



# Mac Use in Small- to Medium-Sized Enterprises (SMEs)

White Paper | Parallels Desktop for Mac Business Edition

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## Introduction

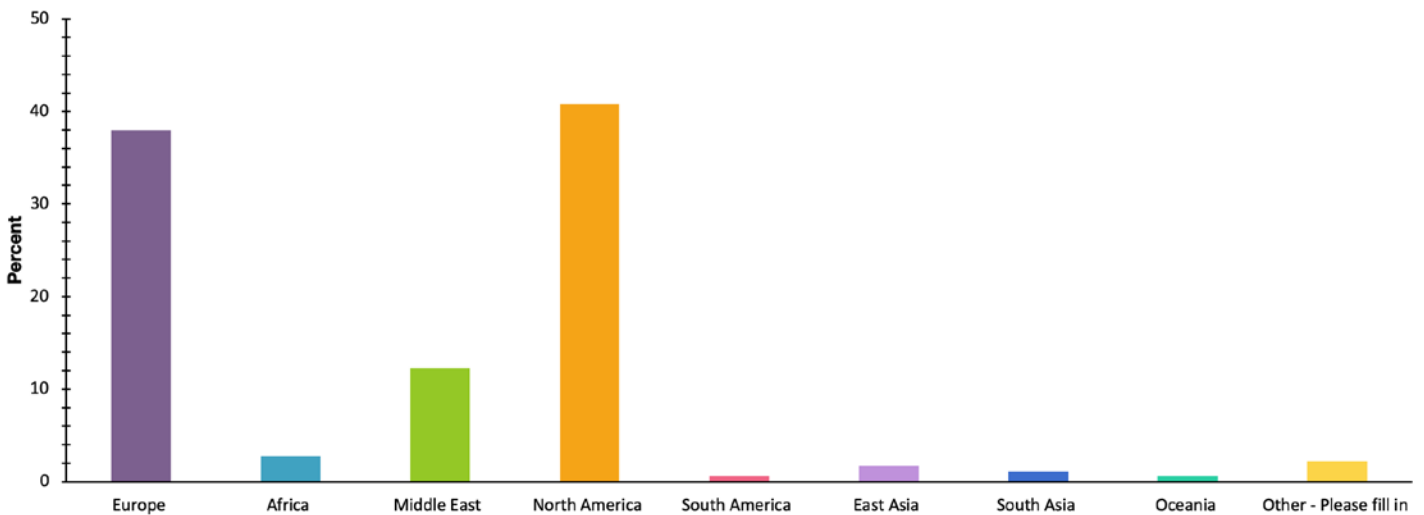
Most of us are aware of the growing presence of Mac devices in the workplace. But there are a lot of things about this trend we still don't know. What is the extent of Mac penetration? How are these devices being managed? What advantages are gained? This information can be useful for decision-makers and other stakeholders who want a better understanding of the matter, whether to compare with existing practices, policies and approaches in their own organizations or simply for future reference.

## Survey Participants' Demographics

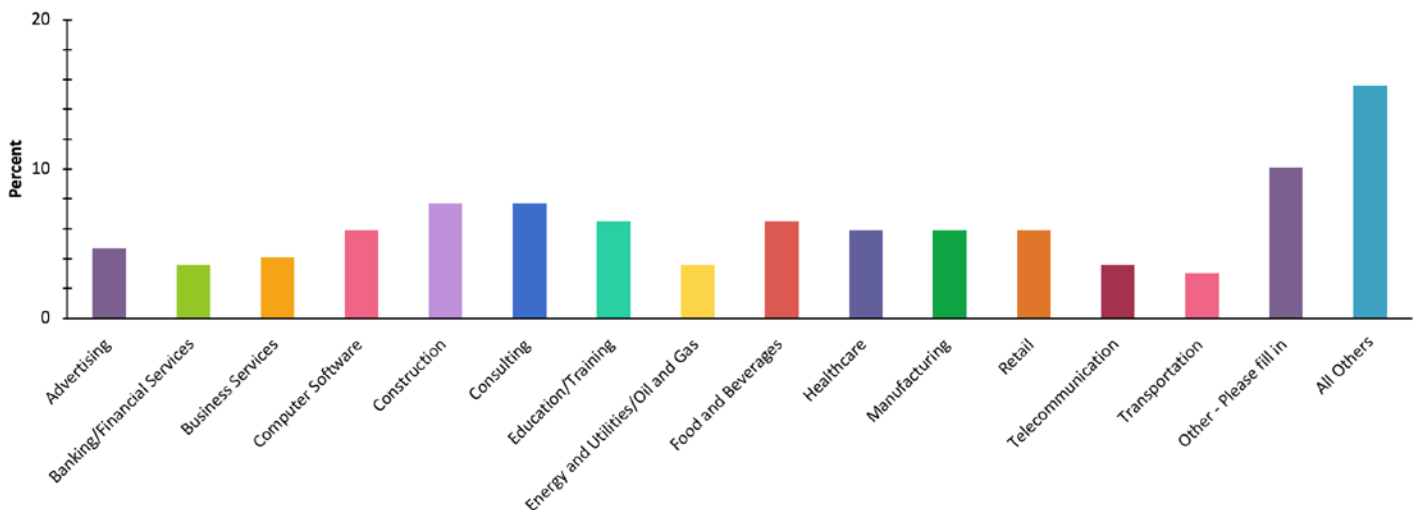
To understand the current state of Mac usage in the workplace, Parallels surveyed over 1,000 IT professionals around the globe. About 53.2% were from Europe, Middle East and Africa (EMEA), 40.1% from North America, and the rest from Asia, South America and Oceania.

