



Apple Ready or **Falling Behind?**

A Guide for MSPs

Apple that works for IT.

Introduction:

The Apple Surge in the Enterprise

Apple has crossed the threshold from niche to necessity in modern businesses. Once associated primarily with creative industries, Apple devices are now powering finance teams, medical practices, government organizations, and Fortune 500 companies. The sleek hardware, user-friendly interfaces, and Apple's consistent push for privacy and security have made Macs, iPads, and iPhones not just desirable but essential.

For Managed Service Providers (MSPs), this shift represents a moment of truth. Apple readiness is no longer optional—it's a competitive differentiator. MSPs that embrace Apple management see higher client satisfaction, increased revenue opportunities, and stronger positioning in the market. Those who ignore it risk becoming obsolete.

Highlight: This guide explores what it means to be truly Apple-ready, outlines the risks of falling behind, and offers a practical roadmap for MSPs to capture opportunity in the Apple-first era.



Chapter 1:

Why Apple in the Enterprise Can't Be Ignored

Apple's growth in the enterprise isn't just hype—it's measurable, undeniable momentum.



Market Growth:

Macs now account for a significant share of enterprise endpoints, with surveys showing steady year-over-year increases. In many industries, iPhones and iPads dominate mobile fleets.



Employee Choice Programs:

According to research, over 70% of employees will choose Apple devices if given the option. This "consumerization of IT" forces MSPs to support what employees want, not just what IT dictates.



Security & Compliance:

Apple's advanced chip-level security, built-in encryption, and compliance-friendly design make it a natural choice for regulated industries. MSPs, however, must be prepared to manage these features effectively.



Competitive Reality:

The fastest-growing MSPs differentiate by offering Apple expertise. Those without it get cut out of deals.

Tip for MSPs:

When pitching clients, highlight how supporting Apple not only reduces IT headaches but also boosts employee satisfaction and retention—a business case executives love.

Chapter 2:

The MSP Apple Readiness Checklist

Being Apple-ready isn't about just "making Macs work." It's about building a repeatable, scalable practice that supports Apple devices with the same professionalism as Windows.

The Checklist

1. Enrollment & Provisioning

- Zero-touch deployment via Apple Business Manager (ABM) or Apple School Manager (ASM).
- Automated device assignment and enrollment into MDM without IT intervention.

2. Patch & Update Management

- Ability to defer macOS updates strategically.
- Enforce critical security patches quickly.

3. Compliance & Security

- Benchmark devices against CIS, NIST, HIPAA, or industry frameworks.
- Monitor and remediate noncompliant devices in real time.

4. Identity & Access Management

- Integrate Apple devices with SSO and MFA through identity providers (Okta, Azure AD, Google).
- Ensure secure logins at the macOS level.

5. Remote Management & Support

- Remote desktop, LiveTerminal, and self-service capabilities.
- Proactive monitoring for early issue detection.

6. Scalability & Multi-Tenancy

- Manage multiple client environments from a single console.
- Deliver standardized Apple policies across all clients.



Did you Know?

Apple Business Manager automatically links hardware purchased through Apple or authorized resellers, meaning MSPs can enroll devices before they even arrive in the office.

Highlight: If your answer is “no” to more than two items above, your MSP is falling behind.

Chapter 3: The Cost of Falling Behind

Failure to get Apple-ready has consequences beyond inconvenience.

- **Lost Revenue:** Companies actively seek Apple-capable MSPs. Without Apple expertise, your proposals won't even make the shortlist.
- **Inefficiency:** Manual patching, ad-hoc scripts, and “duct-tape” solutions drive up labor costs.
- **Reputation Damage:** Word spreads fast in the IT community—an MSP without Apple expertise looks outdated.
- **Churn Risk:** A client adding 50 Macs could decide to switch providers if you can't manage them.
- **Talent Retention:** Engineers want to work with modern tools. Without them, top talent leaves for MSPs who invest in Apple readiness.



