tucker Smith** | IT Systems and Network Manager | PopSockets

PopSockets is having a moment. Job listings on their website note that their company was listed as **Inc. 5000's second fastest growing company** in the US in 2018 and a 71,424 percent increase in sales over the last three years.

Today, this Colorado-based company has over 300 employees between desks in Boulder, San Francisco, Shanghai, Japan, and Finland. So, how does their IT department make it work?

### How a New IT Leadership Brought Improved Technology

Tucker Smith, PopSockets' IT Systems and Networks Manager, joined the team last year. When asked when he knew he wanted to deploy a mobile device management solution, he cites his start date. "March 14, 2019. My first day here."

Smith was excited to work in an organization where Mac and PC computers shared the territory. But he saw room for improvement in the IT department.

*When I walked in, we were in the middle of a domain migration. The team at the time had limited Mac experience and was struggling with migrating Mac devices from one domain to the other. There were no centralized management tools and there was no OS continuity."*

— Tucker Smith, PopSockets

### How PopSockets Chose a Mobile Device Management Solution

Smith knew from experience that a mobile device management software solution could transform his IT operation. They comparison-shopped solutions and landed on Addigy.

Smith cites three factors that set Addigy apart:

- 1 | **Multi-tenancy.** "Even though we're not a managed services provider (MSP), we're multi-location, so that was really important to us."
- 2 | **Cost.** "In a dollar for dollar comparison for set-up, you can't beat Addigy."
- 3 | **Development and community.** "The Addigy team is dedicated to continual improvement. With Addigy, I have a voice and I'm part of the conversation."





With a 50-50 split of Windows and Mac computers in the environment, they were struggling to keep up with end users' IT needs for both operating systems.

"I'm a fish in water on a Mac device, but we have two techs who are not Mac people. With Addigy, they are able to deploy, manage, and maintain Mac computers with ease. It's very intuitive.

What does he like best about using Addigy?

- "With Addigy, my machines are all updated. I can do it from one console. I spend very little time supporting day-to-day Mac users' needs anymore – just a once-a-week checking through the Addigy platform.
- "Addigy does a really good job of keeping me informed on the landscape for MDM."

*"Addigy is a game-changer when it comes to managing the Mac environment. It's flexible. It's very powerful. It puts the keys in my hands to drive my Apple environment."*  
— Tucker Smith, PopSockets



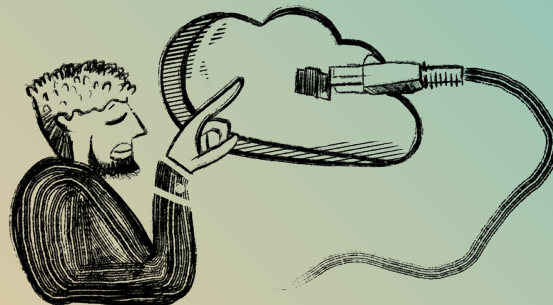
## Insight for Infrastructure Planning: Look to the Cloud

As providers of a true SaaS cloud-based IT management solution, it should come as no surprise that we advocate for hosting your mobile device management solution in the cloud.

The benefits of cloud hosting go beyond having an offsite location for disaster recovery. Cloud hosting is quick to set up, makes it easy to scale your server resources, and insulates your organization from the costs and headaches of server hardware issues.

Hosting your MDM solution in the cloud also improves:

- Database security
- Data storage costs
- Administration costs





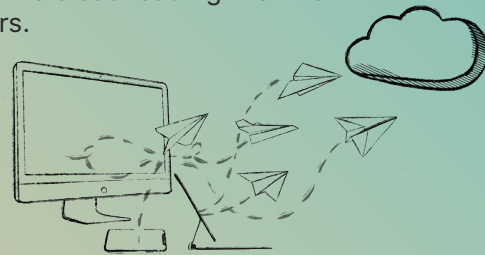


These benefits represent a major part of why cloud hosting is increasingly popular in enterprise and education. According to a 2019 survey by RightScale, **94 percent** of respondents use cloud.

And cloud spending in enterprise is growing – companies surveyed planned to spend 24 percent more on public cloud in 2019 than in 2018.

This trend doesn't show any sign of slowing down. Gartner predicts that by 2025, **80 percent** of enterprises will migrate entirely away from on-premises data centers with the current trend of moving workloads to colocation, hosting, and the cloud leading them to shut down their traditional data centers.

To meet your end users where they're operating, it makes sense that your remote IT management solution should also be in the cloud.

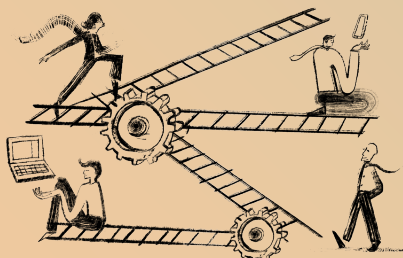


## The Power of True SaaS Solution

It's time to modernize how you do IT with cloud-based software. By offering a flexible solution that doesn't require users to be in the office to get the support they need, you can help your organization scale and unlock growth.

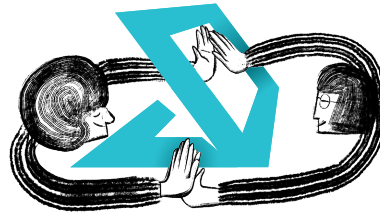
Using a true SaaS solution, you'll be able to meet the needs employees who work remotely and maintain network security. A cloud-based IT management solution also makes tracking inventory and supporting your company's CYOD or BYOD policy frictionless.

Cloud-based IT can help you efficiently locate and address common issues without having to undergo a scavenger hunt, including noisy neighbors and security threats.



One of the major benefits of cloud-based IT infrastructure is how easy it makes scaling up. For enterprise organizations or SMBs experiencing major growth, it's easy to add load to a centralized IT manager that's based in the cloud.

For organizations that have primarily operated off of PCs, growth and acquisitions often includes the addition of iOS and Mac devices for the first time. With a true SaaS solution, your IT management solution has the agility to onboard those devices and add as many Apple devices as your organization grows to welcome.



## TRUST FIRST

We put user trust first. That's why we love working on software that supports Mac computers and iOS devices. Part of what makes providing IT support for Apple devices our thing is that we're fully onboard with Apple's priorities, and they put privacy and trust at the top of their list.

We've inherited this appreciation for data, device, and network security. And we've built a cloud-based IT management solution that makes the most of Apple's infrastructure and products for mobile device management.

If you're interested in learning more about how to get started, reach out to start the discussion today or try Addigy yourself with our [Free Trial](#) offer.

## ABOUT ADDIGY

Trusted by more than 3,000 global organizations, Addigy provides cloud-based Apple device management solutions for IT teams in enterprise, education, and MSP environments. Our multi-tenant SaaS offerings are changing the way administrators support their end users, helping people get the most out of their Apple products every day. We believe good ideas are made great through community and collaboration, and strive to live that charter in all that we create and do.