The survey targeted businesses from a wide range of industries, including Consulting (8%), Construction (7.4%), Food and Beverages (6.8%), Education/Training (6.2%) and Retail (6.2%).

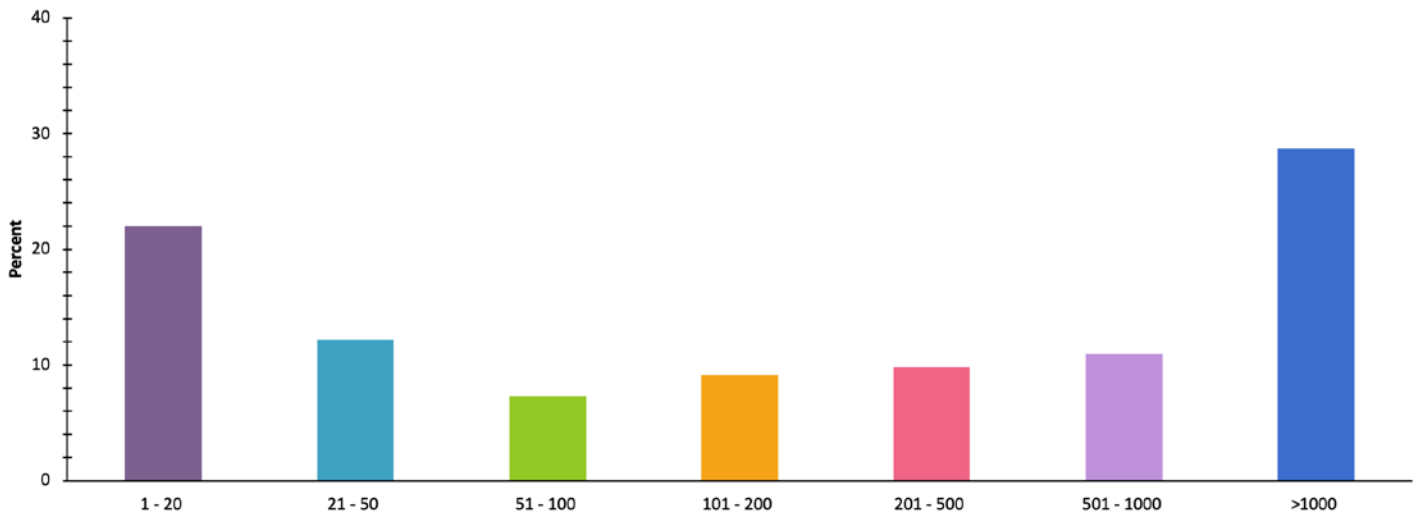
### 1. Where are you based?



### 2. Which industry are you in?



### 3. How many employees are at your company?



#### High-Level Insights

- 57.8% of small to medium businesses (SMBs) are now ready to allow Mac devices in the workplace.
- Performance is the #1 perceived advantage of using Mac devices at work.
- Mac computers are most popular in IT (53.2%) and Marketing/Creative (49.4%) departments.
- Most SMBs (42.2%) use client-based desktop virtualization to run Windows on Mac.
- Concern about application compatibility is the #1 deterrent of using Mac in the workplace.

#### Majority of SMBs are now willing to allow Mac devices in the workplace

The survey shows that the majority (57.8%) of SMBs are receptive to the idea of allowing Mac devices in the workplace. This is certainly surprising, considering that a lot of SMBs don't have dedicated IT departments, let alone IT staff who are experienced with Mac.

#### Mac is most popular in departments that have high computing requirements

Most respondents choose Mac devices due to their performance (42.5% of respondents) and security (38.1% of respondents) capabilities. One possible reason why these advantages are given more weight is that Mac usage is most popular in IT (53.2%) departments, as well as Marketing/Creative (49.4%) and Design (44.2%). A lot of the people in these departments use tools and applications that have exceptionally high computing requirements.

