

Mac vs Windows

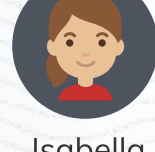
in the enterprise

Why Mac Reigns Supreme?

In today's world, technology plays a crucial role in the success of businesses. With the increasing demand for efficiency, productivity, and security, many enterprises are turning towards **Mac as their preferred platform over Windows**.

But why is Mac considered superior in the enterprise world? Join experienced IT admin Jake in discussing his insights on enterprise platforms during a recent team meeting.

Jake, Why do you think that Mac have better performance than Windows?



Isabella

One big reason why Macs are so awesome is because they're made with top-of-the-line hardware and software that work together perfectly. This makes them **run faster** and **superior in performance**.



Jake

Productivity

- Macs handle multiple apps and windows simultaneously, **boosting productivity** without slowdown or lag.
- They are as powerful and capable as Windows machines, with **better memory and storage capacity** for complex tasks and large data sets.
- Mac has made **significant compatibility strides**, working seamlessly with most major business software and devices.
- Mac runs on Unix-based foundation like Linux, making it **highly compatible with open-source software**, which is increasingly adopted in today's enterprise environment.



5%

improved productivity and performance for Mac users.

\$ 7.38 billion

Apple Mac sales revenue in the third quarter of 2022 alone.

Jake, how important is the look and feel of the OS? Windows has improved a lot lately, right?



Evania

Yes, Windows has come a long way in terms of design, but I still think Mac has the edge there. **Mac's design and user experience** is one of its key selling points. The interface is intuitive and user-friendly, and the overall design is sleek and modern.



Jake

User experience

82%

Apple's 2022 customer satisfaction rating from Mac and iPad buyers.

- Mac's hardware and software are seamlessly integrated, resulting in a **more cohesive and hassle-free user experience**.
- It minimizes the learning curve for Windows switchers with similar primary functions and features.
- Numerous resources are available to assist in transitioning to Mac, including online tutorials, training sessions, and user guides.

Jake, In what ways does Mac offer practical solutions to real-world challenges faced by enterprises?



William

Macs are awesome for work as they can **handle lots of tasks at once** and manage big data easily. So if you want to **get things done faster** and be **more productive**, Macs are the way to go!



Jake

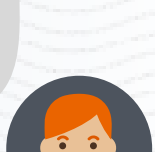
20%

increased employee retention rates for Mac users

Performance

- macOS has built-in security features like "**System Integrity Protection**" that prevent unauthorized changes, making it more secure than Windows.
- Mac's lower market share makes it less attractive to cybercriminals.
- Despite their initial higher cost, Macs have **superior build quality and hardware components for a longer lifespan**, requiring less maintenance and being less prone to viruses, leading to cost savings in IT support over time.

Okay, we agree with your thoughts, but how do we handle Macs in a business setting? Do they need a lot of manual attention and maintenance?



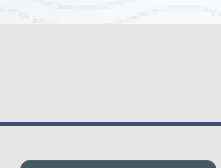
William

Not necessarily. There are tools like Hexnode that make Mac management a breeze. It allows you to **manage multiple Macs** from a single console and receive real-time insights on users and devices. It's a game-changer for enterprise Mac management.



Jake

Streamline Mac Management with Hexnode UEM



But that's not all! With Hexnode UEM, you get a lot more features to control your macOS devices for the enterprise. You may also automate tasks like software updates and security patches, and get real-time insights into your devices and users. If you ever have any questions or issues, Hexnode's customer support team is always there to assist you.

So what are you waiting for? Streamline your Mac management process with Hexnode UEM and focus on what really matters - growing your business.