TOTAL ECONOMIC IMPACT

The Total Economic Impact™ Of Apple Mac At Work

A FORRESTER TOTAL ECONOMIC IMPACT STUDY COMMISSIONED BY APPLE, JUNE 2026

COST SAVINGS AND BENEFITS ENABLED BY MAC AT WORK

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Executive Summary

Organizations prioritize employee productivity, security, and cost efficiency when selecting and deploying endpoint technologies, yet many continue to face device-related friction, growing IT complexity, and increasing demands on performance as workflows evolve. Moreover, as AI-driven use cases place new requirements on hardware, organizations are increasingly re-evaluating how endpoint devices support both immediate performance needs and long-term operational efficiency. This study finds that organizations adopting Mac devices at scale may improve employee productivity, reduce IT support burdens, and strengthen security outcomes; they may also realize lower total cost of ownership as a result of these combined operational and economic improvements.

Apple commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Mac devices.[1] The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Mac at Work on their organizations.

$760

TCO savings per Mac deployed over five years

100 minutes

Time reclaimed per month per employee

80%

Reduced likelihood of a data breach via lost or stolen assets with Mac

50%

Reduced energy costs per Mac

153%

Return on investment (ROI)

$10.1M

Net present value (NPV)

To better understand the benefits, costs, and risks associated with this investment, Forrester used a mixed-method approach, including in-depth interviews with senior technology leaders and decision-makers and a global survey of 265 respondents.

The 11 interviewees are end-user computing and technology leaders from organizations across industries and geographies that have broadly deployed Mac devices in their environments. In addition, Forrester surveyed 208 IT decision-makers responsible for hardware purchasing decisions and 57 end users using Mac for work.

For the purposes of this study, Forrester aggregated the experiences of the interviewees and survey respondents and combined the results into a single composite organization, which is a global organization headquartered in North America with approximately 7,500 employees, operating across multiple geographies with a mix of in-office and remote workers.

Interviewees said that prior to using Mac more broadly, their organizations relied on PC-based environments or standardization. These PC-centric environments introduced ongoing device-related friction driven by performance limitations, inconsistent user experiences, and variability across hardware and software configurations, resulting in lower employee satisfaction and higher IT support and lifecycle management effort. Interviewees also noted that security and compliance activities required greater coordination and manual oversight, particularly in environments with less consistency across devices. As a result, they noted

that PC-based device strategies drove a higher operational burden, less predictable lifecycle outcomes, and weaker residual value, making it more difficult for their IT leaders to justify long-term value.

After adopting Mac at Work, the interviewees said they were able to implement a more standardized endpoint strategy, supported by centralized management using Apple Business and enterprise mobile device management (MDM) platforms. This approach addressed several of the challenges outlined above by improving consistency across devices, simplifying provisioning and policy enforcement, and reducing operational variability across the environment.

As a result, employees at interviewees' organizations experienced a more reliable and consistent day-to-day device experience, while their IT teams saw a reduced support burden and streamlined operations at scale. Interviewees described improvements across employee productivity, IT efficiency, security outcomes, and overall device economics as Mac adoption expanded within their organizations.

> *"What is changing now is the financial conversation. Mac devices are still viewed as premium, high-quality devices, but they are increasingly recognized as delivering a lower total cost and greater long-term value compared with comparable PC hardware."*
>
> **VP of end-user computing, financial services**

Key Findings

Quantified benefits. Five-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Improved employee productivity through reduced downtime, more reliable performance, and faster processing and authentication.** By providing Mac devices to employees, the composite organization reduces downtime and improves device performance, allowing employees to spend more time on productive work. Employees reclaim 100 minutes per month of productive time: 45 minutes per month waiting for devices to start up or update and an additional 55 minutes per month due to spending less time troubleshooting issues or waiting for device problems to be resolved. Improved reliability also reduces "hard-down" scenarios where employees are unable to work, minimizing the risk of business disruption. On top of these time savings, the composite organization realizes an additional 2% productivity gain per employee, driven by faster processing and easier navigation on a more familiar, intuitive platform. In total, the composite organization realizes $8.3 million in productivity gains over five years.

- **Reduced support and management costs for IT operations.** The composite organization improves IT efficiency by simplifying deployment; automating device, operating system (OS), and software updates; and reducing device-related support needs across its workforce. Mac devices reduce the number of support tickets by 55% at the composite, and the cost to resolve each ticket drops by 25%, lowering the overall support burden. At the same time, improved automation and reliability enable the composite's IT teams to support more devices, with each IT FTE managing 300 additional devices; this allows the composite organization to scale Mac adoption broadly while enabling existing teams to do more innovative, proactive work. In total, the composite organization realizes $1.9 million in reduced support and management costs over five years.

- **Strengthened security posture, reduced risk, and improved business continuity.** The composite organization improves its overall security posture by reducing its exposure to common vulnerabilities, reducing incident frequency, and strengthening endpoint controls. Interviewees noted a 45% reduction in the likelihood of data breach from both external and internal sources with a Mac, driven by built-in security features, more consistent patching, and reduced exposure to common vulnerabilities. They also described an 80% reduction in the likelihood of data breach via lost or stolen devices, due to Mac devices' integrated encryption, device management, and secure provisioning controls.

Interviewees also described greater resilience during large-scale security events, noting that Mac devices remained operational in scenarios where other endpoints were disrupted, helping maintain business continuity. The quantified breach-related costs in this analysis include remediation, investigation, regulatory and legal exposure, and customer-related impacts like churn, reflecting the cumulative financial impact of security incidents and damage to the organization's reputation. In total, the composite organization realizes $436,000 in reduced breach-related costs over five years.

- **Avoided PC software and support contract costs.** The composite organization reduces its PC software and support costs by standardizing on Mac; macOS is included as part of the device, which eliminates the need for separate OS licensing. At the same time, the composite streamlines its software stack by relying on a consolidated set of tools, which reduces licensing complexity and associated support overheads. Together, these changes lower the overall software and support costs across the environment. In total, the composite organization realizes $2.4 million in avoided PC software and support contract costs over five years.

- **Reduced energy costs.** The composite organization lowers its device energy consumption by adopting Mac devices; interviewees estimated they use 50% less power during typical work usage due to more efficient hardware design. This reduces the composite's operating costs and supports its broader sustainability goal of lowering overall energy demand across the workforce. In total, the composite organization realizes $72,000 in reduced energy costs over five years.

- **Avoided PC hardware costs.** The composite organization avoids the higher costs of comparable enterprise PC devices, which average approximately $1,400 per device when configured to meet performance, security, and durability requirements. Mac devices provide similar or better performance for the composite at a lower cost and with less configuration variability, enabling more consistency in procurement and planning at scale across refresh cycles. This shift lowers the composite's overall hardware spend while simplifying procurement and planning at scale. In total, the composite organization realizes $3.4 million in avoided PC hardware costs over five years.

- **Greater residual value recovery.** The composite organization recovers a larger portion of its initial hardware investment when retiring Mac devices, as it sees significantly higher resale and trade-in value than for PC devices. The composite's Mac devices retain approximately 30% of their original value after four years, driven by sustained performance, continued OS support, and strong secondary market demand. According to the interviewees, Mac devices maintain their usability and responsiveness over time, thus remaining more attractive at resale and increasing their recovery value at the time of refresh. In total, the composite organization realizes $210,000 in residual value recovery over five years.

Unquantified benefits. Benefits that provide value for the composite organization but are not quantified for this study include:

- **Improved employee experience, satisfaction, and talent outcomes.** The investment in Mac at Work enables the composite organization to provide a more intuitive and familiar device experience that improves ease of use and overall job satisfaction across the workforce. This contributes to stronger employee retention and supports talent attraction. In addition, offering Mac devices reinforces the composite's reputation as a modern, employee-centric workplace environment in competitive talent markets.

- **Support for high-performance AI workloads and evolving enterprise use cases.** The composite organization uses Mac devices to support AI-related workloads, enabling teams to run more compute-intensive tasks locally with strong and consistent performance. This supports faster experimentation and execution while reducing its reliance on centralized infrastructure for certain use cases, particularly where data sensitivity, latency, or increasing cloud costs are key considerations. Together, these capabilities position Mac as clearly aligned with the composite organization's evolving AI and performance requirements.

Costs. Five-year, risk-adjusted PV costs for the composite organization include:

- **Investments in IT staffing, implementation, and platform management.** To support Mac adoption, the composite organization allocates internal IT resources to design, deploy, and manage the endpoint environment. This includes upfront efforts to configure device management, validate applications, and establish provisioning workflows, followed by ongoing platform administration and governance as adoption scales. Interviewees emphasized that these efforts shift quickly from device-level setup to centralized oversight, requiring fewer hands-on interventions over time. In total, the composite organization incurs $483,000 in implementation and management labor costs over five years.
- **Investments in Mac hardware, support, and endpoint management software to deploy and secure devices at scale.** The composite organization purchases Mac devices, AppleCare coverage, and third-party management and security software to support a standardized and secure endpoint environment. These investments scale in line with device adoption and reflect the cost of supporting Mac across the workforce. In total, the composite organization incurs $6.1 million in hardware and software costs over five years.

The financial analysis shows that the composite organization realizes $16.7 million in benefits over five years compared with $6.6 million in costs, resulting in a net present value (NPV) of $10.1 million, an ROI of 153%, and per-device total cost of ownership (TCO) savings of $760 compared with PC devices.

> *"Since we replatformed on Mac, we haven't had any significant security incidents from Mac devices versus our PC devices. From our perspective, that materially lowers the likelihood of a data breach and moves us into a much lower risk category overall."*
>
> **Director of digital platforms, financial services**

> *"AI teams use Mac devices exclusively because local AI and LLM workflows are available there first."*
>
> **IT platform leader, enterprise software**

Key Statistics

$760

TCO savings per Mac deployed over five years

153%

Return on investment (ROI)

