Why Device **Choice** Matters to Employees
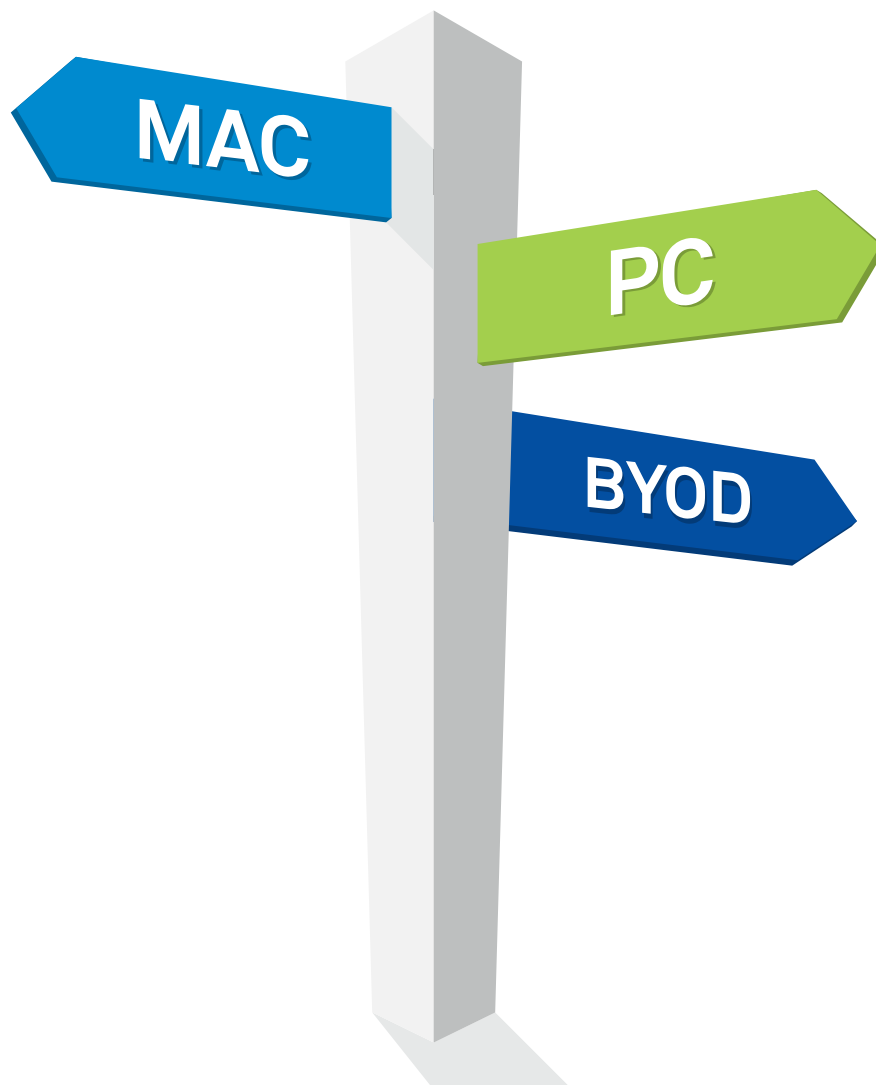
The survey results show that device choice impacts recruitment, loyalty, and productivity within enterprise organizations.

What device should companies provide employees...
Mac or PC?

CHOICE—let them decide

Wipro partnered with Coleman Parkes Research to better understand the impact when organizations allow employees to choose which type of device they use for work (Mac® or PC). In October 2019 Coleman Parkes Research interviewed 500 US-based IT leaders to better understand the viewpoint of next generation IT leaders when it comes to choice of devices and laptops in the workplace.
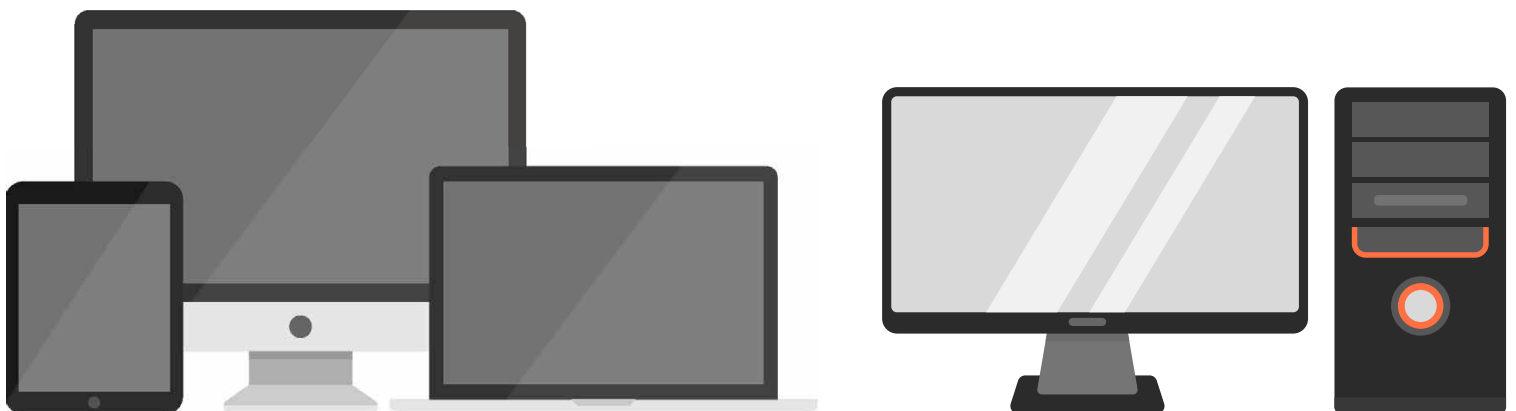
The survey confirmed that organizations that allow employees to choose between Mac and PCs, increases their attractiveness for new hires and strengthens loyalty for current employees.

