

# The Mac in the Enterprise: Survey Results 2010

Results from a survey of 322 IT professionals regarding Issues and plans for Macs in their organizations; conducted December 15, 2009-January 15, 2010.

# The Enterprise Desktop Alliance (EDA)

- We are a consortium of enterprise software companies
- As individual companies we deliver solutions that
  - deliver cross-platform services
  - address the problems that IT administrators have when integrating Macs.
  - leverage IT's established Windows expertise, infrastructure,
  - manage Macs as peers on the network
- Goals of the EDA
  - to confront the misconceptions related to Mac desktops
  - to promote the availability of solutions that enable management of the Mac from Windows.
- Our vision is of an integrated environment, where the merits of the platform, and not issues of manageability, determine desktop choice.

# Enterprise Desktop Alliance Member Companies

## Enterprise Desktop ALLIANCE

Making it easy to deploy, integrate and manage Macs in a Windows environment

Administrator's Windows Environment



Security Controls  
Compliance Policies



Client  
Configuration



Sharepoints &  
Print Queues



Enterprise  
Applications



Help Desk &  
Knowledge Base



User's Mac Environment

# Executive Summary – Issues

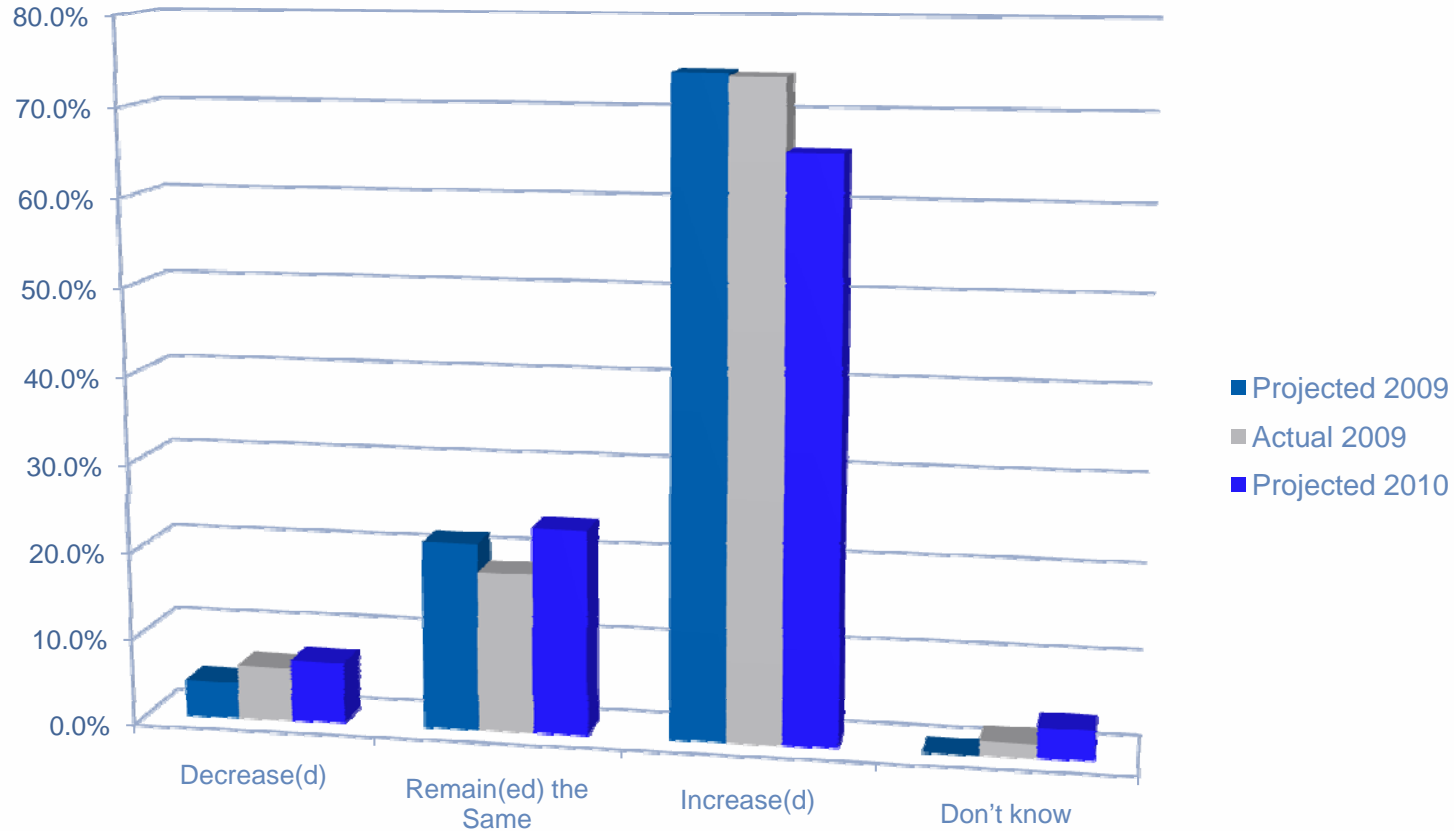
- Mac Growth in the enterprise: 2/3 of large organizations expect to increase the number of Macs
- Buying Decisions: Personal preference and productivity issues are the leading Mac purchase drivers.
- IT Management Concerns: Security and File Sharing (at 79%) emerged as leading issues for integrating Macs.
- 60% of IT organizations have one team to support both Macs and PCs
- Methodology: 500+ respondents, cross-platform environments
  - Over 320 from large installations;
  - “Large Installations” = more than 100 Macs or more than 50 servers
  - IT administrators to IT executives; nearly 1/3 from education; some sites had 6000+ Macs.

