Empowering Employees to Choose Mac

Learn why more organizations are offering choice of device—and how VMware helps make it possible
Employee Experience in the Era of Digital Transformation

More than ever before, organizations are focused on finding ways to attract and retain top talent, optimize resources to control costs, and ensure security of cloud-based apps and data that are accessed by users from a myriad of devices and locations.

Improving the employee experience is top of mind in IT departments among forward-thinking organizations, and that means offering employees the ability to work from wherever they want, on the devices they want. As a result, the opportunity for IT to make a positive impact on business outcomes has never been greater.
The changing priorities for IT

**BUSINESS DRIVER**
- **Compete for talent**
- **Provide a consistently great employee experience**
- **Changing security landscape**
- **Create a culture of innovation**

**CHALLENGE**
- Empowering employees to work where they want and how they want
- High-value talent spending time on low-value work
- Increased attack surface with dissolving corporate perimeter
- Keep the lights on while driving transformation

**IT PRIORITY**
- Improve the employee experience by providing choice of device, self-service capabilities, and reliable performance
- Simplify device management complexity
- Strengthen security beyond company perimeter to meet the needs of cloud operations and widespread mobility
- Support legacy systems while modernizing apps and processes
Providing flexibility and choice in the workplace

Flexibility and choice are central to making employees more engaged and satisfied, and that means enabling them to use the devices they know and love. Employees also expect self-service access to the apps they need to do their jobs, and a consistent experience no matter where they are or the device they are using.

The growing preference for Apple in the workplace

Apple products are well suited for business because they are simple and intuitive, yet powerful, secure, and easy to deploy. Whether it’s Mac, iPad, or iPhone, Apple products enable creative problem-solving and provide frictionless experiences that enhance employee productivity.

New talent prefers what they know and love

A PwC survey showed that 78 percent of millennials believe that having access to their technology of choice at work makes them more effective in their job.¹

¹ PwC. Millennials at work: Reshaping the workplace.
A Better Model for Managing Macs

As Mac adoption grows, organizations must embrace a new, unified model for configuring, provisioning, and managing devices. Otherwise they are forced to wrestle with the cost and complexity that comes with using separate systems for multiple devices and platforms.

VMware and Apple have a long history of collaborating on delivering Apple devices in the workplace, and the two companies have worked closely together on improving the employee experience with Macs at work.

Modern management using VMware Workspace ONE® and Apple Business Manager eliminates the need for monolithic system imaging and disjointed support processes. In its place is a model that builds upon best practices that companies already embrace to support iOS, and expands them to cover Macs as well, enabling IT to take an affirmative role in inspiring employees to do their best work.
The Workspace ONE platform enables the digital workspace and improves the employee experience

- Unified Endpoint Management for modern device management including a self-service app catalog
- Desktop and app virtualization to deliver legacy business-critical applications on the device of choice
- Conditional access security based on the user and their environment
- Analytics and monitoring with dashboards and historical trends
- Extensible API framework for building in-house tools and scripts
Unified endpoint management
Workspace ONE is the integrated digital workspace platform that enables IT to centrally manage every device, every app, and every mobile use case.

Together with Apple’s mobile device management (MDM) framework and Apple Business Manager, Workspace ONE provides a cloud-based modern management approach. It’s a modern, imageless, over-the-air device management solution that ensures full visibility and control over deployments of all device platforms. It provides a single console for centralized management of iOS, macOS, and other devices, eliminating the need for multiple siloed point solutions across mobile and desktop devices as well as rugged, IoT, kiosks and more.
Provisioning and deployment
Legacy models for provisioning and deploying PCs centered around imaging workflows that mandated a standard set of software for an organization. The labor-intensive process of creating and maintaining system images as software made it challenging to stay current with critical security updates.

Now Macs can be distributed to employees with zero-touch deployment. Instead of being restricted to a specific set of applications, employees can be empowered to personalize their devices and design their own unique work environment.

With VMware Workspace ONE® Intelligent Hub, employees get access to a unified self-service app catalog that provides a consistent experience no matter what device they’re using. The Hub enables single sign-on (SSO) to any designated app, and apps can be set to auto-load based on roles, helping to minimize required intervention from IT. New employees get immediate access to the apps they need and want.

In addition, users can get SSO access to virtualized business-critical Windows applications on Mac machines with VMware Horizon® technology. This ensures that Mac users have the ability to access software applications not supported by the platform.

