



# How Mac works for education

## 10 reasons why Mac is the right investment

Investing in the right technology can have a positive impact on education – streamlining back-office processes, supporting learning experiences and making budgets work harder.

As an Apple Authorised Education Specialist with over 30-years' experience in education, XMA sees the benefits Apple's Mac technology brings to the classroom. That's why we've put together this guide, explaining what Mac has to offer and how it's easier to integrate into your IT estate than you may first think.





# 1 The solution to squeezed budgets

Built to last and not relying on licences and third-party anti-virus software to function at their best, a Mac total cost of ownership (TCO) makes it one of the most affordable devices available. It can last almost twice as long as comparable PCs and during the lifecycle is far less prone to needing repairs or helpdesk support.<sup>1</sup> Plus, they hold their residual value, making it more affordable to upgrade to the newest technology when the time comes.

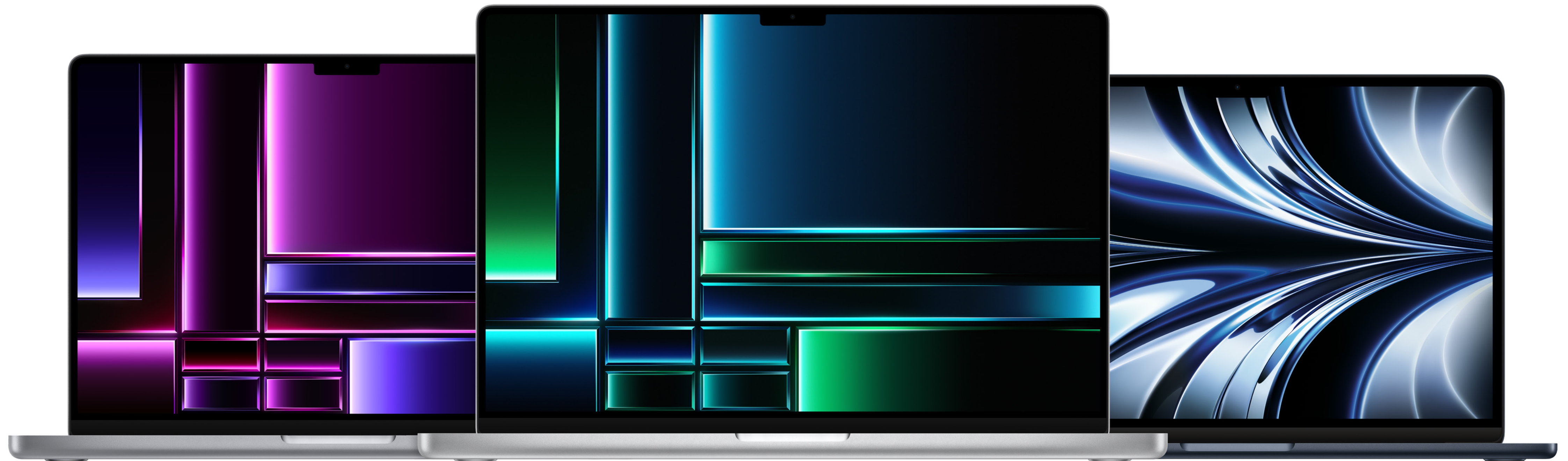
# 2 The power inside

Apple's processors are seriously powerful, thanks to M1 and M2 chips. The M1 has made the MacBook Air 3.5 times faster than the older, Intel-based models, and the M2 is a breath-taking 13 times faster.<sup>2</sup>

# 3 Safe and secure

Security is a priority with all Apple devices and the Mac is no exception. M-series chips have a built in Secure Enclave that protects your login password and automatically encrypts data.

Education-specific tools support safeguarding protocols. Apple School Manager includes Apple Managed IDs that help keep students' data protected and disables access to untrustworthy or distracting sites and features.



<sup>1</sup><https://www.endpointprotector.com/blog/why-macs-have-a-lower-tco-than-pcs> <sup>2</sup><https://www.teamcomputers.com/Apple/mac-means-business>





## 4 A world of connectivity

Apple devices intuitively work together, supporting collaboration and learning experiences. Features such as AirDrop wireless file sharing, AirPlay to Mac that shares content to other screens, and Universal Control which enables keyboard, mouse or Trackpad control of nearby Mac or iPad devices, all helping put teachers and students in control.

## 5 Miraculous multitasking

If there's one thing you can guarantee in the world of education, it's that every device will be expected to handle a huge variety of tasks. The good news is nothing multitasks like a Mac. Whether using native Apple apps or third-party software, Macs can handle it all – at once. There's also the Split View function built in, allowing users to work on two apps, side by side.

## 6 Accessorise to maximise experiences

Apple's Magic Trackpad is more intuitive than a mouse, helping users of every age and ability. It's wireless, rechargeable and the sensors underneath the unit detect subtle differences in the amount of pressure applied, bringing more functionality and a deeper connection to content. Apple screens make learning immersive and include Spatial Audio from six speakers, a wide-angled camera with AI supported focus, and high-definition pictures.



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## Mac for everyone

Macs are easy for everyone to use. Apple's macOS has accessibility features built in that make this leading technology user friendly for those with impaired vision, hearing and physical motor needs.

Simple settings mean users can zoom in on screen, make the cursor or menus bigger, customise captions, and make and receive Real-Time text calls. Motor impairment benefits from spoken commands, special keys on the keyboard, onscreen keyboards, and pointer or assistive devices.

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## Seamless support from Apple Professional Services

Switching to or upgrading a Mac educational estate with XMA gives you access to Apple Professional Services (APS). This is end-to-end support that starts with a digital health check to assess your needs, XMA's in-house configuration service meets those needs, and deploys and manages the entire estate automatically.

XMA can guide you through the whole process, including getting the best from apps such as Apple Classroom and Schoolwork that streamline teacher workflow and support student development.

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## Third-party benefits

For all round usability in every learning scenario, Apple's Boot Camp assistant is included in every Mac and installs Windows for free. Parallels Desktop, a third-party service, allows users to switch back and forth between macOS and Windows. It's compatible with popular connectivity and communication apps, including Microsoft 365 and Google Workspace, SAP, Zoom, Teams and Slack.

And thanks to the new M series processors, popular iPhone and iPad apps now run on Mac too.







# 10

## Finance the future

When you buy Mac devices and systems through XMA, you get flexible, bespoke terms of up to five years shaped around your needs and your budget from Apple Financial Services. We also guarantee device buy-backs at the end of any agreements, provide allowances for damaged hardware, and offer pre-paid shipping for easy returns.

## Discover the XMA touch

Whether you're new to Mac or looking to upgrade existing technology, XMA's experts can guide you on the best devices for your place of learning. Through Apple Professional Services we can deliver a complete, manageable, cost-effective digital estate for your institution. From the initial assessment through deployment and configuration to end-of-lifecycle returns and upgrades, XMA has you covered.

**Contact your XMA Account Manager to find out more and book a digital health check.**

**CONTACT US**