# Executive Summary - Costs

- Cost of management: In all categories Macs were seen as the same or less expensive to own.  
Of those who said Macs were less expensive, the majority said they were more than 20% cheaper.  
29% of the respondents cited lower total cost of ownership as one of the reasons their organization buys Macs
- Survey Methodology:
  - 260 respondents had informed opinions on management costs

# Mac Growth in the Enterprise

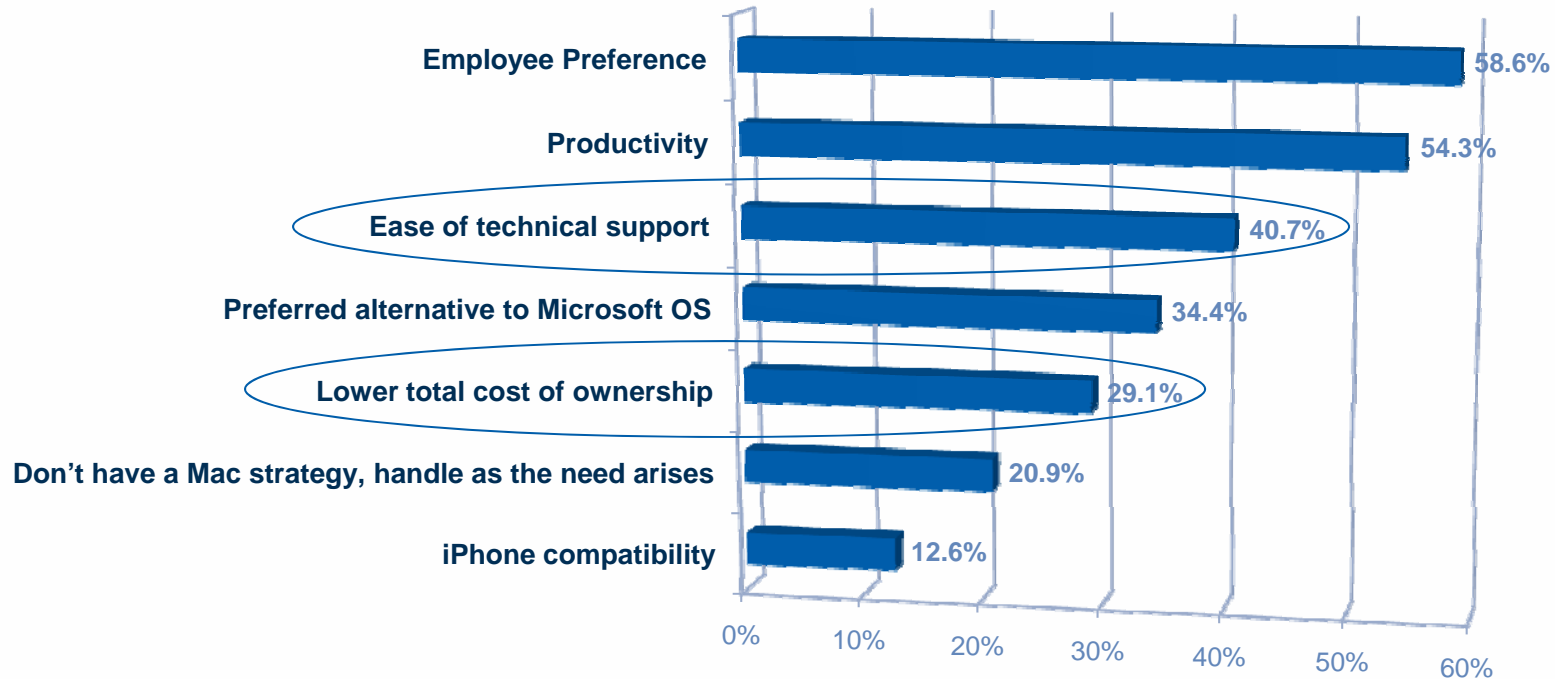
Projected and Actual Mac Increased Purchased 2009 / 2010



Predictions for growth in 2009 were accurate within 1%.  
Predictions for 2010 are at 66% compared to 74% for 2009.

