

APPLE IN THE ENTERPRISE

A Global Survey of IT Employee Device Stakeholders

August 2023



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INTRODUCTION

The current economic climate is causing a major shift across large enterprises. With business leaders facing uncertainty, every decision made must positively impact the bottom line – including how to effectively deliver the devices used by employees. Apple devices have emerged as a dominant force, captivating corporate users at all levels. IT stakeholders responsible for purchasing and managing technology solutions within large enterprises have increasingly turned their attention to Apple's lineup of Mac notebooks and desktops as well as iPhone and iPad devices to drive better business outcomes.

This research, based on a survey of over 300 IT stakeholders responsible for selection, delivery, or management of Apple devices at a large company (more than 1,000 employees), examines these trends and endeavors to answer important questions including:

- **How is the use of Apple devices changing at large enterprises?**
- **Do Apple devices provide business advantages to users?**
- **How do IT stakeholders perceive the productivity and security of Apple devices compared to other options?**
- **What is the status of existing device management technology for Apple devices?**



KEY FINDINGS

Apple use is growing in the enterprise

- 76% of large enterprises report an increase in the use of Apple devices
- iPhone use increased the most (66%) among the different types of Apple devices used by employees
- 57% report that the use of Apple devices grew faster than other types of devices (Windows, Android)

Apple device use is tied to better business outcomes – especially productivity and security

- 87% report that their organization has benefitted by providing Apple devices to employees
- Employee productivity (67%) and improved security (48%) top list of benefits
- Almost four times as many report iPhone and iPad devices are better for the productivity of remote or hybrid employees (56%) compared to Android devices (15%)
- 75% say Apple devices are more secure than other types of devices
- Apple devices are less likely to be targeted by cyber attacks (7% compared to 76% Windows/Android)
- Apple devices are less likely to be breached in an attack (12% compared to 64% Windows/Android)

Implementing device management is a work in progress

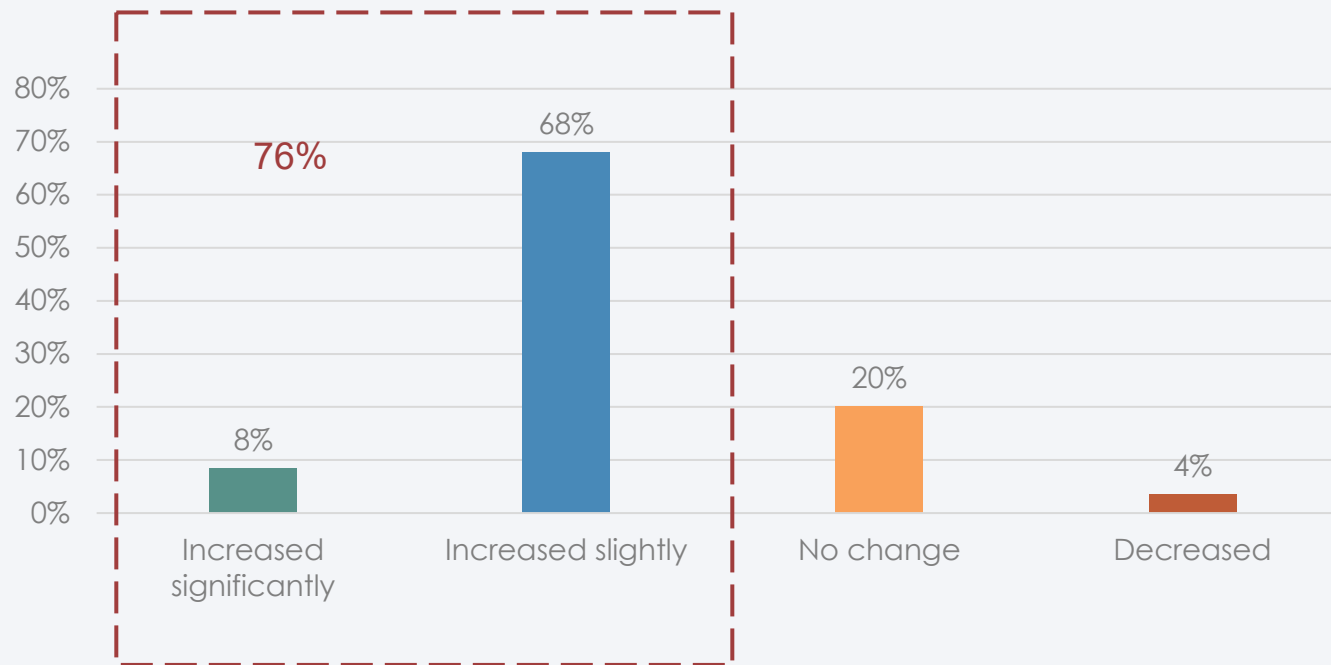
- Only 35% characterize their device management capabilities as “Mature”
- 93% would benefit from additional technical capabilities for managing Apple devices

DETAILED
FINDINGS

APPLE USE IS GROWING IN
THE ENTERPRISE

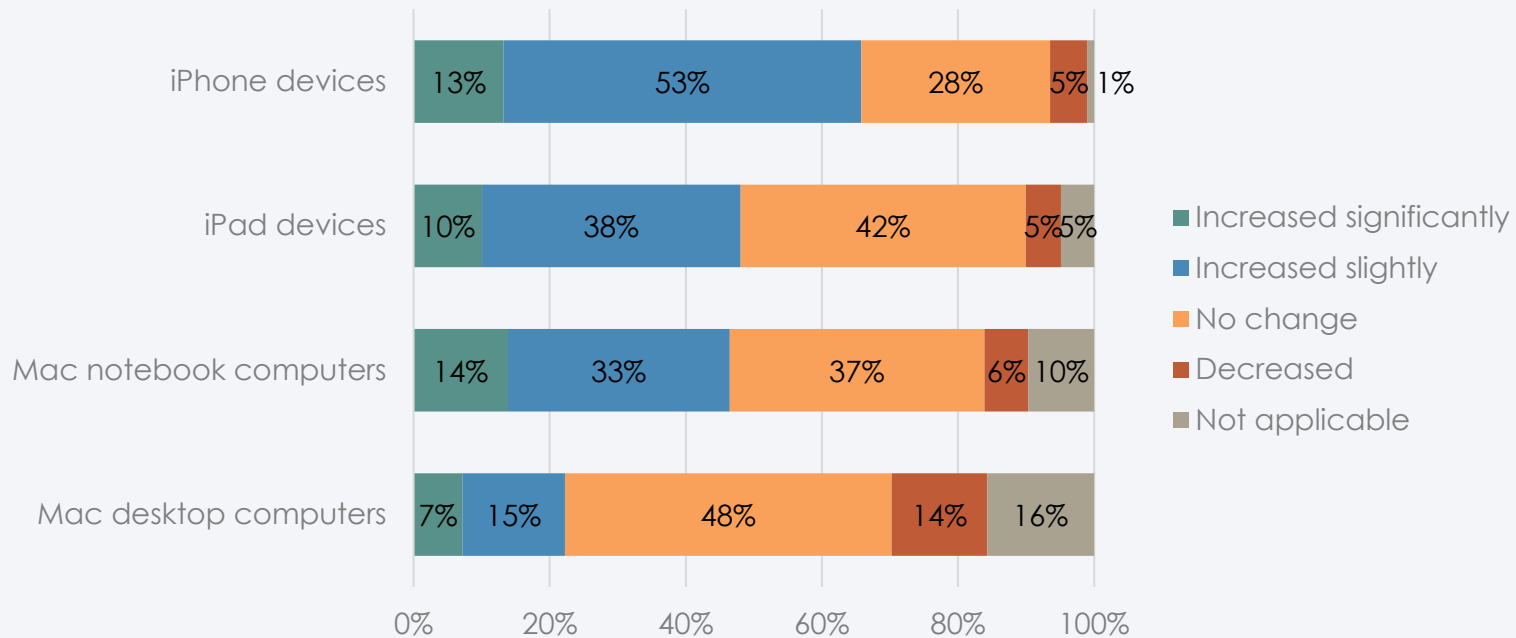
76% OF LARGE ENTERPRISES REPORT AN INCREASE IN THE USE OF APPLE DEVICES

Overall, how has the number of Apple devices used by your organization's employees changed in the past year?



IPHONE USE GREW MOST NOTABLY (66%) IN PAST YEAR

For each of the following types of Apples devices, please indicate how the number of devices used by your organization's employees has changed in the past year.