<6 months

Payback

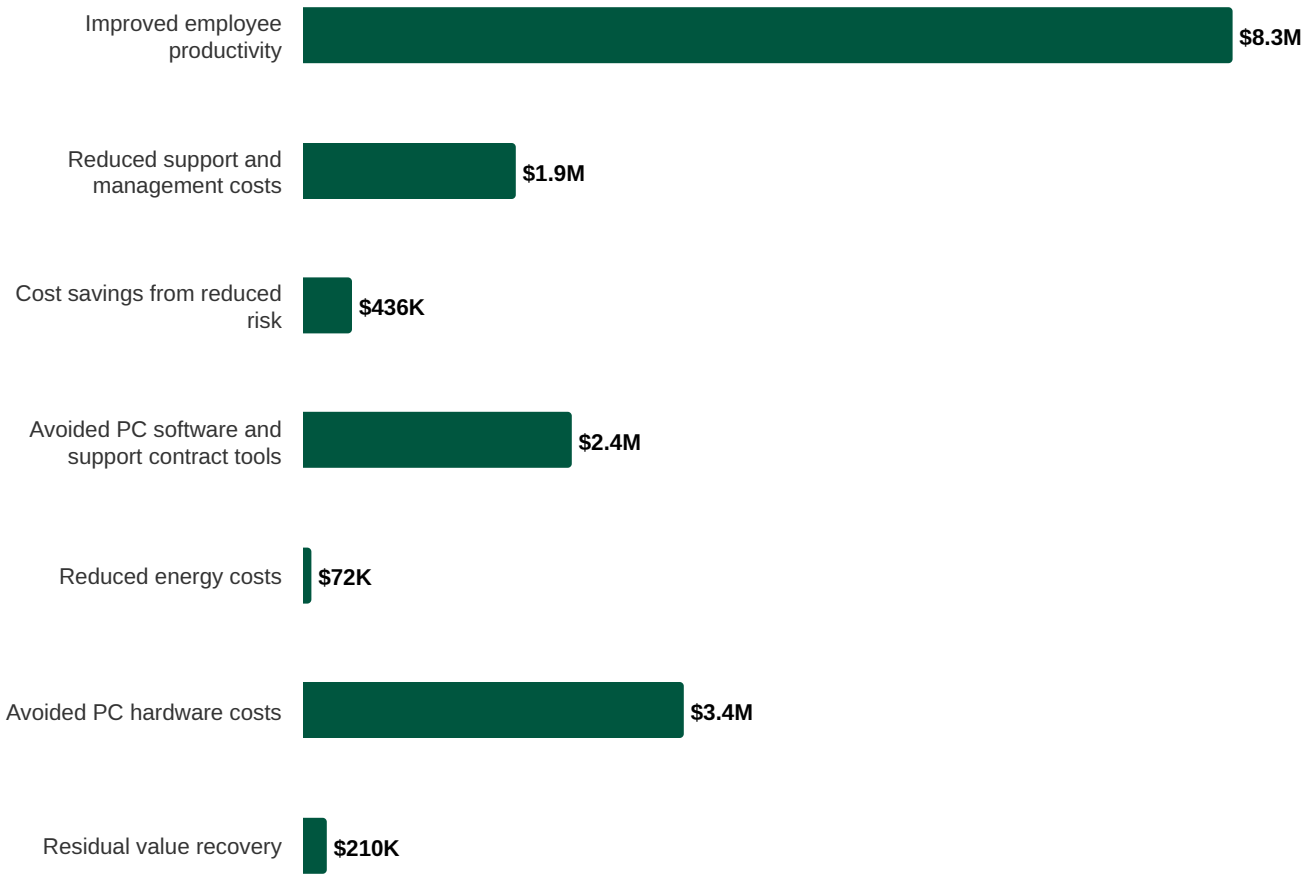
$16.7M

Benefits PV

$10.1M

Net present value (NPV)

Benefits (Five-Year)



The Apple Mac At Work Customer Journey

Drivers leading to the Mac at Work investment

This section outlines the challenges the interviewees' organizations faced with traditional PC endpoint environments, the objectives that guided their investment decisions, and the characteristics of the composite organization used in the analysis. Together, these elements establish the baseline conditions shaping the evaluation of Mac devices and the context for the quantified benefits presented in the study.

Key Challenges

Forrester conducted a mixed-method analysis, including in-depth interviews with 11 organizations with experience deploying Mac devices as well as a global survey of 208 IT decision-makers responsible for hardware purchases and 57 end users using Mac. For more details on these individuals and the organizations they represent, see Appendices B and C.

Before investing in Mac devices, interviewees described operating in traditional PC endpoint environments that offered standardization and centralized control but experienced ongoing challenges related to reliability, performance, security consistency, and end-user experience. Over time, these limitations became more visible, constraining employee productivity and increasing the burden on IT. This led the interviewees' organizations to reassess whether their existing device strategy effectively supported their broader workforce needs.

Interviewees and survey respondents noted how their organizations struggled with common challenges, including the following:

- **Homogenous traditional PC device environments created an ongoing burden for IT.** Interviewees said their PC environments experienced instability, latency, update, and hardware-related issues, which created continual operational friction for IT teams. These conditions required frequent troubleshooting and pulled IT resources into reactive support rather than proactive improvement. The senior director of end-user experience at a financial services company explained that PC users experienced "more disruption and a higher chance of hard-down situations where they need help," which created persistent background noise for support teams.
- **Employees regularly lost time due to device friction.** End users experienced recurring disruptions related to slow startups, restarts, connectivity issues, and degraded system performance over time. Interviewees said these interruptions eroded focus and limited productivity. The senior director of end-user experience at a financial services company observed: "All of those disruptions add up. Our users have lost several minutes per day addressing device-related issues." Collectively, this lost time reduced productivity and negatively affected the employee experience.
- **Security and compliance controls were more difficult to standardize and enforce across heterogeneous environments.** Interviewees described challenges in maintaining consistent security policies across device fleets with varying hardware configurations and OS states. This variability often required slower patch adoption and greater manual oversight, particularly during major updates or security events. As a result, organizations experienced increased operational effort and less predictable security outcomes at scale. The chief information security officer (CISO) at a biopharmaceutical organization noted that PC environments required "more people and coordination" to manage patching and validation activities across the fleet. These dynamics increased operational burden and elevated long-term risk exposure.
- **Performance-intensive work was constrained by prior device capabilities.** Interviewees reported that existing devices struggled to keep pace with workloads that required sustained compute performance, memory capacity, and local processing, particularly for roles involving development, data processing, and emerging AI-related tasks. Tasks like compiling code, running local builds and tests, processing large datasets, and executing models or AI-enabled applications often experienced longer execution times due to PCs' limitations in terms of CPU/GPU performance, thermal throttling, or memory availability.

The VP of end-user computing at a financial services organization shared that identical workloads took “more than three times longer” to complete on prior devices, limiting iteration speed. As AI-related use cases increased, these constraints became more pronounced, reducing efficiency in roles where performance directly affected the output and speed of execution.

- **The economic profile of endpoint devices has shifted, changing how decision-makers evaluate cost and value.** While Mac devices have historically been perceived as more expensive, interviewees described a growing recognition that comparable PC devices have become increasingly costly, particularly when configured to meet performance, security, and durability requirements. As a result, the expected cost advantage of standard PC devices has diminished or reversed in some cases. Interviewees told us they are increasingly evaluating devices based on total lifecycle outcomes, including performance, longevity, and residual value, rather than the upfront price alone.
- **PC provisioning and refresh processes delayed time to full productivity.** While PC devices could be brought to a basic usable state relatively quickly, interviewees reported that configuring applications, applying policies, and completing background updates often extended the time required for employees to become fully productive. Onboarding frequently involved additional steps after initial setup, including software installation, permissions configuration, and system updates. The senior director of end-user experience at a financial services organization noted that while initial provisioning could take close to an hour, reaching a fully configured and productive state could take longer. These delays slowed onboarding and extended the time required for employees to operate at full effectiveness.

> *“Over time, it became clear that the total effort to support the PC environment was higher than expected.”*
>
> **VP of end-user computing, financial services**

> *“Some PC users struggle with connectivity and computer performance challenges … issues with things being slow, latency, VPN connectivity, software updates failing, frequent restarts, [and] security barriers.”*
>
> **Senior director of end-user experience, financial services**

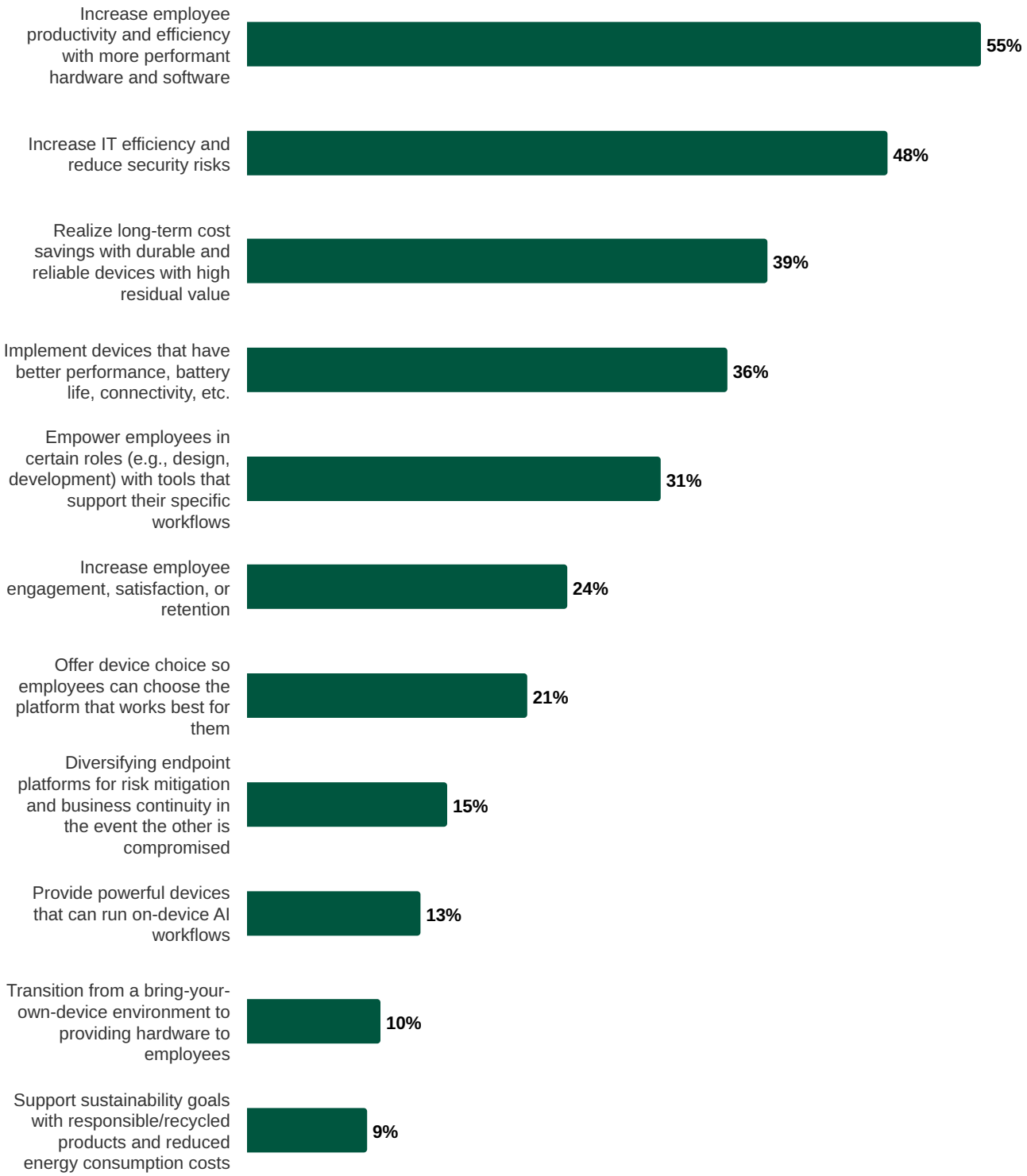
Investment Objectives

To solve these challenges, the interviewees and survey respondents searched for a solution that could:

- **Deliver a reliable and low-friction day-to-day experience for employees.** Interviewees’ organizations sought devices that would allow employees to start work quickly, remain productive throughout the day, and spend less time troubleshooting issues. Employees’ preference for reliability and usability increasingly influenced how leaders evaluated endpoint options.
- **Improve security outcomes without adding operational overhead.** Security leaders sought stronger control and faster patching while minimizing coordination effort and additional staffing, aiming to enhance compliance and simplify day-to-day security operations.

- **Support performance-intensive and AI-related workloads, an increasingly important consideration.** As development, data processing, and AI-adjacent use cases expanded, interviewees noted growing demand for devices capable of handling more compute-intensive tasks locally on the device, such as running models, processing data, and executing development workflows without relying on remote servers. While not the primary driver for all the surveyed decision-makers, factors like improving performance for local workloads and reducing the reliance on centralized cloud infrastructure for compute and storage began to influence how they evaluated hardware. Together, these requirements reinforced the importance of sustained performance and efficient execution over time.
- **Create more predictable long-term cost dynamics across device lifecycles.** Rather than focusing solely on upfront price, the interviewed IT and finance leaders evaluated solutions based on stability, longevity, and total lifecycle behavior. Predictability and reduced volatility mattered more than minimizing acquisition costs.
- **Reduce operational overhead across the endpoint environment.** The interviewees and surveyed decision-makers wanted an endpoint strategy that behaved more consistently, integrated with existing infrastructure, and generated fewer surprises for IT teams at scale. The goal was not just fewer incidents but a calmer, more predictable operating baseline that allowed IT teams to shift focus from reactive support to planned initiatives.
- **Align device strategy with evolving workforce expectations.** The surveyed decision-makers increasingly prioritized providing devices that align with employees' platform preferences while also supporting modern workflows that require higher performance. Offering Mac options enabled their organizations to meet the expectations of technical and early-career employees while ensuring devices could effectively handle more demanding day-to-day tasks.