# What Drives Mac purchases?

Select as many as apply:

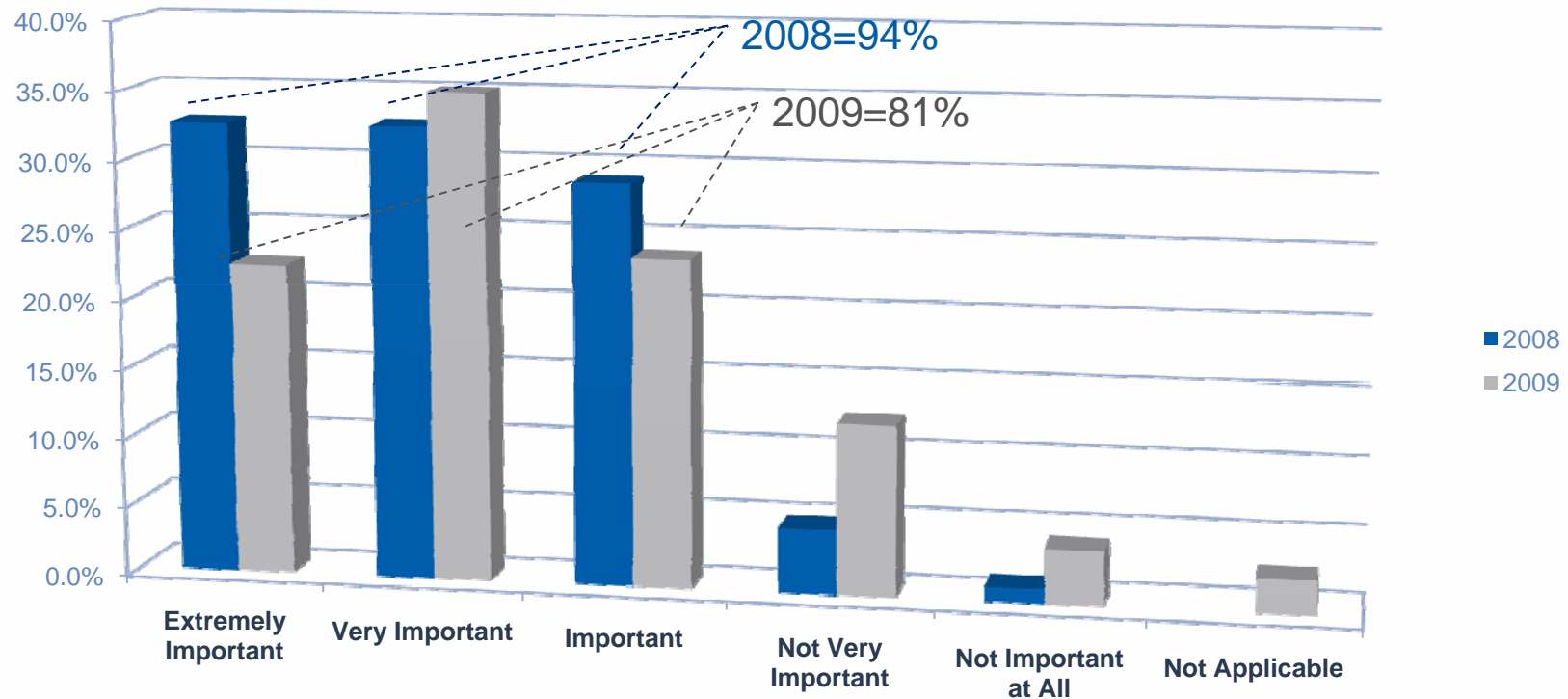


Employees call the shots for Mac adoption. Many organizations are choosing Macs for specific applications.

45% cited "Ease of technical support" or "Total cost of ownership" or both as Mac purchase drivers.

