

An aerial photograph of a city skyline at sunset, featuring prominent skyscrapers like the Gherkin and the Shard. The sky is a mix of orange and blue, and the city lights are beginning to glow.

Moving to Mac

A guide for businesses wanting to explore more

The best fit for business

Thanks to a seamless blend of powerful, secure and sustainable efficiency, Macs effortlessly breeze through tasks, elevating efficiency in all aspects.

Users can seamlessly collaborate with non-Apple users thanks to integration with apps like Office365, Salesforce and G-Suite.

What's more, Apple silicon M1, M2 and M3 chips are engineered to match your users' endurance offering remarkable battery life that keeps them productive.

Here are some more reasons **why** Mac is the best fit for business:

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|---|---------------------------------|---|
|  | People love to work with them | They're easy to use and function just like Apple devices in their personal lives |
|  | Gen Z want it | Up and coming talent use iOS and Apple ranks among Gen Z's favourite brands <small>* Source: Insider Intelligence 2023.</small> |
|  | Unbelievably powerful | Apple silicon has changed the game on the performance your user can expect. Power at their fingertips like they've never seen |
|  | Mac works with everything | Every app, every platform. Plus, there's a whole work of new apps in the App Store to help your people work even smarter |
|  | Incredible batteries | The MacBook Pro (M3 chip) has a battery life of up to 22 hours, which means devices don't stand in the way of productivity ¹ |
|  | Security that helps not hinders | Powerful out of the box features like Touch ID support security without intruding on productivity |
|  | Less support | Minimal troubleshooting means there's few interruptions for your people |
|  | Fires up fast | Talent can be up and working in seconds without waiting for the machine to start |

Legal

¹Battery life varies by use and configuration. See apple.com/uk/batteries for more information.

With Academia, these outcomes are possible.

Academia is an Apple Authorised Reseller, ready to maximise the results of your Apple investment.

We ensure you receive the complete Apple experience, covering everything from assessing your strategy to showcasing its value. Most importantly, we bring in-depth knowledge and expertise of Apple and its ecosystem, allowing us to deliver substantial value to your IT team, users, and stakeholders. This is why thousands of customers place their trust in us.

By working with us, you will receive an exceptional experience and your business will achieve all the anticipated outcomes – and even more.

We don't just deliver Mac to your business; we make sure it works the way your business deserves.



Elevate your business with Mac

Embracing new ways of working

The workplace landscape is evolving combining new working patterns covering on-site, hybrid or entirely remote arrangements. The success of this shift hinges on providing robust technology that's reliable, fast and user-friendly.

Enable business agility

The very foundation of businesses and their IT estate must possess the capacity to swiftly adapt to new scenarios and processes.

Connect systems

Operating in a multi-platform IT landscape can be simple with new integration platforms. Now that businesses can do this, there is more emphasis on providing powerful devices to speed up legacy systems – not slow them down. Mac is one of the most powerful devices on the market.

Reach sustainability goals

The spotlight on sustainability in line with ESG and CSR objectives, is steering businesses to re-evaluate their entire IT landscape with a specific focus on their devices.

Procure with ease

Academia can fast-track sourcing and supply of Apple devices, and we can tailor your procurement to suit your needs.

Secure new talent

Having Apple technology on the table could be that clincher when new recruits or graduates are considering job offers. Offering Mac as a standard could elevate your company's reputation as an employer of choice.

Listen to your users

To provide a seamless work/life balance, it's great to be able to provide a technology workplace for your users that empowers them with the same user experience at work as they do at home.

Academia leads the way in delivering Apple solutions for business

Every business is different, so we offer a range of solutions to help organisations get prepared and ready for Apple.

Apple solutions are designed for all your Apple needs

Device as a Service

Academia's Device as a Service (DaaS) is a perfect solution for businesses that want one cost for Mac, per month for a specific term. There are many options available here, for example, as DaaS can be a Mac plus warranty, or it could be for a complete Mac management service (see below). That's the beauty of DaaS, you can pretty much 'build your own' device requirements that suit you.



