



# CIO PLAYBOOK

*Enabling a device choice  
program for employees*

# Device choice in the enterprise

For many CIOs, Apple® devices presented a daunting challenge to their traditional approach, refined over 30-plus years, of using traditional PCs. CIOs are risk averse—a trait that seems to come with the territory—and have naturally been resistant to the trend. However, times are changing. One industry study showed a rise in Mac® and iOS device adoption. It found more than 40 percent of organizations included in the study offered employees a choice between a Mac and a PC, and over 65 percent offered a choice between different mobile devices that included Apple devices. The fact that Mac and iOS have a ticket into the enterprise cannot be attributed only to pressure from employees looking for a better user experience. The larger reason is that CIOs are being confronted with heightened security risks and stricter compliance requirements. They have figured out that Macs bring a solution within grasp, without the need to increase funding.

To leverage the advantage presented by Mac, CIOs need to look at doing things a little differently. This means looking at new processes to configure a machine, provide encryption, and build a support desk. And once that is done, astute CIOs will quickly realize the upside goes beyond lower budgets and better user experience. They will discover that they can take the lessons

from a Mac environment and implement their experiences in a PC environment. In a single stroke they can enhance security and delight employees across devices within budgets.

In this book, you will find that the Mac model lowers the total cost of ownership, it also provides the enterprise with complete control over the device —something it cannot have in the BYOD model. Using Apple Business Manager + Mobile Device Management (MDM), the enterprise can set many features on the device at will. The user continues to have administration rights, but cannot overrule the policies on the device. This means the enterprise can turn off the camera, turn on encryption, or take any decisions required for security and compliance without having to touch the device. This is a very powerful capability that CIOs do not have in a PC environment.

Enterprises—big and small —are realizing that Apple has once again changed the game with new tools and methods to transform how devices are deployed, secured, and managed by enterprises, with a focus on an amazing user experience. But, most of all, the real use case is in improved security and compliance with lowered total cost of ownership.

## **About the author**

*Tim Lydon is the Global Director of Apple Device Services at Wipro*





# What is in this book

Welcome to the CIO Playbook. In this edition, we lay out a roadmap to embrace Apple devices in your enterprise IT ecosystem. You will learn how to transform your employee's device experience, while ensuring compliance to the corporate policies and reducing total cost of ownership.

This playbook shares sharpened approaches, proven strategies, and best practices from experts to get you started on the transformation journey.

We provide insights into gaining support from your stakeholders, managing your deployments, and delivering new user experiences so that you can successfully transform your enterprise IT landscape using Apple devices.



Stakeholder



Deployment



User experience



Key success factors

# Stakeholder

In this section, we explore the best practices for starting a conversation about a corporate provisioned employee choice program that incorporates Apple devices in the enterprise.





# CEO

CEOs are the catalysts for organizational transformations—driven by the need to grow, transform, and scale the business. Getting the CEO involved can not only be a great way to get buy-in for your program, but ensure real internal digital transformation.

## Playbook

- Digital transformation
- Attract and retain talent
- Employee satisfaction

By enabling employee choice and leveraging new tools and processes, CEOs can leverage these benefits into their transformation agendas.



## Digital transformation

Most organizations push for digital transformation and claim to be customer experience advocates, but fail to do the same for their employees. By delivering new delightful experiences in the workplace like zero-touch deployment, show your employee what digital transformation means and how it feels. It will properly train them to deliver the same to your customers.



## Attract and retain talent

A recent study by Coleman Parkes research found that 73% of respondents are more loyal to companies that offer employee choice<sup>1</sup>. By giving employees a choice on the tools that enable them to be more productive, creative, and collaborative, organizations are rewarded with grateful employees who produce more creative work. With employees happy and productive, organizations can more easily attract and retain top talent and achieve company goals.



