



Apple at Work

A Platform Approach



With Apple products, companies of all sizes and in all industries are changing the way they work, and discovering new ways to create lasting business value.

Apple hardware, software, and services are designed together to create products which are highly optimised, delivering high performance at the same time as outstanding power efficiency. The experience is engaging and intuitive, so everyone is fully enabled to do great work.

A Platform Approach

Features and functions developed for all of the Apple platforms are implemented in the same consistent way. Users get a great experience with devices that work together seamlessly, IT teams benefit from unparalleled consistency — making it simple to deploy, configure, secure, manage, and also update Apple devices at scale, and a powerful app environment meets the most demanding needs of modern business.

Built-in Security

Advanced security is at the core of the Apple ecosystem, protecting both business and personal data, and safeguarding user privacy.

Advanced security features are designed into the silicon, and extend across devices, apps, network, and services. Encryption protects data at rest and in transit, and there is built-in protection from malware and viruses.

App Ecosystem

A trusted app ecosystem provides solutions for productivity, collaboration, creativity, and more. Beyond the App Store is the developer environment with powerful tools and frameworks to create custom apps.

Apple products work with the apps that businesses already use, including Microsoft 365 and Google Workspace. This allows teams to be productive and collaborate efficiently, wherever they are.

Seamless Integration

iPhone, iPad, Mac and Vision Pro integrate seamlessly with key enterprise services and infrastructure.

Secure wireless network connectivity is built in, and uses industry-standard protocols. Apple devices integrate natively with Microsoft Exchange, Microsoft 365, and other popular email services such as Google Workspace for instant access to push email, calendar, contacts, and tasks.

And secure access to corporate networks is enabled through embedded VPN support.

With iOS, iPadOS, and macOS employees can access third-party cloud services — like Box, Dropbox, Microsoft OneDrive, Adobe Creative Cloud, and Google Drive — so they have access to all their files.

Deploying at Scale

Apple devices are simple to deploy and manage at any scale. Apple Business Manager works with industry-standard Mobile Device Management solutions, or MDM, to deliver a simple unboxing experience for employees, and zero-touch deployment for IT teams. Settings are securely applied over the air to give access to corporate services, and apps are loaded silently based on the user profile, all without any manual configuration, so employees are productive straight away, even when working remotely.

Accessibility by Design

Apple products and services are built to empower everyone, with vision, mobility, hearing, and cognitive features built in as standard, so everyone can connect, work, and create in the ways that work best for them.

A Smart Investment

Apple devices are built with high quality materials, and designed with the goal of making long-lasting products that both businesses and users can rely on. They also benefit from regular system software updates, and together that means that Apple devices hold on to their value for longer, reflected in trade-in values when you come to upgrade.

Apple products are also built with the environment in mind, with extensive use of recycled and renewable materials, a focus on product energy efficiency, and a goal to make all Apple products carbon neutral by 2030, across the entire supply chain and the lifetime energy use of customers' devices.