



# Why Employees Want Mac

Apple's popularity among college students and consumers translates into a strong preference for Mac among many employees and recruits. And with the latest release of OS X, Mac works even better with iPad and iPhone. Here are top reasons why your employees want Mac at work.

**1. Employees love Mac productivity.** It's simple. When it comes to being productive, many employees just prefer Mac. OS X runs a wide range of productivity applications, including Microsoft Office and iWork.<sup>1</sup> When teams need to tap into corporate data, Mac supports business intelligence, ERP, and CRM applications. And if your employees need a Windows application, they can connect to a virtual desktop or install Windows<sup>1</sup> on a Mac to run it.

**2. Keeps mobile-savvy workers moving.** MacBook Air is thin and light enough to take everywhere, so execs can tap into business intelligence on the road or sales teams can create presentations on the fly. MacBook Air delivers instant-on responsiveness and a long-lasting battery that can get employees through the entire day on a single charge.<sup>2</sup>

**3. Flexibility for your engineers.** Mac is built on a solid UNIX foundation. It can also run just about any development tool. Popular applications like Microsoft Office and Adobe Photoshop<sup>1</sup> run on Mac, so developers have access to their favorite productivity applications—alongside their development tools. And the power of MacBook Pro enables engineers to tackle projects from anywhere.

**4. Content creators get the tools they need.** With iMac, creative professionals get an all-in-one computer—display, processor, graphics, storage, and memory—inside one simple enclosure. And with a wide array of software available, from Adobe Creative Suite to Apple Final Cut Pro,<sup>1</sup> content creators get superior performance from Mac.

**5. Accessibility technologies built in.** Every Mac comes equipped with a wealth of assistive technologies. Features such as Text to Speech, VoiceOver, screen and cursor magnification, and high-contrast settings all give employees the ability to maximize their productivity while improving their work environment.

**6. Quick access to the latest training content.** Mac delivers compelling content using AirPlay Mirroring<sup>3</sup> and Apple TV. Instructors can beam content from web pages, videos, spreadsheets, and more onto an HDTV.

**7. Trade-ins that pay. Leases that save.** You can provide your teams with leading-edge technology—and get substantial money back from your used equipment—by trading in old Mac systems and iPad or iPhone devices. But that's not all. You can also lease Mac systems with a discounted minimal upfront investment.

**8. Designed with the environment in mind.** Apple is committed to designing products that have the least possible environmental impact. Which is why every Mac is energy efficient, free of many harmful toxins, and highly recyclable.



## Mac—a recruitment tool at Genentech

"...Mac users have proved to be as happy as can be, and the machine is actually very easy to support.... Having lots of Macs has also proven to be a recruitment tool."<sup>\*</sup>

—Cindy Elkins, VP of IT, Genentech

## Mac in the press

[Read](#) how companies see Mac as a tool for recruiting and employee satisfaction.

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Contact your Apple Authorized Reseller or Apple representative to order complimentary copies of the following materials:

- **Mac in the enterprise resources**

- *Mac in the Enterprise: An IT Decision Maker's Guide to Integrating and Deploying Mac Systems*

- Mac in the Enterprise IT Configuration Guide

- Mac Evaluation and Deployment Overview

- **Resources for small business customers**

- Mac in a Windows-Based Business Guide

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<sup>1</sup>Sold separately. <sup>2</sup>Battery life varies by use and configuration; see [www.apple.com/batteries](http://www.apple.com/batteries) for more information. <sup>3</sup>AirPlay Mirroring requires a second-generation Apple TV or later and is available on the following Mac computers running OS X Mountain Lion or later: iMac (mid-2011 or newer), Mac mini (mid-2011 or newer), MacBook Air (mid-2011 or newer), and MacBook Pro (early 2011 or newer). © 2013 Apple Inc. All rights reserved. Apple, the Apple logo, AirPlay, Apple TV, Final Cut Pro, iMac, iPad, iPhone, iWork, Mac, MacBook, MacBook Air, MacBook Pro, and OS X are trademarks of Apple Inc., registered in the U.S. and other countries. Other product and company names mentioned herein may be trademarks of their respective companies. October 2013