## Employee satisfaction

Eliminate frustrating IT experiences such as: the process of setting up a new device, software that slows down machines, and long support resolution timelines. This will empower employees, as their tools won't get in the way of their work and they will be more productive. Not only will this help the company accomplish its goals, but will increase employee satisfaction.

<sup>1</sup> [https://employeechoice.wiprodigital.com/pdf/Why-CHOICE-Matters\\_Survey-Results.pdf](https://employeechoice.wiprodigital.com/pdf/Why-CHOICE-Matters_Survey-Results.pdf)

# CFO

Your conversation can start or end with the CFO, as Apple devices can be seen as extraneous spend. This is why the CFO is one of the most important stakeholders. Luckily, one of the strongest points of this program is that Apple devices could actually save your organization money.

A choice program delivers lower total cost of ownership over time.

## Playbook

- Zero-touch deployment
- Native tools
- Redefined support
- Residual value

By embracing employee choice, give employees the best-of-breed tools and new support experiences at a lower true cost to the organization.



## Zero-touch deployment

Zero-touch deployment eliminates the laborious device set-up process. This deployment enables IT to automate MDM enrollment for every device, so that when it is activated it is immediately configured over the air. There's no need for IT to physically touch the device.



## Native tools

Native tools eliminates the need to purchase enterprise software licenses. Every Apple device includes native tools and productivity applications. It include management tools, security tools, and productivity applications.



## Redefined support

New support models can dramatically reduce IT support costs. By using self service portals and crowd support the number of calls to the help desk is reduced, all while providing a better user experience.



## Residual value

Apple devices retain their value better over time. They are simply made out of better materials and hold a higher value in refurbished markets. Whether your capital structure requirements lead you to lease or buy, you are able to capture the residual value benefit.

# CISO

Security is never simple, as the definition of great security changes daily. With Apple devices, security is built into the device—safe and simple. CISO drives one of the most important enterprise agendas from an IT and compliance perspective. It is important to highlight the high standards of security that come inherent with every Apple device.

## Playbook

- Native data encryption
- Malicious attack protection
- Backup and recovery

By leveraging built in security, enterprise security is made simple.

Security is ready out of the box.



## Native data encryption

Apple's encryption comes built-in with each machine, eliminating the need to buy or update security tools. Similar to BitLocker for Windows, Apple macOS uses FileVault—natively built into the operating system. These simple measures help the organization maintain high security standards and compliance measures.



## Malicious attack protection

macOS maintains galvanized protection from viruses compared to Windows. This can be attributed to its UNIX underpinnings. XProtect, Apple's attack protection, maintains a virus definition list and automatically updates all Macs. This is delivered built-in and updated over the air in the background for simple security.



## Backup and recovery

Unlike traditional systems, Apple devices can aggregate data for scalable backup and disaster recovery. This enables new value such as search and advanced analytics. This will help master the copious amounts of unparsed data for better governance, protection, and monitoring.

# Employee

Employees, your most important stakeholders in the organization, expect simplicity and value in everything they experience at the workplace. Extending them the choice to work with the devices of their liking enhances productivity and delights employees.

## Playbook

- Device choice
- Better IT experience
- Workplace satisfaction

Enabling employees choice and leveraging new tools and processes empower them and make the IT experience delightful.



### Device choice

2019 Colman Parkes study found that 71% of respondents felt that device choice makes them more productive. Employees know what device is right for them. They know the apps and the programs that will make them the most efficient and help them accomplish their tasks with ease. Let employees choose which tools are best for their unique job. They will be empowered and will thank you.



### Better IT experience

Dealing with technical issues can be a frustrating experience, especially when there's work to do. Traditional IT challenges like preparing a new device, solving technical issues, refreshing apps during software updates, and switching to new machines are removed. Make their experience with IT better in the workplace than at home.



### Workplace satisfaction

Empowering employees with the technology to improve productivity and user experiences reduces the overall stress at the workplace. This builds a more social and positive environment for each and every employee, translating to a happier workforce.



