

THE ULTIMATE CHOICE FOR LONG-TERM THINKERS

CDW as an Apple Authorised Enterprise Reseller offers a suite of exceptional hardware solutions perfect for the smart business leader ready to invest in long-term success.



NOT JUST COMMON SENSE. GOOD BUSINESS SENSE.

Powerful cost-effective, and future-ready. Apple devices are designed to help ambitious businesses embrace new ways of working with ease.

Reduce your average device lifetime cost, free up your IT staff and give employees more computing power than ever before.

PROPEL YOUR BUSINESS TO THE TOP

Capitalise on the changing modern working environment by focusing on building a powerful future with the unique and ambitious solutions you need.

The M1, the first ever system-on-a-chip (SOC) specifically for the Mac, has unleashed a huge opportunity for leaders to transform business capabilities with new levels of performance, productivity and efficiency. Now you can improve employee performance and engagement while reducing device lifetime and IT maintenance costs, and ensure data security on the move.

In a study commissioned by Apple and delivered by Forrester Consulting, a range of enterprise customers was surveyed to examine the impact of offering their employees the choice of Mac. It would be helpful to know that companies see:



**20% IMPROVEMENT
IN RETENTION**

for employees who choose Mac¹



**5% INCREASE IN PRODUCTIVITY
AND PERFORMANCE**

for employees who choose Mac¹

BUSINESS SUCCESS IS ABOUT MORE THAN NUMBERS...



**CREATE 60% FEWER TICKETS
THAN PC USERS**

Each costing 25% less to resolve, with a Mac¹

Opting for more reliable hardware means less IT support needed, freeing time to focus on achieving targets.

Stand-out business leaders can now invest in technology that resolves pain points and enhances operations. And empowers all users through a bespoke, collaborative experience that demonstrates the art of the possible.

SECURELY MANAGE YOUR MOBILE ESTATE WITH EASE

Simplify making the smart, innovative and secure choices that deliver mobility across teams while protecting valuable data and applications.

Keep employee productivity high, wherever and however they choose to work, without reducing security coverage and effectiveness.

The Forrester study of Mac TCO in enterprise, also shows that Mac reduces the likelihood of a data breach by 50% per device.⁴



**REDUCE THE LIKELIHOOD
OF A DATA BREACH**

by 50% per device with a Mac¹

GROW YOUR APPLE ECOSYSTEM CORRECTLY



As you introduce more devices to your network, ensure they harmonise with CDW's Apple Readiness Review.

Support future-focused initiatives with trusted experience and expertise to ensure productivity remains a core feature of your network.

And benefit from higher levels of support on integration, migration, advanced server options and much more with AppleCare for Enterprise.

FINANCE YOUR WAY TO SUCCESS

Every business needs a tailored deployment process that caters to their exact needs. But replacing outdated technology on a large scale can be costly. CDW is an Apple Authorised Enterprise Reseller and is on-hand to offer financing as unique as your business with Apple Financial Services.

CDW is perfectly positioned to help you meet the expectations of modern working, and with Apple Financial Services we can ensure technological progress doesn't consume company funds.

Flexible and personal financing lets you create the long-term business success you're looking to achieve.



**AVERAGE DEVICE LIFECYCLE
COST SAVINGS \$843**

Per Mac over 3 years¹

UNLOCK YOUR LONG-TERM SUCCESS TODAY

Discover more about the intelligent long-term choices that can meet your business ambitions. And discover all the cost savings and benefits.



FORRESTER STUDY OF MAC TCO IN ENTERPRISE – M1 UPDATE

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¹ Based on data from companies interviewed. Companies should use their own estimates within the framework provided in the Forrester study to understand their own cost savings.

⁴ Forrester Consulting – The Total Economic Impact™ Of Mac In Enterprise: M1 Update (July 2021)