Types of Apple Devices Used

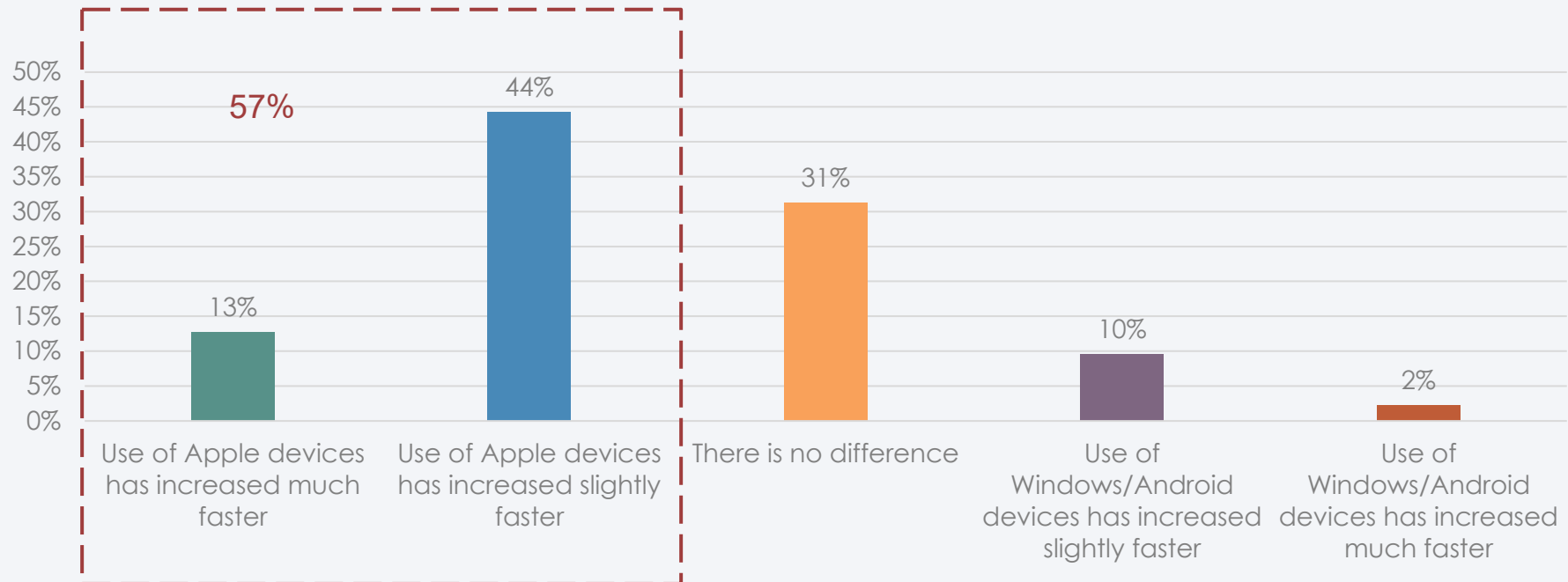
iPhone	99%
iPad	95%
Mac notebook	90%
Mac desktop	84%



57% REPORT THAT APPLE DEVICE USE IS GROWING FASTER THAN OTHER OPTIONS

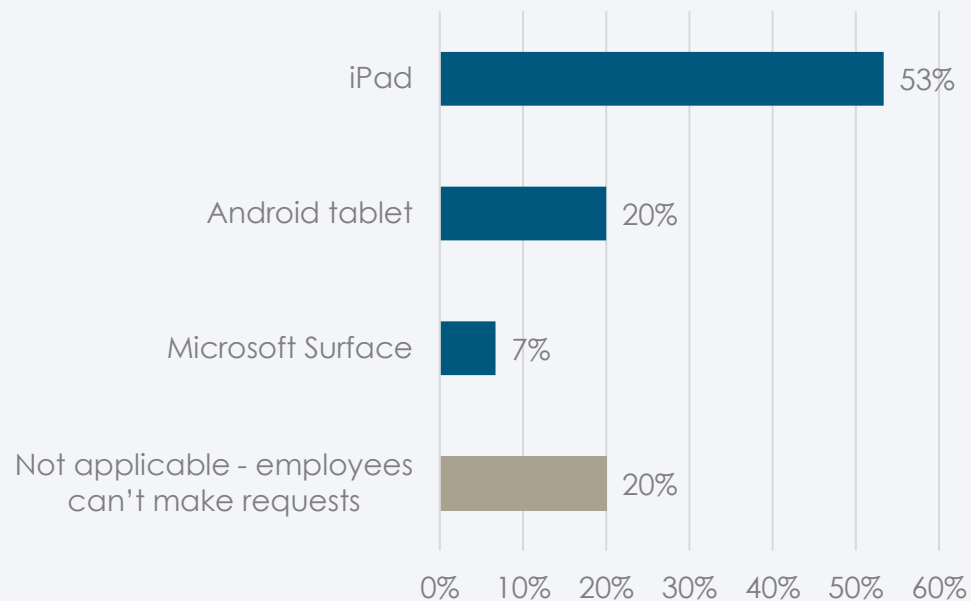
How has the use of Apple devices changed in the past year compared to other types of employee devices (Windows, Android)?

Choose the one answer that most closely applies.

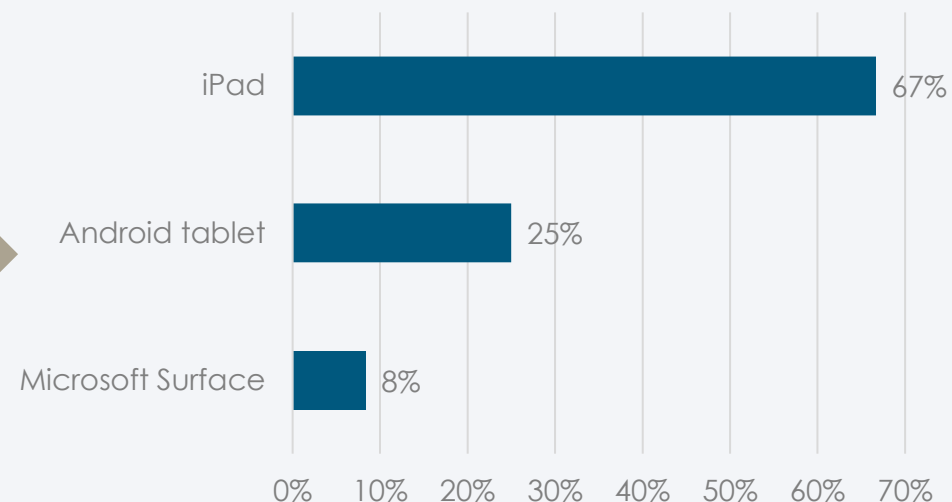


IPADS ARE THE MOST FREQUENTLY REQUESTED TABLETS

What types of tablets are most frequently requested by your organization's employees?
Choose the one answer that most closely applies.

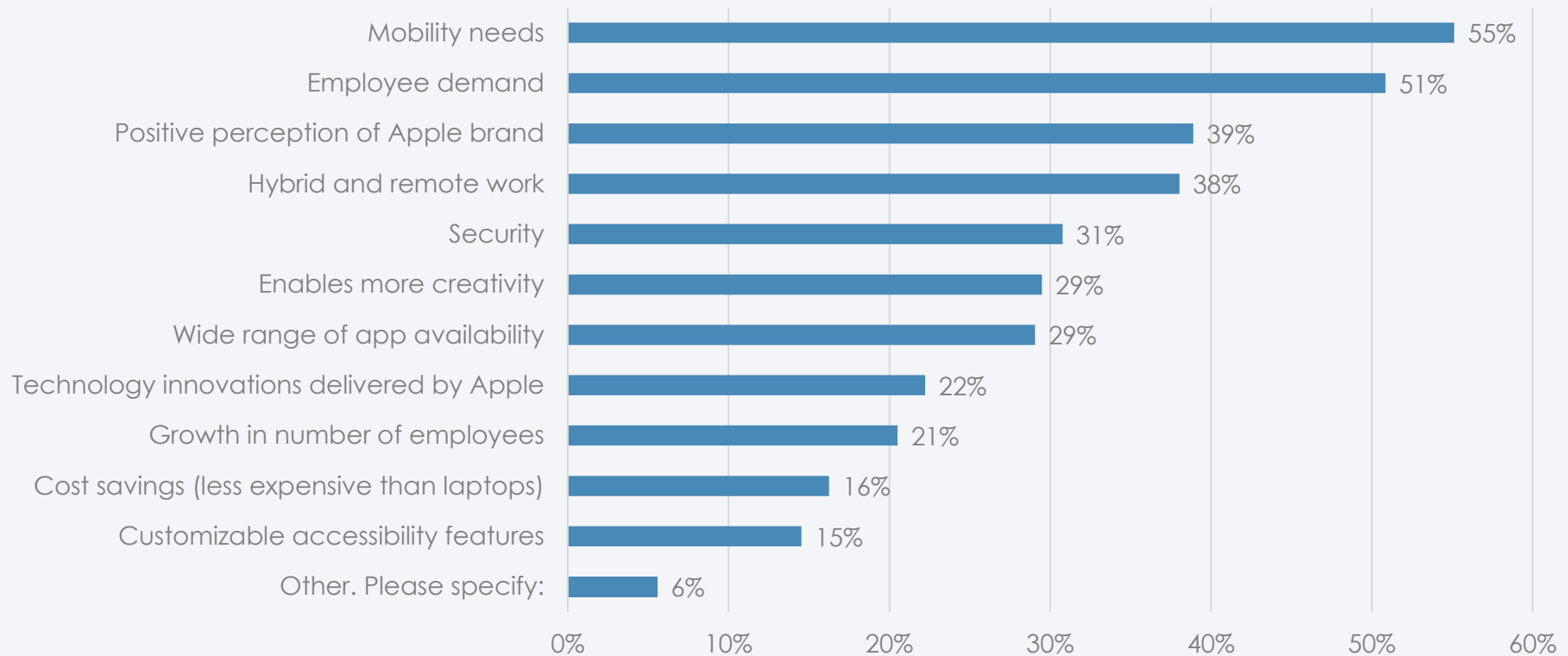


Exclude
"Not Applicable"



INCREASED USE OF IPAD DEVICES IS DRIVEN BY A WIDE RANGE OF BUSINESS NEEDS

What factors are driving increased employee use of iPads at your company?
Choose all that apply.