# Deployment

In this section, we explore infrastructure, tools, policies, and financial considerations that will determine the success of deploying Apple devices in the enterprise.



# Deployment

Give due considerations to the existing infrastructure, tools, policies, and financial models when you plan for the deployment of Apple devices in the organization.



Examine your current **infrastructure**; does the foundation support the new device choice strategy?



What **tools** are you currently using and do they enhance or detract from a great user experience?



What are your current IT policies? Do they exist? Establish **policies** that reflect your culture and company values.



Consider your current **financial** strategy. What impacts will you incur if you roll out a device choice program?

## Infrastructure

- Network
- Wi-Fi
- Access
- Printers
- VPN
- LAN/WAN
- Distribution points
- Firmware
- File shares
- Firewall
- Browser compatibility
- Data resiliency and back-up
- Security patching

## Tools

- MDM
- Antivirus
- Encryption
- Office 365
- Mail
- Calendar
- Apple Business manager
- VPP
- Business Manager
- Single sign on
- App store
- Notifications
- Enablement

## Policies

- Data protection
- Legal hold
- Password
- Encryption
- User access
- Antivirus
- BYOD
- 3rd-party application
- Remote access
- Internet usage
- Software updates
- Authentication

## Financials

- Hardware purchase/ Lease
- Hardware residual value
- Employee productivity
- Warehousing
- OS updates
- Shipping and logistics
- Legacy Windows Imaging
- Windows OS Licenses
- 3rd-party software
- Service desk
- Configuration

# User experience

In this section, we explore ways to reimagine the deployment, management, and support of Apple devices that will delight your employees from the moment they receive their device.





# Zero-touch deployment

Traditionally, new employee devices were required to go through an IT department. The IT team had to manually provision and prepare the device to specific requirements. More requirements means more time.

With zero-touch deployment, IT never touches the device and devices are provisioned in seconds. No mess, no frustration. All the tools you need ready to go out of the box.

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Zero-touch deployment is enterprise configuration over the air. A computer can be provisioned without IT and users are ready in seconds, not days.



