



Business challenge

The IBM CIO office wanted to enhance employee satisfaction and boost productivity by giving employees greater flexibility to choose the type of end-user device that best fits their needs.

Transformation

By launching Mac@IBM, IBM is helping to revolutionize how Mac and other end-user devices are deployed in an enterprise. The IBM program has increased employee satisfaction, simplified management and improved support while establishing best practices for customer engagements.



Ajay Jotwani
VP, Digital Workplace
Services, IBM Global
Technology Services
Mobility Services

Business benefits

50,000

Successful large-scale deployment of Mac computers

at IBM will be one of the largest enterprise deployments anywhere

84%

High employee satisfaction

with support services provided for newly deployed Mac devices

30 minutes

Accelerated provisioning

significantly reduces the time to get employees up and running

IBM

Launching a large-scale enterprise Apple deployment with Mac@IBM

IBM is a globally integrated technology and consulting company. With a focus on cloud, big data and analytics, mobile, social business and security, IBM today is helping organizations around the world address complex problems and capitalize on new opportunities.

“If an enterprise is looking for a partner with proven experience and deep skills to help with an end-user technology transformation, the Mac@IBM program has shown that IBM can deliver successfully, securely and globally.”

—Ajay Jotwani, VP, Digital Workplace Services, IBM Global Technology Services Mobility Services

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Creating a new standard of flexibility

For years, thousands of IBM employees have chosen to use their personally owned Apple Mac computers for work. Under IBM bring-your-own-device (BYOD) policies, employees were free to use their preferred personal devices. But because the IBM IT department did not officially support the Mac platform in the enterprise, Mac-based employees had to rely on each other to overcome technical challenges. Many used a Mac community established through the IBM Connections™ social network platform to get assistance with everything from printing from a Mac to connecting to the company's network. But all that work put too much onus on Mac users, who needed support from IBM IT.

Launching Mac@IBM

Drawing on deep knowledge and skills with enterprise end-user device deployments, IBM launched the Mac@IBM program in part to broaden device offerings. Through the program, IBM now offers Mac as a standard refresh option for employees—employees can select a Mac or a PC as their primary device



at work. The Mac@IBM program was also designed to modernize management and support for all end-user devices at the company. The goals were to simplify software provisioning and provide a high level of personalized support.

“We envisioned the Mac@IBM program as a way to improve satisfaction and increase productivity,” says Daniele Hayes, manager of the Mac@IBM program.

The IBM team took a multifaceted approach to support that included improvements to self-help resources. The team refreshed the online self-help resources so information is easier to navigate and understand. Specifically, the team created a more modern, responsive and visually appealing design and simplified content so it wouldn't overwhelm users. The team also incorporated more

how-to videos to build confidence and give employees the information they needed to solve many of their own problems. In addition, IBM now provides user-friendly, intuitive software tools for a range of key management tasks.

The IBM team made changes to its live help desk, which employees can contact by phone or by using text chat. The IBM team eliminated help-desk scripts and handoffs to second- and third-level support staff. The objectives were to address more issues at the first line of support and provide a more flexible, personalized experience.

Stepping beyond the task of a traditional help desk, the Mac@IBM help desk proactively engages in existing Mac community forums. By interacting directly with Mac users through the forums, the help-desk staff can resolve issues quickly, improve satisfaction and further strengthen the Mac community.

“In launching Mac@IBM, we wanted to modernize management and support so we could provide a stronger employee experience while also maximizing the efficiency of IT.”

—Daniele Hayes, Manager, Mac@IBM, IBM

Finally, to streamline provisioning of thousands of new Mac computers at IBM, the IBM team adopted a low-touch approach. Previously, newly purchased end-user devices were first sent to IT. An IT staff member removed the end-user device from the box, installed a software image, repacked the end-user device and shipped it to the employee. With the Mac@IBM program, IBM sends shrink-wrapped end-user devices directly to employees with a simple note containing a URL. Apple's Device Enrollment Program automatically registers each new device and configures it with the proper settings. Employees use a Mac@IBM app store to install software themselves.

Improving personalization while offsetting costs

The Mac@IBM team has deployed approximately 80,000 Apple devices across IBM, making IBM an organization with one of the largest enterprise deployments of Apple devices anywhere. The deployment could grow even larger in coming years as more IBM employees choose to refresh their work end-user devices with Mac.

Just a few months into the Mac@IBM program, the IBM team has already seen impressive results. For example, according to surveys, approximately 84 percent of Mac users at IBM are satisfied with the new help desk. Typically, user satisfaction for enterprise help desks is significantly lower.