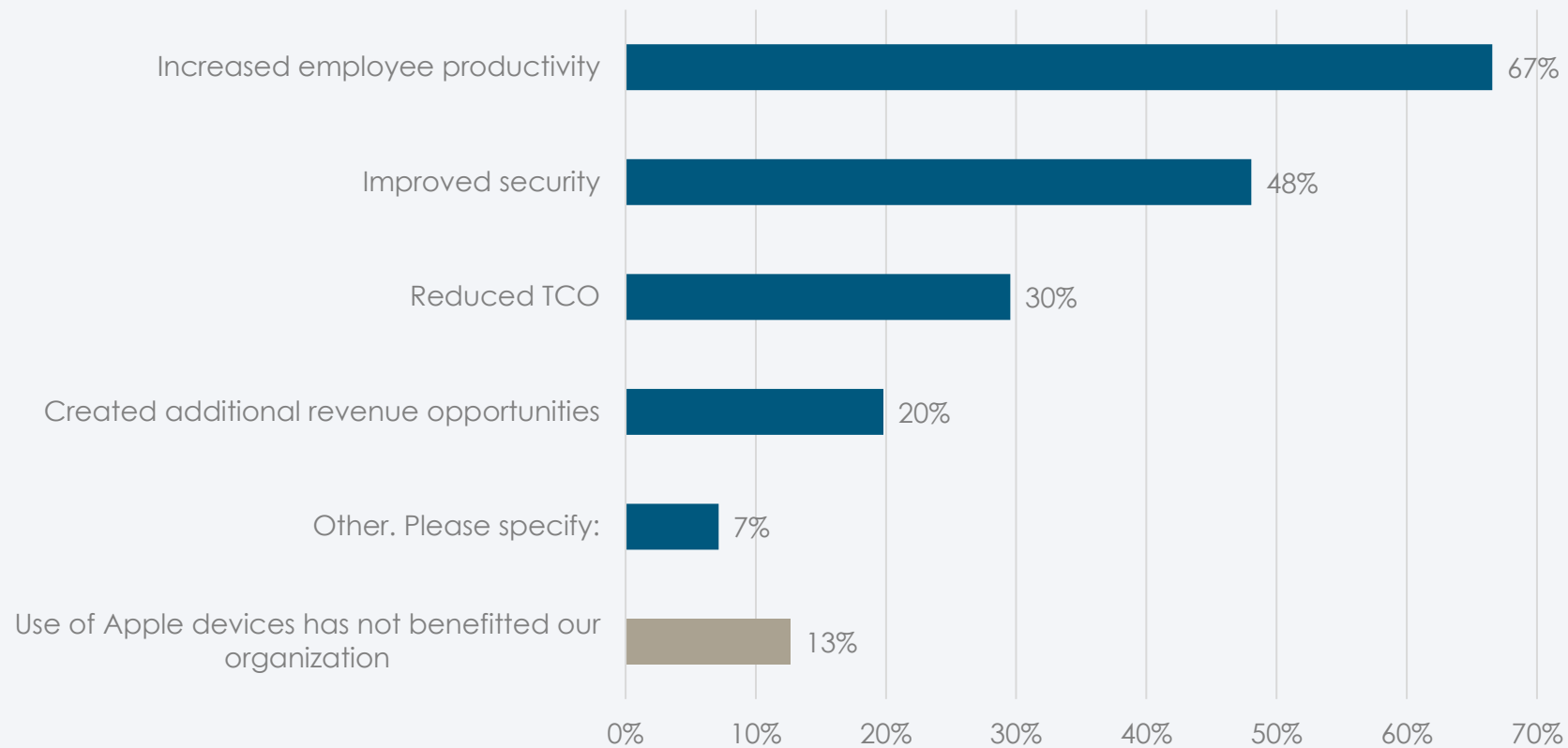
Other
Most frequent other: Applications that only supported for iPads

DETAILED FINDINGS

APPLE DEVICE USE IS TIED TO
BETTER BUSINESS OUTCOMES

87% HAVE BENEFITED FROM THEIR EMPLOYEES USING APPLE DEVICES

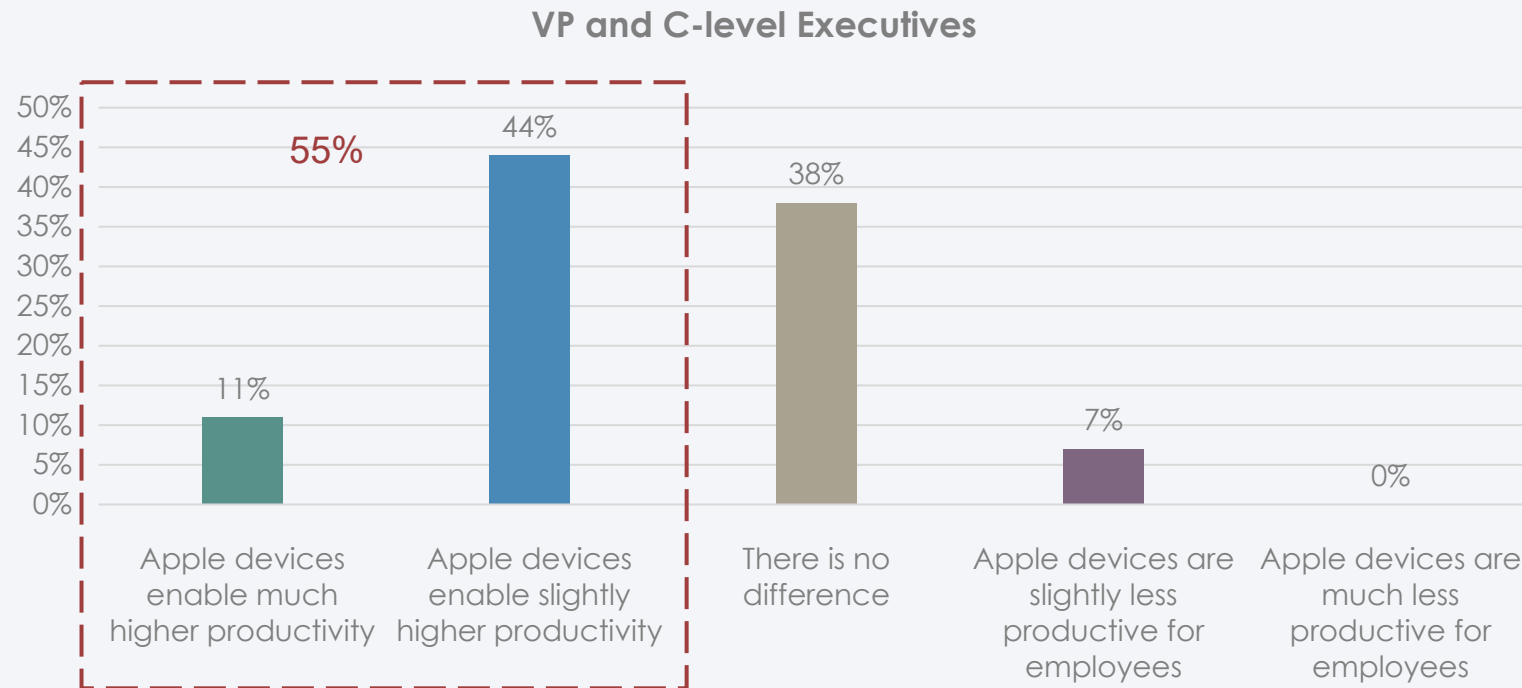
What business benefits has your organization realized by providing Apple devices to your employees? Choose all that apply.



