

econocom



# Enhancing public service delivery with Apple



# Introduction

The public sector is in an accelerated period of digital transformation and reform. Where forward-thinking private sector organisations have often led the way, public sector IT teams are now looking to follow their path and replicate digital successes seen elsewhere in our lives as users expect a more consumer-like experience.

Enabling digital transformation to streamline workflows and improve productivity is always top of the agenda for the public sector. Both the 2022-25 roadmap for digital and data<sup>1</sup> and the 2022 future issues for public service leaders report<sup>2</sup> identify the need to deliver a better service experience through technology.

The adoption of new, innovative technology and the creation of strategies to support these changes have an important role to play in shaping the future of public sector operations.

These organisations, including those within central government and ministerial departments, are therefore seeking to better leverage the latest innovations with a view to enhancing citizen services, eliminating friction for users, increasing security, and supporting wider initiatives such as environmental objectives.

Whether driven by a need to consolidate budgets, improve the quality of services, or unlock new levels of operational efficiency, those who best utilise technology stand to reap the greatest rewards.



<sup>1</sup><https://www.gov.uk/government/publications/roadmap-for-digital-and-data-2022-to-2025/transforming-for-a-digital-future-2022-to-2025-roadmap-for-digital-and-data#about-the-governments-2022-25-roadmap-for-digital-and-data>

<sup>2</sup><https://www.gov.uk/government/publications/future-issues-for-public-service-leaders/future-issues-for-public-service-leaders#theme-1-moving-public-services-online>



# The role of device strategy

Employee devices are an integral component of any IT estate. Well-formulated device strategies empower users to work more efficiently while simplifying day-to-day IT operations and rationalising budgets.

This rings true in the public sector, where IT teams must cater for an increasingly disparate and diverse workforce, including frontline field workers, desk-based knowledge workers, and a range of other unique roles.

These users all require the right device to help them function effectively, whether they select them as part of an employee device choice programme or are supplied specific devices by their organisation. Deploying and administering such complex environments, while beneficial to users, can place an additional overhead on IT teams who are already wrestling with an extensive to-do list, so it's essential that the appropriate processes are in place to minimise this additional overhead.

Remote working is also commonplace, bringing device strategy even more into focus. Many public sector staff are now accustomed to working fully remote or operating with a hybrid model that sees them switch between home and office throughout the week, with such working styles having become the norm for the public sector in recent years.<sup>3</sup> This is something which must be considered when designating a suitable device, or portfolio of devices that the end-user will utilise over the course of their working week.

Security is also a key priority. Public sector organisations possess vast amounts of sensitive data, so any breach or leak can have significant consequences. IT teams therefore require solutions that help them effectively manage their estate, monitoring and administering them remotely whenever needed.

As such, any device strategy needs to ensure that employees can be empowered with the devices fit for their needs, while also ensuring the IT teams can effectively deploy, manage and protect this disparate estate remotely with no compromise to cost or security.



<sup>3</sup> <https://www.gov.uk/government/publications/government-security-classifications/guidance-14-working-remotely-at-official-and-secret-html>

# Why Apple in Public Sector?

Apple devices strike the perfect balance for public sector IT. A versatile range of devices provides a clear fit for the requirements of any role, all designed for cross-compatibility, intuitive use, and straightforward management.

Whether your people are using a Mac, iPad, iPhone, or a mixture of devices, they can harness the power of Apple technology to boost their productivity, doing their best work with devices they love. An intuitive and familiar experience also helps to reduce onboarding time for new starters, helping every employee get to work faster.

And it's not just users who benefit from Apple devices. IT teams and the organisation as a whole also stand to gain, taking advantage of enhanced security, frictionless management, and greater cost efficiency. Combined, these factors enable a better service delivery experience for citizens.

This eBook lays out the **six key advantages** Apple devices can offer the public sector, and how harnessing them can drive improvements in service quality.



# #1

## Productivity

The ultimate goal of any device strategy should be to drive productivity. The technology available to your employees shapes how they work, and providing each user with the right devices ensures they can consistently perform at their best.

Of course, user device requirements vary widely across an organisation depending on the role performed and preferred workstyle. For example, government agencies with more compute-intensive workflows need more powerful devices in the hands of their users.