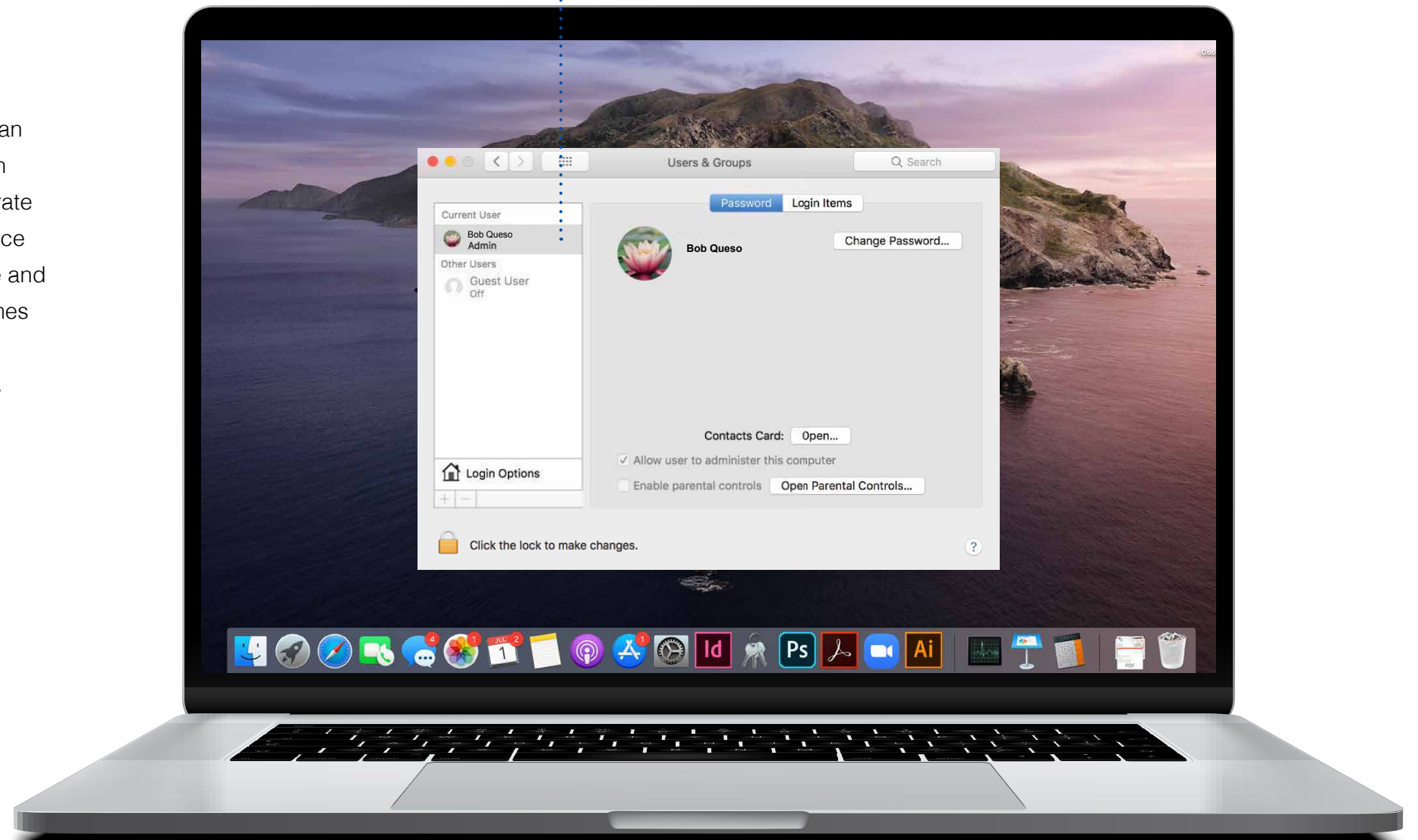
# Native experience

Adding additional software onto your device can usually affect its performance. Especially when software and the hardware are made by separate vendors. This negatively effects the performance of your machine. With Apple devices, software and hardware are made together. Your device comes preconfigured with layers of security and your device maintains its high level of performance.

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User and Groups eliminates the need for separate administrator accounts or IT management. The administration can be managed directly on the device.