“Please select the top three drivers or objectives that led your organization to deploy Mac devices.”



Base: 151 global IT decision-makers involved in hardware purchase decisions at their organization, which uses Mac devices
Source: A commissioned study conducted by Forrester Consulting on behalf of Apple

The interviewees’ organizations chose to expand or formalize their use of Mac devices as part of broader endpoint strategies, rather than a one-size-fits-all device standard. Interviewees described a range of deployment approaches shaped by role

requirements, application compatibility, and management strategy. Interviewees' organizations:

- **Typically began with targeted populations and expanded over time.** Interviewees said Mac usage often started with developers, designers, and leadership before expanding more broadly. Across the interviewees' organizations, a substantial portion of eligible employees opted for a Mac as their primary device, with adoption rates rising as choice programs matured, newer device models became available, and more enterprise applications became available on Mac. Interviewees consistently noted that Mac adoption increased over time rather than remaining static.
- **Invested in centralized device management to support Mac at scale.** To operationalize Mac deployments, interviewees' organizations standardized on MDM platforms, most commonly leveraging solutions like Jamf, Microsoft Intune, or internally developed tooling. Centralized management enabled organizations to enforce security policies, streamline provisioning, and manage updates consistently across their growing Mac fleets. Several interviewees emphasized that enterprise management capabilities were a prerequisite for broader Mac adoption.
- **Used Apple silicon as a key accelerator for broader acceptance.** Interviewees pointed to the transition to Apple silicon as a significant inflection point that addressed historical concerns around performance, longevity, and cost predictability. Interviewees stated that Mac prices remained stable during periods of high RAM demand and supply chain shocks. Improvements in battery life, sustained performance, and device lifespan reduced the need for frequent refreshes and helped justify broader rollout beyond niche roles. As a result, several organizations accelerated their Mac expansion following their adoption of Apple silicon.
- **Implemented Mac mostly through employee choice, role-based, or device standardization programs.** Several of the interviewees' organizations introduced Mac as an approved standard within a device choice model or device standard model; they allowed employees in eligible roles, such as development, design, leadership, and knowledge work, to select Mac devices. Others designated Mac as the default for specific personas or new hires while maintaining alternative device types where required. In a few cases, organizations used Mac as well as iPhone and iPad adoption to help gradually transition to a more Apple-centric endpoint environment.
- **Conducted structured evaluations before expanding Mac adoption.** Interviewees described formal or semi-formal evaluations that assessed device options across criteria like total cost of ownership, performance, security posture, manageability, architectural fit, and user feedback. Several interviewees noted that Mac scored favorably in areas like stability, performance, and security alignment, particularly following the transition to Apple silicon.

> *"We evaluated the options across cost, performance, security, and architectural fit — and Mac consistently came out ahead."*
>
> **Global endpoint platform leader, professional services**

Composite Organization

Based on the Interviews and survey, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the interviewees' and survey respondents' organizations, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

Description of composite. Based on the Interviews and survey, Forrester constructed a composite organization to represent the average financial impact of deploying Mac devices. The composite is a globally distributed organization headquartered in North

America with 7,500 employees; it operates a hybrid workforce supported primarily by laptops on a standardized four-year lifecycle.

Prior to this shift, the organization relies primarily on PC devices with a three-year lifecycle. Growing performance requirements, rising employee demand, and improved manageability leads decision-makers to incorporate Mac more broadly as part of the endpoint portfolio.

Deployment characteristics. The organization implements a device standardization program aligned to role-based needs. Mac adoption expands broadly across knowledge workers, including development, engineering, and analytics roles: It increases from 25% of eligible employees at rollout to approximately 45% by Year 5.

Mac devices are centrally managed using Apple Business in combination with enterprise MDM platforms, such as Jamf and Microsoft Intune. This enables standardized deployment, policy enforcement, and scalable management without proportionally increasing IT effort.

Total Employees Using Mac Devices							
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
XX1	Total employees	Composite	7,500	7,500	7,500	7,500	7,500
XX2	Percent of employees using Mac	Composite	25%	32%	38%	42%	45%
XX3	New Mac devices deployed	Composite	1,875	525	450	300	225
XXt	**Total employees using Mac devices**	**XX1*XX2**	**1,875**	**2,400**	**2,850**	**3,150**	**3,375**

KEY ASSUMPTIONS

- Global organization
- 7,500 employees
- Device adoption: 25% of employees use Mac devices in Year 1, rising to 45% in Year 5

Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Benefits								
Ref.	**Benefit**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Total**	**Present Value**
Atr	Improved employee productivity	$1,552,320	$1,986,970	$2,359,526	$2,607,898	$2,794,176	$11,300,890	$8,342,263
Btr	Reduced support and management costs	$351,000	$449,280	$533,520	$589,680	$631,800	$2,555,280	$1,886,296
Ctr	Cost savings from reduced risk	$81,197	$103,932	$123,419	$136,410	$146,154	$591,113	$436,357
Dtr	Avoided PC software and support contract costs	$682,125	$554,370	$628,830	$661,470	$692,325	$3,219,120	$2,432,392
Etr	Reduced energy costs	$13,388	$17,136	$20,349	$22,491	$24,098	$97,461	$71,945
Ftr	Avoided PC hardware costs	$2,231,250	$624,750	$535,500	$357,000	$267,750	$4,016,250	$3,357,148
Gtr	Residual value recovery	$0	$0	$0	$0	$338,438	$338,438	$210,143
	Total benefits (risk-adjusted)	$4,911,279	$3,736,438	$4,201,145	$4,374,949	$4,894,740	$22,118,551	$16,736,544

Improved Employee Productivity

Evidence and data. Interviewees said Mac adoption improves employee productivity by reducing friction throughout the workday, enabling faster startup and authentication, improving application performance and reliability, extending uninterrupted work sessions, and reducing time lost to device issues and troubleshooting. In addition to incremental time savings, interviewees emphasized that improved device reliability reduces the frequency of "hard-down" scenarios in which employees are temporarily unable to work, minimizing business disruption and continuity risk. Interviewees consistently noted that while individual time savings may appear modest, the combination of recovered work time and reduced risk of disruption across thousands of employees and workdays represents a material source of business value and continuity.

- **Interviewees consistently cited faster startup and login as a foundational productivity driver.** Twenty-eight of the end users surveyed indicated that they save an average 1.1 hours a month on waiting time for updates and startup with Mac devices. In addition, the director of digital platforms at a financial services organization stated: "In our benchmarking, Mac devices get users productive about 50% faster from boot compared to [PC devices]. Faster startup and login adds up quickly across thousands of users." They added that spending less time waiting to authenticate or resume work was one of the most immediately noticeable differences for end users.

  Interviewees also highlighted the productivity impact of modern authentication workflows. The same leader at the financial services organization explained: "Using Touch ID and platform single sign-on saves roughly 30 seconds per authentication, and users don't need to pull out a phone for MFA. Across the organization, that represents a meaningful productivity gain."

- **End users experienced fewer interruptions.** Thirty-two global end users surveyed reported saving an average of 1.2 hours per month investigating device issues or waiting for issue resolutions. The CISO at a biopharmaceutical organization stated, "Mac devices require fewer restarts than PC, which supports longer uninterrupted work sessions." This reduction in forced reboots and workflow interruptions allowed employees to focus for longer periods throughout the day.

  The senior director of end-user experience at a financial services company stated: "PC users definitely have more disruption and a higher chance of hard-down situations where they need help. There's just more opportunity for issues on PC devices than on Mac." When asked where value shows up most clearly, the same executive summarized it as follows: "If finance were

to ask where the real savings show up, from my perspective it's productivity first, and then the incident differential." They further estimated: "All of those disruptions add up. Saving 5 to 10 minutes a day per user is probably a reasonable estimate when you look at Mac devices versus PCs."

- **OS familiarity and user preference contributed to productivity gains for employees who select Mac devices.** Several interviewees observed that many employees choosing Mac devices were already familiar with macOS from prior experience, both personally and academically; this reduced their learning curve and day-to-day friction. Interviewees emphasized that this familiarity does not create a productivity advantage for all users, but it meaningfully improves productivity for those who actively select Mac devices as their preferred platform.
- **Battery performance also enabled longer, uninterrupted work sessions.** The senior director of IT operations at a financial services organization stated, "On my MacBook Pro, I charge the laptop once every two days and use it fully both days." Interviewees explained that longer battery life reduced downtime, supported mobility, and enabled employees to work productively without planning around charging or power adapters.

  The director of digital platforms at a financial services organization summarized the cumulative effect of these improvements, stating: "Mac users are more productive day to day because everything they need is available through self-service. They spend less time troubleshooting, installing software, or figuring out how to get set up — and more time actually working."

> *"In our CSAT and UX survey, 96% of Mac users said they were satisfied or completely satisfied, compared to 78% on [PC devices]."*
>
> **Senior director of end-user experience, financial services**

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- Employees who choose Mac devices save 45 minutes per month waiting for devices to start up, log in, or complete updates.
- Employees save an additional 55 minutes per month investigating device issues or waiting for issue resolution.
- This results in 20 total hours saved per Mac user per year.
- The fully burdened hourly rate for an end user is $42.
- Employees who switch to a Mac from a PC experience a 2.0% overall increase in productivity, reflecting improved performance, reliability, and uninterrupted work time.
- 40% of time savings are assumed to be recaptured as productive work; this is consistent with the TEI methodology and accounts for natural inefficiencies.

Risks. The expected financial impact is subject to risks and variation based on factors including:

- The proportion of employees eligible for Mac devices and the rate at which employees select Mac devices.
- Employee roles and the extent to which device performance, reliability, mobility, and battery life influence day-to-day productivity.
- Employee compensation levels and the degree to which saved time can realistically be recaptured as productive output.

- Organizational workflows, authentication requirements, and support maturity, which may amplify or dampen productivity gains.

Results. To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a five-year, risk-adjusted total PV (discounted at 10%) of $8.3 million.