Workspace ONE automates and streamlines out-of-the-box device configuration over the air and provides:

- Customized automated device enrollment with modern authentication
- Application of security policies
- Customized notifications
- Access to work resources within minutes
- Automatic app downloads
- Self-service app catalog
- Virtualized critical legacy Windows apps
Zero Trust security framework
Workspace ONE leverages Apple’s native MDM protocols to provide comprehensive certificate lifecycle management. But that’s just the beginning.

One-size-fits-all security no longer works when anyone can try to access a corporate network from anywhere on any device. Choice and mobility require a paradigm shift in security to Zero Trust or conditional access security. This involves understanding the context or condition of both the device and user at the moment of access in order to assess how secure they are at that moment. The technology then selects the level of authentication complexity and access required based on that security profile.

The VMware Workspace ONE® Tunnel provides a secure, effective method for individual applications to access resources on the corporate network. Using unique certificates to authenticate and encrypt traffic from individual applications to the back-end systems they talk to, Workspace ONE Tunnel is one of the ways Workspace ONE improves the security posture of your IT environment.
Simple help desk support for Mac devices and more

Realizing the productivity and engagement benefits from allowing employees to use Mac devices means making sure that the applications and services on those devices are running as they should, and that workers know how to access and use them to complete their work.

Workspace ONE Assist is a comprehensive, fully integrated remote support solution that enables organizations to deliver quality IT support. Workspace ONE Assist empowers IT and help desk staff to remotely control macOS and remotely view iOS devices, as well as Android and Windows devices, directly from the Workspace ONE console—all while maintaining employee privacy and trust.
VMware Success Story: Mac Management at Work

VMware has made it a priority to offer technology choices, and that includes supporting Macs. Traditionally, Macs required high-touch deployments using legacy imaging processes, in addition to labor-intensive ongoing maintenance that involved dedicated teams.

IT sought another way to bring efficiencies to the current Mac program. The solution came in the form of VMware Workspace ONE, which replaced the existing Mac management platform infrastructure with an easier-to-use, less expensive ecosystem. This offered employees and IT support the advantage of a single solution that manages all Macs and other device types across all platforms.

With Workspace ONE, imageless modern management automates and streamlines the setup and ongoing lifecycle management of all macOS devices—over the air. It also delivers same-day support for Apple’s latest releases. Every team member can now deliver a great employee experience by addressing unique needs across any platform.

Most importantly, employees now have frictionless single sign-on (SSO) access to all App Store, native, software-as-a-service (SaaS), and virtual apps through a unified catalog. Required apps, profiles, and credentials are automatically loaded upon sign-on. This offers a consistent user experience regardless of which Apple device they’re using and enables advanced self-service functionality that allows employees to accomplish a wide variety of tasks and resolve issues without the need to contact IT support.

Continued...
VMware Success Story (cont’d)

Since all apps are contained in the single centralized location, employees no longer have to ask coworkers for the right app URL. They can bookmark frequently used apps, allowing even faster access. Quick searches and other non-regular actions (such as accessing seldom-used apps) are simplified, and such apps can be bookmarked as well. Apps are tagged and categorized based on organization, so users can explore additional apps relevant to their job function. And the adaptive device management capability offers users “interaction choices” depending on their specific circumstances—everything from browser-only access (no device) to full Apple device configuration and management by VMware IT. The system always adapts to however colleagues want to access their apps.

Security is also greatly enhanced. For example, if an employee is terminated or resigns, the system deprovisions their credentials, either that day or within an hour depending on the size of the environment. Plus, the platform’s built-in conditional access lets managers create several levels of access based on network, application, and other variables. Employees go about their normal workday without worrying about whether they used the right password or having to repeatedly contact IT support about obtaining the right access or reactivating privileges.

Today, VMware has a company-wide total of over 14,300 Macs (or 42 percent of its overall desktop fleet). Workspace ONE empowers the enterprise to seamlessly grow both organically and through acquisitions, as well as easily meet any future business needs in the ever-changing global marketplace in which VMware operates.
Workspace ONE Resources

Demos
• macOS Management Demo
• Integrating Apple Business Manager and Workspace ONE UEM Demo
• Apple DEP + Bootstrap Package Demo

Hands-on Labs
• Workspace ONE UEM Getting Started Module 3 – Introduction to Apple macOS Management
• Desktop Management with Workspace ONE UEM Module 1 – Software Distribution for macOS

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• Onboarding Options for macOS
• Configuring Basic macOS Management
• Deploying Third-Party macOS Applications
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Related Resources
• Apple Employee Choice Guide