Across the board, all users benefit from knowing how to get the best results from their device, whether through pre-existing familiarity, or intuitive device design that allows employees to pilot them effectively without prior training.

Apple devices perfectly meet this need. The industry-leading Apple silicon chips deliver powerful performance across various device formats, while Apple's intuitive operating systems enable employees to quickly master their hardware and seamlessly transition their skills between devices, thanks to a consistent user experience.

With a range of devices including Mac, iPad, and iPhone, adopting Apple as part of your estate ensures that every user has access to a device that enables them to maximise their productivity and deliver their best work.



## How Apple devices deliver



**Familiarity:** Employees can work more efficiently by using devices they're already familiar with, or can learn to use quickly, supported by an intuitive design.



**App Support:** Apple operating systems support key apps, including Microsoft 365 apps, so users can stay productive from any device.



**Role Support:** Supported by third-party mobile device management (MDM) tools for Apple devices such as Jamf or Kandji, IT teams can pre-define which apps are accessible on any device, or via specific user profiles, ensuring access to relevant tools for a given role without additional distractions.



**Connectivity:** All Apple devices are designed to integrate into a shared device estate, empowering collaboration and allowing users to start a task on iPhone and seamlessly move over to Mac to finish it.

# #2

## Flexibility

Embracing flexibility is vital for public sector success. The benefit of device portability is clear for users in field-based roles, and office-based users also stand to gain, with devices that help them stay productive when travelling between sites and offices.

Recent years have seen a mass adoption of remote and hybrid workstyles in the public sector,<sup>4</sup> and users increasingly expect to be able to work from wherever is most convenient for them. Portable devices give users the tools they need to succeed in any given work location.

At the same time, many organisations have adopted a “hot desk” policy, aiming to increase flexibility while reducing the number of staff physically in the office at any given time. Users in these organisations are expected to hop between workspaces and more portable devices deliver a convenient experience.

Apple devices define what it means to be ultraportable. Thin, light designs like MacBook Air deliver serious performance, so users can deliver their best work, anywhere. In turn, organisations can adopt strategies that leverage this to drive down operational costs while ensuring users have the tools they need to succeed.



## How Apple devices deliver



**Versatility:** Lightweight devices, especially iPad, are extremely portable and support a range of devices including keyboards and Apple Pencil to increase their versatility as a “do everything” device.



**Battery Life:** With up to 22 hours of battery life in the MacBook Pro with M3, and similar efficiency for other devices,<sup>5</sup> users can stay productive on the move without worrying about where to plug in.



**Silicon Power:** Users can handle the most demanding workflows with the Mac's M3 chip, while the new iPad Pro, equipped with the M4 chip, offers a powerful handheld experience.



**Security:** Built-in security and encryption features safeguard user and organisation data, lowering the risk of potential breaches from remote or mobile workers.

<sup>4</sup> <https://www.gov.uk/government/publications/government-security-classifications/guidance-14-working-remotely-at-official-and-secret-html>

<sup>5</sup> Battery life for Apple TV app movie playback. Battery life varies by use and configuration. See [apple.com/uk/batteries](https://apple.com/uk/batteries) for more information.



# #3

## Security

Security is vital for protecting sensitive data, maintaining public trust and providing uninterrupted public services. The stakes are high, and the impact of a cybersecurity failure can be far-reaching and devastating in the public sector.

Verizon's 2024 data breach investigations report<sup>6</sup> revealed that 40% of recorded security incidents came from public administration alone, a significant increase on the next highest sector, recorded at only 11%. Similar trends are borne out in UK-only data, with 40% of incidents managed by the NCSC stemming from the public sector.<sup>7</sup> While some of this discrepancy can be accounted for by increased disclosure requirements in the public sector, these organisations must still ensure protection in the face of an increased level of risk.

Apple devices are secure by design and able to play a vital role in keeping public sector data and personnel safe. Devices can be locked with biometric authentication, preventing cybercriminals from getting access to a device through normal means. At the same time, device data is encrypted, securing it against bad actors seeking to bypass security measures.

In addition, Mac devices with a T2 security chip benefit from a dedicated advanced encryption standard (AES) hardware engine which encrypts on-device data as users create it. This helps ensure data is always protected and is enhanced even further by the secure boot functionality included on these chips.