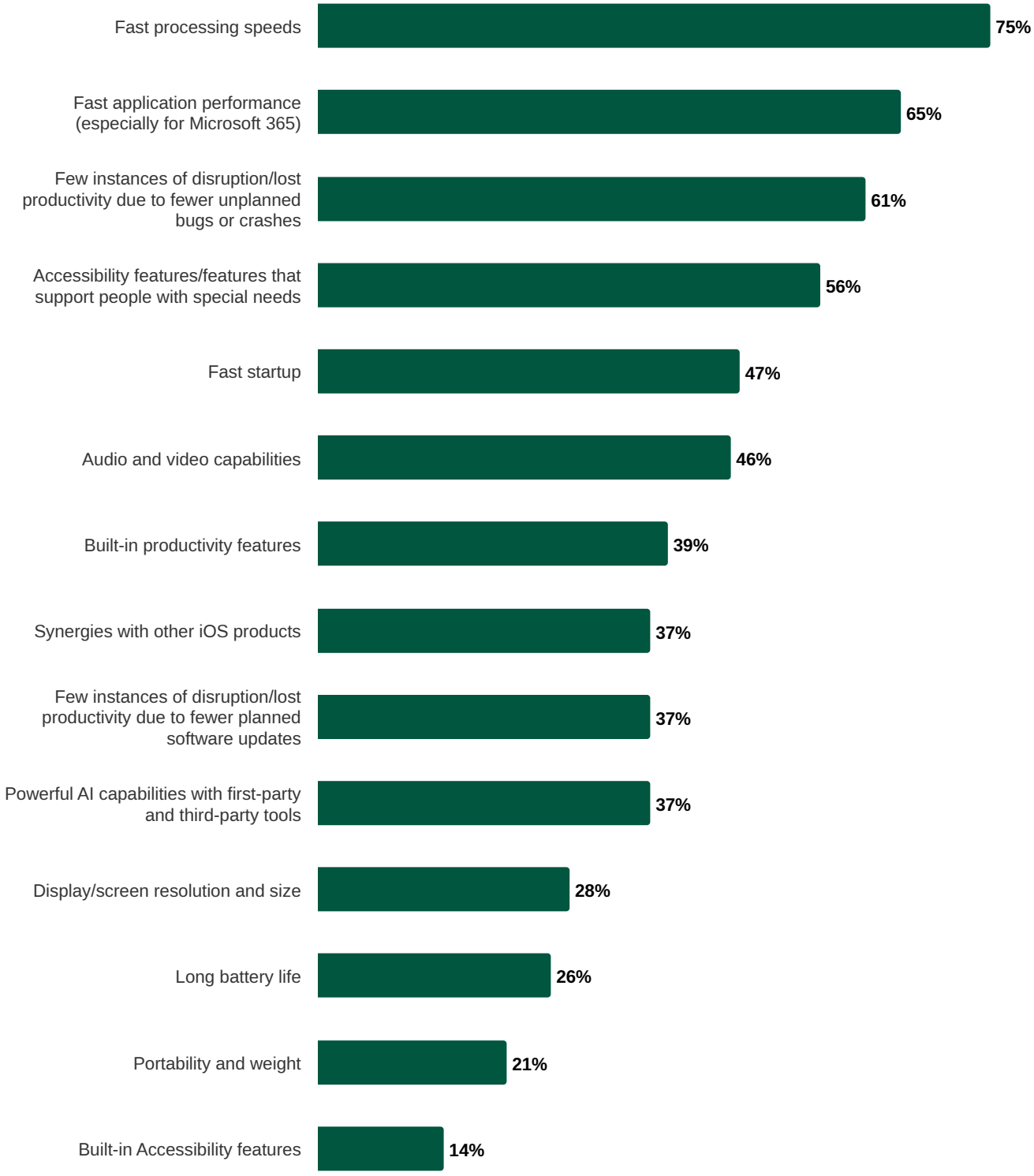
45 minutes

Minutes saved monthly per Mac user waiting for device to start up or update

55 minutes

Minutes saved monthly per Mac user on issue investigation and resolution

“Do any of the Mac device features below help improve your ability to do your job?”



Base: 57 global end users using Mac for work

Source: A commissioned study conducted by Forrester Consulting on behalf of Apple

Improved Employee Productivity							
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
A1	Minutes saved monthly per Mac user waiting for device to start up or update	Interviews and survey	45	45	45	45	45
A2	Minutes saved monthly per Mac user on issue investigation and resolution	Interviews and survey	55	55	55	55	55
A3	Total hours saved per Mac user per year	(A1+A2)/60*12 months	20	20	20	20	20
A4	Fully burdened hourly rate for an end user	Composite	$42	$42	$42	$42	$42
A5	Cumulative number of employees using a Mac device	Composite	1,875	2,400	2,850	3,150	3,375
A6	End-user productivity recapture rate	TEI methodology	40%	40%	40%	40%	40%
A7	**Subtotal: Time saved from quicker device startup and issue resolution**	**A3*A4*A5*A6**	**$630,000**	**$806,400**	**$957,600**	**$1,058,400**	**$1,134,000**
A8	Fully burdened annual salary for an end user	Composite	$87,360	$87,360	$87,360	$87,360	$87,360
A9	Increased productivity for employees choosing Mac	Interviews and survey	2.0%	2.0%	2.0%	2.0%	2.0%
A10	**Subtotal: Value of improved end-user productivity**	**A5*A8*A9*A6**	**$1,310,400**	**$1,677,312**	**$1,991,808**	**$2,201,472**	**$2,358,720**
At	Improved employee productivity	A7+A10	$1,940,400	$2,483,712	$2,949,408	$3,259,872	$3,492,720
	Risk adjustment	↓20%					
Atr	Improved employee productivity (risk-adjusted)		$1,552,320	$1,986,970	$2,359,526	$2,607,898	$2,794,176
	Five-year total: $11,300,890				**Five-year present value: $8,342,263**		

Reduced Support And Management Costs

Evidence and data. Interviewees told Forrester that adopting Mac improved IT operational efficiency by simplifying deployment, reducing support incidents, automating updates, and enabling IT teams to manage significantly more devices per employee. Interviewees emphasized that Mac devices are more reliable, require less hands-on support, and integrate more cleanly into modern, automated IT workflows. The survey data reinforced these findings, showing measurable reductions in support effort and improvements in IT scalability for organizations using Mac devices, including:

- **Reduced support demand through fewer device issues and incidents.** Interviewees told us that Mac devices generated significantly fewer support tickets than PC devices, driven by improved reliability, stability, and reduced disruption across the device lifecycle. Survey respondents reported a 24% reduction in help desk tickets and cited reduced troubleshooting and maintenance effort as key drivers of IT efficiency. Interviewees consistently quantified these differences. The director of IT services at a technology organization reported approximately 50% fewer hardware and OS-related incidents for Mac devices, along with a 20% to 25% reduction in overall service desk tickets as Mac adoption increased.

  The senior director of end-user experience at a financial services organization stated: “PC users definitely have more disruption and a higher chance of hard-down situations where they need help. There’s just more opportunity for issues on [PC] devices than on Mac.”

  Interviewees consistently emphasized that the higher build quality and tighter hardware/software integration of Macs reduced device failures, crashes, and repeat issues. The director of end-user computing at a transportation organization stated: “Mac

devices are built better and are more reliable for longer periods of time. ... Apple has higher build quality, keeps them updated, and makes Mac devices more intuitive to use."

- **Lower support effort per incident through simplified troubleshooting and automation.** Interviewees reported that it was faster and less labor-intensive to resolve issues when they did occur, due to less platform variability, standardized configurations, and better integration with device management tooling.

  Automation further reduced the effort to resolve issues. The director of digital platforms at a financial services organization stated: "On Mac, application updates are fully automated — we processed over a thousand updates hands-off last year. On [PCs], that same volume would have required roughly a thousand person days of manual effort."

  Interviewees also observed a materially lower patching burden. The director of IT services at a technology organization noted that PC devices required approximately 70% more vulnerability patches, increasing the time and resource requirements for remediation.

  Survey respondents reinforced these findings, reporting that they spent less time on troubleshooting, updates, and ongoing device maintenance.

- **Reduced security operations effort through a lower vulnerability and incident management burden.** Interviewees reported that Mac devices require less ongoing security effort due to reduced patching needs, fewer device-specific vulnerabilities, and more streamlined endpoint controls. The director of IT services at a technology organization noted that PC environments required approximately 70% more vulnerability patches, increasing the time and coordination required across IT and security teams. They also indicated that security-related tickets were 70% to 80% lower for Mac devices, reducing the time spent on investigation, containment, and remediation activities. Overall, interviewees estimated that these factors reduced vulnerability management and security operations effort by approximately 25%, allowing security teams to focus more on higher-priority initiatives rather than routine patching and incident response.

- **Reduced deployment and lifecycle management effort through automation and longer device lifespans.** Interviewees noted that Mac devices significantly reduced deployment efforts through zero-touch provisioning. Devices shipped directly to end users and were automatically configured via Apple Business and MDM, eliminating imaging, staging, and manual setup. The director of digital platforms at a financial services organization stated: "Mac deployment is far more straightforward ... devices ship directly from factory to user... [with] no hands-on IT effort per device."

  Survey respondents supported this impact, reporting that they saved an average of 30 minutes per device during setup and provisioning.

  Interviewees also highlighted longer device lifecycles as a key operational advantage. PC devices required more frequent refresh cycles due to higher failure rates and performance degradation, while Mac devices remained reliable for longer, reducing the frequency of device replacement, migration effort, and associated IT labor.

  This reduced refresh cadence lowered the cumulative operational burden, particularly in large environments where device rollout, testing, and support activities had to be repeated at scale.

- **Greater IT scalability through centralized management and reduced overhead per device.** Taken together, reduced ticket volumes, lower resolution effort, and automated deployment enabled interviewees' IT teams to manage significantly more devices per employee. Interviewees consistently reported that Mac environments require less intervention per device and that IT effort could shift to centralized oversight and governance rather than reactive support. The director of digital platforms at a financial services organization summarized this: "We support roughly 5,000 Mac devices with three engineers. The platform is simply more automated and easier to manage at scale."

Survey data reinforces this trend, with respondents reporting an average reduction of 5.5 hours for ongoing IT and maintenance labor per device, reflecting both efficiency gains and improved scalability.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- Each PC device generates six support tickets per year on average.
- Mac devices generate 55% fewer support tickets than PC devices.
- The average cost to resolve a support ticket for a PC is $16; Mac support tickets cost 25% less to resolve than PC tickets.
- An IT FTE can manage 600 Mac devices, compared with 300 PC devices, reflecting automation and reduced manual effort.
- The average fully burdened annual salary for an IT FTE is $108,000.
- IT employees are assumed to recapture 80% of saved time into productive work.

Risks. The expected financial impact is subject to risks and variation based on various factors, including:

- An organization's adoption of Mac deployment best practices, including zero-touch enrollment and automated provisioning.
- Variations in support ticket volumes, cost per ticket, and issue severity across device types.
- The complexity of integrating Mac environments into predominantly PC-based enterprise infrastructures.
- IT team structures, tooling maturity, and device management processes.
- Compensation levels and productivity recapture rates for IT staff.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a five-year, risk-adjusted total PV (discounted at 10%) of $1.9 million.

55%

Reduction in ticket volume per Mac

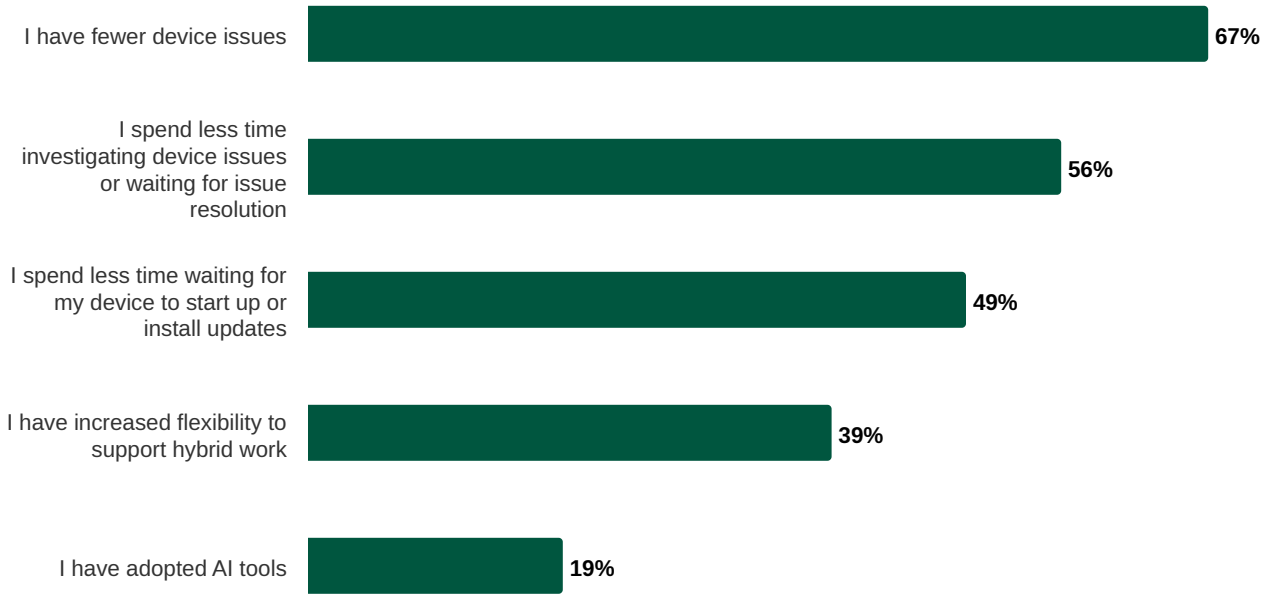
25%

Reduction in cost to resolve tickets per Mac

300

More Mac devices than PCs managed per IT full-time-equivalent

“Which, if any, of the following benefits have you experienced from using a Mac device for work?”