# Managing the Mac – Parity is Important

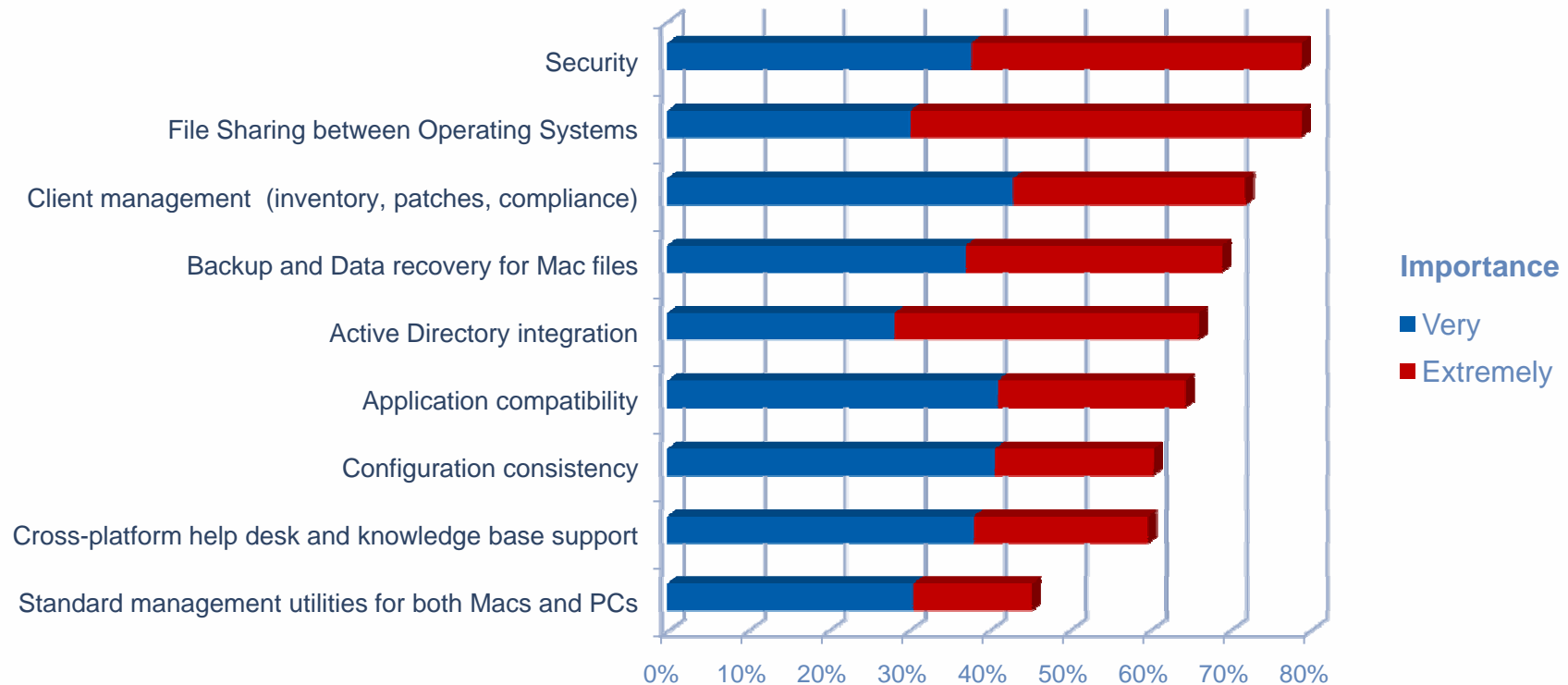
How important is parity in integration and management between Macs and PCs to your organization?



Though the number indicating “Mac & PC parity is important” declined year over year, 81% still indicate that it is important to their organization.

