Parallels®

Talking to Customers About Parallels Mac Management

End User Challenge

- IT admins **WANT** or **NEED** to manage Apple® computers coming into their network, either by internal choice or driven by corporate compliance requirements.
- Prefer to leverage existing endpoint management tools, resources, investments to take control of Macs®.

Target Customer Profile

Contact Title & Skill Set:
IT/SCCM admin, system admin/engineer, desktop or IT security, risk management

Network Profile:
Mostly Windows® environment (10%-20% Mac) and using SCCM for PC management

Primary Desire:
Need to manage Apple computers but don't want to deploy a completely separate system

Purchase Trigger:
Need to extend same end-point management require-ments used for PCs to Mac

Ask the Right Questions!

- Do you have Macs in your environment?
- What is your device profile today? (Look for a 10%-20% base Mac footprint.)
    - How many Macs?
    - How many PCs?
- Is the Mac count increasing?
- Are you managing your Mac today?
    - If yes, how? (ARD, Jamf Pro, native SCCM, other (identify)
- Do you use Microsoft® SCCM to manage PCs?
- Have you been asked to enforce encryption or other security compliance requirements for Macs?

Extend Microsoft SCCM to manage PCs and Mac under one pane of glass

Complete Mac Management

Discovery and Enrollment   **Asset** Inventory   **Compliance**   Software and macOS Image **Deployment**   **Security**

Overcoming Objections

We are currently using/evaluating Jamf Pro.
What are your Mac management requirements? What are the core features you are using with Jamf? How is Jamf integrating with your PC support structures? Combining one solution to cover all your management needs appeals to many corporate IT teams and executives due to the reduction of costs and complexity.

Microsoft System Center Configuration Manager has some native Mac management features.
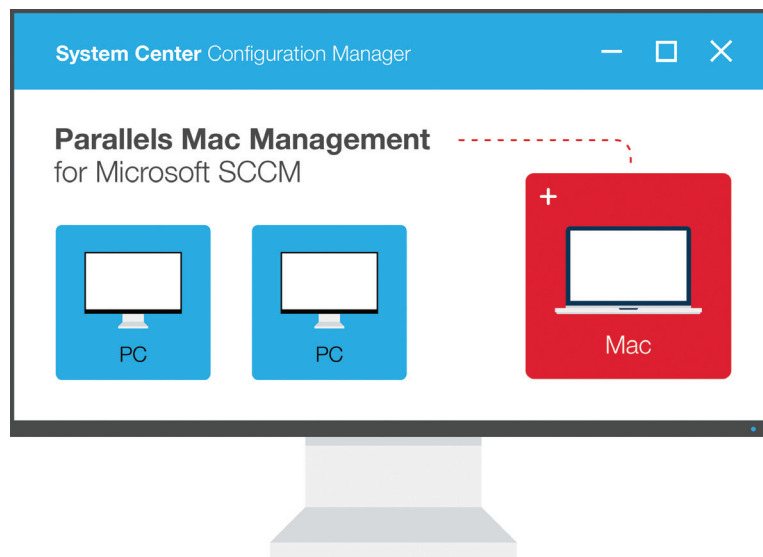For Microsoft, Mac management is really a checkbox feature, but they are not necessarily interested in promoting and supporting Mac. We work very closely with Microsoft, and they actually endorse us as a key value add for Config Manager and Mac management

It only takes one compromised endpoint to bring your business down, and hackers don't care if it's a Mac or a PC.
Macs—just like PCs—are computers and need to be managed, even in small numbers. If they are connected to your network, downloading and sharing documents, you should have visibility and some level of control over them. The benefit of Parallels Mac Management is that it plugs into what you're already doing for PCs so you can leverage all your existing processes and people.

Next Steps

There are lots of ways for a customer to continue to evaluate: weekly webinar, product demo, review the Parallels Mac Management ROI calculator, test in our Hosted Lab, or set up a trial instance or POC.

System Center Configuration Manager

Parallels Mac Management
for Microsoft SCCM

PC   PC   Mac

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For more information, sales tools, and marketing resources, visit our partner portal at parallels.com/partners

Contact our Channel Account team directly with questions
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Product and technical downloads can be found at
www.parallels.com/mac-management