..... User Account

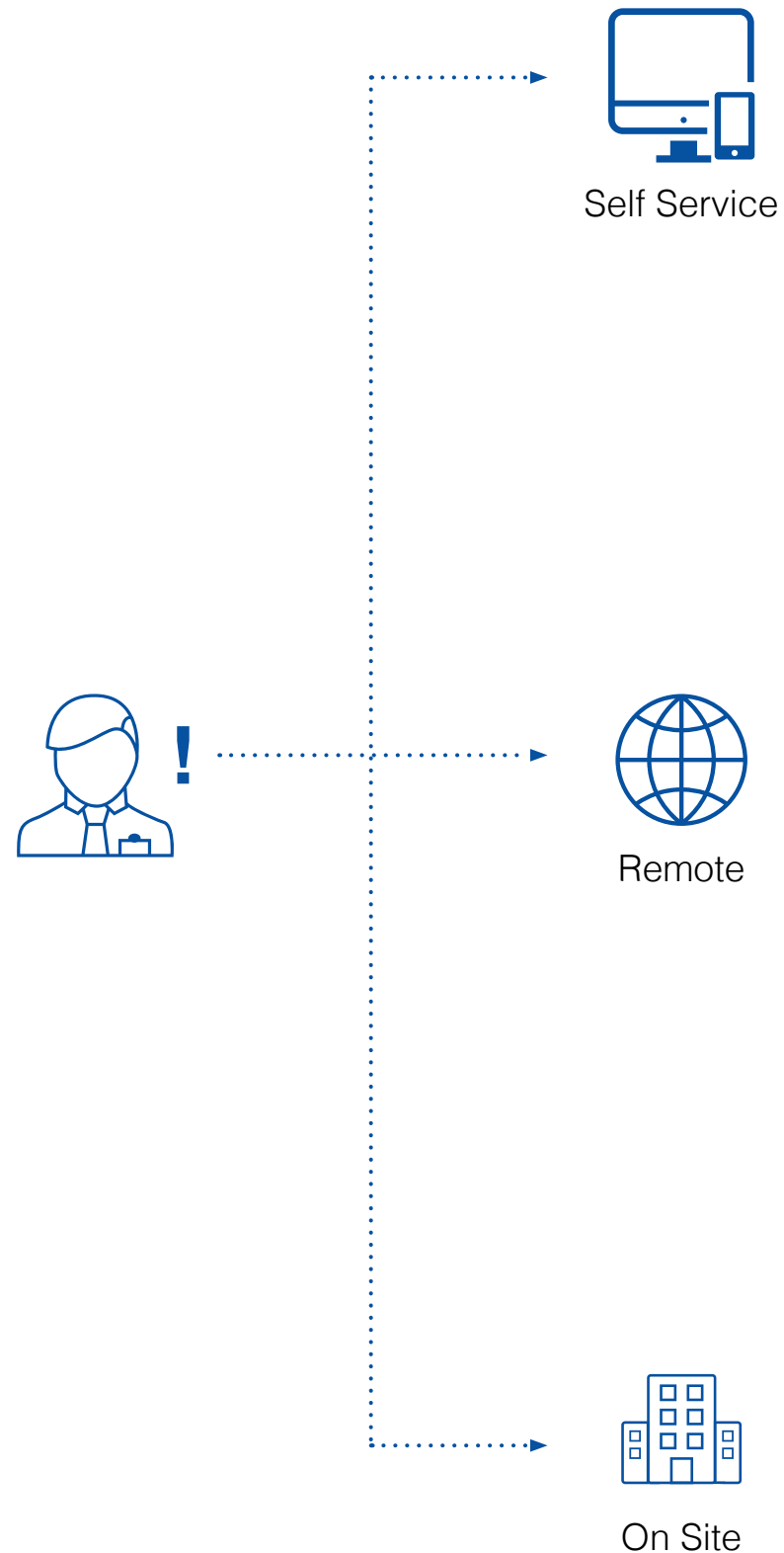


# End-user support

Apple users love Apple products and have a long history of supporting the devices themselves. IT organizations need to embrace their users' willingness to support each other. IT needs to leverage user communities where Apple users can support each other with community posts or peer-to-peer support. IT also needs to give employees short video training tools and learning paths, which can help resolve users questions without the need for manual IT intervention.

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Give employees choice on how they want to solve their IT problems. Self service and crowd support to deliver swift solutions or remote for first-time resolution.







# Design with the user, for the user

IT policies are frequently delivered from the top down and are mandated for all employees to follow. We recommend flipping that thought process. Start with a special group of employees that will be empowered and thrilled with Apple devices. This group will not only be successfully enabled, but become the champions of your transformation. As this group of brand champions and supporters grows through your organization, IT policy change will start from the bottom up.





# Key success factors

In this section, we explore how to be successful with your device choice rollout.



# Key success factors

Establish a dedicated technical team, focused exclusively on Apple devices



Stakeholder buy-in

Help desk: focus on customer satisfaction



Infrastructure readiness

Zero-touch (no corporate imaging)



Select the correct users for initial deployment

Protect native experience



Start with a blank sheet of paper (do not apply PC approach to Mac)

Application compatibility reviews are (mostly) a waste of time



Design with the user, for the user (focus on user experience)



# Contact Information

For any queries on LiVE Workspace™ for Apple® devices, please contact the team at Wipro.

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