# Managing the Mac – What Matters the Most

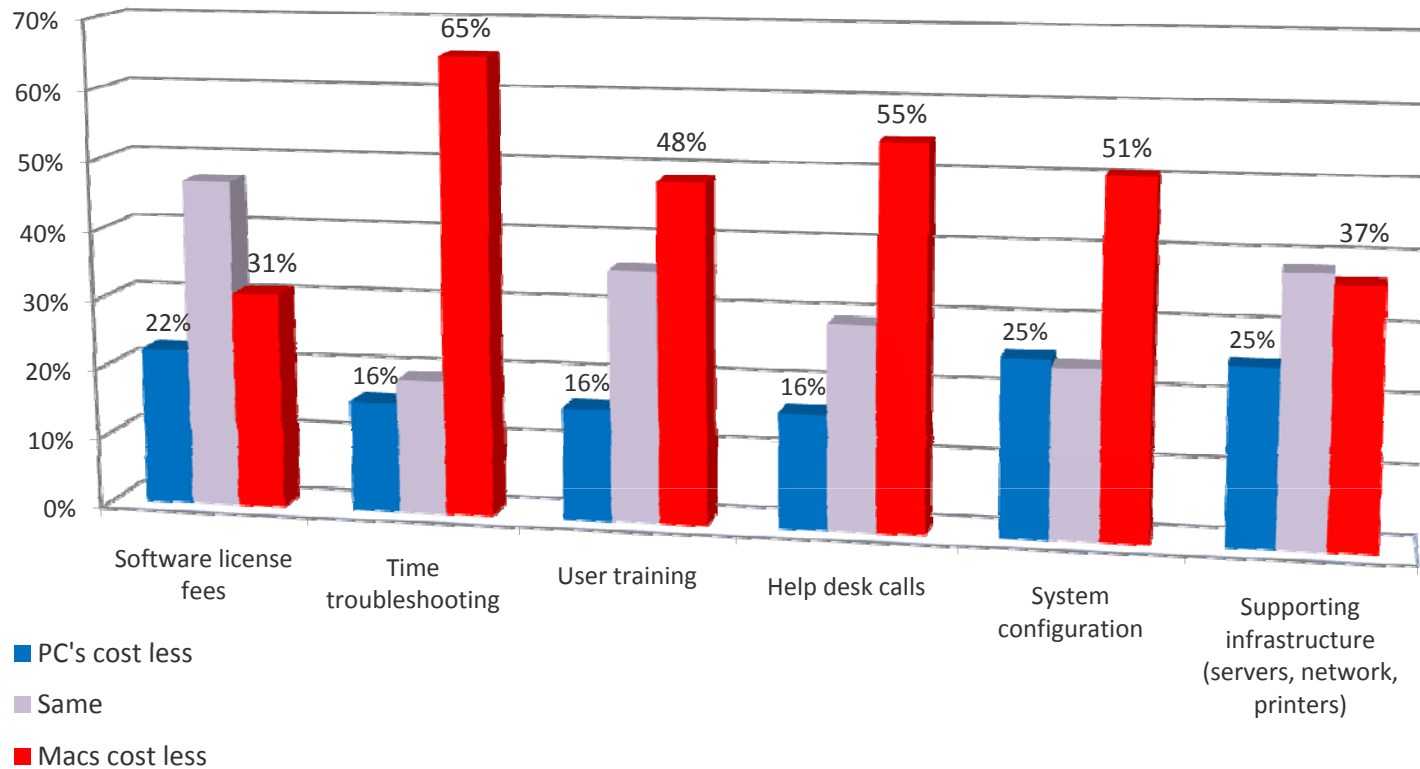
Indicate the importance to your organization of the following major issues that IT Professionals face when integrating Macs into their Windows infrastructure.



Nearly all of the issues that are addressed by EDA members were “very” or “extremely” important to 60% or more of the respondents.

# IT Professionals report – Mac Wins on Management Costs

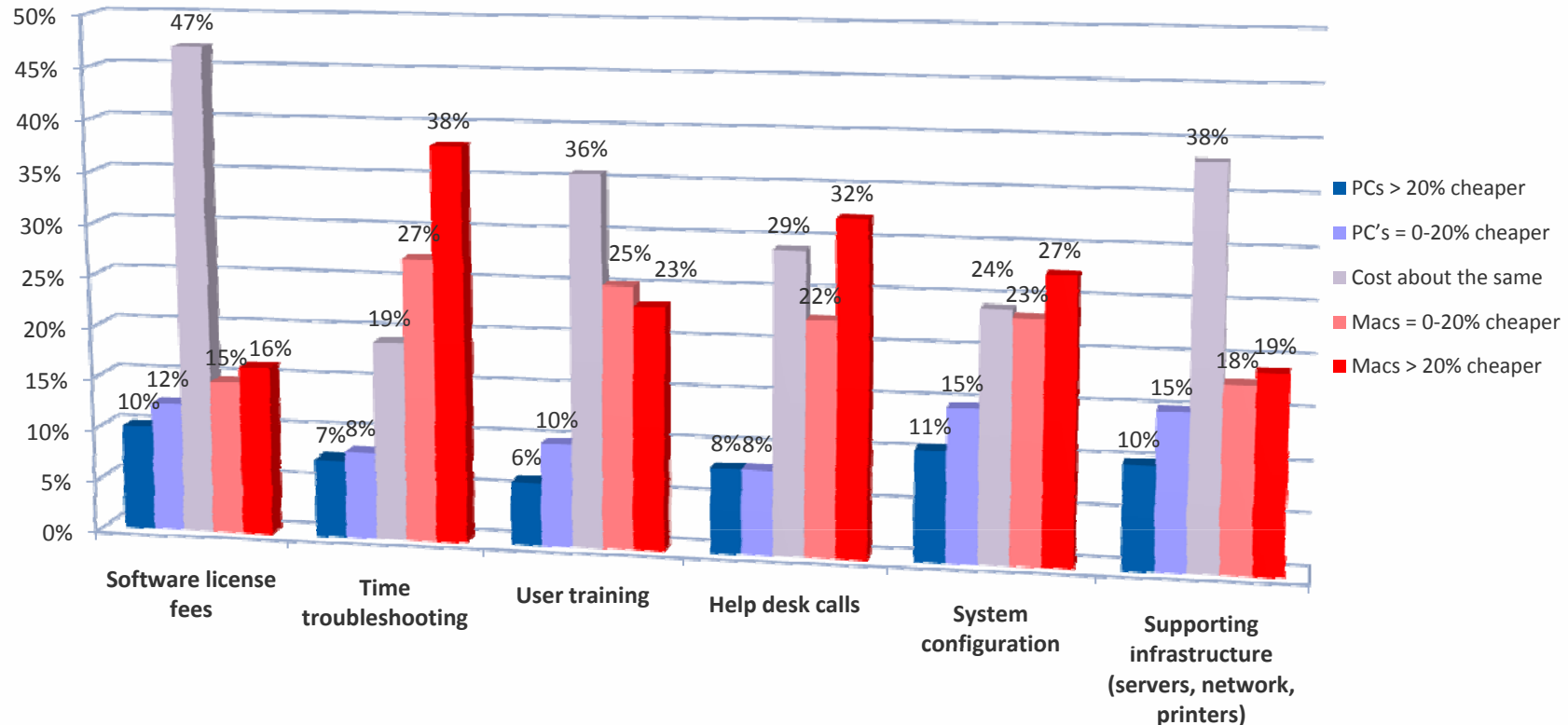
A Comparison of Management Costs for the Following Factors:



In all categories, Macs are seen as less expensive to own than PCs.

# Cost Details – Macs are seen as MUCH Cheaper

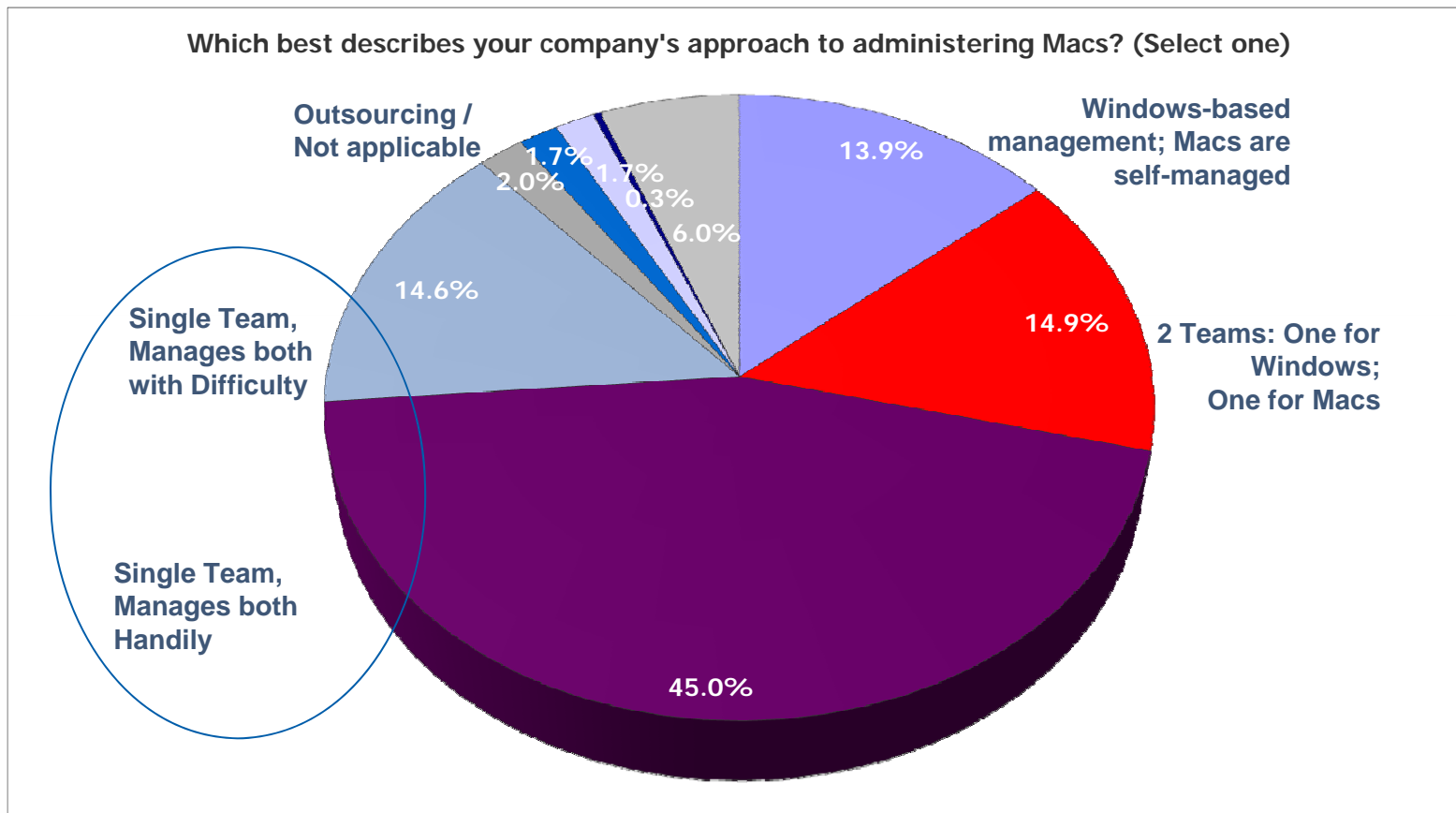
A Comparison of Management Costs for the following factors:



In all but one category, not only were Macs perceived as less expensive, but the plurality said they were more than 20% less expensive.