Other
Most frequent other: Employee satisfaction, morale, or prestige; App availability or support

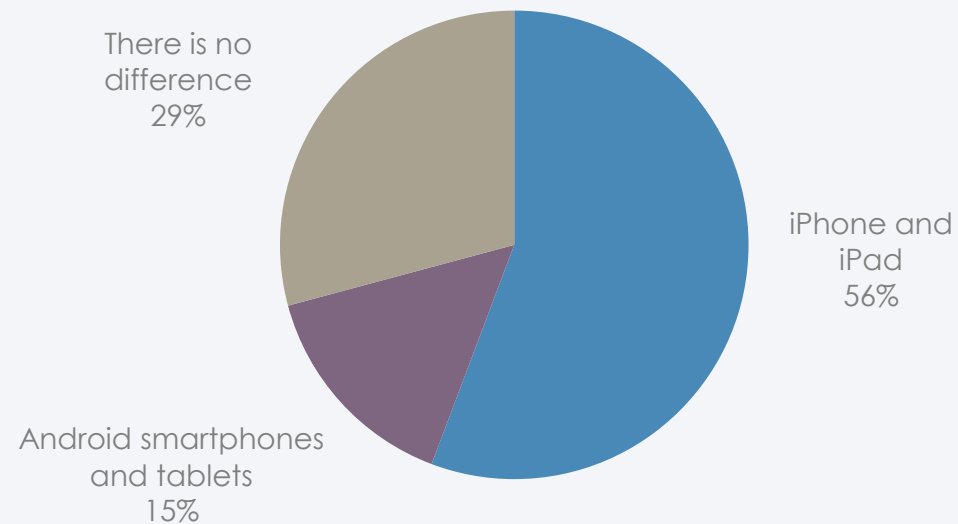
55% OF EXECUTIVES REPORT THAT APPLE DEVICES ENABLE HIGHER PRODUCTIVITY FOR EMPLOYEES

At your company, how does the productivity of employees using Apple devices compare to the productivity of equivalent work on other types of devices?



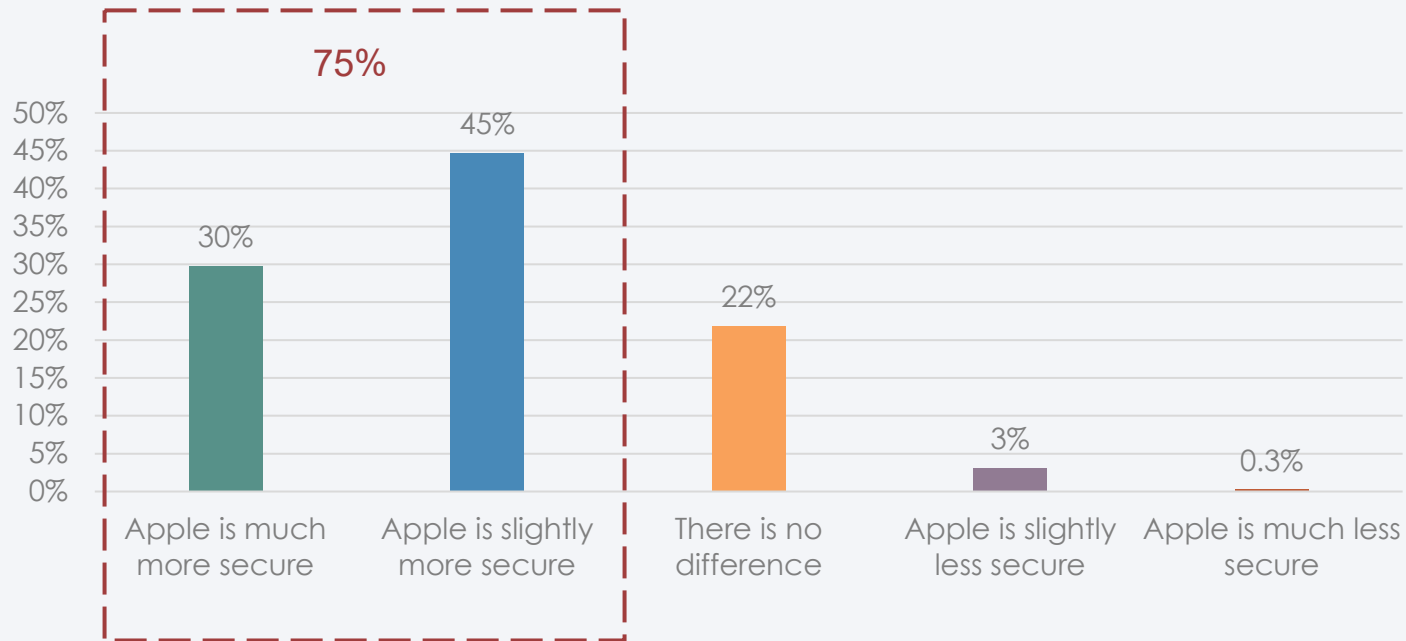
ALMOST FOUR TIMES AS MANY (56% VS. 15%) SAID IPHONE/IPAD DEVICES ARE BETTER FOR REMOTE OR HYBRID PRODUCTIVITY

In your experience, which of these type of devices are better for the productivity and experience of REMOTE or HYBRID employees?

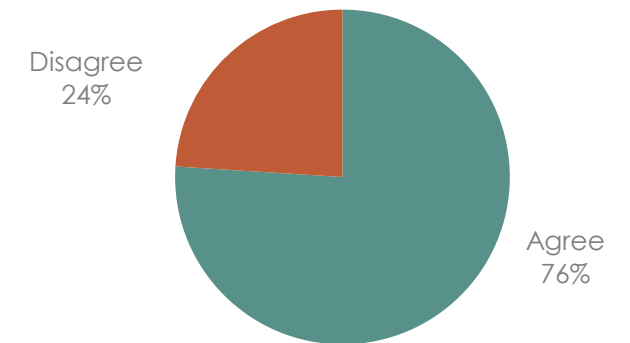


MOST (75%) IT PROFESSIONALS BELIEVE THAT APPLE IS MORE SECURE THAN OTHER TYPES OF DEVICES

In your opinion, how does security of Apple devices compare to other types of end user devices?

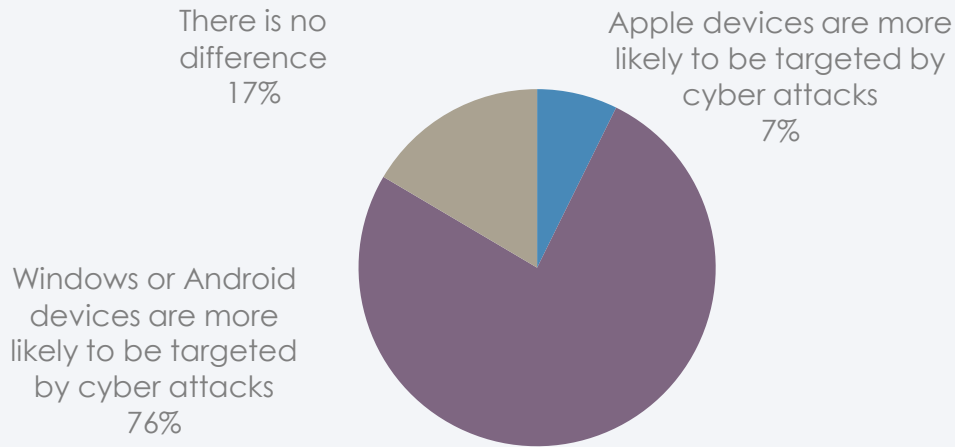


"Apple takes enterprise security, compliance, and privacy concerns more seriously than other vendors."

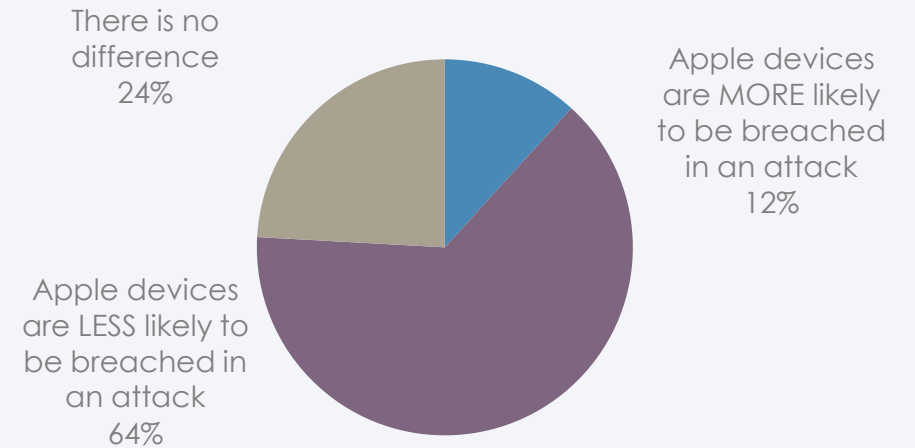


APPLE DEVICES ARE LESS LIKELY TO BE TARGETED OR BREACHED IN A CYBERATTACK

In your experience, what type of device is more likely to be **TARGETED** by a cyber attack?