Base: 57 global end users using Mac for work

Source: A commissioned study conducted by Forrester Consulting on behalf of Apple

Reduced Support And Management Costs							
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
B1	Annual tickets per PC device	Composite	6	6	6	6	6
B2	Reduction in ticket volumes with Macs	Interviews and survey	55%	55%	55%	55%	55%
B3	Average cost per PC ticket	Composite	$16	$16	$16	$16	$16
B4	Reduced cost to resolve a ticket for a Mac	Interviews and survey	25%	25%	25%	25%	25%
B5	Support cost per PC device	B1*B3	$96	$96	$96	$96	$96
B6	Support cost per Mac device	B1*(1-B2)*B3*(1-B4)	$32	$32	$32	$32	$32
B7	Cumulative number of employees using a Mac device	A5	1,875	2,400	2,850	3,150	3,375
B8	**Subtotal: Reduced support costs**	**(B5-B6)*B7**	**$120,000**	**$153,600**	**$182,400**	**$201,600**	**$216,000**
B9	Number of PC devices managed per IT FTE	Interviews and survey	300	300	300	300	300
B10	Number of Macs managed per IT FTE	Interviews and survey	600	600	600	600	600
B11	Fully burdened IT cost	Composite	$108,000	$108,000	$108,000	$108,000	$108,000
B12	Productivity recapture rate	Composite	80%	80%	80%	80%	80%
B13	**Subtotal: Reduced management costs**	**(B7/B9-B7/B10)*B11*B12**	**$270,000**	**$345,600**	**$410,400**	**$453,600**	**$486,000**
Bt	Reduced support and management costs	B8+B13	$390,000	$499,200	$592,800	$655,200	$702,000
	Risk adjustment	↓10%					
Btr	Reduced support and management costs (risk-adjusted)		$351,000	$449,280	$533,520	$589,680	$631,800
	Five-year total: $2,555,280				**Five-year present value: $1,886,296**		

Cost Savings From Reduced Risk

Evidence and data. Interviewees said Mac adoption improved their organization's overall security posture by reducing its exposure to common vulnerabilities, lowering the frequency and severity of endpoint security incidents, and strengthening the organization's ability to detect, respond to, and recover from threats. They noted that these improvements can reduce the expected cost associated with endpoint-driven breach risk, particularly for threats tied to compromised devices and lost or stolen endpoints. Interviewees cited the following factors that enable better security:

- **Greater resilience during large-scale security events.** Interviewees described increased operational resilience during major security events. The chief digital information officer at a healthcare organization noted that PCs across the organization were impacted during a large ecosystemwide endpoint disruption, while Mac devices remained operational; this reinforced their confidence in Mac as a resilient endpoint platform.

- **Reduced security incidents and severity.** Our survey results indicate fewer and less severe security incidents at scale: 59% of respondents reported improved security management and posture, 54% reported a decrease in security incidents, and 47% reported a decrease in the severity of incidents after adopting Mac devices.

  These improvements extended beyond perception to measurable outcomes, with respondents who quantified changes reporting an average reduction of 23% in the number of security incidents — indicating that Mac adoption is associated with both lower incident frequency and reduced impact.

Interviewees reinforced these findings with operational metrics. The director of IT services at a technology organization reported that security-related ticket volumes were 70% to 80% lower for Mac devices, reflecting both fewer incidents and reduced exposure to threats.

Interviewees also saw differences in the type of security issues encountered. The VP of end-user computing at a financial services organization stated, “Most security topics we see on Mac devices are lower severity, often related to patching compliance rather than actual breaches, and far fewer than what we see during [PC] OS migrations.”

> *“Mac usage significantly lowers the attack surface and reduces the severity of security incidents.”*
>
> **Director of IT services, technology**

- **Reduced exposure to vulnerabilities and improved compliance.** Our survey data also shows reduced exposure to vulnerabilities: 42% of respondents reported reduced exposure to common vulnerabilities and exposures; those who quantified the impact reported an average decrease of 23%.

  Interviewees attributed this reduction in part to higher compliance and tighter enforcement on Mac devices. The director of digital platforms at a financial services organization shared: “On Mac, we’re at roughly 99.9% compliance across high and medium vulnerabilities, compared to about 75% in those same categories on [PC] environments. That gap is largely due to the automation and enforcement we’ve been able to achieve on Mac.”

  Additional operational data reinforced this trend. The director of IT services at a technology organization observed that approximately 70% of detected vulnerabilities were associated with PC devices, compared with roughly 30% for Mac, increasing the patching and remediation burden for PC environments.

- **A smaller attack surface and improved platform security.** Interviewees cited a smaller and more controlled attack surface on Mac compared with PC operating systems. The global endpoint platform leader at a professional services organization stated, “We see significantly fewer vulnerability notifications for Mac compared to [PC environments] — often by an order of magnitude.”

  Interviewees described these improvements as stemming from tighter hardware, OS, and lifecycle integration. The director of IT services at a technology organization stated, “Mac usage significantly lowers [the] attack surface and reduces the severity of security incidents.”

- **Improved security operations maturity and response capabilities.** Survey respondents reported stronger security operations maturity alongside these reductions. Among those who said Mac improved their security posture, the most frequently cited gains were improved threat detection (71%), improved ability to respond to threats (62%), and improved ability to recover from threats (53%).

- **Reduced risk from lost or stolen devices.** Interviewees pointed to greater resilience against lost or stolen devices, directly reducing the breach risk from asset loss. The director of digital platforms at a financial services organization explained: “With Apple Business, we have a clear virtual chain of custody from factory to disposal. Even if a device is lost or intercepted, it’s effectively unusable outside our organization, and we’ve had no data loss incidents as a result.”

Modeling and assumptions. Based on the interviews and Forrester’s security research, Forrester assumes the following about the composite organization:[2]

- The composite organization with 7,500 employees has $2,188,000 in total annual risk exposure to security breaches. (For larger organizations, the annual dollar value of risk exposure scales proportionally.)
- 77% of breaches originate from external attacks or internal incidents.
- 30% of the breach exposure from external attacks/internal incidents is addressable with Mac devices.
- Using Mac devices reduces the likelihood of a breach from external attacks or internal incidents by 45%.
- 10.2% of breaches originate from lost or stolen assets.
- Using Mac devices reduces the likelihood of a breach from lost or stolen assets by 80%.
- The percentage of employees using Mac increases over time: 25% in Year 1, 32% in Year 2, 38% in Year 3, 42% in Year 4, and 45% in Year 5.

Risks. The expected financial impact is subject to risks and variation based on various factors, including an organization's:

- Baseline risk profile and breach cost exposure, which varies by industry, organization size, regulatory environment, and threat landscape.
- Existing security posture and the maturity and coverage of security controls across endpoints.
- Endpoint usage patterns and the extent to which Mac devices are deployed to roles with higher or lower inherent risk.
- Degree of risk exposure to lost or stolen devices and effectiveness of device recovery and enforcement policies.
- Speed and consistency of patching, update compliance, and incident response processes.

Results. To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a five-year, risk-adjusted total PV (discounted at 10%) of $436,000.

45%

Reduced likelihood of data breach via external attack or internal incident with Mac devices

80%

Reduced likelihood of data breach via lost or stolen assets with Mac

> *"Apple's focus on security gives us confidence, especially compared to what we typically see targeting PC devices."*
>
> **Chief digital information officer, healthcare**

Cost Savings From Reduced Risk							
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
C1	Total annual risk exposure to security breaches	Forrester research	$2,188,000	$2,188,000	$2,188,000	$2,188,000	$2,188,000
C2	Percent of breaches originating from external attacks or internal incidents	Forrester research	77%	77%	77%	77%	77%
C3	Percent of those attacks addressable with Mac	Interviews and survey	30%	30%	30%	30%	30%
C4	**Subtotal: Annual risk exposure addressable with Mac**	**C1*C2*C3**	**$505,428**	**$505,428**	**$505,428**	**$505,428**	**$505,428**
C5	Reduced likelihood of data breach via external attack or internal incident with Mac devices	Interviews	45%	45%	45%	45%	45%
C6	Percent of breaches originating from lost or stolen assets	Forrester research	10.2%	10.2%	10.2%	10.2%	10.2%
C7	**Subtotal: Risk exposure from data breaches via lost or stolen assets**	**C1*C6**	**$223,176**	**$223,176**	**$223,176**	**$223,176**	**$223,176**
C8	Reduced likelihood of data breach via lost or stolen assets with Mac	Interviews and survey	80%	80%	80%	80%	80%
C9	Percentage of employees using Mac	Composite	25%	32%	38%	42%	45%
Ct	Cost savings from reduced risk	(C4*C5+C7*C8)*C9	$101,496	$129,915	$154,274	$170,513	$182,693
	Risk adjustment	↓20%					
Ctr	Cost savings from reduced risk (risk-adjusted)		$81,197	$103,932	$123,419	$136,410	$146,154
	Five-year total: $591,113			**Five-year present value: $436,357**			

Avoided PC Software And Support Contract Costs

Evidence and data. Interviewees said Mac adoption enables organizations to reduce or avoid legacy software and support costs associated with PC environments, driven by lower reliance on third-party tools and simplified software stacks. The survey results reinforced this trend: 53% of respondents reported reducing or eliminating software or application licenses after adopting Mac devices, and 58% reported a reduction in the total cost of ownership per device. They did this through:

- **Lower software and OS licensing costs.** Interviewees highlighted that macOS includes core capabilities without requiring additional OS licensing fees, in contrast to typical Windows licensing costs. As a result, their organizations reduced their baseline software spend per device while simplifying licensing and compliance management, particularly at scale.

> *"The Mac operating system is free. That's a big difference when you look at platform software costs over the lifecycle of the device."*
>
> **Global endpoint platform leader, professional services**

- **Reduced reliance on third-party tools and support contracts.** Interviewees and survey respondents reported average savings of $310 per Mac user per year in reduced or eliminated software and application license costs. While many interviewees maintained overall security technology stack parity, several noted that built-in macOS capabilities, such as disk

encryption, endpoint protection, and system-level security, reduce the need for additional third-party tools, lowering both licensing costs and support overhead. The CISO at a biopharmaceutical organization stated that "macOS requires fewer third-party tools because core capabilities like disk encryption and firewalling are built in"; they added that "software licensing and support costs on Mac are approximately 10% to 15% lower than on PC devices." The director of digital platforms at a financial services organization stated: "By relying on native macOS security like XProtect, we were able to remove third-party security agents that were causing performance issues. That both improved the user experience and eliminated a meaningful amount of licensing cost."