#### Virtualization is the de facto solution for running Windows on Mac

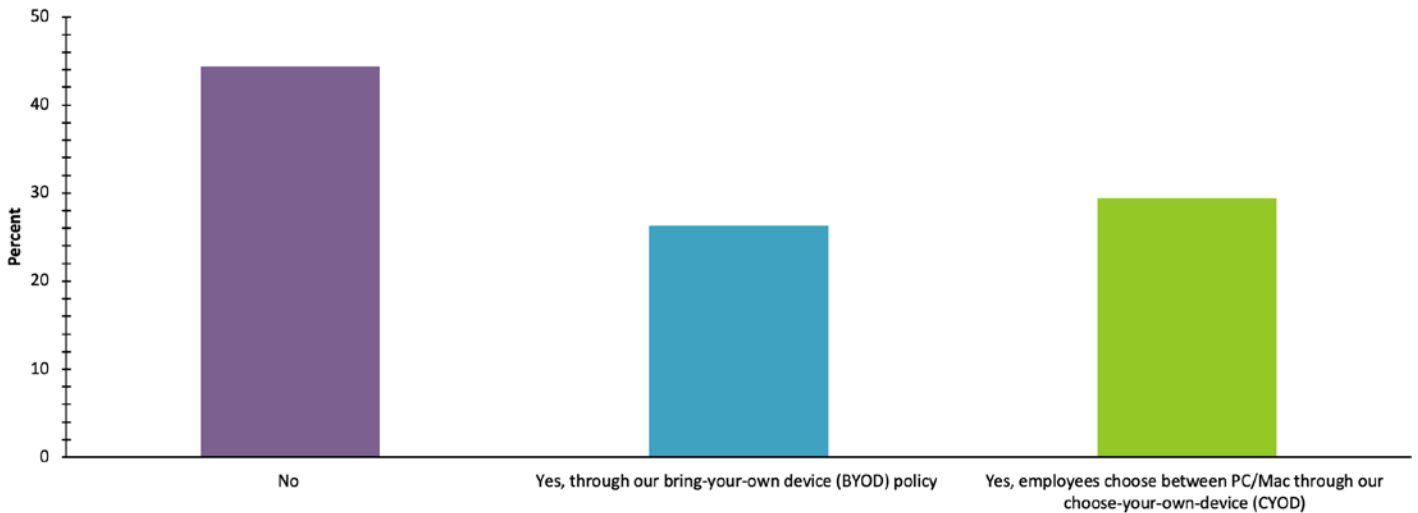
Since the majority of applications used by employees are Windows-based, companies who use Mac devices employ solutions that allow them to install and run those Windows applications on their Mac devices. The go-to choices for this are virtualization solutions like Parallels Desktop™ for Mac, VMware Fusion, Microsoft Remote Desktop Service (RDS), Citrix Virtual Apps and Desktops and Parallels® Remote Application Server (RAS).

#### Application incompatibility and high TCO are the biggest deterrents to Mac adoption

Those who don't have Mac devices in their workplace are mostly deterred by concerns about application compatibility (26.8%) and total cost of ownership (23.2%). The first issue can be addressed by virtualization solutions. TCO can be reduced by picking solutions that are easy to use and manage, which in turn minimizes the need to hire additional or specialized talent.

## Survey Results and Insights

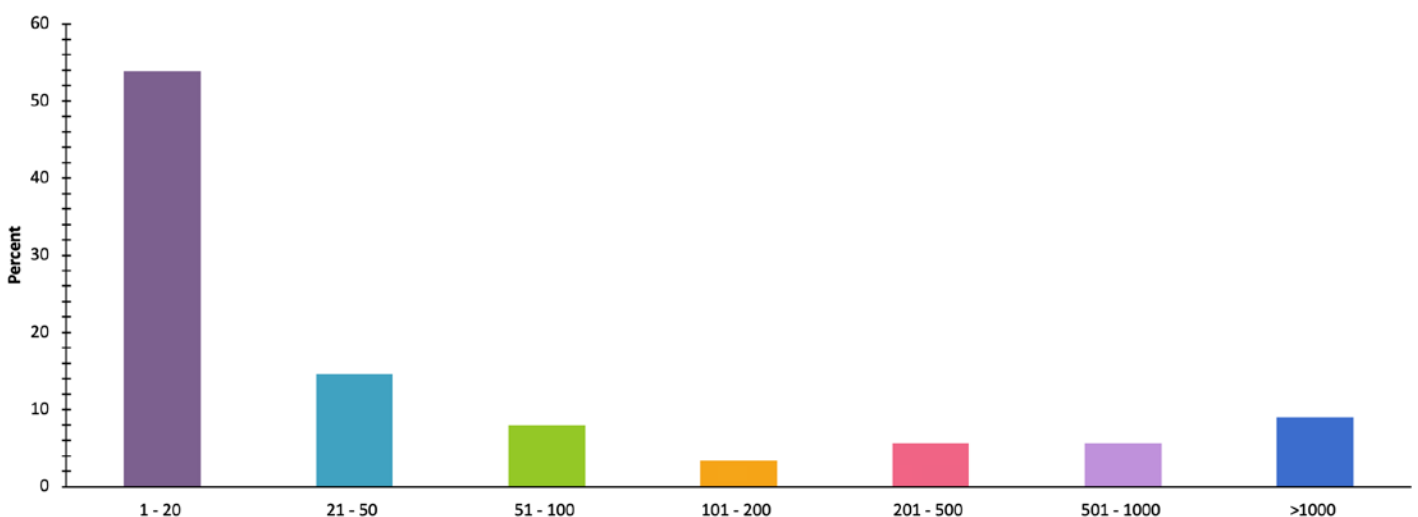
### 4. Are Mac devices allowed at your workplace?