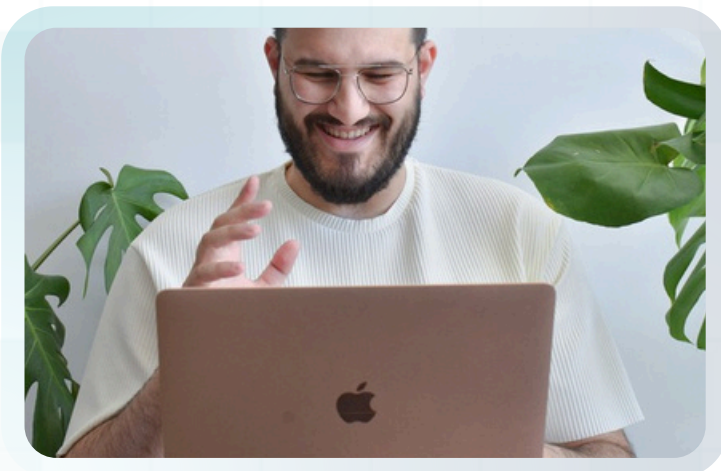
In a 2024 survey, 62% of IT decision-makers said they would switch providers if their MSP couldn't support their company's preferred Apple devices. Tip for MSPs: Track the hidden cost of inefficiency. How many hours per month are your engineers manually updating Macs? That number is your margin leak—and your business case for automation.

Chapter 4:

What Apple-Ready MSPs Look Like

An Apple-ready MSP doesn't just "support" Apple—they build services around it.

- **Standardized Processes:** Apple-native MDM baked into onboarding.
- **Zero-Touch Deployment:** Devices ship directly to users, preconfigured.
- **Compliance Dashboards:** Clients can see their fleet's compliance status in real time.
- **Identity Integration:** Macs sign in with the same SSO as Windows.
- **Recurring Services:** Apple support packaged as a billable service line.



Did you Know?



Highlight:

Apple-ready MSPs don't treat Apple as an afterthought—they treat it as a growth engine.

Did you Know?

MSPs who market Apple support as a premium service see average client revenue per seat increase by 15–25%.

Chapter 5:

Building an Apple-Ready MSP Practice

Step 1: Train & Certify

Invest in Apple certifications and MDM training. This boosts credibility with clients.

Step 2: Standardize on an Apple MDM Platform

A cloud-based, multi-tenant solution purpose-built for Apple ensures scale and efficiency.

Step 3: Automate Compliance & Updates

Use automated remediation and policy enforcement to reduce labor hours and errors.

Step 4: Integrate Identity

Apple devices must connect seamlessly with SSO and MFA providers to maintain enterprise trust.

Step 5: Market Your Apple Expertise

Position Apple as part of your core identity. Update proposals, sales decks, and websites to highlight Apple capabilities.

Tip for MSPs:

Create a bundled “Apple Service Package” (enrollment, patching, compliance, support). Sell it as a premium add-on, not a freebie.

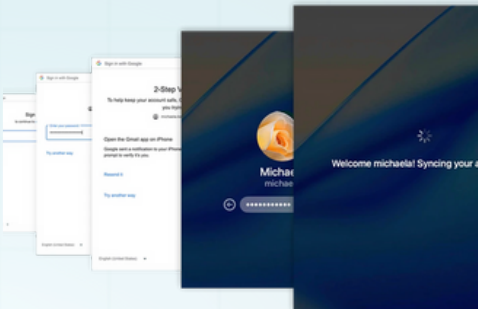
Chapter 6:

How Addigy Helps MSPs Become Apple-Ready

Addigy was built from the ground up for MSPs managing Apple devices.

- **Deployment Made Simple:** Zero-touch provisioning via ABM/ASM.
- **Update Control:** Defer or enforce OS updates with automation.
- **Compliance at Scale:** Out-of-the-box CIS, NIST, and HIPAA benchmarks.

DISA NIST CIS CMMC



- **Identity & Security:** Addigy Identity integrates SSO and MFA directly into macOS login
- **Remote Support:** LiveDesktop and Self Service for fast, scalable troubleshooting.
- **Multi-Tenant Design:** Manage dozens of clients from one unified dashboard.