In your experience, how likely is it that a cyberattack on an Apple device will be **SUCCESSFUL** (i.e. result in a breach) compared to an attack on a Windows or Android device?

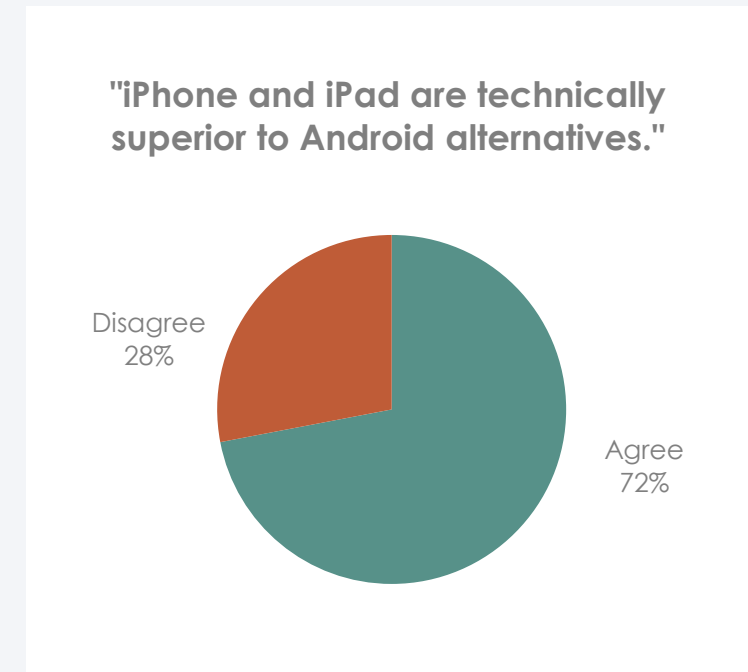
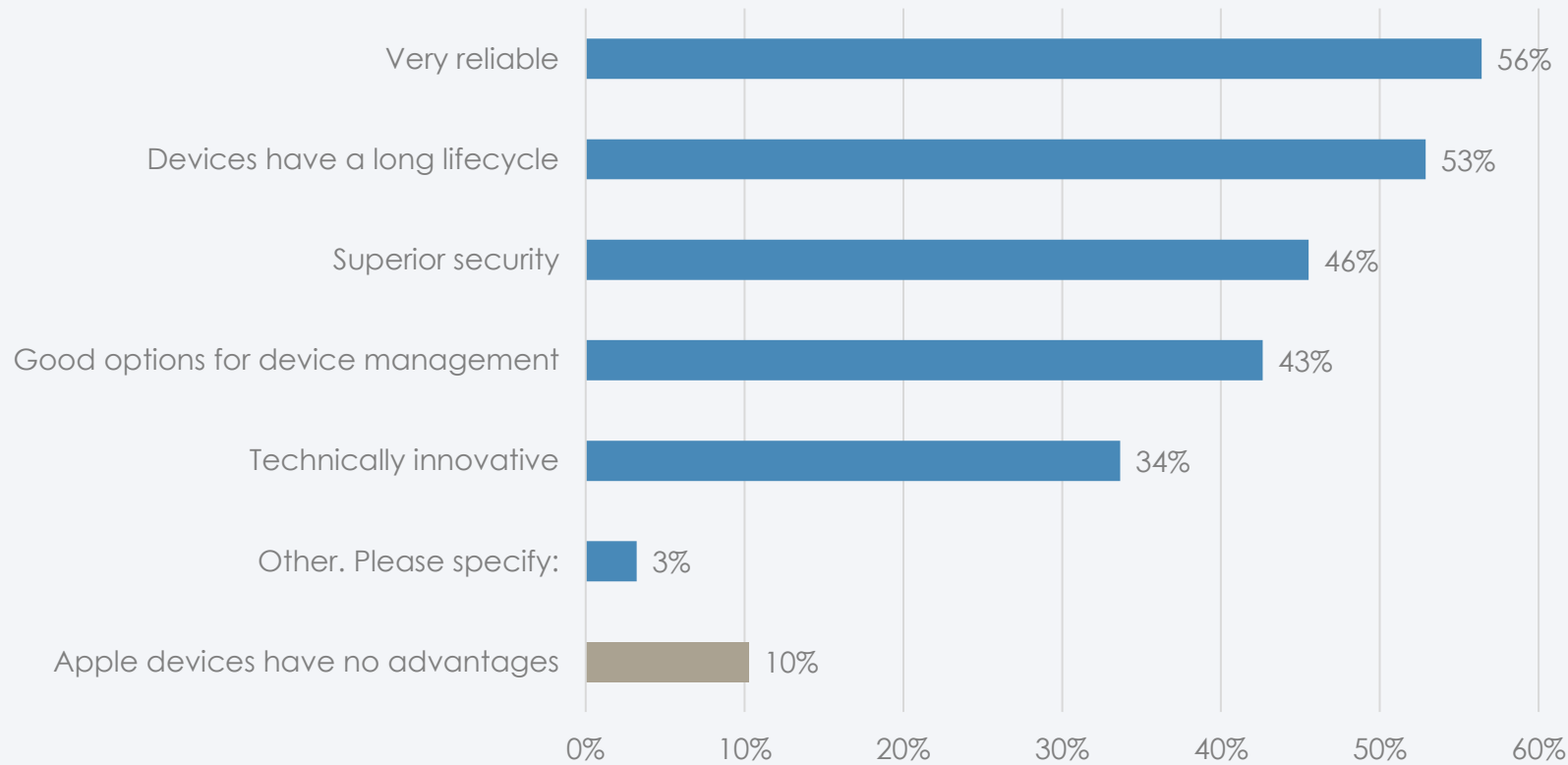


DETAILED
FINDINGS

APPLE OFFERS ADVANTAGES
FOR THE ENTERPRISE

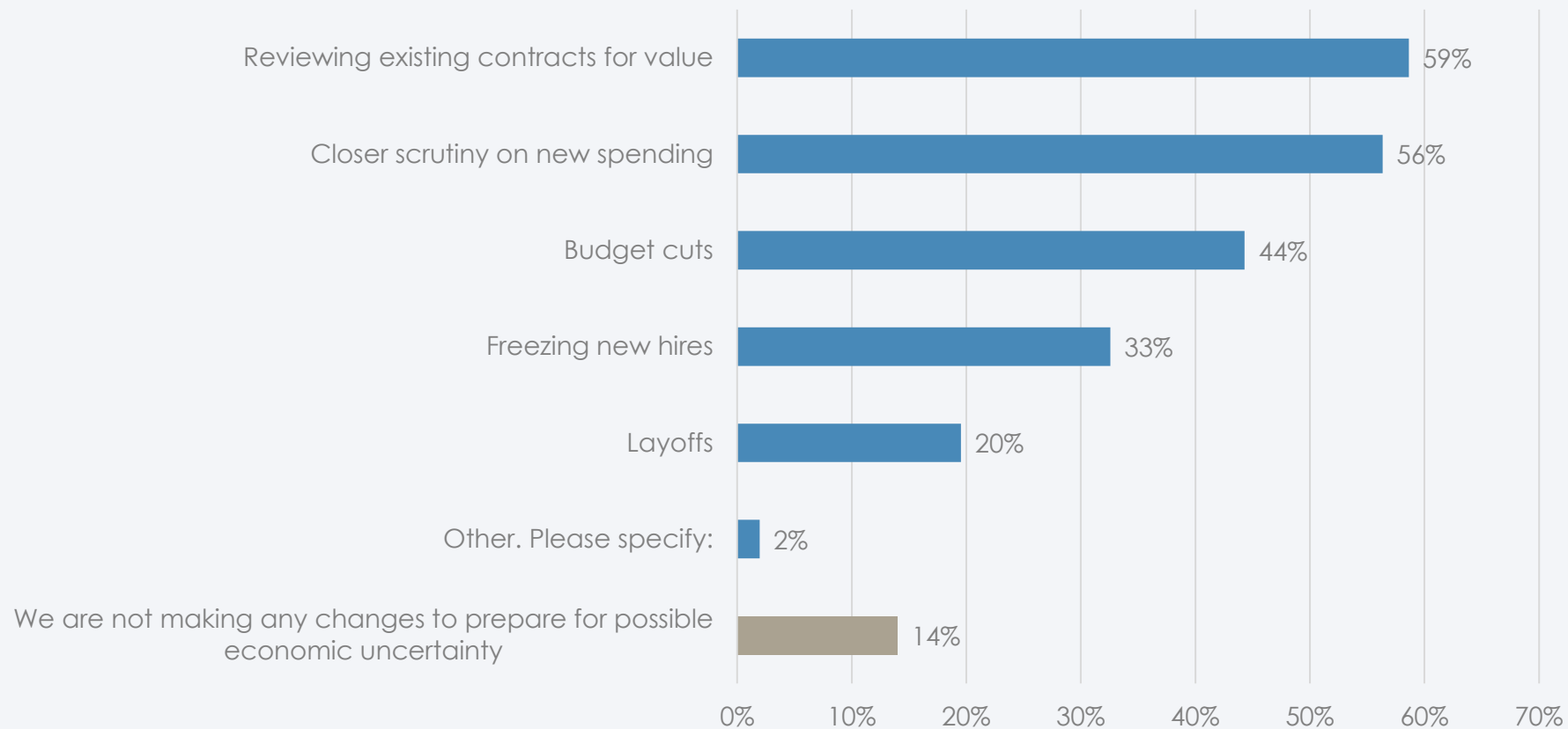
90% REPORT THAT APPLE DEVICES DELIVER BUSINESS ADVANTAGES

When you think about deploying and managing Apple devices for employees, what advantages come to mind? Choose all that apply.