IT Leaders are recognizing that equipping employees with their preferred type of device will allow them to be more efficient and productive.

This is evidence of how being flexible in IT decision-making can be better for a company, rather than the traditional "one-size-fits-all" approach.

" Managers that demonstrate empathy and willingness to embrace technology choice observed more loyal and productive teams, ultimately improving the results of the company. "

–Rajan Kohli, President, Wipro Digital

Wipro survey: Why Device Choice Matters to Employees, May 2020

Choice increases companies' ability to attract top talent

Employees prefer companies that offer a choice between Mac and PC
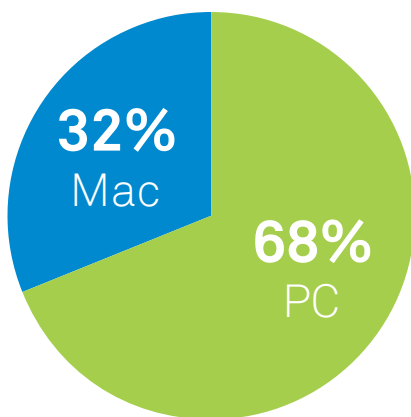
57%

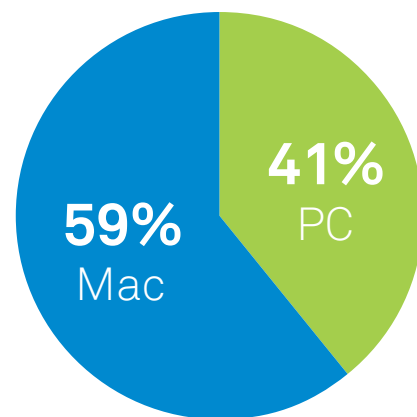Companies not offering choice are less innovative

66%

Respondents likely to accept job offer from the company offering choice (over the other company)

Today

32%
Mac

68%
PC

Employee current
device use

Choice-based Future

59%
Mac

41%
PC

Employees
choice of device

Device preference lets companies **provide choice** so employees can be their best

71% MORE PRODUCTIVE
Device choice makes respondents more engaged and productive

73% MORE LOYAL
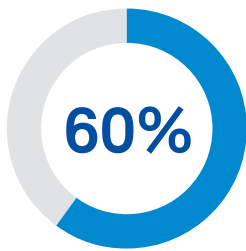With device choice, respondents are more loyal

74% MORE PROUD
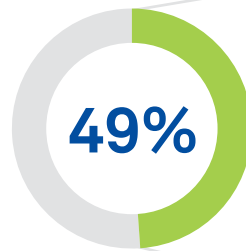Respondents are more engaged and productive with device choice

Given a choice...

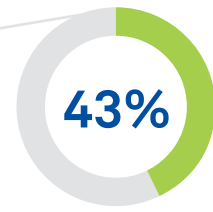## More employees would select a Mac

Device preference is based on many factors. Respondents' work device selection mirrors the device they have for personal use, with security being a key issue.
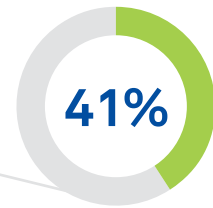
60%

of PC users responded that their productivity would improve with a Mac

49%

of PC users stated they would be happy if told they must switch to a Mac

43% cited Mac devices as more secure

41% believe Mac devices are easier to use

Delivering Mac choice to your employees today

Designing and deploying a corporate-provisioned employee choice program that incorporates Windows and Apple® products within your existing IT infrastructure can be daunting. Wipro makes it easier.

Our evaluation and proof-of-concept services provide the support and tools necessary to prepare your IT environment for a quick, seamless transition to Mac.

Wipro's deep expertise in end-user services—from device sourcing to deployment to security to support—allows enterprises to order Apple products and have them distributed directly to employees with zero-touch deployment. The device policies and applications are configured over the air.

From the initial power-on, the Mac is set up automatically without any interaction with IT and can be easily maintained and kept compliant with policies while saving time, reducing costs, enhancing governance and delighting employees.

FOR MORE INFORMATION:

✉ apple.experts@wipro.com

🌐 Wipro.com/innovation/live-workspace-for-apple

About Wipro

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 180,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

MAC

PC

BYOD