The high satisfaction at IBM might be due in part to the ability to handle calls without multiple transfers. First-call efficiency is 98 percent, which means the help desk resolves issues without having to pass users onto second- or third-level support staff. Users can get back to work fast.



The process enables employees to receive their new devices faster while reducing the time and cost of IT administration. In the past, it might have taken half a day or more for an employee to set up a new Mac. Through the Mac@IBM program, they can now complete setup in less than 30 minutes.

An improved help desk benefits not only users but also IT. IBM is now supporting a huge number of Mac users with fewer help-desk staff members. While many organizations have a ratio of approximately 240 users to each help-desk staff member, IBM is now achieving a ratio of nearly 5,400:1 with Apple users. Ultimately, IBM expects to sustain a ratio of approximately 2,100:1.

The cost reductions from streamlining management and improving support should bring the total cost of ownership to neutral quickly. “When we consider all the hard and soft benefits, we anticipate achieving a positive business case at IBM slightly more than a year after launching the Mac@IBM program,” says Hayes. “We expect to have a positive business case based on hard benefits alone approximately two years after launch and a total investment payback by year five.”

While Mac@IBM is an internal program, IBM executives recognized early on in the program’s design that similar programs could benefit IBM customers. Consequently, IBM® Global Technology Services® (GTS) has extended its offerings to create IBM MobileFirst™ Managed Mobility Services for Mac.

“Using the best practices from the internal program, we can help customers achieve many of the same benefits we have experienced at IBM,” says Carol Zichi, global offering manager of Mobility Enterprise Management at IBM. “By enhancing device selection, management and support, organizations can enhance employee satisfaction, boost productivity and streamline administration.”

“Whatever their starting point, IBM GTS can help guide organizations from assessment and planning to deployment and ongoing management of a Mac at Work program.”

—Carol Zichi, Global Offering Manager, Mobility Enterprise Management, IBM

IBM GTS can facilitate easier adoption of Apple macOS devices into an enterprise so organizations can seamlessly provision applications to employees, foster self-sufficiency and help improve employee satisfaction. To help save time and reduce costs, organizations can order macOS products and have them delivered directly to users without the need for time-consuming processes traditionally conducted manually by the IT department—such as setup, imaging and configuration.

The speed at which an enterprise achieves its return on investment can vary depending on the number of Mac computers deployed and a host of other factors. But the IBM team is showing that offering Mac in the enterprise can deliver a much faster return than many organizations realize.

IBM GTS customers have great flexibility in the device platforms, deployment approaches and support models they employ — IBM GTS tailors its services for customers' precise requirements. For example, IBM GTS can help organizations launch a program for company-owned and personally owned devices, including smartphones and tablets. With help from IBM GTS, organizations can also establish support services that conduct a full range of tasks, from fixing hardware problems on a company-owned Mac to assisting users with a specific app on a personal iPhone.

Strong employee demand is spurring more and more organizations to implement Apple technology programs, though not all are ready for deployments at the same scale as IBM. Some want to assess how a transition to the macOS will affect legacy applications, determine which user profiles would benefit most from

using Mac computers and build the financial business case before they begin a company-wide program. "Whatever their starting point, IBM GTS can help guide organizations from assessment and planning to deployment and ongoing management of a Mac at Work program," says Zichi.

The IBM team has already worked through potential software migration issues. The application stack is often the top concern of organizations contemplating a move to the Mac platform, but in many cases, there are fewer issues than IT teams imagine. There are many enterprise applications that run on both Microsoft Windows and macOS. Organizations can use the transition to the Mac platform as an opportunity to reevaluate and potentially replace some of their older legacy applications. If

organizations have Windows-only applications that employees must continue to use, they can consider providing browser-based access or running a virtualized Windows environment on the Mac.

For IBM, the time and effort spent on the Mac@IBM program is expected to pay significant dividends. Offering the latest technology and the strongest support will play a key role in attracting and retaining top employees.

IBM GTS customers will continue to benefit as well. "If an enterprise is looking for a partner with proven experience and deep skills to help with an end-user technology transformation, the Mac@IBM program has shown that IBM can deliver successfully, securely and globally," says Ajay Jotwani, VP of Digital Workplace Services at IBM.

Solution components

- IBM GTS – Mobile Client Care Services
- IBM GTS – MobileFirst Infrastructure Consulting Services
- IBM GTS – MobileFirst Managed Mobility Services

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For Mac at Work services, visit: ibm.biz/matwork

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