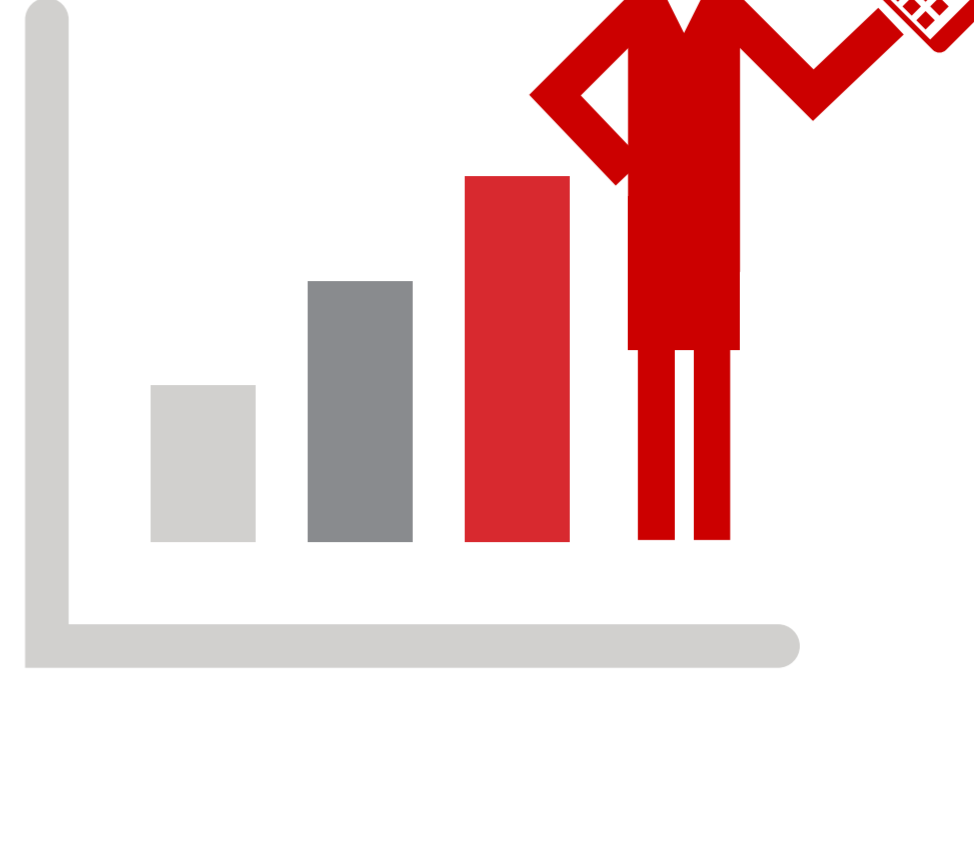


# PROVIDE YOUR EMPLOYEES WITH THE BEST TECHNOLOGIES THEY KNOW AND LOVE WITH APPLE EMPLOYEE CHOICE

As competition for well-qualified talent increases, and the skills needed for jobs are constantly evolving, it's critical you provide your employees with the right technology to recruit the best talent and maximise productivity from your workforce.



## CHANGING WORKFORCE

# 2025

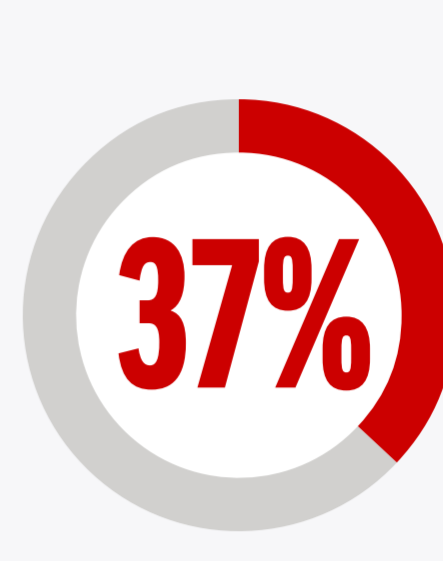
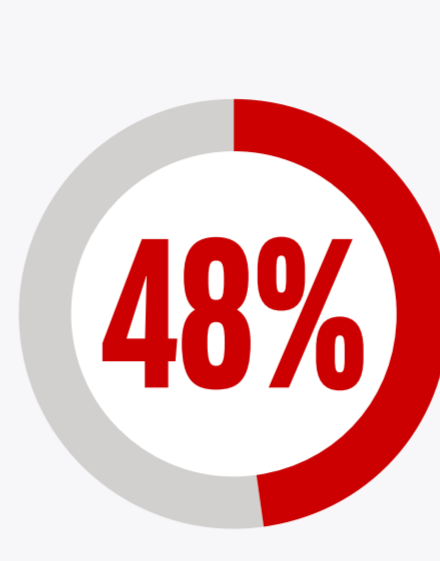