86% OF LARGE ENTERPRISES ARE PREPARING FOR ECONOMIC UNCERTAINTY

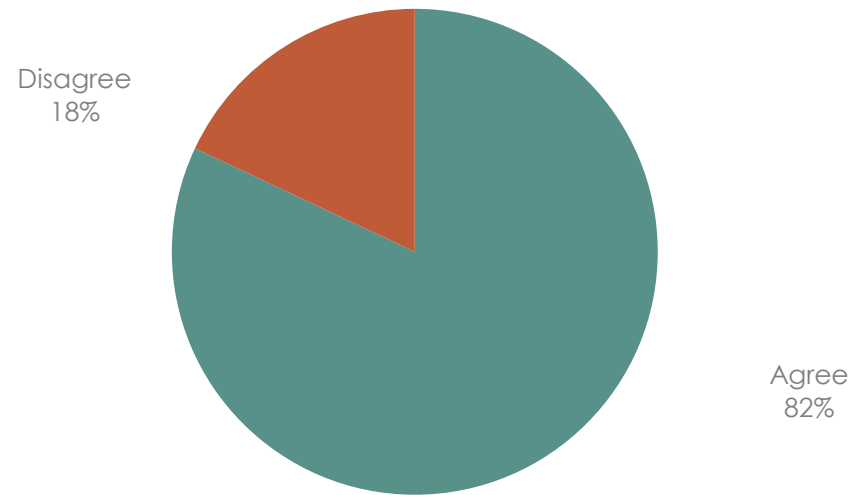
What steps is your IT organization taking to prepare for possible economic uncertainty in the coming year? Choose all that apply.



Other Increase automation; Longer refresh cycles; Delay projects

THE MAJORITY (82%) OF IT PROFESSIONALS AGREE TOUCH SCREENS ARE PREFERRED BY THEIR EMPLOYEES

"Our employees strongly prefer touch screens over traditional screens."

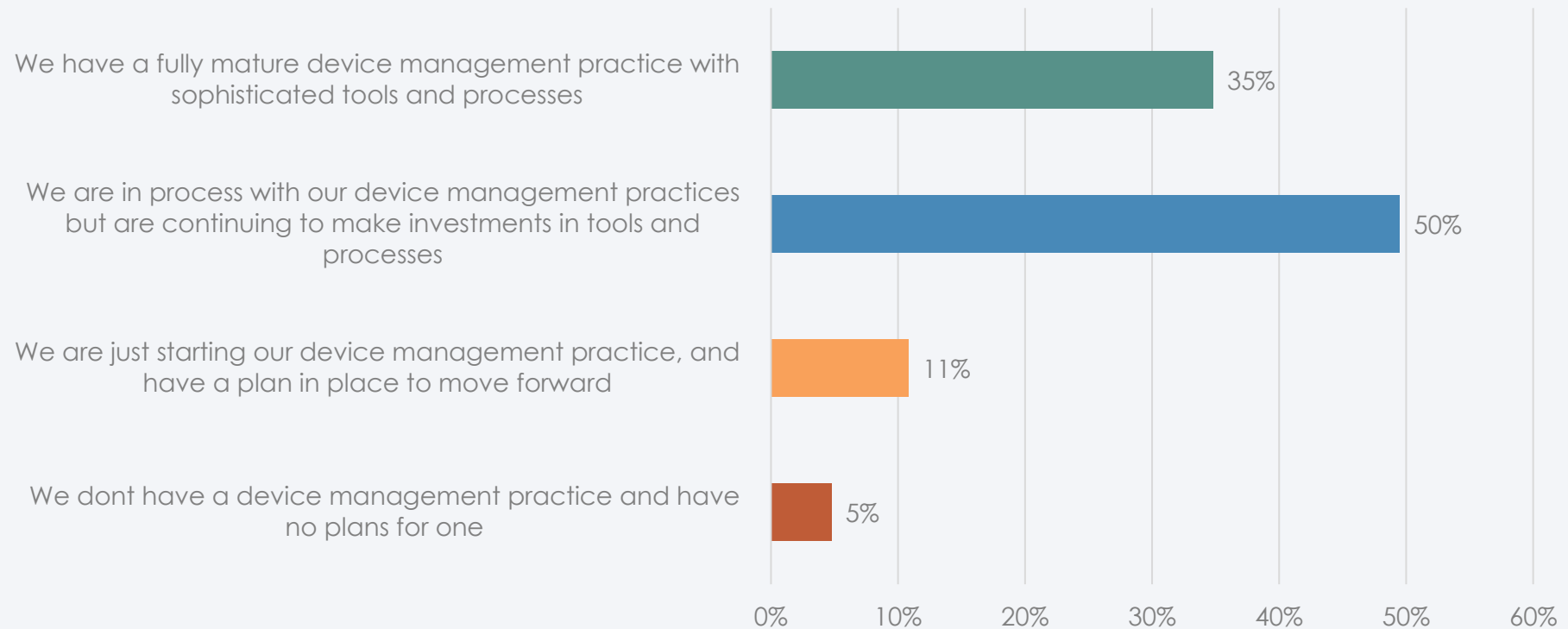


DETAILED
FINDINGS

IMPLEMENTING DEVICE
MANAGEMENT IS A
WORK IN PROGRESS

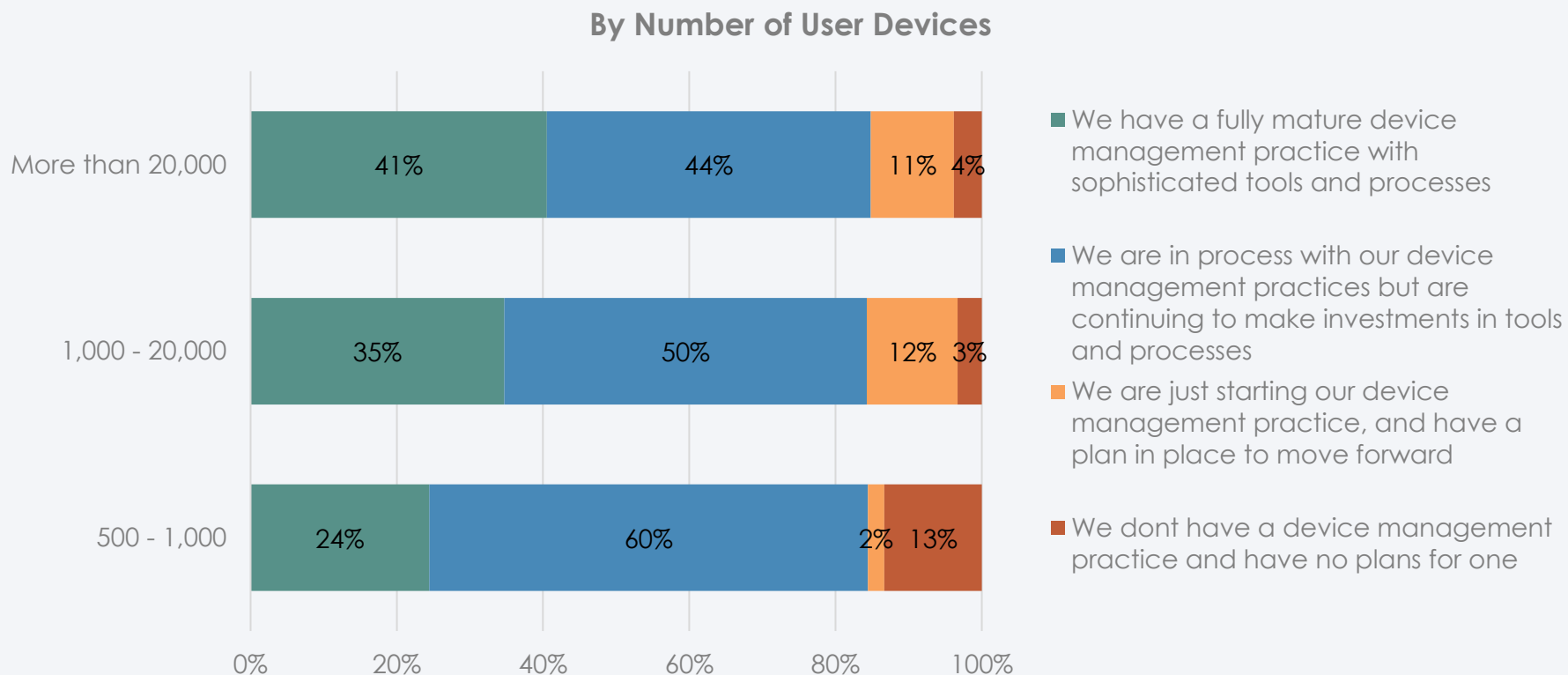
ONLY A THIRD (35%) REPORT HAVING A MATURE DEVICE MANAGEMENT PRACTICE

How would you characterize your company's existing device management capabilities for Apple devices? Choose the one answer that most closely applies.



