

Apple in your business - why you must consider the change

Apple's technology platform raises the bar for your business and partnering with Blacktip drives those results for you

Overview

The Need

Any business wanting to simplify their infrastructure and leverage the best technology platform in business.

The Solution

Leverage the Apple platform (iOS and OS X) to deliver a robust technology strategy for your business.

The Benefit

Simply stated - lower Total-Cost-of-Ownership (TCO) and improved employee satisfaction. Spend on technology as an enabler of profit growth, not a loss-leader.

Every business owner worries about the productivity and security of their employees. They know that technology will make or break their business. With the right viewpoint, they'll see technology as a driver of profitability. Further, if they leverage the right platform, they'll see more results in productivity and profitability.

Enterprise Credibility

In 2015, Apple Inc. sold over 25 Billion worth of product (source: [CRN](#)) to the Enterprise and this was without any sales effort. Whether it is General Electric (GE), Salesforce.com, Google (the second largest Apple installation in the United States) or other Fortune 500s, these Enterprise organizations understand the positive impact Apple has on their productivity.

IBM

Another major first, IBM decided to deploy over 130,000 Apple devices in its organization. Over 40,000 of these devices are Macs, running OS X and leveraging the power of the Apple deployment and management tools. IBM adds over 1900 new Apple devices every week.

"Every Mac we buy is making and saving IBM money."

— Fletcher Previn, VP of Workplace-as-a-Service, IBM



Further, IBM has lowered their technical support costs dramatically. There are only 24 staff members of the Mac support team, which effectively supports 5375 IBM employees each (source: [Computerworld](#)).

Making the Transition

There are many components to “the switch”. Understanding the most important one is fundamental to your business: behavior.

“Time and again, we have found that clients willing to make the transition from Windows to Apple must understand the behavioral implications. In short, the entire team must want the change. There is a learning curve, albeit not significant. All of the nuances are easily mitigated with the right training. However, we understand that change is well, change.” stated Matthew Bookspan, CEO of Blacktip.

Have the right partner

Blacktip has provided Apple-based solutions to business for over five years. It is the pre-eminent service provider in the southeast region with over forty years of technical experience combined.

Blacktip specializes in business and technology - the firm helps your business to become more effective, higher performing and more profitable.

Solution components

Hardware & Software

- Apple iOS Devices (iPads, iPhones)
- Apple MacBooks
- Blacktip next-generation network

Services

- Blacktip Managed Services
- Google Apps Unlimited-as-a-Service
- Line-of-Business/Cloud Applications
- Microsoft Office 365

For more information

To learn more about Blacktip, please contact a Blacktip representative via phone (844-77SHARK), or visit the website: [Blacktipit.com](#).



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600 E Washington Ave
Suite 101
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Produced in the United States of America,
December 2015

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