By 2025 millennials will make up three quarters of the workforce<sup>1</sup>



A quarter of the population<sup>2</sup> entering the workforce over the next 15 years will be Gen Z, and they expect to be able to work from any location<sup>3</sup>

### GEN Z PREFERENCES:



Nearly half of Gen Z (48 percent) favour flexibility and autonomy, and 37 percent favour creativity and innovation more than millennials<sup>4</sup>

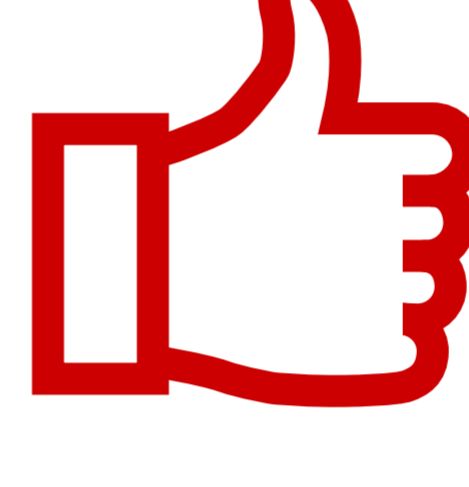
## EMPLOYEE CHOICE

# 71%

of millennials say that the degree to which an organisation embraces technology and innovation influences where they work<sup>5</sup>



Three-quarters of employees would choose Apple for use at work<sup>6</sup>



Apple products are also preferred by the younger generation<sup>7</sup>



Users working on Macs make fewer support requests<sup>8</sup>

Organisations cite productivity gains, staff retention and other benefits when letting employees choose their own hardware platform<sup>9</sup>



Mac users are 17% less likely to leave the company<sup>10</sup>

## CDW EMPLOYEE CHOICE PROGRAMME FOR APPLE

- Whether it's Mac iPad or iPhone, Apple technology enables creative problem solving and provides frictionless experiences that enhance employee productivity
- CDW's Apple Employee Choice programme offers everything from device management and deployment to help-desk support and financing, and even employee communications
- When employees have access to tools they know and love the whole organisation benefits from:



**GREATER ENGAGEMENT**



**NEWFOUND CULTURE OF OWNERSHIP**



**IMPROVED EMPLOYEE RETENTION AND LOYALTY**

## APPLE AND CDW READINESS ASSESSMENT

We will create a comprehensive assessment of your environment and best practices to ensure you're ready to support the growing number of employees choosing Apple devices

Services such as user profiling allow us to understand what your users do and identify the most suitable technology based on their job requirements, not their job title

Keep your upfront costs low and benefit from complete control of your refresh cycle with Apple financial services



To Discover how CDW can help to bring Apple Employee Choice to your office contact your CDW Account Manager, or Email [ApplePractice@uk.cdw.com](mailto:ApplePractice@uk.cdw.com) to book a meeting in our Apple Experience Centre.

**LEARN MORE >**

<sup>1</sup> <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-dt1-2014-millennial-survey-report.pdf>  
<sup>2</sup> <https://www.top-employers.com/en-US/insights/talent-strategy/millennials-are-tech-savvy.-gen-zs-are-tech-native/>  
<sup>3</sup> <https://www.gartner.com/en/newsroom/press-releases/2019-05-14-gartner-says-40-of-gen-z-employees-regret-accepting->  
<sup>4</sup> <https://www.comptia.org/blog/attracting-generation-z-employees>  
<sup>5</sup> <https://www.comptia.org/content/research/managing-the-multigenerational-workforce-2018>  
<sup>6</sup> <https://www.jamf.com/resources/press-releases/survey-employees-choose-apple-for-work/>  
<sup>7</sup> <https://civicscience.com/iphones-are-the-apple-of-younger-millennials-eyes/>  
<sup>8</sup> [https://www.computerworld.com/article/3131906/ibm-says-macs-are-even-cheaper-to-run-than-it-thought.html#tk.drr\\_mit](https://www.computerworld.com/article/3131906/ibm-says-macs-are-even-cheaper-to-run-than-it-thought.html#tk.drr_mit)  
<sup>9</sup> <https://www.computerworld.com/article/3519272/10-reasons-enterprises-need-an-employee-choice-program.html>  
<sup>10</sup> <https://www.applemust.com/7-reasons-ibm-says-every-enterprise-should-support-macs/>