The majority of respondents (58.2%) say Mac devices are allowed in their workplace. This includes those who allow them via a bring-your-own-device (BYOD) policy (27.3%) or choose-your-own-device (CYOD) policy (30.5%).

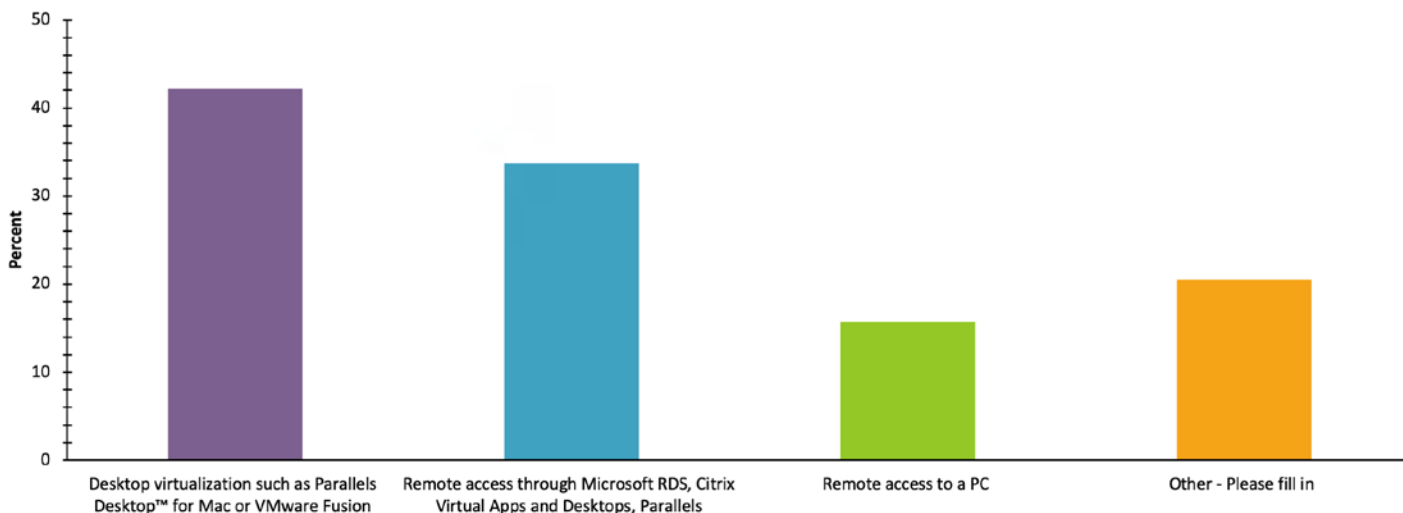
While this data is indicative of the growing popularity of Mac in the workplace, it also shows the reluctance of some companies to accept Mac. (42.2% is by no means negligible.) The answers to Question #8 (shown below) give us a clue as to why this is.

### 5. How many Mac devices are at your company?



Although Mac devices are steadily gaining ground in the workplace, the vast majority of companies who allow them only have a few (1–20). However, 10% said they have more than a thousand Mac devices in their organization.