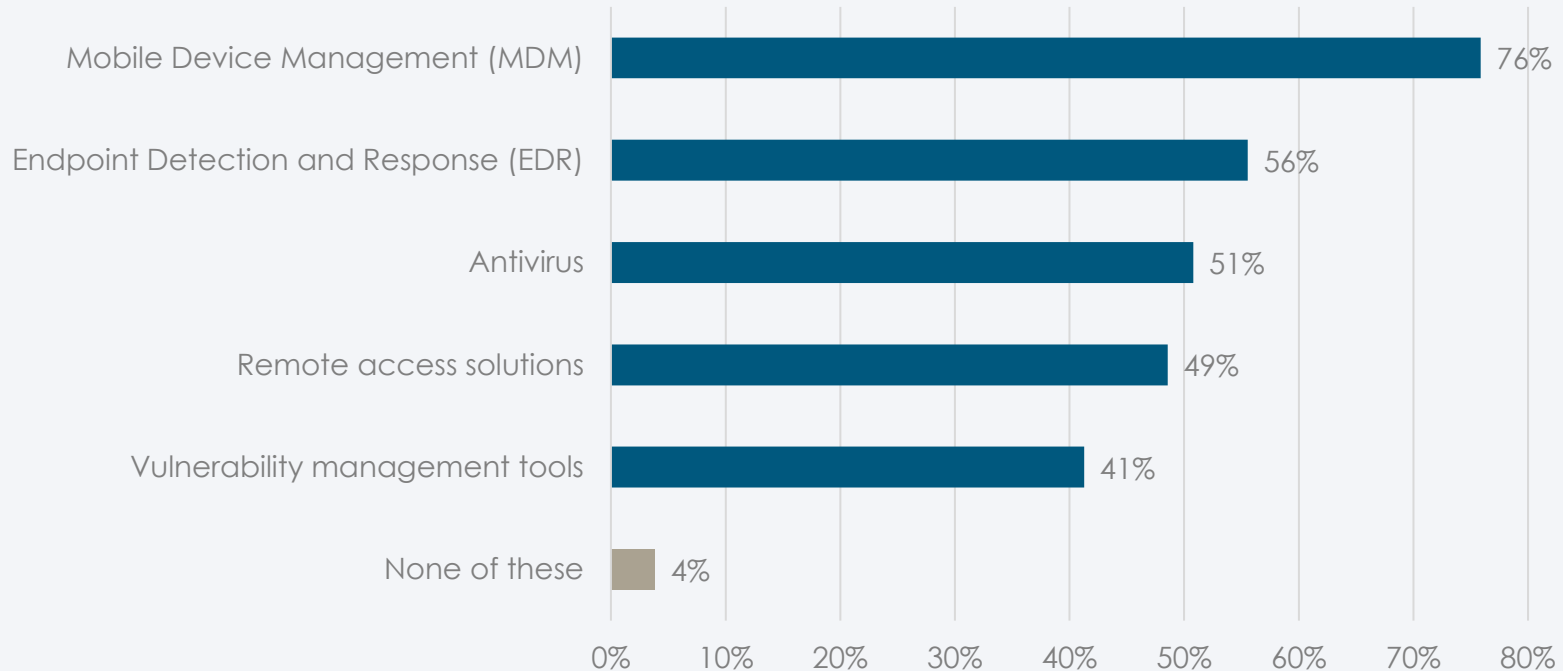
COMPANIES WITH MORE DEVICES ARE MOST LIKELY TO REPORT THEIR APPLE DEVICE MANAGEMENT IS MATURE

How would you characterize your company's existing device management capabilities for Apple devices? Choose the one answer that most closely applies.



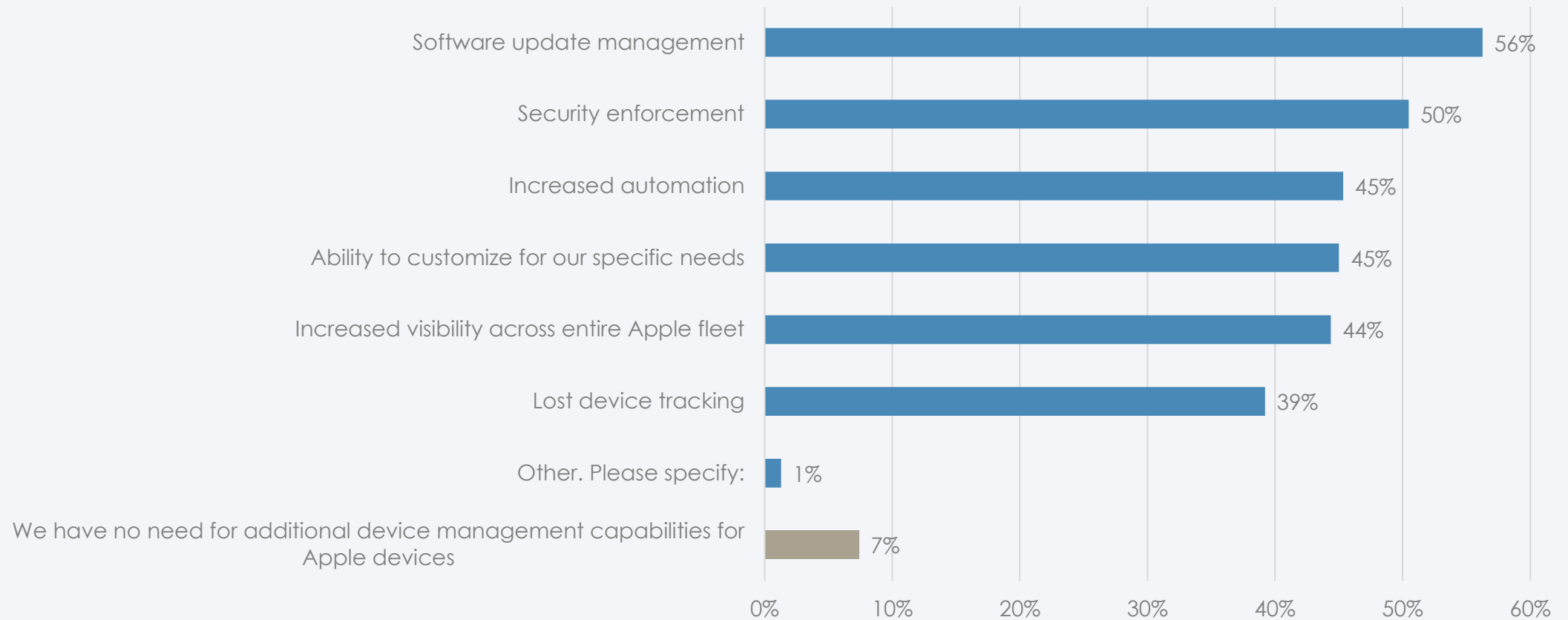
LARGE ENTERPRISES USE A WIDE VARIETY OF TOOLS TO PROTECT APPLE DEVICES

Which of the following types of tools does your team use to protect your organization's Apple devices? Choose all that apply.



93% OF LARGE ENTERPRISES WOULD BENEFIT FROM ADDITIONAL TECHNICAL CAPABILITIES FOR MANAGING APPLE DEVICES

What additional technical capabilities for device management would allow your company to get more from investments in Apple devices? Choose all that apply.



Other
Better software management; Remote screen sharing/support;
Integration with other systems like Microsoft AD

METHODOLOGY AND DEMOGRAPHICS



GOALS AND METHODOLOGY

Research Goal The primary research goal was to capture hard data on experiences and opinions of Apple devices used by employees of large enterprises.

Methodology An online survey was sent to independent sources of IT professionals responsible for deployment and management of employee devices in large enterprises. A quota was set to ensure a minimum of 100 C-level (CIO, CTO, CISO, etc.) executives.