Fully managed device service

Typically, we can act as your virtual service team for businesses that need extra skills and resources. We'll take control of the day-to-day management of your Macs using Jamf Pro management platform (covering all the necessary updates, patches and controls). It's hosted by us, too, so you don't have to invest in any hardware or software (apart from your business apps). You'll have direct access to a project manager who will provide monthly reporting and quarterly reviews, so you are kept fully up to date on your estate and outcomes.



Lifecycle service

Academia can manage the entire lifecycle of your Macs via subscriptions, meaning that you can pay monthly per device and all wrap-around services, support, management, and associated hardware. From purchasing to deployment all the way through to support and retirement, we take care of every step. Our Apple buy-back programme is especially fruitful as it's a great way to future-proof investment for your refresh.



Cyber security

Our dedicated cyber security practice has a cyber framework in place to ensure your IT landscape is protected from cyber threats and attacks.

Part of this is identity management which ensures all your devices are protected and assessed by the right people.

Finance

Our flexible finance and leasing options, including Apple Financial Services (AFS), safeguard and predicts your budget for your move to Mac – it can even cover services and associated hardware/software.





Purchasing portals

Purchasing and procurement teams love Academia as we provide customised portals for all your Apple kit and accessories, all at great prices. If you are investing in Macs as part of an Employee Choice programme, we can help with arranging a customised purchasing portal for you staff too.



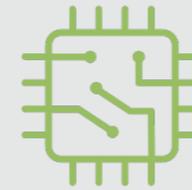
Installations

Every business is different, so we offer professional services that support the installation of Macs, whether you need a bit of technical support or complete project management.



Device provisioning

Our user experience solution is ideal for customers that want to manage the procurement of their devices but leave the set up to Academia. From staging and configuration to desk delivery, we can do as much or as little as you like. In simple terms, you open the box, login, and you're away.



Integrations

Fundamental to a successful Mac deployment is the integration with core business systems and apps. Our Apple experts will ensure your systems are connected and work seamlessly.



Warranties

We offer 3, 4 and 5-year extended warranty for Macs. This gives you peace of mind that your device will be cared for should anything go wrong.



Disposal & Recycling

We will collect, map track, repurpose, remove, and recycle IT assets in the most secure ways possible with a seamless process, fully integrated and backed up by our customer service guarantee.



Buy backs

One of the real values of a Mac is that it holds its residual value, which is why our buy-back programme is so popular. Once the buy-back amount is determined, you can offset against your refresh.

A new programme launched by Academia is our 'upfront' buy-back guarantee that predicts the residual value before the term starts (usually 3 years), which is claimed at the time of purchase, saving on your upfront investment.