11 Notice that for those who assert that PCs are less expensive, the majority always put them in the 0-20% range.

# IT Administration Options



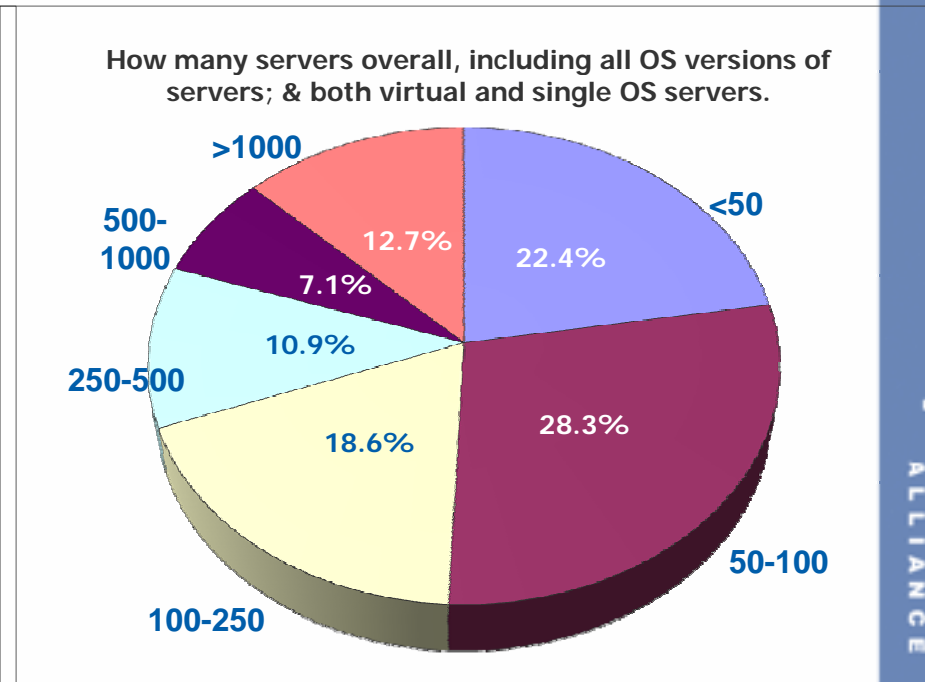
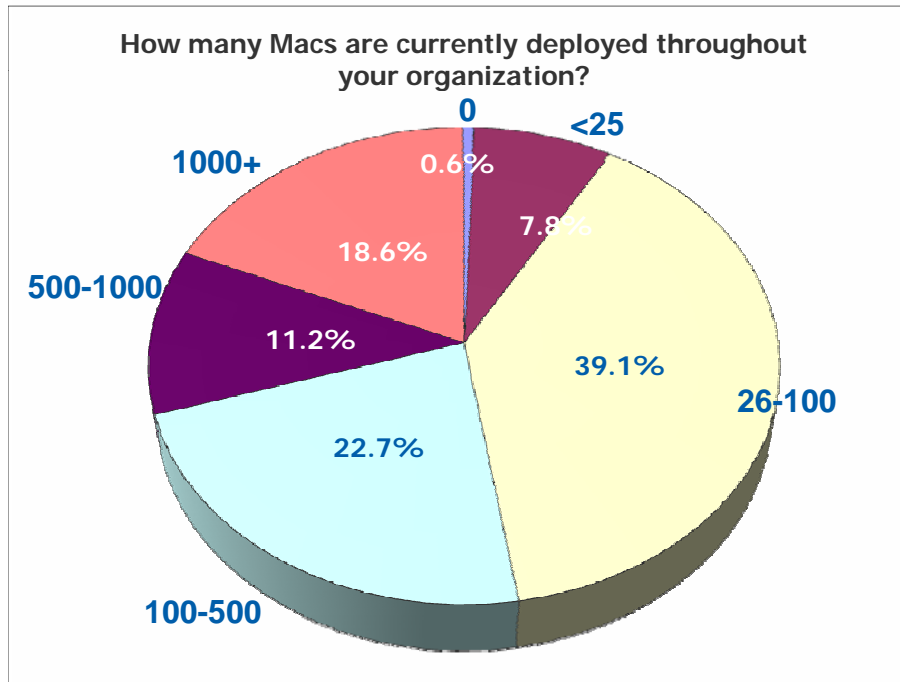
In the majority, 60%, the same team administers both Macs and PCs  
14% have no “official” Mac management

