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MANAGING
MACS
IN THE BYOD
ENVIRONMENT

ENTER
EBOOK

INTRODUCTION

While **Macs have always had a place in the workplace**, IT teams have traditionally limited their use to specialized roles like graphic design and application development. Using them for day-to-day computing was simply out of the question.

So why is it that the number of **MACS** in the workplace has **INCREASED** over the past few years?

The answer is a four-letter word: **BYOD** (bring your own device).

More and more companies are allowing employees to use their personal laptops for work. And in most cases, that laptop happens to be a Mac.

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In a survey of global enterprise IT professionals and executives,

68%

Said their organization's Mac usage increased in 2015

67%

Are expecting Apple to further cut into the PC market share within the next three years[1]

Faced with an increasing number of Macs in their clients' workplaces, **IT professionals must start thinking of them as an opportunity** rather than something to be resisted. That requires a new way of thinking about Macs — as well as the right tools and approach for managing them.

[1] JAMF Software. (December 2015). 2015 Survey: Managing Apple devices in the enterprise. http://resources.jamfsoftware.com/documents/white-papers/2015-Survey-Managing-Apple-Devices-in-the-Enterprise.pdf.

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TAKING A BITE OUT OF THE WINDOWS MARKET

68% of IT executives say their organization's **Mac usage increased** in 2015

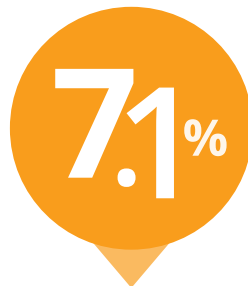**96%** of IT executives **support the use of Mac desktops/laptops** in their organization

92% of IT executives **support the use of Windows desktops/laptops** in their organization

67% IT professionals who expect **Mac to cut into the PC market share** within three years

+1% growth in Mac shipments worldwide, Q1 2015 to Q1 2016

7.1% Mac's global market share, Q1 2016

-9.6% decline in PC shipments worldwide, Q1 2015 to Q1 2016

JAMF Software. (December 2015). 2015 Survey: Managing Apple devices in the enterprise. http://resources.jamfsoftware.com/documents/white-papers/2015-Survey-Managing-Apple-Devices-in-the-Enterprise.pdf.
Gartner. (April 2016). Gartner says worldwide PC shipments declined 9.6 percent in first quarter of 2016. http://www.gartner.com/newsroom/id/3280626.

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THE CHALLENGES OF
MANAGING MAC DEVICES

Although many IT professionals might wish otherwise, the floodgates have opened and there's no going back: **Macs are found in all areas of the workplace and here to stay.** Now all those devices need to be managed — but doing so won't be easy.

INCOMPATIBLE ECOSYSTEM

MACS and Windows-based PCs have completely separate **ECOSYSTEMS**

Different hardware, different software, different ways of doing the **SAME THINGS**.

Before BYOD, you could standardize on one piece of hardware and one version of an operating system to ensure every client device was fully compatible with the corporate networks and servers. **Today, you need to be deeply familiar with both Mac and Windows** (or at the very least, have ties to other providers who can manage the devices you can't handle).

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THE CHALLENGES OF
MANAGING MAC DEVICES

Even if you do know Macs inside-out, most of your standard IT support tools, like **remote monitoring and management (RMM), are built to manage either Windows or Mac, but not both** — requiring additional technology investments to support the full range of devices.

DECENTRALIZED MANAGEMENT

A **MAC'S** operating system and applications are **MANAGED** through Apple IDs and iTunes accounts.

As these credentials are **tied to an individual user** rather than a particular device, it can be **difficult to perform the type of centralized management you** depend on to support Windows-based PCs, such as distributing and configuring applications or pushing patches to every device simultaneously.

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THE CHALLENGES OF MANAGING MAC DEVICES

SECURITY AND PRIVACY

When **BYOD** first came about, **SECURITY** was a huge concern

How do you connect outside devices to the corporate network without putting **SENSITIVE DATA** at risk?

While this has become less of an issue with the emergence of cloud-based services (where access to data can be easily cut off if an employee leaves the company), **new questions about privacy have emerged**:

- In the BYOD environment, who actually owns the laptop and its contents: the user or the company?
- Should the company be allowed to install monitoring/tracking software on a personal laptop?
- If the laptop is lost, does the company have the right to wipe it remotely — deleting the user's personal data and family photos in the process?

Honest and open communications with your clients will be key to answering these questions.

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If you can overcome the initial challenges of **managing Mac devices**, you'll find that doing so offers a number of benefits — both for your business and that of your clients.

BUSINESS CONTINUITY

while an all-**WINDOWS** environment might be simpler to manage, it also puts your clients at **RISK**

When a certain percentage of employees are on a Mac — ideally, 15 to 25 percent[2] — your clients benefit from an additional failover option should disaster strike. **If every Windows PC is hit by a ransomware attack, your clients can still operate in some capacity through their Macs.**

When Sony Pictures Entertainment was hacked in late 2014, for example, all of its Windows PCs and servers were affected — **leaving Macs and iPads as its only functional devices**.[3]

[2] InfoWorld. (May 2015). The truth about Macs in the enterprise. http://www.infoworld.com/article/2918424/macs/the-truth-about-macs-in-the-enterprise.html.
[3] InfoWorld. (May 2015). The truth about Macs in the enterprise. http://www.infoworld.com/article/2918424/macs/the-truth-about-macs-in-the-enterprise.html.

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SEAMLESS BACKUP AND RECOVERY

Although device-based backup is less important as corporate data moves to the cloud, **the automated backup functionality built into Mac OS X allows you to backup each device to a dedicated drive or to a departmental server** running on a Mac equipped with OS X Server — a feat not easily replicated in a Windows-based environment.[4]

The fully usable environment image can then be installed on another Mac so users can get back up and running with minimal downtime.