## 6. What method of delivering Windows applications to Mac users are you currently using?

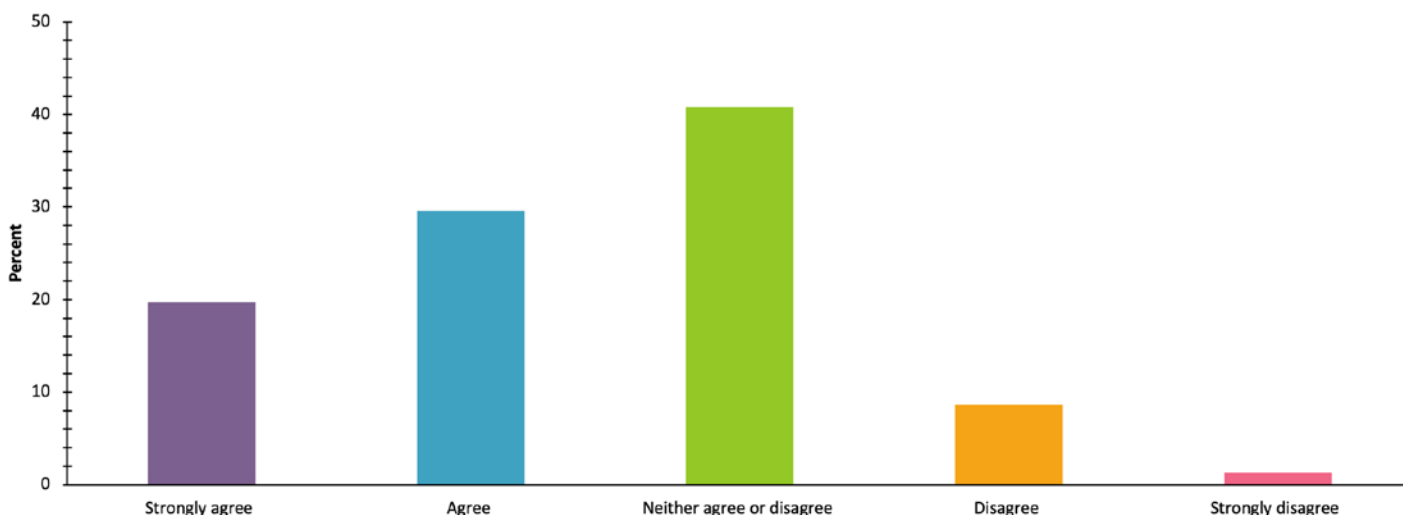


Windows applications—especially Word, Excel and PowerPoint—are still the most widely used applications in the workplace. Even most line of business (LoB) applications are Windows-based. For this reason, companies must find ways to deliver these Windows applications to their fleet of Mac devices.

The most popular type of solution for this is locally installed desktop virtualization solutions, such as Parallels Desktop and VMware Fusion. These solutions are typically installed on the desktop operating system (in this case, macOS) of end-user Mac devices. Windows instances are then run as guest operating systems.

The second most popular type of solution is server-based virtualization solutions like Microsoft RDS, Citrix Virtual Apps and Desktops and Parallels RAS. Installed on servers instead of the Mac devices themselves, these solutions deliver Windows applications remotely to an organization's Mac endpoint devices.

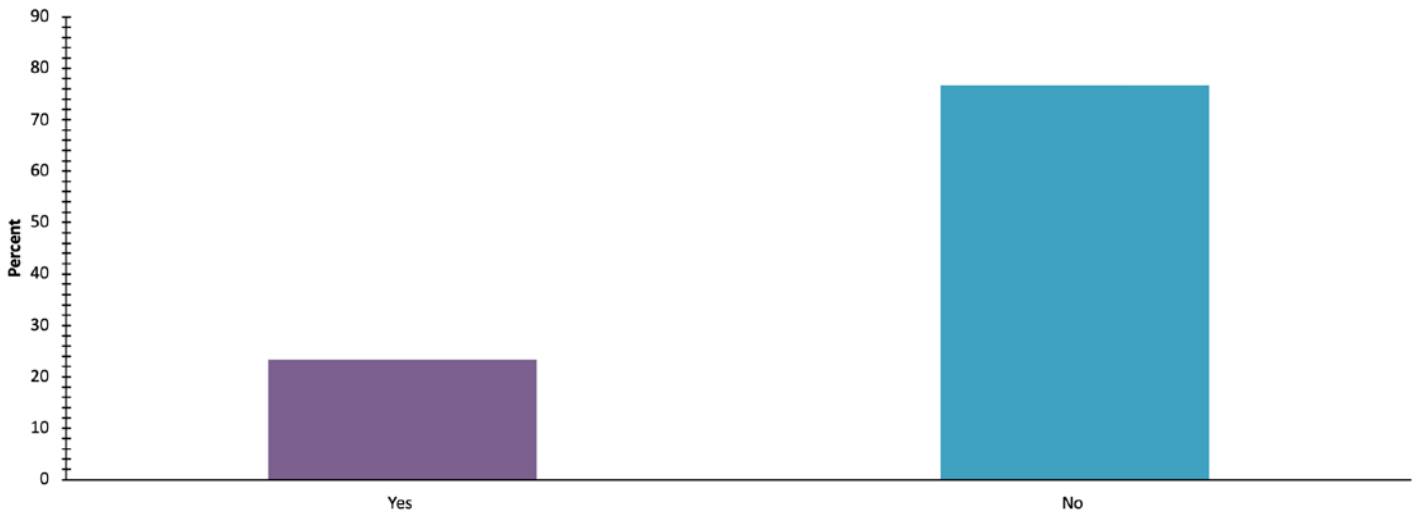
## 7. According to StatCounter (<https://gs.statcounter.com/os-market-share>), macOS is growing in market share in the last 12 months. What do you think?



