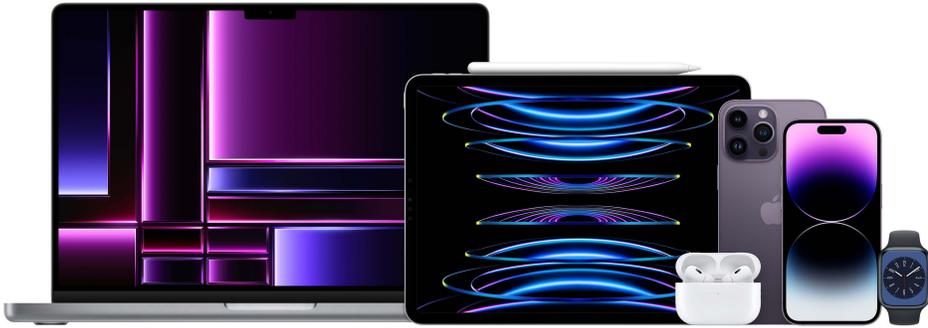




# THE FINANCIAL BENEFITS OF APPLE IN THE ENTERPRISE



## SIMPLE. PRODUCTIVE. SECURE.

Product costs are not the only consideration when selecting new mobile devices. Maximize your ROI and minimize your support costs—**simply**—with Denali Managed Services for Apple® products.

**Improve Productivity:** The Forrester Total Economic Impact of Mac® in Enterprise study has shown there is a 5% improvement in productivity per Mac user. This equates to more than 2.5 weeks per year. In addition, a reduction in hidden costs, such as employee turnover and training not only improve productivity, but also reduce staffing costs.

**Be Secure:** Apple devices have security built right into the hardware. macOS®, iOS® and iPadOS® all maximize hardware and system security without compromising productivity. The Secure Enclave protects from the inside with discrete boot ROM and AES engine and controls access with Face ID® and Touch ID® plus Apple’s T2 security chip. Apple’s secure architecture has shown to reduce the risk of a databreach by 50% - a value of approximately \$1.5M for an enterprise organization.

Contact Denali for an ROI assessment.

### PARTNERING TO DELIVER CUSTOMER-FIRST VALUE

Apple Authorized Service Provider (AASP)

Enrollment in Apple Business Manager (ABM)

Apple Professional Services (APS)

Apple Financial Services (AFS)

AppleCare+ & AppleCare for Enterprise (ACE)

Mac Evaluation Utility (MEU)

Apple Provisioning Utility (APU)

Mac Employee Choice

5%

104 HOURS PER YEAR\*

PRODUCTIVITY IMPROVEMENT PER MAC USER

20%

IMPROVEMENT IN RETENTION FOR EMPLOYEES WHO CHOSE MAC\*

336%

3-YEAR ROI

\$843

PER MAC

AVERAGE DEVICE LIFECYCLE COST SAVINGS OVER 3 YEARS\*



Authorized Enterprise Reseller



DENALI

\*The Total Economic Impact of Mac in Enterprise: M1 Update\* <https://tools.totaleconomicimpact.com/go/apple/https://support.apple.com/guide/security/hardware-security-overview-secf020d1074/1/web/1>  
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