Highlight

Addigy turns Apple management from a cost center into a scalable, recurring revenue stream.

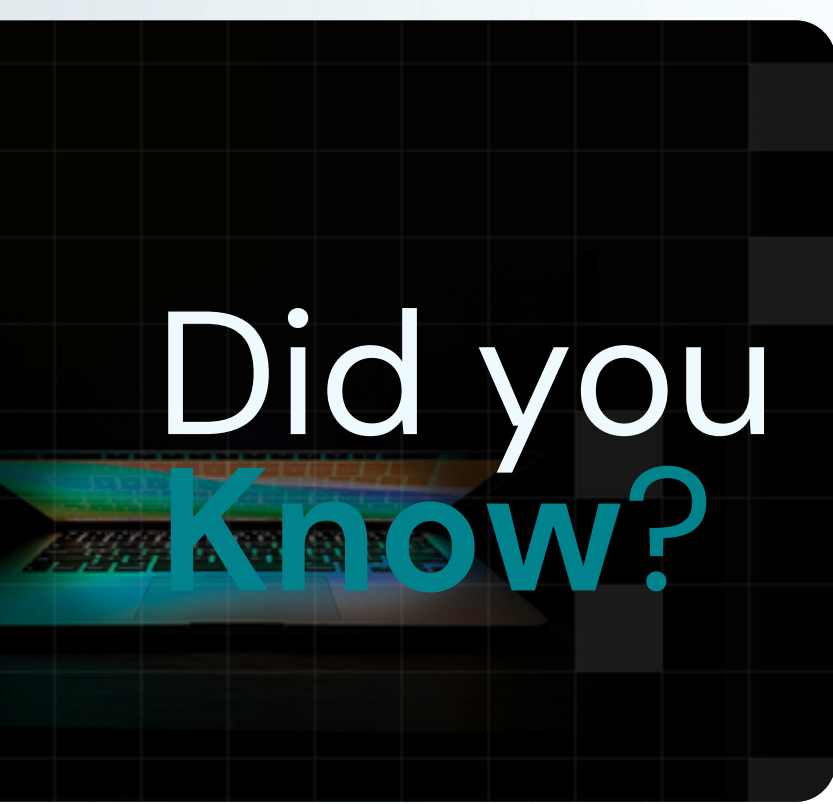
Chapter 7:

The Future of MSPs in the Apple Era

Apple adoption is accelerating. The next five years will see Macs gaining parity with Windows in many industries, and mobile-first businesses prioritizing iOS and iPadOS.

The MSPs that thrive will be those who:

- Embrace Apple as core, not optional.
- Build scalable, automated processes.
- Position themselves as experts in both worlds.



Did you
Know?

Industry analysts predict that by 2030, Apple could hold as much as 40% of enterprise endpoint market share. That means nearly half of the devices MSPs manage could be Apple.

Tip for MSPs:

Future-proof your practice. Don't just meet today's demand—build for tomorrow's growth.

Conclusion: Choose Readiness, Not Risk

MSPs stand at a fork in the road. On one side: inefficiency, lost revenue, churn, and irrelevance. On the other: growth, profitability, and market leadership.

Becoming Apple-ready doesn't just protect your MSP from risk—it positions you to lead in an Apple-first future.



is your partner on that journey.

Appendix: Quick Resources for MSPs

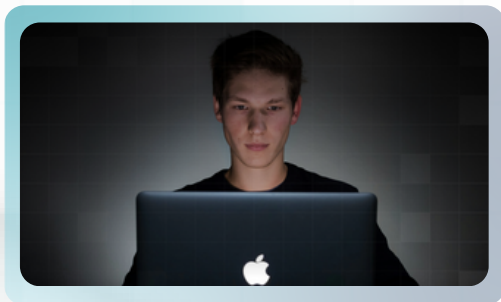
<https://addigy.com/are-you-apple-ready/>



How Apple-Ready Is Your MSP?

How Apple-Ready Is Your MSP? Take the 2-minute quiz and find out. Why take this quiz? In just a few questions, you'll learn whether your MSP is a: Wha...

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