# Methodology

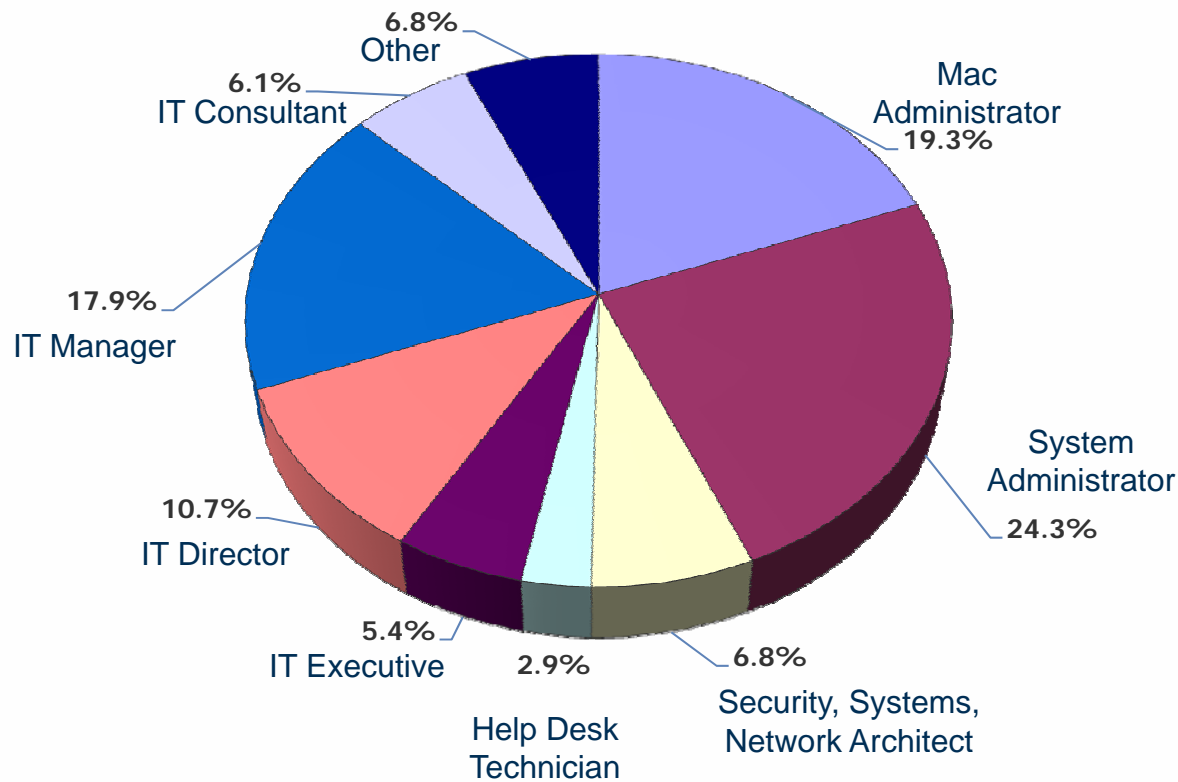
Emailed to 27,000 IT professionals, posted on sponsoring websites, publicized through press.

529 respondents of whom 322 were mid to large installations.

~ 100 were educational institutions



# Roles and Organizations



## Organizations (not for attribution or citation)

|                  |                     |                     |
|------------------|---------------------|---------------------|
| AAA              | National Geographic | State Department    |
| Cost Plus        | Phillips Exeter     | University of Texas |
| Lowe's Companies | Rabobank            | Vassar              |
| Macy's           | Rand                | Yale                |

# Contacts

- *Reid Lewis*
  - [reidlewis@grouplogic.com](mailto:reidlewis@grouplogic.com)
  - 703.855.4502 (Eastern Time)
- *Frank Cabri*
  - [frank.cabri@centrify.com](mailto:frank.cabri@centrify.com)
  - 408.542.7576 (Pacific Time)
- *Peter Frankl*
  - [pfrankl@absolute.com](mailto:pfrankl@absolute.com)
  - 214.682.8816 (Central Time)
- Media Contacts:
  - Tom Cromelin
    - [tom.cromelin@enterprisedesktopalliance.com](mailto:tom.cromelin@enterprisedesktopalliance.com)
    - +1 925.997.8459 (Pacific Time)
  - Ashley Richards
    - [arichards@absolute.com](mailto:arichards@absolute.com)
    - +1 604.730.9851 ext 352 (Pacific Time)
  - Michelle McIntyre
    - [mc@us.ibm.com](mailto:mc@us.ibm.com)
    - +1 408.621.1686

# The Enterprise Desktop Alliance

Making it easy to deploy, integrate and manage Macs in a Windows environment

**Enterprise** Desktop  
ALLIANCE