

APPLE AND CDW

EXPERIENCE THE ADVANTAGES OF APPLE IN BUSINESS



WE GET UNLOCKING THE POTENTIAL OF YOUR WORKFORCE



Realising the full potential of an engaged workforce, and enabling a secure, seamless and truly mobile collaborative working experience is increasingly important for businesses.

Apple technology is transforming the enterprise, helping employees solve problems in creative ways, be productive wherever they are, and collaborate more effectively.

As an Apple Authorised Enterprise Reseller (AAER), CDW builds the Apple enterprise solutions businesses need to thrive in the digital age.

By combining Apple's reliable hardware and versatile platforms with leading third party enterprise solutions and ecosystem partners, CDW is building powerful, simple-to-manage and affordable solutions for our customers.









Our teams provide the technical, commercial and operational expertise to help organisations use Apple enterprise solutions to simplify adoption and transform businesses.

“ Our AAER accreditation validates CDW's ability to orchestrate comprehensive solutions that embrace the full capabilities of iOS, macOS and iPadOS technology, and demonstrates CDW and Apple's combined focus on enabling customers to maximise their investment in the Apple ecosystem.

Jessica Poulter, CDW Strategic Apple Business Manager

- Carefully matching devices with individual work styles to boost productivity.
- Ensuring Apple technology is user-ready straight out of the box.
- Integrating the best collaboration features of iOS, macOS, and iPadOS, with other familiar technologies.
- Expanding on powerful in-built security features to better secure applications and data.

Read this guide to discover how.

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EXPERTISE YOU CAN DEPEND ON



Apple Expertise

One of a limited number of technology providers in the UK with AAER status



Complete Capabilities

Providing assistance at any stage of the lifecycle



Partnerships

Best-of-breed developers and solution partners



Global Scale

An international footprint that serves customers in multiple countries



Advanced Facilities

3 UK data centres, 24/7 ServiceDesk support and purpose built Service Operations Centre (SOC)



Support Services

For every stage of the journey



Apple Financial Services

Get the products and services you need exactly when you need them, while keeping costs low and benefiting from flexible upgrades that give you complete control of your refresh cycle



Device-as-a-Service

A comprehensive managed service that covers procurement, deployment, support, and end-of-life disposal, refresh or recycle of end user devices

Expanding in Enterprise

Apple is one of the world's most admired brands, and its presence in enterprise IT is expanding at a remarkable rate.



iOS now exists on the networks of every business listed in the Fortune 500.¹

3 OUT OF 4

employees would choose to use Apple at work if the option was available.²

Firms switching from PCs to Mac reported significant savings in their total cost of ownership.³

¹ Apple, "Designed for Every Department" – January 2018

² <https://resources.jamf.com/documents/books/survey-the-impact-of-device-choice-on-the-employee-experience.pdf>

³ <https://www.jamf.com/blog/total-cost-of-ownership-mac-versus-pc-in-the-enterprise/>

⁴ <https://www.gensler.com/news/press-releases/us-workplace-survey-2016-findings>

4 Drivers of Apple Growth in Enterprise

EMPLOYEE CHOICE

Employee choice has a measurable effect on innovation, performance and satisfaction, according to a Gensler Workplace Study.⁴ Leading organisations favour a corporate-provisioned employee choice programme.

ENHANCED MOBILITY

Today's employees want to work whenever, wherever and however they want. Not only will they be more engaged, but their productivity can rise in parallel. With Apple and CDW, organisations can roll out a complete mobility programme using lightweight devices offering fast, frictionless, highly secure integration with business apps and services.

SEAMLESS EXPERIENCE

Why should business IT be any less enjoyable than consumer IT? The advantages of Apple – thoughtful design, seamless integration of everything that matters, tools to encourage creativity and streamlined access to multiple productivity tools – resonate across HR, sales, marketing, finance and engineering departments.

EASIER MANAGEMENT

Complex legacy apps and disjointed support processes are being replaced as companies remap their technology to be more user-centric and relieve pressure on IT management teams. Device enrolment through Apple Business Manager provides a fast and streamlined way to deploy Apple devices in conjunction with mobile device management (MDM) solutions from CDW.

WORKING WITH YOU AT EVERY STAGE OF THE LIFECYCLE

With a complete set of services, CDW supports customers through every stage of the Apple deployment lifecycle.