In addition, interviewees' organizations eliminated redundant or underperforming tools, reducing cost and complexity while improving overall system performance.

> *"Software licensing and support costs on Mac are approximately 10% to 15% lower than on PC devices."*
>
> **Chief information security officer, biopharmaceutical**

> *"Jamf comes in around the low- to mid-$20s per device, whereas our PC MDM, when you look at Intune baked into licensing, is closer to about $100 per device."*
>
> **Senior director of end-user experience, financial services**

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The organization avoids paying for third-party hardware support contracts associated with PCs, estimated at $200 per device over the five-year lifecycle.
- The organization avoids paying $132 per device per year for combined MDM and OS licensing associated with PC endpoints.
- The organization avoids paying $96 per device per year in endpoint security software licensing for PC devices.

Risks. The expected financial impact is subject to risks and variation based on various factors, including an organization's:

- Pricing, discount structures, and negotiated contracts for enterprise PCs, support agreements, and software licensing.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a five-year, risk-adjusted total PV (discounted at 10%) of $2.4 million.

Avoided PC Software And Support Contract Costs							
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
D1	New Macs deployed	Composite	1,875	525	450	300	225
D2	Third-party hardware support contract per PC device lifecycle	Composite	$200	$200	$200	$200	$200
D3	Cumulative number of employees using a Mac device	A5	1,875	2,400	2,850	3,150	3,375
D4	MDM and OS license costs per PC device per year	Composite	$132	$132	$132	$132	$132
D5	Security license costs per PC device per year	Composite	$96	$96	$96	$96	$96
Dt	Avoided PC software and support contract costs	D1*D2+D3*(D4+D5)	$802,500	$652,200	$739,800	$778,200	$814,500
	Risk adjustment	↓15%					
Dtr	Avoided PC software and support contract costs (risk-adjusted)		$682,125	$554,370	$628,830	$661,470	$692,325
		Five-year total: $3,219,120			**Five-year present value: $2,432,392**		

Reduced Energy Costs

Evidence and data. Interviewees said Mac adoption reduces their device-level energy consumption, which lowers their operating costs while supporting broader sustainability goals. These savings are driven by the lower power requirements of Apple silicon-based devices compared to traditional PC hardware. The survey results reinforced this trend: 62% of respondents reported reduced energy costs, and 84% reported a reduction of 10% or more in device energy consumption — with an average reported reduction of 18% — after adopting Mac devices. Interviewees noted:

- **Lower power consumption from Apple silicon devices.** Interviewees consistently attributed energy savings to the efficiency of Apple-silicon-based designs. The senior director of IT operations at a financial services organization stated: "All of the MacBook Airs are shipping with 30 watt chargers, and the lowest charger setting I get out of [comparable PC devices] is 65 watt. So yes, I believe Mac devices consume significantly less power."

  The senior director at a financial organization offered a similar description: "Based on my experience with the devices, we are definitely seeing power savings. We don't directly measure it, but a 50% reduction in power consumption seems believable."

  The director of digital platforms at a financial services organization echoed these findings, noting that Mac devices generate less heat, require less active cooling, and consume materially less power during daily use, reinforcing both energy savings of up to 50% and broader sustainability benefits.

> *"Mac deployments reduced electricity usage by about 50% compared to PC environments, which also explains the longer battery life."*
>
> **Chief digital information officer, healthcare**

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The average annual energy cost per PC device is $28, reflecting an approximate average draw of 65 watts for 8 hours per day and for 240 workdays a year; this uses an electricity rate of $0.22 per kilowatt hour.

Risks. The expected financial impact is subject to risks and variation based on various factors, including an organization's local electricity costs, in-office versus remote work patterns, and power usage policies.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a five-year, risk-adjusted total PV (discounted at 10%) of $72,000.

> *"Sustainability is important to us, so we include carbon impact when recommending devices. Mac has significantly lower carbon emissions than a comparable PC, which aligns with our goal of being carbon neutral."*
>
> **Global endpoint platform leader, professional services**

50%

Reduced energy cost per Mac

Reduced Energy Costs							
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
E1	Annual energy costs per PC	Composite	$28	$28	$28	$28	$28
E2	Reduction in energy cost per Mac	Interviews and survey	50%	50%	50%	50%	50%
E3	Number of employees in office	Composite	60%	60%	60%	60%	60%
E4	Cumulative number of employees using a Mac device	A5	1,875	2,400	2,850	3,150	3,375
Et	Reduced energy costs	E1*E2*E3*E4	$15,750	$20,160	$23,940	$26,460	$28,350
	Risk adjustment	↓15%					
Etr	Reduced energy costs (risk-adjusted)		$13,388	$17,136	$20,349	$22,491	$24,098
		Five-year total: $97,461				**Five-year present value: $71,945**	

Avoided PC Hardware Costs

Evidence and data. Interviewees said Mac adoption helps their organizations avoid rising hardware costs associated with comparable enterprise PC devices. These savings are driven by changing market dynamics in which PC devices have become more expensive to configure and maintain at required performance levels, while Mac pricing remains more stable and predictable. Interviewees noted:

- **Lower hardware costs and improved price predictability.** Interviewees reported that comparable enterprise-grade PC devices are now often more expensive than Mac devices when configured to meet similar performance, durability, and enterprise requirements. The director of digital platforms at a financial services organization stated that comparable PC devices were approximately 30% more expensive than Mac devices for similar roles, reflecting a shift from prior purchasing cycles. The senior director of IT operations at a financial services organization explained that enterprise PC laptops

increasingly require higher-end CPU, memory, and thermal configurations to meet performance expectations, driving up costs relative to MacBook Air and MacBook Pro devices.

The VP of end-user computing at a financial services organization stated, “Mac prices are stable, which allows us to build our operational processes around Apple’s yearly refresh cycle.” Interviewees also emphasized that this pricing stability reduces budgeting uncertainty, enabling more consistent forecasting and long-term planning compared to PC environments, where pricing can fluctuate due to component changes and evolving hardware requirements.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization avoids the purchase of a comparable enterprise PC for each Mac deployed, with an average avoided hardware cost of $1,400 per device.

Risks. The expected financial impact is subject to risks and variation based on factors including

- Pricing, discount structures, and negotiated contracts for enterprise PCs.
- The organization’s mix of MacBook Airs versus MacBook Pro devices.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a five-year, risk-adjusted total PV (discounted at 10%) of $3.4 million.

Avoided PC Hardware Costs							
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
F1	New Macs deployed	D1	1,875	525	450	300	225
F2	Average cost of a deployed PC device	Interviews and survey	$1,400	$1,400	$1,400	$1,400	$1,400
Ft	Avoided PC hardware costs	F1*F2	$2,625,000	$735,000	$630,000	$420,000	$315,000
	Risk adjustment	↓15%					
Ftr	Avoided PC hardware costs (risk-adjusted)		$2,231,250	$624,750	$535,500	$357,000	$267,750
		Five-year total: $4,016,250			**Five-year present value: $3,357,148**		

Residual Value Recovery

Evidence and data. Interviewees stated that Mac devices retain a higher level of residual value at the end of their usable life compared with PC devices, allowing organizations that purchase devices outright to recover a greater portion of their original investment through asset recovery programs. Beyond hardware durability and continued OS support, interviewees emphasized that Mac devices maintain more consistent performance over time, with less degradation in responsiveness and usability as devices age; in contrast, the performance declines of other device environments often limit their practical resale window. As a result, they noted that Mac devices remain viable for longer and command a higher value in secondary markets, enabling their organizations to generate incremental cash recovery when they retire devices.

- Interviewees reported that Mac devices retain materially higher residual value compared with PC devices, even after several years of use. The director of end-user computing at a transportation organization stated, “Four-to-five-year-old Mac devices still retain roughly 30% of their original value when we dispose of them.”
- Interviewees also noted that Mac devices could remain in service longer prior to retirement, contributing to stronger residual values when devices are eventually returned. Interviewees attributed higher residual values in part to longer usable device

lifespans. The same director at a transportation organizations noted, “Mac devices easily last twice as long as [PC] devices in our environment.”

> *“For every Mac I return, I get one-third of a new Mac.”*
>
> **Senior director of IT operations, financial services**

- Continued operating system support was also cited as enabling extended use and higher residual value. The IT platform leader at an enterprise software organization stated, “We still have seven-year-old Intel Mac devices actively used because they can run the latest OS securely.”
- The survey shows that organizations actively pursue residual value recovery at device retirement. Approximately 60% of respondents reported that their organizations trade in Mac devices for newer equipment in order to receive residual value, rather than fully disposing of devices with no recovery.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization purchases Mac devices outright and retires them after a four-year lifecycle through an asset recovery or trade-in program.
- The average cost per Mac device is $1,100.
- Mac devices retain an average residual value of 30% at the end of the four-year lifecycle.
- The average cost per PC device is $1,400.
- PC devices retain an average residual value of 10% at the end of the lifecycle.
- The composite organization recovers residual value for Mac devices deployed four years prior, resulting in incremental residual value recovery compared with PC devices.

Risks. The expected financial impact is subject to risks and variation based on several factors, including:

- The organization’s device ownership model, including purchasing versus leasing.
- Actual device lifecycle duration and refresh policies.
- The condition and configuration of devices at the time of retirement.
- The organization’s asset recovery, resale, or trade-in partners and contracts.
- Market conditions affecting resale values at the time devices are retired.

Results. To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a five-year, risk-adjusted total PV (discounted at 10%) of $210,000.