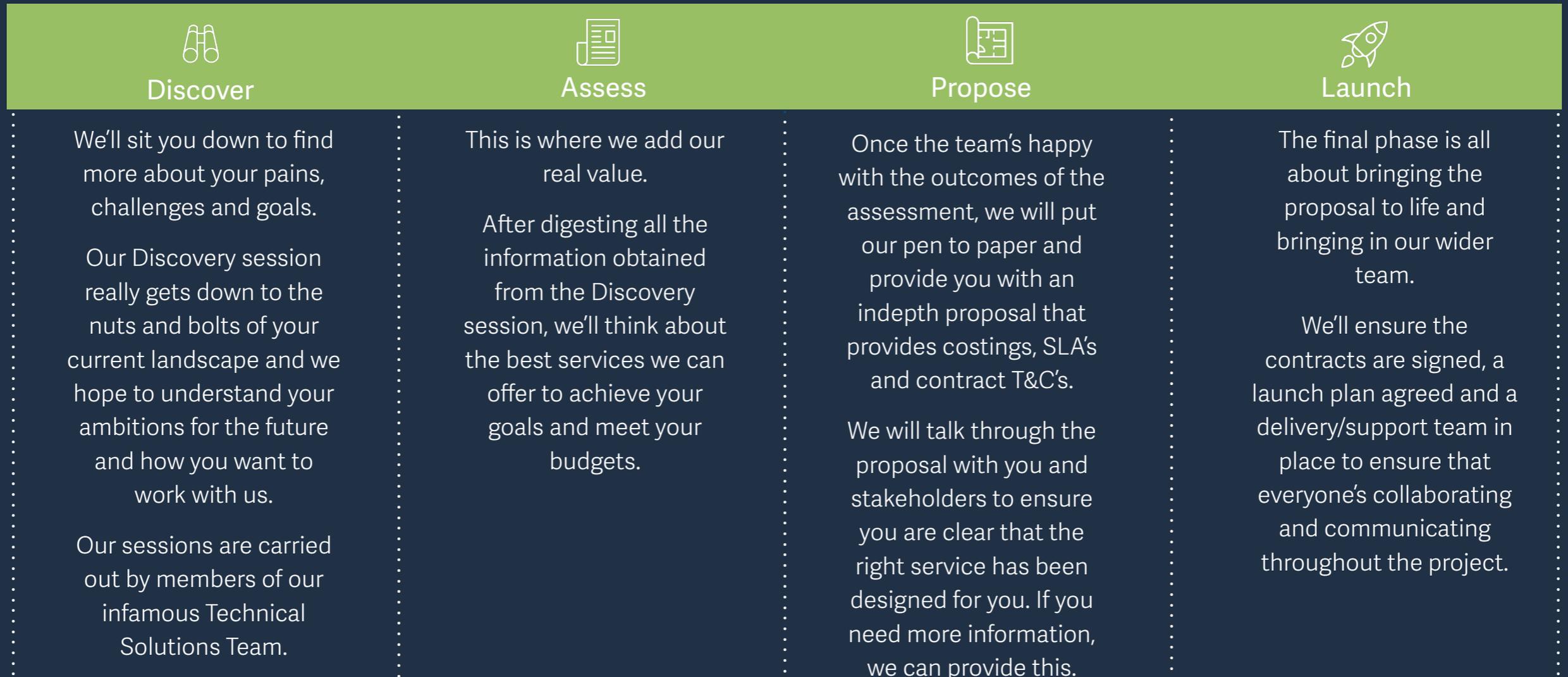


Refresh

When it's time to refresh, we can source and supply the best Mac for your business, at a comparable price.

The Academia engagement model

Our approach is simple. Our engagement model has been designed to really understand your requirements, your IT environment, your users and your business objectives.



How about a Mac Discovery Workshop?

What is it: This one-day workshop is ideal for organisations that want to adopt Mac.

What's involved: Working with your senior leaders, we'll discuss your strategic business objectives and take a high level review of your environment

What's the end result: We'll provide a top-notch overview that outlines the best solution to help you meet your business goals and technology objectives.

Why Academia?

A dedicated team

We have over 220 employees, including a team of 50+ technical engineers and consultants, with an abundance of knowledge when it comes to Apple. They understand exactly how Apple should be deployed, managed, and supported within businesses.

Exceptional Services

From professional services, lifecycle services, support and managed services, our ever-growing portfolio means you can count on us to ensure your environment and devices are fully integrated, managed, secured, and supported and that your users receive the best Mac experience.



Clear and simple commercials

There are many ways to finance your Apple investment, but we make it easy for you. We can source Macs via our many frameworks to secure the best pricing, we leverage leasing and finance options, so you can spread the cost of your investment. We will also ensure that you can take advantage of the high residual value of Macs at the very start of your journey or at refresh time with our buy-back guarantee.

Suitably sustainable

Academia is committed to achieving Net Zero for scope 1 & 2 emissions by 2030. To achieve this, Academia have engaged a specialist ICT sustainability consultancy (Px3 Ltd.) to provide a baseline and carbon reduction plan for the business.

Next steps

If you're ready to make a huge difference with Macs in your business, reach out to Academia on **01992 703900** or email **discovery@academia.co.uk** and we'll get in touch to start the ball rolling.

Thank you for reading

Please feel free to speak to one of our team to see how we can progress your requirements and commence our partnership.



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