



# Why migrating from PC to Mac makes perfect business sense

## Thinking of migrating from PC to Mac, but worried about the potential impact on productivity and your pocket?

Truth is, nobody likes change, it's way easier and more comfortable to stick to what you know. And this is especially the case when it comes to introducing new technology into the workplace.

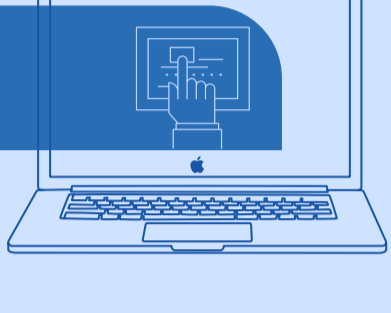


**But like it or not**, the reality of today's remote workforce means all businesses need to relook their IT strategies. Not only do employees need access to reliable, secure, high-performing hardware and software to remain productive, but more importantly businesses need to remain competitive by future-proofing their operations.

**Here's a quick look** at why migrating from PC to Mac is not only simpler than you think, but by optimising operations while reducing Total Cost of Ownership (TCO) and ensuring long-term return, keeps on delivering so much more than you expect.

## 1. Ease of use – user-friendly and intuitive interface

One of the biggest worries about introducing an entirely new system is the inevitable impact on productivity as users take time to adapt.



However, the Apple ecosystem is renowned for being 'user-friendly' with an intuitive and easy to use interface. Apple also offers various support tools, including a whole page dedicated to helping people navigate the switch.

## 2. Ease of deployment – manage Mac at scale with zero-touch deployment

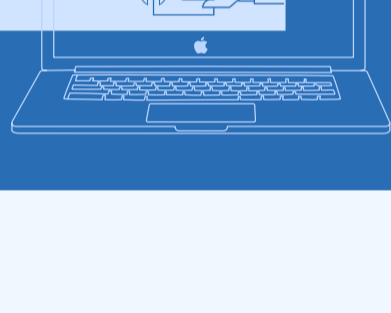
With Mac there is also no complicated set-up process. The provisioning allows for an almost a zero-touch experience through tools and apps such as mobile device management and Apple Business Manager. Deploying Mac at scale across the business network is a smooth, simple process requiring minimal IT resources.



**+** Plus, Apple services allows employees to set up device enrolment, and access to support apps, books, and software.

## 3. Ease of integration – seamless Microsoft integration

With the likes of Microsoft 365 and Azure Cloud services having become commonplace in the work environment, the good news is that Mac integrates really well with Microsoft software suites.



And what's more, Apple also has a wide collection of built-in apps and tools, as well as native built apps exclusive to the Apple ecosystem designed to enhance productivity and empower small businesses.

## 4. Easy on the pocket – significant savings on hardware and support costs

Contrary to common perception, switching from Windows to Mac can actually save you money in the long run. Here, when considering the Total Cost of Ownership (TCO) associated with providing basic services, application licences, device management, endpoint security, support requests, and hardware repairs, going the Mac route can end up saving a business more than **R12 000 per device** over three years.<sup>1</sup>



## 5. Easy on the eye – and built to outlast and outperform

Built and sold solely by Apple, Mac ensures tighter hardware control and ultimately better system stability and fewer problems. Not only are Macs built to withstand wear and tear and last a really long time, but they rarely run into faults or performance issues.

Another huge plus is their superior battery life. With between 18 to 21 hours of battery life on the new M1 Mac range, the hardware can easily outlast extended loadshedding phases, while the unified memory architecture of the Apple silicon M2 chip delivers fast, fluid multitasking.



Strong build quality and high-performance means they also hold their value better. PCs typically have shorter replacement lifecycles and lower residual values than Macs.

## 6. Rest easy with built-in security

Mac devices have shown time and time again to be more secure and much less vulnerable to viruses and hacking than Windows PCs. Forrester recently released a **Total Economic Impact Study**, which showed that corporates could reduce their cyber risk by up to **50%** just by switching to Mac.

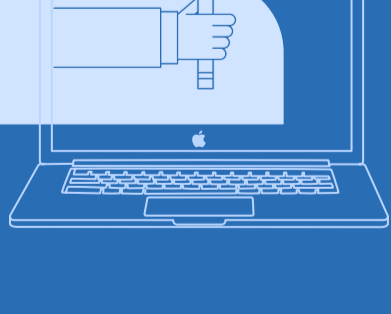
Not only is macOS based on Unix, which can be difficult to exploit but the built-in protection from viruses and malware provided by hardware-verified secure boot, on-the-fly encryption, Touch ID, and Gatekeeper, eliminates the need for additional endpoint security licences.



**+** Additionally, since Apple has full control over the hardware and software, it's easier to implement new security components and it automatically pushes out security patches for Mac at no cost.

## 7. Enable and engage employees with ease

One of the biggest advantages of Mac is greater user satisfaction and experience. Considering that global studies<sup>2</sup> indicate that **75%** of the workforce would choose an Apple device over any other, having employees use their preferred devices has been shown to not only improve productivity, but it can also function as an invaluable talent acquisition and retention tool.



At Digicafe, we know that it's important for your business to keep up to date with the latest technology to stay competitive – that's why we support our clients every step of the way – from helping you choose the right technology and setting up the infrastructure to training, financing, and transitioning to the Apple ecosystem.

**Sources:**  
 1 <https://tools.totaleconomicimpact.com/go/apple/TEI/docs/TEI-of-Mac-in-Enterprise.pdf>  
 2 <https://www.businesses-south-africa.co.za/portal/article/3077/mac-vs-pc-why-businesses-are-switching-to-mac-in-the-new-normal>

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