30%

Residual value recovery per Mac

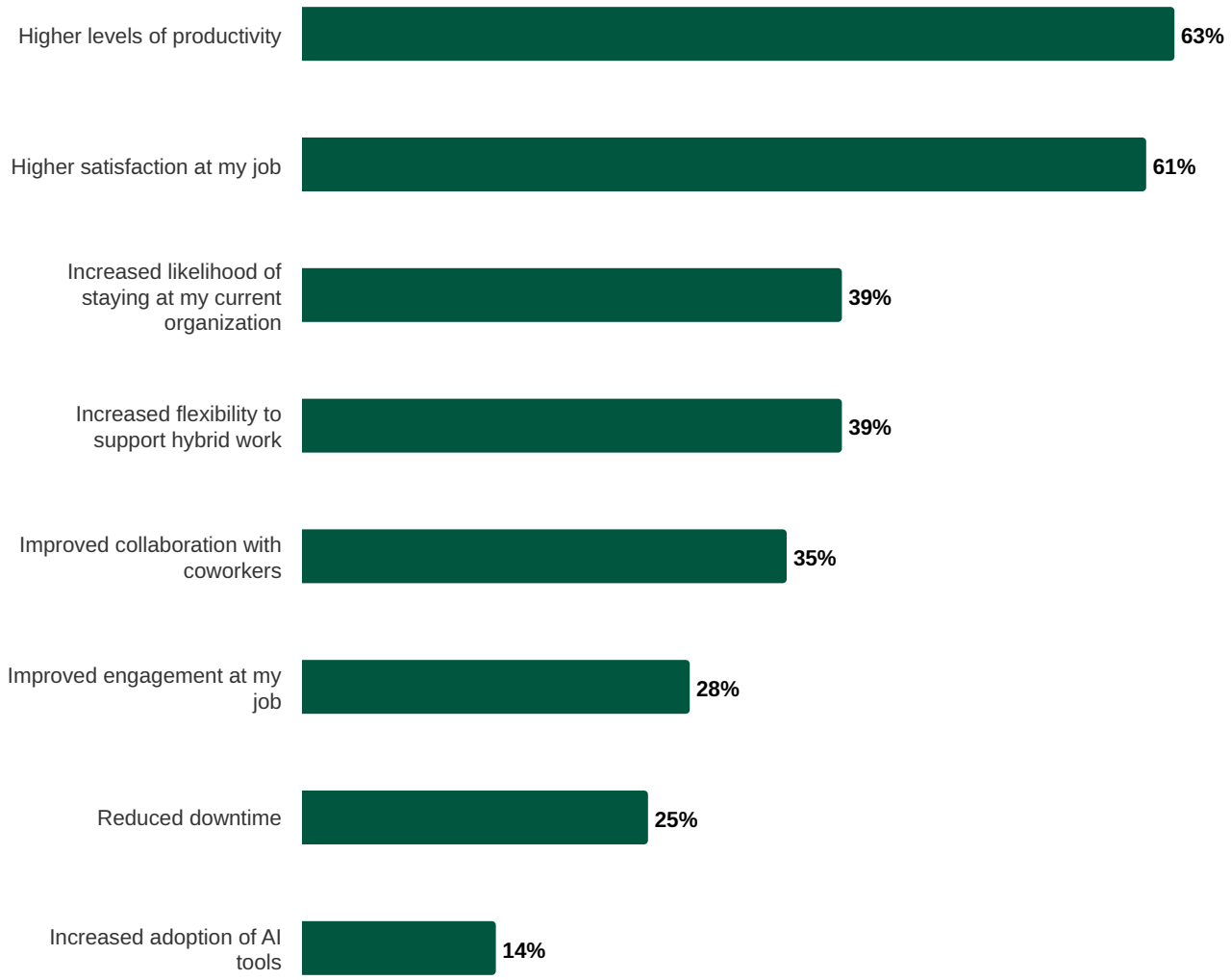
Residual Value Recovery							
Ref	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
G1	Average cost per Mac device	Composite					$1,100
G2	Mac residual value	Interviews and survey	30%	30%	30%	30%	30%
G3	**Subtotal: Recovered value of Mac device**	**G1*G2**					**$330**
G4	Average cost per PC device	Composite					$1,400
G5	PC device recovered value	Interviews and survey	10%	10%	10%	10%	10%
G6	**Subtotal: Recovered value of PC device**	**G4*G5**					**$140**
G7	**Subtotal: Incremental residual value per Mac**	**G3-G6**					**$190**
G8	Mac devices deployed four years prior	A5 ^{Y1r}					1,875
Gt	Residual value recovery	G7*G8	$0	$0	$0	$0	$356,250
	Risk adjustment	↓5%					
Gtr	Residual value recovery (risk-adjusted)		$0	$0	$0	$0	$338,438
		Five-year total: $338,438					**Five-year present value: $210,143**

Unquantified Benefits

Interviewees and survey respondents mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Improved employee experience, satisfaction, and talent outcomes.** Interviewees and survey respondents reported that Mac devices provide a more intuitive and familiar user experience, supported by easier navigation, consistent performance, and fewer device-related interruptions. As a result, their end users reported higher job satisfaction and were able to work more efficiently on a platform they already understood if they had prior experience with Mac or iOS devices. These improvements extended beyond day-to-day productivity and contributed to stronger employee retention and engagement; they also supported talent attraction efforts among early-career and technical employees. While secondary to operational benefits, interviewees believed that offering Mac devices reinforces employer brand perception in competitive talent markets.

“Does using a Mac device at work contribute to any of the following for you personally?”



Base: 57 global end users using Mac for work
Source: A commissioned study conducted by Forrester Consulting on behalf of Apple

- **Support for high-performance AI workloads and evolving enterprise use cases.** Interviewees described Mac devices as increasingly well suited to supporting evolving AI workloads and enterprise use cases, particularly as their organizations explore running AI models and data processing tasks locally. Their Mac devices’ strong and consistent performance enabled teams to handle more compute-intensive workloads like AI inferencing directly on the device, improve responsiveness, and iterate more quickly. While not the primary driver for all decision-makers, interviewees noted growing interest in reducing their reliance on centralized infrastructure and supporting data-sensitive workloads, positioning Mac as a flexible platform aligned with emerging AI adoption patterns.

  Interviewees also reported significant performance improvements for compute-intensive workloads, highlighting the advantages of Apple silicon for sustained processing tasks. The VP of end-user computing at a global financial services organization noted that developers conducted performance testing by compiling code on different devices: They found that “the same compilation was more than three times faster on the Mac hardware than on the most expensive Windows hardware,” with tasks completing in roughly 1 minute on Mac compared to more than 3 minutes on Windows devices. An IT

platform leader at an enterprise software organization said, “With Apple silicon, we saw compile times reduced by up to 50% in specific benchmarks.” These gains enabled faster execution across development, data processing, and AI-related workflows, supporting more efficient iteration and reinforcing Mac’s ability to meet growing enterprise performance demands.

Flexibility

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Mac at Work and later realize additional uses and business opportunities, including:

- **The ability to extend value through integration across enterprise and device ecosystems.** Over time, the composite organization can integrate Mac devices with a range of enterprise infrastructure, enabling more consistent operations and a more cohesive user experience. In addition, organizations may expand their use cases by integrating Mac with other Apple devices and technologies to support specialized workflows and new ways of working. The chief digital information officer at a healthcare organization explained, “We standardized on Jamf for managing Mac, phones, and other Apple devices without needing specialized additional tooling.” These scenarios create opportunities to unlock incremental operational efficiencies and support future innovation, depending on an organization’s environment and priorities.

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in Total Economic Impact Approach).

Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs									
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Year 4	Year 5	Total	Present Value
Htr	Implementation and management costs	$59,374	$89,100	$118,800	$118,800	$118,800	$118,800	$623,674	$482,719
Itr	Hardware and software deployment costs	$0	$2,930,813	$1,266,128	$1,273,635	$1,146,090	$1,100,138	$7,716,803	$6,133,556
	Total costs (risk-adjusted)	$59,374	$3,019,913	$1,384,928	$1,392,435	$1,264,890	$1,218,938	$8,340,476	$6,616,275

Implementation And Management Costs

Evidence and data. Interviewees indicated that their organizations incurred labor costs primarily during the initial rollout of the Mac platform and through ongoing program and platform management:

- **Implementation labor.** Interviewees described implementation efforts that typically included planning and configuring device management infrastructure; testing and standardizing device images and application deployments; preparing support teams to handle Mac-specific scenarios; and establishing long-term governance for Mac within a broader endpoint environment. Implementation timelines varied depending on organizational maturity and scale, but most interviewees described a concentrated rollout phase lasting several months, followed by incremental tuning.

  Several interviewees noted that their organizations made efforts upfront to ensure a smooth end-user experience at scale. This included building zero-touch enrollment workflows, validating application compatibility, creating standardized provisioning configurations, and documenting common support scenarios. In some cases, interviewees' organizations conducted limited pilots or proof-of-concept deployments using internal Mac subject matter experts to validate deployment approaches and follow Apple's recommended best practices before scaling more broadly.

  Once they had established deployment processes and tooling, interviewees reported that new Mac devices could be provisioned with little to no hands-on IT involvement per device. This reduced the need for manual setup activities at the device level and shifted labor to platform-level management and governance instead.

- **Ongoing platform management and support.** Interviewees described ongoing labor requirements associated with managing the Mac platform, including administration of the organization's MDM solution; coordination with Apple or authorized channel partners; oversight of device inventory and employee device choice or standardization programs; testing and scheduling OS updates; and managing device lifecycle and residual value processes. Interviewees also noted the time spent supporting internal decision-making, roadmap planning, and cross-functional coordination as Mac usage expanded across the organization.

  Some organizations formalized this support through dedicated platform owners or endpoint teams, while others relied on a combination of centralized IT resources and informal Mac "champions" who helped end users adopt new devices and workflows. Overall, interviewees emphasized that ongoing Mac management focused on platform oversight rather than per-device intervention.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization dedicates two internal FTE resources to the initial Mac platform implementation over a three-month period.

- The fully burdened hourly rate for implementation resources is $52.
- For ongoing Mac platform management, the composite dedicates 0.75 of an FTE in Year 1, increasing to 1.0 FTE from Year 2 onward as Mac adoption and ongoing governance requirements scale.
- The average fully burdened annual salary for a Mac platform administrator is $108,000.

Risks. The expected investment is subject to risks and variation based on several factors that may increase costs or extend deployment, including:

- Prior organizational experience supporting Mac endpoints.
- The total number of Mac devices deployed and the ongoing rate of adoption.
- Compensation levels for IT and platform management roles.
- The complexity of existing endpoint, identity, and application environments.
- The scope of ongoing Mac support provided to end users.
- The use of external professional services during implementation.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a five-year, risk-adjusted total PV (discounted at 10%) of $483,000.

Implementation And Management Costs								
Ref.	**Metric**	**Source**	**Initial**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
H1	Internal implementation FTEs	Interviews	2					
H2	Implementation duration (months)	Interviews	3					
H3	Fully burdened hourly rate for an internal implementation FTE	Composite	$52					
H4	**Subtotal: One-time implementation labor costs**	**H1*H2*173 hours*H3**	**$53,976**					
H5	Mac platform administrators	Interviews and survey		0.75	1.00	1.00	1.00	1.00
H6	Fully burdened annual salary for a Mac platform administrator	Composite		$108,000	$108,000	$108,000	$108,000	$108,000
H7	**Subtotal: Annual ongoing labor cost**	**H5*H6**		**$81,000**	**$108,000**	**$108,000**	**$108,000**	**$108,000**
Ht	Implementation and management costs	H4+H7	$53,976	$81,000	$108,000	$108,000	$108,000	$108,000
	Risk adjustment	↑10%						
Htr	Implementation and management costs (risk-adjusted)		$59,374	$89,100	$118,800	$118,800	$118,800	$118,800
		Five-year total: $623,674				**Five-year present value: $482,719**		

Hardware And Software Deployment Costs

Evidence and data. With the introduction and expansion of a Mac adoption, interviewees' organizations incurred hardware and software deployment costs primarily associated with Mac devices, optional AppleCare coverage, and platform software used to

manage and secure endpoints. Interviewees noted that Mac deployments often included a mix of device types, such as MacBook Air, MacBook Pro, and Mac mini or Mac Studio, depending on role and performance requirements. Interviewees' organizations typically standardized procurement around a limited set of configurations to simplify deployment and cost management. Hardware and software deployment costs included:

- **Mac devices and AppleCare coverage.** Interviewees reported that they procured Mac devices through a mix of purchasing and financing approaches, depending on their organization's preferences and financial policies. Most purchased AppleCare coverage for their deployed devices to support hardware reliability and streamline repair and replacement processes over the device lifecycle.
- **MDM solutions.** All interviewees indicated that their organizations relied on third-party MDM solutions, working in conjunction with Apple Business, to deploy, configure, manage, and update Mac devices at scale. Interviewees noted that MDM costs varied based on provider, functionality, and deployment scale, but they were applied consistently across Mac endpoints to support standardized provisioning, application management, and ongoing policy enforcement.
- **Endpoint security software.** Interviewees also described the use of endpoint security software alongside built-in macOS protections. While several interviewees acknowledged that macOS includes native security capabilities that reduce overall endpoint risk, most interviewees noted that their organizations continued to deploy third-party security tools on Mac devices to align with enterprise security standards and maintain consistency across endpoint environments.
- **Peripherals.** Finally, interviewees reported that their organizations typically reused existing peripherals, such as monitors, keyboards, and mice, across both Mac and PCs deployments, resulting in no incremental peripheral costs attributable to Mac adoption.