With the use of Apple-focused MDM tools such as Jamf and Kandji, IT teams can also easily lock down or wipe devices remotely, meaning the moment a device falls into the wrong hands, the risk of a breach can be stopped in its tracks.



<sup>6</sup> <https://www.verizon.com/business/en-gb/resources/reports/dbir/>

<sup>7</sup> <https://www.local.gov.uk/our-support/cyber-digital-and-technology/cyber-digital-and-technology-policy-team/government-cyber>

# #3

## Security

### How Apple devices deliver



**Encryption:** On-device data is automatically encrypted, and devices can be secured with advanced biometric authentication, minimising the risk of malicious data access.



**Device Retrieval:** Available by default on most Apple devices, Find My features track lost devices, allowing for easy location and retrieval before bad actors can obtain sensitive data.



**Remote Lockdown:** Supported by Apple-focused MDM tools, IT and security teams can remotely lockdown or wipe devices that are stolen or irretrievable, preventing data breaches even if the device itself can't be returned to the organisation.



**Security Controls:** MDM also allows security teams to restrict or allow access to apps, services, and functions remotely. This limits the risk of breaches due to human error and helps keep pace with the changing threat landscape.

# #4

## Management

As IT environments expand beyond human scale, IT teams need management tools that enhance their abilities and allow them to maintain control over everything. This is especially true for device estates, which include an increasingly diverse range of hardware, from desktops to smartphones to wearables.

With users spread across the country (or even the globe) IT personnel can no longer bank on getting hands-on with a device. Instead, they need interfaces that allow them to stay in control of their device estate remotely, reducing admin overheads and allowing for faster operations without needing to limit user flexibility.

The Automated Device Enrolment program, included as standard with Apple Business Manager, supports rapid, zero-touch configuration and deployment, helping IT teams get new devices running in a fraction of the time required for other devices. Once deployed, Apple devices can be easily managed and monitored remotely using leading MDM solutions like Jamf, and Kandji.

What's more, Apple's intuitive operating systems simplify the user experience, reducing the volume of support tickets raised<sup>8</sup> and lifting the burden on IT teams day-to-day.



<sup>8</sup> <https://www.jamf.com/resources/press-releases/ibm-announces-research-showing-mac-enables-greater-productivity-and-employee-satisfaction-at-ibm/>

# #4

## Management

### How Apple devices deliver



**Deployment:** Zero-touch configuration and deployment allow devices to be set up and provisioned to remote or mobile workers, wherever they are.



**Management:** MDM allows devices to be easily managed remotely and at scale, including pushing apps to devices that need them or removing them from devices that don't.



**Support:** IT support teams benefit from a reduced volume of tickets thanks to Apple operating systems that allow users to self-serve many basic fixes.<sup>9</sup>



**Ready To Use:** As devices can be remotely configured, they're ready for work as soon as they reach the user, removing lengthy device set-up processes.

<sup>9</sup> <https://www.jamf.com/resources/press-releases/ibm-announces-research-showing-mac-enables-greater-productivity-and-employee-satisfaction-at-ibm/>



# #5

## Accessibility

Public sector organisations need to meet stringent requirements for equality and diversity, offering all users the tools they need to succeed. Technology can be a great equaliser, ensuring everyone is empowered to work with devices that support their needs.

By prioritising accessibility, organisations can ensure that technology enables collaboration between all users. The best technology works for everyone and is easily configured to do so.

Apple technology is inclusive by design, comprising in-built accessibility features, ranging from assistive technology like alternative control mechanisms to on-screen and real-world magnifiers. These features are valuable to both public sector personnel, and citizens using devices at the point of experience, such as iPad for digital form filling.

These features allow every user to get the most from their device, and, importantly, achieves this using only tools native to the device. This eliminates the need to seek out third-party solutions, which prevents shadow IT sneaking into an organisation's IT environment.

In short, Apple devices remove barriers to entry and ensure that everyone can interact, connect and create in a way that works for best for them and makes them feel included.



## How Apple devices deliver



**Speech:** With Live Speech and Personal Voice features, users can use their device to read out text in a voice that sounds like their own.



**Vision:** Supported by an industry-leading Detection Mode, Magnifier uses the device camera to zoom in on real-world objects, with LiDAR functionality that helps detect people, doors, and signs.



