AppleCare for Enterprise

High-quality service and support for Apple devices in the enterprise

Highlights

- Offers a feature-rich, robust service and support product designed for the unique needs of enterprise clients

- Provides company IT departments and end users with 24/7 assistance from Apple's award-winning AppleCare customer support group, with world-class onsite service delivered by IBM

- Integrates with the IBM MobileFirst for iOS solution that redefines how enterprises empower professionals to interact, learn, connect and perform

Driven by "always on" communications and computing requirements of employees and customers, more enterprises are moving to smartphones, tablets and other mobile devices to support their workforce. Ensuring the long-term success of your Mac and iOS device deployments and providing support for these devices can be complex, requiring decisions ranging from how you plan to track issues to how your support team reports service and support incidents. Plus, already stretched IT resources may make it difficult for enterprises to provide a consistent, convenient service user experience and quickly resolve support issues without increasing extra time and cost.

IBM and Apple have partnered to create an enterprise-grade support solution for Mac, iPhone and iPad: AppleCare for Enterprise. Apple provides your IT operations and end users with around-the-clock telephone support from their award-winning AppleCare customer support group, while IBM provides robust hardware coverage and onsite service. Our feature-rich solution also provides flexible service options, including priority onsite service.

Providing a more comprehensive, convenient, single source of support for the enterprise

AppleCare for Enterprise allows you to upgrade and extend Apple's standard warranty to two or three years, helping you save time, cost and the burden of deploying an internal support solution. Our end-to-end solution includes:

- An AppleCare Account Manager
- IT department support
- Employee support
- Onsite hardware service
- Device replacement

A designated AppleCare Account Manager supports faster incident resolution

Your AppleCare Account Manager acts as your team's personal liaison with AppleCare. He or she has detailed knowledge of your account and resources—both internal and Apple supplied, such as Apple Engineering—to provide top-quality support for incident submission and resolution. Your account manager also provides a best-practice review of your existing internal processes and IT infrastructure to help ensure the success of Apple product deployment. In addition, your account manager provides a variety of monthly activity reports with key performance indicators (KPIs) for both support calls and repairs.

IT department-level support helps keep your IT infrastructure running efficiently

Apple's years of experience supporting institutional and enterprise clients coupled with IBM's knowledge and infrastructure can deliver the highest levels of service and support. You receive IT department-level support by phone or email for all Apple hardware and software for up to six technical contacts you designate. Support is available around the clock with one-hour response times for top-priority issues, such as when a production service is down. For an additional fee, you can increase the number of designated contacts.

Employee support to help increase user satisfaction and productivity—and reduce help desk calls

Apple provides local language support during business hours. Your users can also receive English-speaking support from Apple around the clock for hardware and software, and personal accounts and settings. Your users can benefit from:

- A dedicated support line with personal identification number (PIN) code access for ease and speed of access to Apple
- The highest level of worldwide end-user advisor support within Apple
- Apple product experts who are available every day, around the clock

By providing technical support for your employees, this helps reduce the load on your internal help desk. In addition to providing hardware and operating system support and assistance with personal accounts and settings, Apple also helps with application support such as Keynote, Pages and Numbers, which can reduce the burden on your corporate IT department from having to support, troubleshoot and escalate end-user issues not related to your enterprise.

Options for onsite hardware service from IBM Global Technology Services® for faster, more convenient service

You have the option to get onsite service coverage for two or three years from the date of your hardware purchase. If you have a hardware issue during that time, AppleCare for Enterprise helps you get back up and running quickly. IBM Global Technology Services, a worldwide Apple Authorized Service Provider, provides next-business-day onsite service for all Apple hardware.

A device replacement program that puts you in control

With AppleCare for Enterprise, you can replace up to 10 percent of your covered iPad and iPhone devices. If a user accidentally damages a covered device, AppleCare for Enterprise allows you to exchange it for an equivalent device. Your IT department retains control over which devices are replaced.