48.6% of respondents agree or strongly agree that macOS has been growing in market share in the last 12 months. They far outnumber those who disagree and strongly disagree, who combine for only 10.3% of total respondents.

Although these observations are mainly based on anecdotal evidence, the fact that the same observation is shared by an overwhelming majority of respondents can't be ignored. Because the respondents are IT professionals, many hold positions that allow them to observe these trends from an authoritative vantage point (for example, system administrators, IT managers and helpdesk staff).

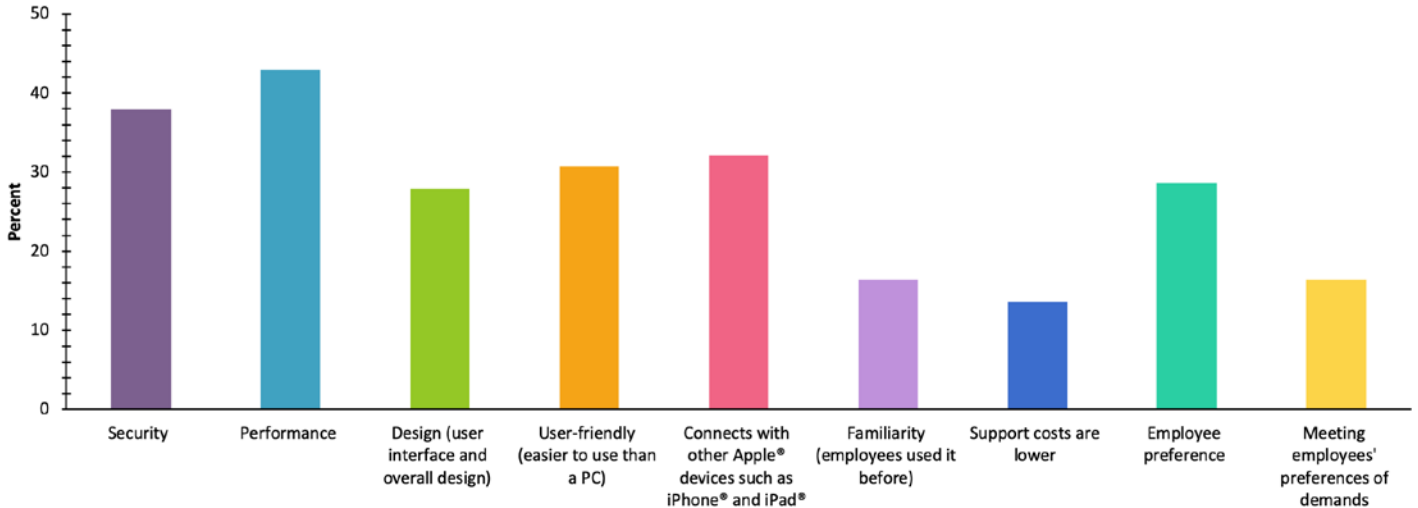
## 8. Do you employ a dedicated solution for Mac management?



There's a substantial difference between the number of respondents who say they don't employ a dedicated solution for Mac management and those who do. In fact, the "No" respondents are more than 3x higher than the "Yes" respondents. This probably explains why 42.2% answered "No" to Question #4: "Are Mac devices allowed at your workplace?"

The absence of a dedicated management solution could mean one of two things: A) Mac management is incorporated into their solution for managing Windows devices, or B) Mac devices are simply left unmanaged. This second possibility makes Mac adoption a hard sell to organizations who value information security and have the preconceived notion that Mac devices are difficult to manage.