**Hearing:** iPhone and iPad work seamlessly with a range of hearing devices to help pick out key sounds like alarms, doorbells, and conversation to bring to a user's attention.



**Mobility:** With a range of alternative control schemes including support for voice control and accessible controllers, users can define how they interact with their devices on their own terms.



**Cognition:** From Background Sounds to Guided Access, Apple devices help users limit both audio and visual distractions so they can focus on their work.

# #6

## Affordability

While device strategy is a key contributor to the productivity of your teams and efficiency of your operations, any benefits must also be balanced with budget – especially at a time where there is a desire to deliver more with less.

While Apple devices are seen as premium technology, they also offer a compelling commercial justification. Mac in particular delivers a lower total cost of ownership (TCO) than similar devices,<sup>10</sup> ensuring that any investments in public services deliver best value.

Macs help to maximise ROI by improving user productivity – quick-start functionality allows users to get to work faster, and a reduced volume of support tickets allows IT teams to focus on other transformative projects.<sup>11</sup>

Apple devices also retain high residual values, which can easily be released as part of a refresh process, reducing the initial costs for new devices and lowering TCO across the entire device lifecycle.

The affordability of Apple devices is only increased further by the range of flexible financing options we offer as part of the Econocom group, helping Apple deployments meet budget restrictions to get over any initial hurdles.



<sup>10</sup> <https://media.jamf.com/documents/books/total-cost-of-ownership-apple-vs-non-apple-technology.pdf>

<sup>11</sup> <https://www.jamf.com/resources/press-releases/ibm-announces-research-showing-mac-enables-greater-productivity-and-employee-satisfaction-at-ibm/>

# #6

## Affordability

### How Apple devices deliver



**ROI:** Increased productivity for users and IT teams alike delivers a greater ROI for the organisation as a whole.<sup>12</sup>



**Operational Costs:** A reduced number of support tickets raised by Mac users contributes to a lower TCO across the device lifecycle.<sup>12</sup>



**Device Costs:** By spreading the cost of purchasing new devices over 3-5 years with an Opex model, it becomes a predictable recurring cost that can be easily factored into budgets.



**Refresh Costs:** High residual values unlocked as part of a recycling scheme lessen refresh costs and become a welcomed down payment on the acquisition of new devices.

<sup>12</sup> <https://media.jamf.com/documents/books/total-cost-of-ownership-apple-vs-non-apple-technology.pdf>



# Why Econocom?

Econocom is an Apple Authorised Reseller. With over three decades of expertise in providing Apple technology to our customers we have built a highly experienced team with a proven track record of helping our customers deploy Apple devices. With our experience and knowledge across a range of requirements, we are perfectly placed to support companies with their Apple ecosystem.

We're a named supplier on the Crown Commercial Service TePAS framework and have a wide portfolio of public sector deployments. All this speaks to a simple fact: we're passionate about making the country a better place to live and work.

As part of the Econocom Group, a European-wide organisation, delivering Apple projects to government bodies in France, Spain and Germany, we also offer a wide range of financing options for new device deployments to ensure the deployment of Apple devices into your organisation can be achieved without unnecessary budget constraints.



## A sustainable approach to technology

We're committed to creating a positive impact on the world around us, constantly pushing for more sustainable and equitable ways of working. We monitor our progress through regular impact reports and through Econocom Impact, our pressroom dedicated to keeping track of our efforts. We've been recognised for our sustainable credentials with an EcoVadis gold medal in 2023. In the UK, we have been awarded SafeSupplier from Alcums SafeSupplier for demonstrating their ethical, environmental and financial credentials, to help clients assess compliance within their supply chain.

Plus, we don't just stop at reducing our own environmental impact – we help our customers achieve the same. We adopt an end-to-end approach to Apple device deployments for our customers, from initial deployment to secure and sustainable asset disposal. By wiping sensitive data and recycling devices, we help our customers harness the residual value in end-of-life tech to reduce IT costs going forward, all while making their device strategy more sustainable.

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## Find out more

If you'd like to find out more about how deploying Apple can help you improve service delivery, get in touch with our dedicated public sector team at **[sales.uk@econocom.com](mailto:sales.uk@econocom.com)**.