AppleCare for Enterprise coverage summary

Apple Account Manager	IT department support	Employee support	Onsite hardware support	Device replacement
• Acts as client liaison with AppleCare • Coordinates technical review • Tracks hardware and software issues • Provides monthly activity reports • Expedites access to Apple Engineering	• Direct access to enterprise support team at Apple • One-hour response time for top issues • Covers all Apple hardware • Troubleshoots issues with standard iOS apps	• Direct access for employees to Apple technical support • English support available 24/7 • Covers standard iOS applications and Apple hardware	• Next-business-day onsite service for Apple hardware • Delivered by IBM Global Technology Services	• Replaces up to 10 percent of iPad or iPhone devices • Device exchange usually made within one business day • Initiated by the enterprise IT department

Offering simplified eligibility requirements

AppleCare for Enterprise is designed to make it easier for you to access the robust technical support you need. You can purchase AppleCare for Enterprise under these conditions:

- Minimum purchase of 2,000 new devices in the first 12 months
- Devices are under warranty
- Devices are not covered by another AppleCare plan, such as AppleCare+, AppleCare Protection Plan or AppleCare OS Support
- Obtain serial numbers for installed base and employee-owned devices (BYOD, or "bring your own devices")
- Available in these 26 countries: Austria, Australia, Belgium, Canada, China, Denmark, Finland, France, Germany, Hong Kong, Ireland, Italy, Japan, Luxembourg, Netherlands, New Zealand, Norway, Portugal, Singapore, South Korea, Spain, Sweden, Switzerland, Turkey, United Kingdom and United States of America

Eligible devices include iPhone, iPad, iPod touch, Apple TV, Macbook, Macbook Air, Macbook Pro, iMac, Mac Mini and Mac Pro. Existing BYOD devices can be included in the AppleCare for Enterprise contract as long as they are under warranty, but they do not count toward the 2,000 new devices.

Enterprise insights at your fingertips with IBM MobileFirst for iOS

The way we live has been undeniably transformed by mobile technology. Now, it is time to transform the way we work. IBM MobileFirst™ for iOS solutions combines the power of enterprise data and analytics with an elegant user experience to fundamentally redefine how enterprises empower their professionals to interact, learn, connect and perform. AppleCare for Enterprise is an integral part of the IBM MobileFirst for iOS offerings.

- IBM MobileFirst for iOS solutions represent more than 100 industry-specific mobile enterprise solutions to put the power of the enterprise into the hands of the individual. Each industry-specific solution unlocks specific opportunities that can increase customer service, expand the scope of services per customer, streamline employee management and reduce operating expenses.
- IBM MobileFirst Software Services for iOS is the essential back-end infrastructure that supports seamless deployment of iOS apps. Optimized for iOS, it includes device management, security, analytics and mobile integration.
- IBM MobileFirst Supply, Activate and Manage is for iOS devices, Mobile Device Management (MDM) software and Managed Mobility Services; it can also provide IBM Global Financing. It is for all-around procurement of Apple devices and getting those devices ready for the enterprise.

By combining the technological innovation of Apple with the analytic intelligence and security expertise of IBM, we are helping to empower employees to be agents of enterprise change.

Why IBM?

AppleCare for Enterprise is designed to be a complete solution for Apple device support, providing you with the best of both worlds: Apple's world-class support and hardware combined with IBM's world-class service.

IBM can provide:

- A long-standing reputation for delivering world-class field service
- A robust global service infrastructure with a sophisticated worldwide parts system, electronic service agent and field technicians dedicated to providing the highest level of service support
- Investments in training, including onsite, hands-on and virtual experiences in iOS, MacOS and Apple hardware; our technicians are both iOS certified and have Apple Certified Macintosh Technician status
- Technicians who have immediate access to Level 3 and Level 4 Apple support and use Apple-specific Field Service Guides, uniquely created for this support
- Thousands of trained service technicians around the globe

You can rely on Apple and IBM working side by side with your team to provide personalized assistance from highly trained specialists around the world to help keep your IT operations running smoothly and your users more satisfied and productive, while facilitating reduced support costs.

IBM Global Financing can help you acquire the IT solutions that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize an IT financing solution to suit your business goals, enable effective cash management and improve your total cost of ownership. IBM Global Financing is your smartest choice to fund critical IT investments and propel your business forward.

For more information

To learn more about this offering, visit:
ibm.biz/applecareforenterprise