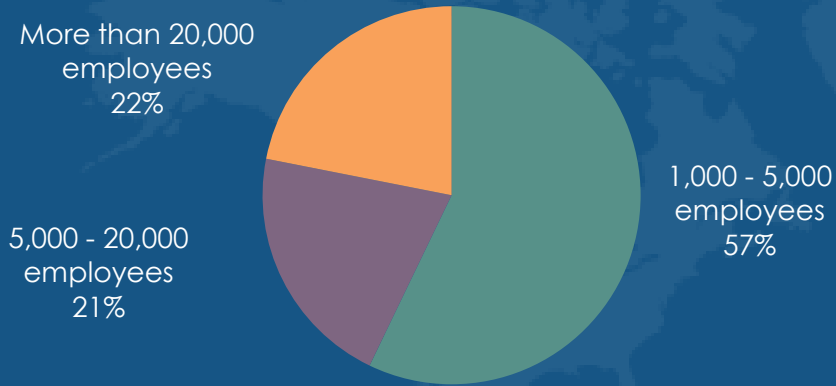
A variety of questions were asked on current use and opinions of Apple devices including Mac notebooks and desktops, and iPhones and iPad devices. The survey was fielded in English. Survey responses were collected between May 25 to June 2, 2023.

Participants A total of **315 qualified participants** completed the survey. All participants had direct responsibility for selection, delivery, or management of Apple devices to employees and worked at a company with more than 500 end-user devices and more than 1,000 employees. Participants represented a wide range of job levels, industries, and global regions.

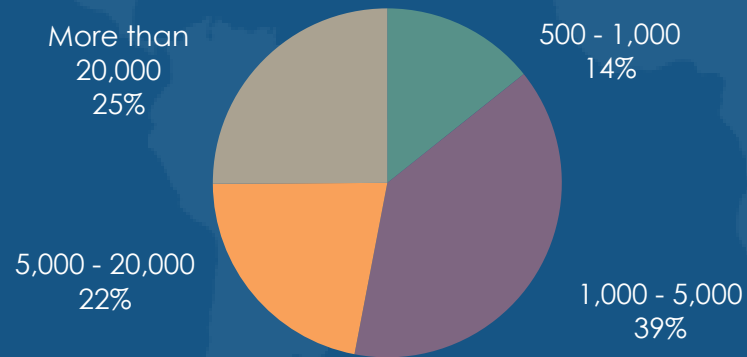


PARTICIPANT DEMOGRAPHICS

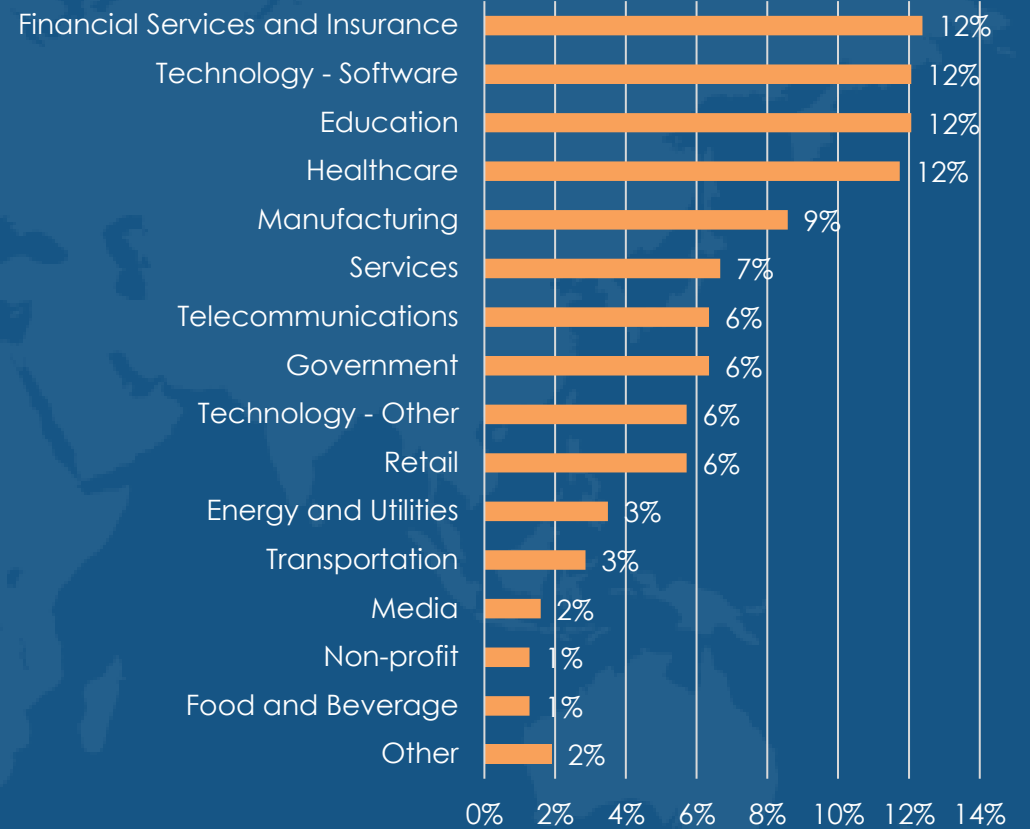
Company Size



Number of User Devices



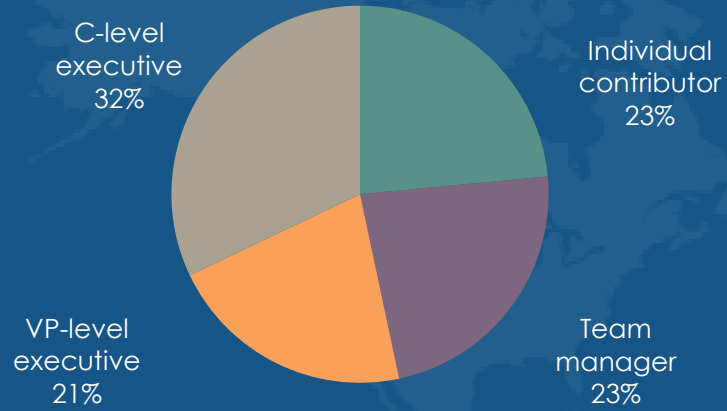
Industry



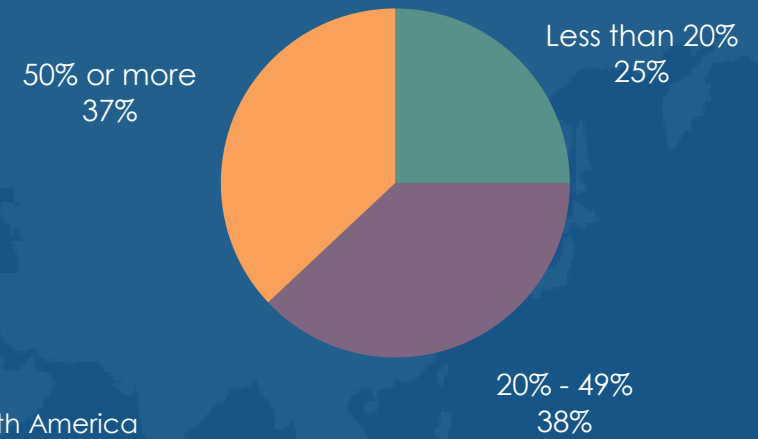


PARTICIPANT DEMOGRAPHICS (CON'T)

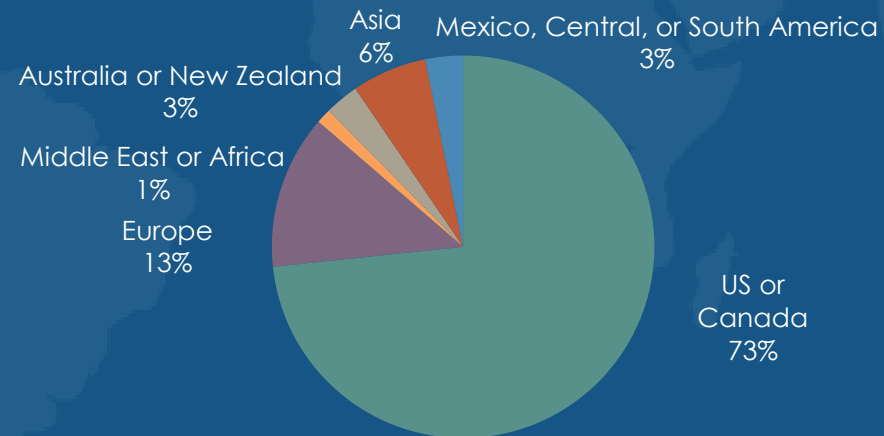
Job Level



% of Employee Devices that are Apple



Region





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About Kandji

Kandji is the Apple device management and security platform. Kandji empowers companies to manage and secure Apple devices in the enterprise and at scale. By centrally securing and managing your Mac, iPhone, iPad, and Apple TV devices, IT and InfoSec teams can save countless hours of manual, repetitive work with features like one-click compliance templates and more than 150 pre-built automations, apps, and workflows.

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