## 9. What do you consider the advantages to be for allowing Mac usage at work?

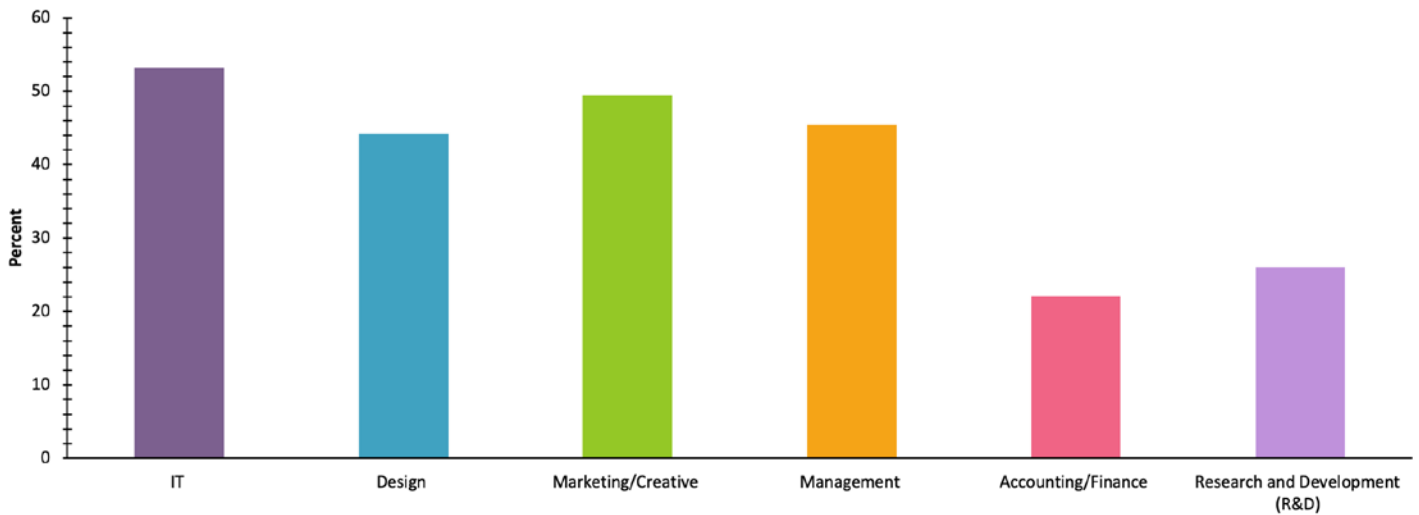


The #1 perceived advantage of using Mac at work is that it provides better performance. Models like the recently released 16-inch MacBook Pro—with maxed-out specs of an 8-core Core i9 CPU, 64 GB of RAM and 8 TB SSD of storage—readily back up that assertion. Specs like these are more than enough to meet the needs of the most performance-hungry workers.

Security is a close second. Not only are Mac devices perceived to be less vulnerable to malware, they also have several built-in security features like Touch ID, FileVault2 drive encryption, Find My Mac and KeyChain Access.

Not far behind is the idea that Mac computers easily connect with other Apple devices. This is a hallmark of the Apple ecosystem. Employees who own multiple Apple devices can seamlessly share photos, videos, files and even passwords across those devices.

## 10. Which of your departments use Mac devices?\*



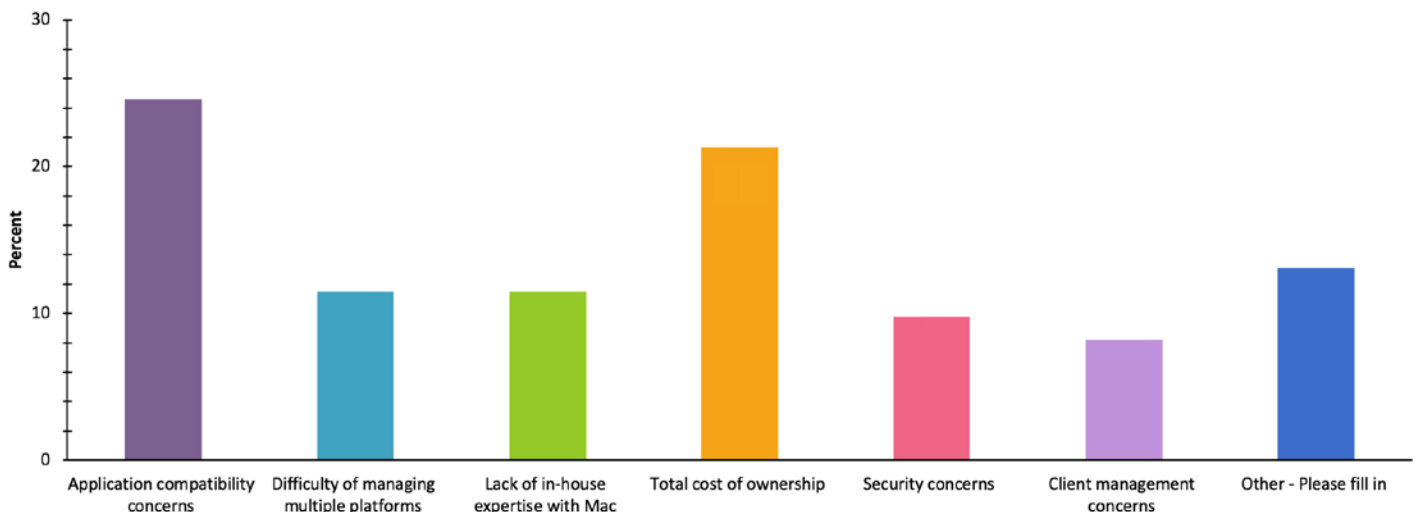
\*Select all that apply

The fact that IT leads all departments in Mac usage aligns with the results of question #9: “What do you consider the advantages to be for allowing Mac usage at work?” Performance and security emerged as the top two advantages.