ASSESS

CDW helps businesses map their needs with a Discovery and Readiness Review. Whether you've just started integrating Apple products or have already deployed them, our Apple Practice works closely with you to assess the enterprise environment, pinpoint the needs of users and incorporate best practice in device management.

PROVIDE

CDW's highly accredited and knowledgeable experts, coupled with our close relationship with Apple, makes procurement, ordering, configuration, scheduling and roll-outs simple. CDW can provide a catalogue of bespoke options. Active Directory (AD) Integration Services, another key element of the Apple Professional Services offered by CDW, help ensure Mac users gain a secure connection to an AD domain and resources.

MANAGE

Working seamlessly with your mobile device management (MDM) programme, Apple Business Manager automates the enrolment of devices, deployment of content and delegation of administrative privileges.

DEPLOY

Purchasing, tracking and inventory management are integral to CDW's service offering. Through our ServiceTrack portal, customers get a real-time view of orders and delivery status. CDW's global capabilities means country-specific logistics, tax codes, currencies, tariffs and distribution details are all accessible.

SUPPORT

Reliability is a cornerstone of the Apple portfolio. CDW provides extra layers of reassurance, ranging from adoption services to ongoing technical support packages – from basic break-fix services to premium technical care plans.

REFRESH

Predictable upgrades give you complete control of your refresh cycle, enabling you to upgrade to the most current solution. This means your organisation can avoid expensive maintenance costs and business downtime as a result of breakdown. We can arrange for you to retain, augment, upgrade or return your assets as you wish.



MOBILITY MADE EASY

Managing a mobile estate is a complex task for any organisation. While empowering employees with mobility, it is vital that valuable data and applications are secured.

With a complete set of tools from Apple Business Manager and CDW's Mobile Device Management (MDM) solution, organisations can easily deploy devices and content at scale.

MDM solutions, in conjunction with Apple Business Manager, allow the IT department to configure and manage devices and wirelessly manage content without compromising employee productivity or privacy. Apple's Device Enrolment allows for over-the-air supervision of devices, enabling additional controls over the device, streamlined set-up and automatic enrolment of MDM.

Native security tools and software updates continue to protect corporate data and maintain compliance without affecting the way employees use their devices.

Alongside this, Apple's Volume Purchasing Programme (VPP) allows for simplified distribution of apps to users or devices while the company retains ownership. Deployment is accelerated and cost savings can be realised. Apple's strong support for core apps such as Microsoft Office, Microsoft Exchange and Google G-suite, aligned with CDW's licensing expertise, make popular productivity and collaboration tools easily accessible.

ARE YOU FOLLOWING BEST PRACTICE?

As the number of Apple devices in your organisation grows, you will want to ensure you are following the latest best practices.

Working directly with the Apple Professional Services (APS) team, CDW can provide insights and expertise to ensure your deployment is fast and efficient.

As part of this service, CDW helps businesses map their needs with a Discovery and Readiness Review. The research process can include audits, surveys, interviews, focus groups and hands-on trials, all within the parameters of practical and financial considerations. Having examined different requirements, CDW correlates the findings with its extensive Apple knowledge to make evidence-based recommendations.

Active Directory (AD) Integration Services are another key element of the Apple Professional Services offered by CDW. These ensure Mac users gain a secure connection to an AD domain and resources. Alongside that, AD Integration Services PKI adds smart card support, again without the need to bind.



Reassurance with AppleCare

AppleCare for Enterprise provides flexible service options, priority onsite services, and device repair or replacement as fast as the next business day.



DEVICE REPAIR OR REPLACEMENT

- Repair or replace up to 10 percent of iOS devices or repair up to 4 percent of Mac computers for any reason.

GLOBAL ONSITE HARDWARE SERVICE

- Onsite service for all covered Apple hardware as fast as the next business day.

SUPPORT FOR END USERS

- 24/7 priority access to Apple Support for end users.
- Local language support during business hours.

IT DEPARTMENT-LEVEL COVERAGE

- Includes one enterprise-level support incident per year.
- 24/7, one-hour response for P1 issues.
- Mobile device management (MDM), security, and deployment technologies.
- Access to the AppleCare Enterprise Portal to submit cases and review account activity.