Pricing may vary. Contact Apple for additional details.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite deploys 1,875 Mac devices in Year 1 and increases to a cumulative 3,375 devices deployed by Year 5 as adoption expands over time.
- The unit cost for Mac hardware is $1,100 per device.
- The composite purchases AppleCare for Enterprise coverage via a one-time fee estimated at $105 per Mac.
- The composite pays $120 per Mac per year for a third-party MDM solution.
- The composite pays $96 per Mac per year for endpoint security software.

Risks. The expected investment is subject to risks and variation based on several factors that may increase costs or extend deployment, including:

- The number and mix of Mac models deployed across the organization.
- Pricing terms negotiated for hardware procurement, AppleCare coverage, and platform software.
- Variability in third-party MDM and security licensing fees based on deployment scale and service levels.
- Procurement and financing approaches, including the use of Apple Financial Services or alternative providers.

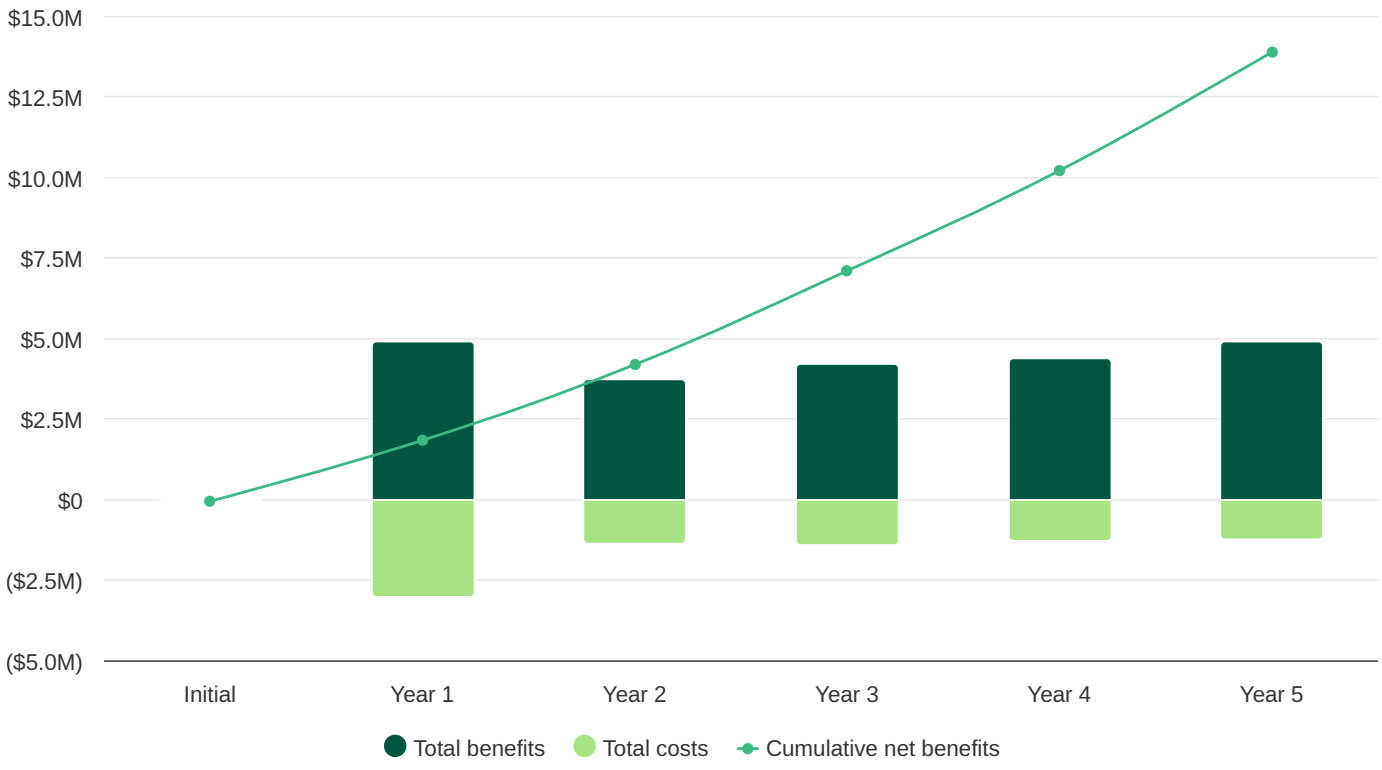
Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a five-year, risk-adjusted total PV (discounted at 10%) of $6.1 million.

Hardware And Software Deployment Costs								
Ref.	**Metric**	**Source**	**Initial**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
I1	New Macs deployed	XX3		1,875	525	450	300	225
I2	Average Mac unit cost	Interviews and survey		$1,100	$1,100	$1,100	$1,100	$1,100
I3	**Subtotal: Hardware costs**	**I1*I2**		**$2,062,500**	**$577,500**	**$495,000**	**$330,000**	**$247,500**
I4	One-time AppleCare cost per Mac	Composite		$105	$105	$105	$105	$105
I5	**Subtotal: AppleCare costs**	**I1*I4**		**$196,875**	**$55,125**	**$47,250**	**$31,500**	**$23,625**
I6	Cumulative Mac devices	A5		1,875	2,400	2,850	3,150	3,375
I7	MDM cost per Mac per year	Composite		$120	$120	$120	$120	$120
I8	Security software licensing	Composite		$96	$96	$96	$96	$96
I9	**Subtotal: Platform software costs**	**I6*(I7+I8)**		**$405,000**	**$518,400**	**$615,600**	**$680,400**	**$729,000**
It	Hardware and software deployment costs	I3+I5+I9	$0	$2,664,375	$1,151,025	$1,157,850	$1,041,900	$1,000,125
	Risk adjustment	↑10%						
Itr	Hardware and software deployment costs (risk-adjusted)		$0	$2,930,813	$1,266,128	$1,273,635	$1,146,090	$1,100,138
		Five-year total: $7,716,803				**Five-year present value: $6,133,556**		

Financial Summary

Consolidated Five-Year, Risk-Adjusted Metrics

Cash Flow Chart (Risk-Adjusted)



Cash Flow Analysis (Risk-Adjusted)								
	Initial	Year 1	Year 2	Year 3	Year 4	Year 5	Total	Present Value
Total costs	($59,374)	($3,019,913)	($1,384,928)	($1,392,435)	($1,264,890)	($1,218,938)	($8,340,476)	($6,616,275)
Total benefits	$0	$4,911,279	$3,736,438	$4,201,145	$4,374,949	$4,894,740	$22,118,551	$16,736,544
Net benefits	($59,374)	$1,891,367	$2,351,510	$2,808,710	$3,110,059	$3,675,803	$13,778,075	$10,120,269
ROI								153%
Payback								<6 months

Please Note

The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

TEI Framework And Methodology

From the information provided in the Interviews and survey, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Mac at Work.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Mac at Work can have on an organization.

Due Diligence

Interviewed Apple stakeholders and Forrester analysts to gather data relative to Mac at Work.

Interviews And Survey

Interviewed 11 decision-makers and surveyed 265 respondents at organizations using Mac devices to obtain data about costs, benefits, and risks.

Composite Organization

Designed a composite organization based on characteristics of the interviewees' and survey respondents' organizations.

Financial Model Framework

Constructed a financial model representative of the Interviews and survey using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees and survey respondents.

Case Study

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

Glossary

Total Economic Impact Approach

Benefits

Benefits represent the value the solution delivers to the business. The TEI methodology places equal weight on the measure of benefits and costs, allowing for a full examination of the solution's effect on the entire organization.

Costs

Costs comprise all expenses necessary to deliver the proposed value, or benefits, of the solution. The methodology captures implementation and ongoing costs associated with the solution.

Flexibility

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. The ability to capture that benefit has a PV that can be estimated.

Risks

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

Financial Terminology

Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PVs of costs and benefits feed into the total NPV of cash flows.

Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

Payback

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendixes

APPENDIX A

Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

APPENDIX B

Interviews

Interviews			
Role	**Industry**	**Region**	**Revenue**
Global endpoint platform leader	Professional services	Global	$50B
VP of end-user computing	Financial services	Global (EMEA)	$40B+
IT platform lead	Enterprise software	Global (EMEA)	$40B+
Senior director of end-user experience	Financial services	US	$35B+
Chief information security officer	Biopharmaceuticals	US	$25B
Director of end-user computing	Transportation	US	$25B
Chief digital information officer	Healthcare	US	$15B+
Senior director, IT operations	Financial services	North America	$10B+
Director of digital platforms	Financial services	Global (APAC)	$4B
Director of IT services	Technology	Global (APAC)	$1B
IT and end-user operations lead	Technology	Global (APAC)	<$1B

APPENDIX C

Survey Demographics

ROLE	
Individual contributor	6%
Manager/supervisor	38%
Director	33%
VP	12%
President	6%
C-level executive	6%

INDUSTRY	
Technology and/or technology services	13%
Financial services and/or insurance	9%
Healthcare	8%
Manufacturing and materials	8%
Business or professional services	7%
Retail	6%
Media and/or leisure	6%
Consumer product goods and/or manufacturing	5%
Telecommunications services	5%
Advertising and/or marketing	4%
Consumer services	3%
Education and/or nonprofits	3%
Travel and hospitality	3%
Chemicals and/or metals	3%
Electronics	3%
Legal services	3%
Transportation and logistics	3%
Government	2%
Agriculture, food, and/or beverage	1%
Construction	1%
Energy, utilities, and/or waste management	1%

REVENUE	
<$1M	1%
$1M to $99M	2%
$100M to $199M	7%
$200M to $299M	12%
$300M to $399M	15%
$400M to $499M	21%
$500M to $999M	17%
$1B to $5B	20%
>$5B	4%

COUNTRY	
US	42%
UK	14%
Canada	11%
Germany	10%
India	9%
China	8%
Australia/New Zealand	7%

EMPLOYEES	
100 to 499	10%
500 to 999	26%
1,000 to 4,999	38%
5,000 to 19,999	17%
20,000 or more	9%

APPENDIX D

Endnotes

[1] Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

[2] Cumulative breach costs are computed using the composite organization's size (revenue or number of employees) as an input to a regression analysis of reported total cumulative costs for all breaches for organizations that experienced at least one breach in the past 12 months. "Using your best estimate, what was the total cumulative cost of all breaches experienced by your organization in the past 12 months?" Base: 1,740 global security decision-makers who experienced a breach in the past 12 months. Source: Forrester's Security Survey, 2025. The cumulative breach cost is then multiplied by a 67% likelihood for organizations to experience one or more breaches in any given year, based on the following question: "How many times do you estimate that your organization's sensitive data was potentially compromised or breached in the past 12 months?" Base: 2,643 global security decision-makers. Source: Forrester's Security Survey, 2025.

[3] The percent of breaches by primary attack vector is calculated based on the following question: "Of the times that your organization's sensitive data was potentially compromised or breached in the past 12 months, please indicate how many of each fall into the categories below." Base: 1,766 global security decision-makers who experienced a breach in the past 12 months. Source: Forrester's Security Survey, 2025.

Disclosures

Readers should be aware of the following:

This study is commissioned by Apple and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Mac at Work. For any interactive functionality, the intent is for the questions to solicit inputs specific to a prospect's business. Forrester believes that this analysis is representative of what companies may achieve with Mac based on the inputs provided and any assumptions made. Forrester does not endorse Apple or its offerings. Although great care has been taken to ensure the accuracy and completeness of this model, Apple and Forrester Research are unable to accept any legal responsibility for any actions taken on the basis of the information contained herein. The interactive tool is provided 'AS IS,' and Forrester and Apple make no warranties of any kind.

Apple reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Apple provided the customer names for the interviews but did not participate in the interviews.

Forrester fielded the double-blind survey using a third-party survey partner.

Consulting Team:

Luca Son

Sanitra Desai

Marianne Friis

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