



Apple at Work

A Smart Investment

Apple products make sound financial sense for your business.

Durable by design

You count on your device day after day. So we design our products with durable materials, support them with ongoing operating system updates, and make them easy to get repaired if anything happens.

Apple products are built to last. For example, iPhone 11 Pro and iPhone 11 Pro Max have a rating of IP68 for dust and water resistance under IEC standard 60529, which means the devices can withstand being submerged to a depth of 4 metres for up to 30 minutes.

In our Reliability Testing Lab, we amplify real-world conditions to enhance the durability of our designs. We test the ability to withstand mechanical stresses, such as a sudden impact with a hard surface. In climate tests, we test our devices in extreme heat and cold, dry and humid conditions, and intense sun exposure. Our chemical sensitivity tests evaluate the ability of devices to stand up to accidental spills like coffee, juice, sunscreen or ketchup. We often go beyond international standards, and sometimes even create our own.

With these tests, we intentionally push our products beyond their limits so we can study what happens. We then use state-of-the-art equipment, such as CT scanners and electron microscopes, to thoroughly understand the impact to the microstructure. This information flows back to our designers and engineers to enable further durability improvements. We repeat this cycle through our product development process until our products meet our rigorous performance standards.

Simple software updates

As well as being durable, Apple devices are designed to be upgradable. And because those upgrades are available across multiple generations of products, more users are able to take advantage of new software features.

For example, iOS 13 is compatible with all these devices:¹

- iPhone 11
- iPhone 11 Pro
- iPhone 11 Pro Max
- iPhone Xs
- iPhone Xs Max
- iPhone Xr
- iPhone X
- iPhone 8
- iPhone 8 Plus
- iPhone 7
- iPhone 7 Plus
- iPhone 6s
- iPhone 6s Plus
- iPhone SE
- iPod touch (7th generation)

And macOS Catalina is compatible with the following:²

- MacBook introduced in 2015 or later
- MacBook Air introduced in 2012 or later
- MacBook Pro introduced in 2012 or later
- Mac mini introduced in 2012 or later
- iMac introduced in 2012 or later
- iMac Pro (all models)
- Mac Pro introduced in 2013 or later

Find out more about affordability of Apple devices.

apple.com/uk/environment

apple.com/uk/financing

apple.com/uk/business/it

The software update process itself is simple and efficient, resulting in greater adoption compared to other platforms. As of 15 October 2019, 55 per cent of all devices introduced in the previous four years were using the latest version of iOS (introduced just one month earlier) when accessing the App Store.³

As well as being great for users, this operating system consistency also makes Apple devices far easier to manage for IT. Having the same operating system in use across an entire deployment simplifies hardware and software support, app development, integration, security updates and more.

A high residual value

The combination of highly durable hardware, a worldwide network of repair providers and simple software updates means that Apple products retain significant value over their life cycle, making them more affordable.

According to a recent study, on a per device basis, Mac costs £50.25 less than comparable PCs when considering three-year hardware and software costs, despite the upfront acquisition cost for Mac being £500 higher.⁴

Unlike other devices that often end up being unused or given away at the end of their life cycle, the high residual value of Apple devices means your existing products may be used as trade-ins when you come to upgrade.

Using innovative financing options from Apple Financial Services, you can even account for the high residual value of Apple devices up front, keeping your costs low from day one even without trading in existing products.

Intuitive to use, simple to deploy

Apple products are intuitive to use, making it easy for business users to do more with less help, further reducing costs. The same study mentioned above found that Mac users open 50 per cent fewer support tickets, and each ticket costs 25 per cent less to resolve.⁴

It's also easy to deploy and manage Apple devices, even at the largest scale. Every iPhone, iPad, Mac and Apple TV can be set up and configured automatically — eliminating the need for IT to handle each device individually. With Apple Business Manager, devices can be distributed directly to employees and used right out of the box, leaving manual configuration behind forever and further reducing costs. So now you can give your employees the tools that make them productive in a way that is cost-efficient for your business.

¹For details, visit support.apple.com/HT210327. ²For details, visit support.apple.com/HT201475. ³For details, visit developer.apple.com/support/app-store. ⁴Forrester: The Total Economic Impact™ (TEI) of Mac in Enterprise. A commissioned study conducted by Forrester Consulting on behalf of Apple.