ENHANCED SECURITY

In general, Macs experience fewer technical hiccups and are more resistant to attacks thanks to OS X's strong native security, meaning your clients' critical data is better protected. In a recent survey of IT professionals, **75 percent said Mac is more secure than other platforms** — and that its built-in encryption tools save time and money by removing the need to install and manage third-party applications.[5]

[4] InfoWorld. (May 2015). The truth about Macs in the enterprise. http://www.infoworld.com/article/2918424/macs/the-truth-about-macs-in-the-enterprise.html.

[5] JAMF Software. (December 2015). 2015 Survey: Managing Apple devices in the enterprise. http://resources.jamfsoftware.com/documents/white-papers/2015-Survey-Managing-Apple-Devices-in-the-Enterprise.pdf.

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REDUCED SUPPORT COSTS

While some companies scoff at the retail price for a **MAC**, the truth is you get what **YOU PAY FOR** high-quality, durable components that are **BUILT TO LAST**.

Compared to cheaper PCs, Macs have significantly fewer internal components. Reducing the number of moving parts reduces the potential points of failure, **meaning both you and your clients will spend less on repairs, replacements and support calls**.[6] IBM, for example, found that it costs $270 less per user per year to maintain and support a Mac than a Windows PC.[7]

MARKET DIFFERENTIATION

If you have the knowledge and skills to effectively support the Mac ecosystem, **your IT business can appeal to a wider range of potential clients** — helping you win more business and stand out in a competitive managed services marketplace.

[6] 9to5Mac. (July 2015). A Mac's longevity is its biggest unsung selling point. http://9to5mac.com/2015/07/27/opinion-a-macs-longevity-is-its-biggest-unsung-selling-point/.

[7] Computer World. (December 2015). Macs replacing PCs across enterprise at 'unprecedented rate,' survey claims. http://www.computerworld.com/article/3013145/apple-mac/macs-replacing-pcs-across-enterprise-at-unprecedented-rate-survey-claims.html.

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With the right tools and the right approach, it is indeed possible to efficiently manage the Mac devices in your clients' workplaces — at the same or even a lower cost than Windows devices.

Your approach to Mac management should involve the following:

AUTOMATED DEPLOYMENT:

IN-DEPTH MONITORING:

REMOTE CONTROL:

SUPPORT TOOLS:

You need to be able to instantly detect Mac devices as they are added to your clients' networks — and then deploy agents to those devices. You should also have the option to automatically update agents as needed, **saving countless person-hours on deployments.**

To effectively manage Mac devices, you need to see the full picture: by monitoring each Mac's critical functions such as CPU, memory and disk usage, processes and log files.

To better assist end users, **you need a solution that allows remote access and support both to and from Mac devices**, along with the ability to transfer support sessions between technicians.

Interacting with Mac devices is easier with a solution that includes a wide range of Mac-compatible support tools, including integrated chat, file transfer, asset details, session recording and reporting.

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Corporate BYOD policies — and the Macs they've introduced to the workplace — aren't going anywhere. The good news for IT professionals is that unless a company has hundreds of Macs to manage, **it's more cost-effective to turn to an outsourced IT provider** like you for support rather than hire somebody to do it in-house.

That means it's time to start embracing your clients' Macs devices — and preparing to take on their monitoring and management.

HOW N-ABLE
CAN HELP

MANAGING **MACS** IN THE **BYOD** ENVIRONMENT

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An all-in-one service-delivery platform for small IT businesses to large managed service providers, **N-central from SolarWinds N-able** allows you to automate, streamline and accelerate everything from customer onboarding and setup to maintenance and reporting.

The following tools and features are fully compatible with Mac devices:

LICENSING	Concurrent sessions per technician	Unlimited
	Number of connected devices	Unlimited
CONNECTION	TCP	✓
REMOTE ACCESS	OS support	✓
	Special keys, user access control, screen drawing	✓
	Blank user's screen	✓
	Multi-monitor	✓
REMOTE SUPPORT	End user access, terminal services	✓
	Chat	✓
	File transfer	✓
TOOLS	Session transfer	Multiple techs can join
	Diagnostics, logs, processes, drivers	✓
	Command prompt, processes, services	✓
	Session history and recording	✓
	User permissions	✓
	Reporting	✓

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About SolarWinds N-able (Now a part of SolarWinds MSP)

SolarWinds® N-able provides complete IT management, automation and MSP business enablement solutions to MSP professionals worldwide. SolarWinds N-able's award-winning N-central® RMM and MSP service automation platform has helped thousands of MSPs standardize and automate IT service delivery, providing true scalability. N-central is backed by comprehensive business enablement support services. **SolarWinds N-able is now part of SolarWinds MSP, together with LOGICnow** serving more than 20,000 MSPs on over five million endpoints worldwide. For more information, visit www.n-able.com.

About LOGICnow (Now a part of SolarWinds MSP)

LOGICnow® delivers the only 100% SaaS, fully cloud-based IT service management platform backed by collective intelligence and the highest levels of layered security. LOGICnow's MAX products help IT professionals secure and manage their systems and data through actionable insights, rewriting the rules of IT.

LOGICnow is now part of SolarWinds MSP, together with SolarWinds N-able serving more than 20,000 MSPs on over five million endpoints worldwide. For more information, visit www.logicnow.com.

SolarWinds N-able
(Now a part of SolarWinds MSP)

450 March Rd, 2nd Floor
Ottawa, Ontario K2K 3K2
Canada

1 (613) 592-6676

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