FINANCING AS UNIQUE AS YOUR BUSINESS

As companies try and keep up with the pace of technology innovations, there is a shift away from device ownership. The modern workforce now demands the best tools to do their jobs, meaning organisations need to offer the very latest technology. Replacing outdated kit can be costly, but with competition fiercer than ever, no business can afford to fall behind.

It is now easier than ever to bring Apple products into your workplace with innovative financing options through Apple Financial Services (AFS). Keep your costs low with 0% finance options on devices while taking complete control of your device life cycle with frequent refreshes and flexible upgrades.

Replacing large upfront investment costs, for predictable and manageable payments, allowing you to redirect your cash reserves for other innovative or strategic activities.

When it's time to refresh, CDW can assist you with identifying the location of your devices utilising third-party MDM solutions we can help you deploy during roll-out. For further simplicity, AFS don't expect the return of plugs, cables and other accessories.

CDW works directly with AFS to create a financing solution that works for your business, so you get the products and services you need, exactly when you need them.



Did you Know your Existing Apple Equipment may Still be Worth a Lot?

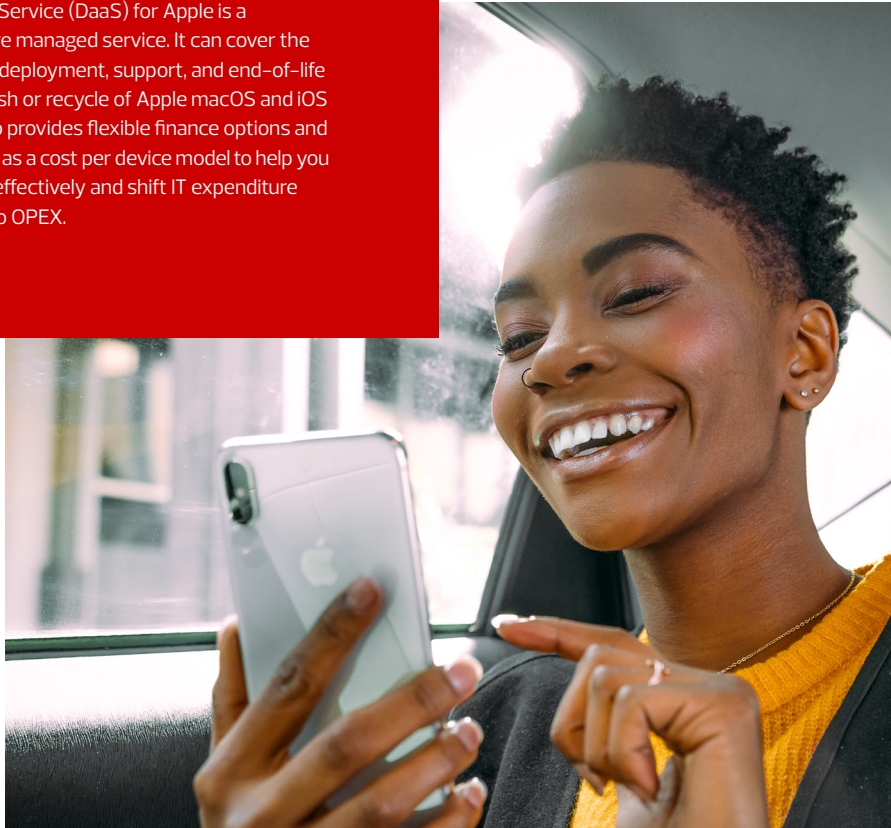
Apple devices help to minimise the costs associated with support and depreciation. So when your redundant IT equipment may be no further use to you, it may still have a value on the secondary market.

Both iPad and Mac have high trade-in values, making them a great long-term investment for your organisation. By accounting for this high residual value, AFS and CDW can help select a secure disposal route to allow this value to be released back into your organisation to help fund your next Apple IT purchases.

And with CDW, you can be confident that when your devices hit the secondary market, your security won't be compromised. CDW offers a secure disposal service that exceeds all UK and European environmental legislative requirements. Our IT Disposal Services have a refurbishment rate of almost 90% of all equipment collected, helping meet corporate environmental responsibilities of going beyond basic environmental compliance.