IT staff are usually the “power users” in an organization, often running virtual machines, applications and processes that demand a lot of CPU and RAM. Compared to other departments, they’re also more familiar with cyber threats. Hence, IT staff is understandably more particular with the security of their devices.

It’s not surprising to find Marketing/Creative and Design among the top users as well. After all, Apple has long been known to design their Mac computers primarily for musicians, graphic artists and other creatives. Members of these departments use video and graphics editors like Adobe Premiere Pro, Final Cut Pro and 3ds Max, which demand exceptionally high performance. As for Management, it’s likely because they’re simply the ones who can most afford it.

## 11. If you do not have Mac devices in your company, what deters you from allowing them at work?

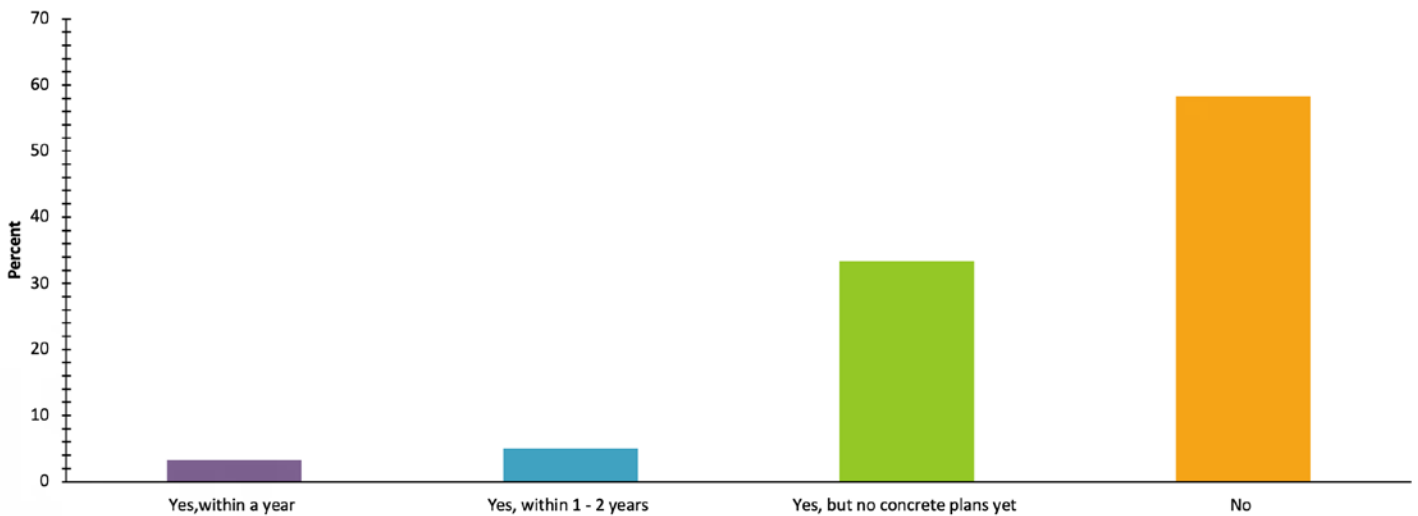


The top deterrent for allowing Mac in the workplace is “application compatibility concerns.” Businesses worry that they might have difficulty running their Windows-based applications on Mac devices. This problem can be addressed through the solutions mentioned in Question #5.

The second major concern is total cost of ownership (TCO). Not only are Mac devices considerably more expensive than their Windows-based counterparts, most companies don’t have in-house talent who can administer these devices. That means in order to manage Mac devices, companies have to hire additional talent or send out existing staff for training. Both options require additional costs.



## 12. If you do not have Mac devices in your company, do you envisage allowing them in the workplace in the future?



As the results to Question #12 show, most companies who currently do not use Mac in the workplace intend to keep it that way.

### Conclusion

There's no longer any doubt: Mac has arrived in the workplace and is here to stay. While there's certainly a significant number of businesses still opposed to allowing Mac devices into the organization, it's worth noting that the purported challenges—like application incompatibility and high TCO—are not insurmountable.

With the right strategy and solution, these deterrents can be addressed. Application compatibility concerns can be resolved through virtualization solutions like Parallels Desktop, VMware Fusion, Parallels RAS or Citrix Virtual Apps and Desktops, which allow Windows applications to run on Mac devices.

High TCO can be addressed by picking solutions that have minimal complexity. Solutions that are easy to use and manage can eliminate the need to hire or train specialists, which can be a leading source of unnecessary costs.