DEVICE-AS-A-SERVICE FOR APPLE

Device-as-a-Service (DaaS) for Apple is a comprehensive managed service. It can cover the procurement, deployment, support, and end-of-life disposal, refresh or recycle of Apple macOS and iOS devices. It also provides flexible finance options and can be offered as a cost per device model to help you budget more effectively and shift IT expenditure from CAPEX to OPEX.



DaaS from CDW includes:

CONFIGURATION MANAGEMENT

The device configuration service includes asset tagging, dead on arrival testing and post configuration activities of Apple macOS and iOS devices in a ready to use powered up state for you to use. These activities are often time and resource-consuming but the service means you can continue to be productive with no further delay or disruption.

SOFTWARE MANAGEMENT

The software management tool enables automatic setup, management and maintenance of all Apple devices, centrally, cost effectively and easily. The key elements of the software management tool include:

- Automated Application Packaging
- Provisioning
- Device Encryption
- Mobile Device Management
- Self Service
- Apple Business and School Manager Integration

DISPOSAL MANAGEMENT

A key challenge for IT managers regarding end of life for devices include erasure of sensitive data and stock piling of retired assets in a compliant manner. CDW can help with a range of services which include data erasure, equipment removal, refresh & grading and final disposition to government certified standards.

Optional chargeable services include data loss protection, ground control (Apple configurator), identity management, malware protection and training.

MEET OUR MOBILITY AND ECOSYSTEM PARTNERS

As one of the highest accredited Apple resellers in the UK, CDW is constantly looking for ways to enhance business outcomes for customers.

Unique solutions can be developed through CDW's partnerships with hand-picked, best-of-breed developers. From sales tools to collaboration and productivity, across all industry sectors, CDW connects you to mobility and ecosystem partners.



Experience the Difference

CDW's dedicated Apple Practice spans across all aspects of the wider CDW business, including sales, solutions, and marketing. This ensures that at every stage of the lifecycle, we are perfectly positioned to help enterprise organisations adopt Apple technology and meet the business outcomes they require.

CDW's Apple Practice has created the Experience Centres to demonstrate the synergy between Apple's product line and our best-of-breed ecosystem partners. By integrating market leading MDM products from vendors like Jamf, Arwatch, Meraki and Microsoft, the Apple Practice is able to bring customers in to see for themselves the out-of-the-box set-up experience across iPhone, iPad, Mac and Apple TV with Apple Business Manager.

Better Together



Comprehensive enterprise management for the Apple platform, which simplifies IT management for Mac, iPad, iPhone and Apple TV.



An AI-powered sales enablement tool, designed to enable faster learning, smarter selling and greater productivity.



Mobile CRN for field sales teams, with a voice-controlled app that serves as a personal assistant to make on-the-go selling more efficient.



CASE STUDY

Enhancing Customer Service at Estee Lauder

Representing some of the world's most famous beauty brands, the Estee Lauder Companies' retail teams are equipped with iPads which help them provide an enhanced service to customers.

The companies' store managers, counter managers, beauty advisors and make-up artists are committed to connecting consumers with leading brands, guiding them to the right products and advising on their usage. To optimise the customer experience and simplify store management tasks, team members are equipped with iPads. Each iPad features bespoke iOS applications developed by Estee Lauder for online ordering, skin diagnosis, colour matching, trend analysis, augmented reality and staff training. The intuitive functionality, vivid Retina® display, responsive performance and extensive battery life of the iPad ensure the best possible experience of those apps.

Historically, ordering and deployment of the devices was handled at a local level across multiple countries. The Estee Lauder Companies recognised the potential to secure cost efficiencies and establish greater control by consolidating the management of iPads.

“ The user experience with iPads is exemplary. It is just so simple for our staff and their customers to use an iPad and experience our apps in the best possible way.

Gareth Hughes, Executive Director of Retail IT
The Estee Lauder Companies EMEA

CDW was selected as the preferred partner for this project due to its deep understanding of the Apple ecosystem and international reach that very few organisations could match. CDW created a bespoke online catalogue of iPads using its own unique ServiceTrack platform, enabling The Estee Lauder Companies to consolidate procurement, logistics and supply chain management of the Apple technology into a unified multi-currency console for greater clarity and control.



READY FOR A BETTER EXPERIENCE?

To find out more or arrange a visit to our Experience Centre,
contact our dedicated team: ApplePractice@uk.cdw.com

