



Authorised
Education Specialist



Higher Education Buyers Guide

March 6th, 2025 | Version 1

National Framework Agreement for Products Using Apple Native Operating Systems,
Associated Accessories and Services (ITS6004 HW)

Phone: 0115 846 4000

Email: AppleHE@xma.co.uk



Apple HE Framework

The Apple HE framework is the destination for the supply, consultancy, and support of all things Apple - including peripherals and Apple software. Through this framework, Higher Education institutions obtain quotations from trusted suppliers across a complete range of Apple product. Orders via the framework benefit from free standard delivery - whilst also ensuring value for money.

XMA were awarded a place on the HE Apple Equipment and Services Framework which runs until October 2025. From November 1st 2024, XMA are 1st ranked Supplier eligible for direct award to all HE members.

This includes: Mac, iPad, iPhone, charging carts, docking stations, accessories, cables, software, support and training services, finance, and additional warranty and insurance cover.

We are also able to offer ongoing maintenance services and other relevant services including asset tagging, Mobile Device Management, training and support.

Why Choose XMA?

Simplified Procurement: As the #1 ranked supplier, XMA is eligible for direct award, making the process of acquiring Apple products and services smoother than ever before.

Unbeatable Value: Our dedication to competitive pricing and comprehensive solutions ensures that institutions receive the best possible return on their investment.

Unparalleled Expertise: XMA believes that Apple technology, in the hands of passionate educators, fuels student engagement, unlocks creativity, and empowers personalised learning.

This recognition fuels our passion to continue pushing the boundaries of what's possible in education technology. We're excited to partner with even more institutions to create innovative learning environments that inspire and empower the next generation of thinkers and creators.

We are XMA

Who are XMA?

XMA deliver innovative IT solutions that enhance how people learn, teach, govern, and do business. We are a team of specialists, based across the UK in a business with over 35 years of experience, world class vendor partnerships and broad service delivery capabilities on the ground and in the cloud.

At XMA, we've been helping schools, academies, colleges, and universities across the UK to adopt Apple technology and integrate it in to their teaching and learning practices.

XMA work directly with Apple Financial Services to provide a range of finance options, this includes providing a single upfront payment model and subscription options.

Along side our recycle scheme, we ensure your organisation is able to keep your technology up to date, and that older devices never go to waste.

Our Services

As an Apple Authorised Education Specialist and Apple Authorised Reseller, we provide a full wrap-around service supporting with provision, deployment, consultancy, training, CPD and technical support creating tailored solutions for every institution.

We help Universities to introduce the latest Apple technology into existing working practices, integrating with current systems including Microsoft and Google.

We are authorised to cover the lifecycle of your Apple devices, from consultancy and procurement, to configuration, support, and repair.

We are also placed on a number of frameworks to support all of our customers in finding compliant routes to purchasing.

Sustainability

Sustainable Environmental Impact

At XMA, it's your sustainability ambitions and challenges (and ours) that drive us to deliver. We're on a mission to advance environmental, social and governance initiatives as part of our SMART Solutions approach. With our ongoing relationships with fair and ethical trusted partners, you can be sure you're doing the right thing for your people, the planet and your business.

XMA have set an aggressive emission reduction target of 81%, against our 2019 baseline, to be completed by 2027. This will be achieved through the initiatives that we have introduced, continue to develop and

continuously improve upon. We know, with a solid foundation we will be able to achieve 'Net Zero' by 2030 across Scope 1 and Scope 2 and 2045 for Scope 3.

Apple's environmental commitment is sector- leading. Partnering with XMA means making responsible choices when incorporating technology throughout your institution.

XMA supports customers to offset the carbon generated over the lifetime of an entire device lifecycle for customers (from manufacture and shipping, to use and end of life/recycling).



Sustainability

Sustainable Finances

Sustainability is a key factor for decision makers. The need for responsible procurement can be seen throughout the education sector, affecting the way institutions make decisions on the way they deploy technology.

At XMA, we focus on delivering bespoke solutions for each customer at a consultancy-lead approach, ensuring our customers get the most out of their investment and reach the institutions goals.

By choosing Apple technology, your institution can lower the total cost of ownership throughout the devices lifetime. As Apple technology retain a high residual value, once the technology is ready to be refreshed the institution will receive more value back to put towards the latest technology.

Apple product provide unmatched value for their entire lifecycle. With reliable and durable hardware and significantly lower support costs than alternatives.

XMA works directly with Apple Financial Services to provide simple, cost-effective and flexible solutions to meet your institution's needs, particularly as Market-Leading residual values lead to significantly lower leasing costs.

Adopting a finance model can reduce the cost of deploying Apple in your institution even further. Whether you're looking to renew a Mac suite, provide members of staff with a new Mac, or provide all students with an iPad, we can help you find the right finance model for your University.

Save a further 13.5% using Single Upfront Payment*

Leveraging finance options with XMA can help your institution unlock savings and keep your devices on a refresh cycle.

How to Buy

We offer a range of procurement routes through the HE agreement to ensure your institution can procure Apple technology in way best suited to you.



Talk to a Specialist

Get in touch to chat by email, phone, video chat, or arrange a meeting at your campus.

[Learn More](#)

Shop & Order Online

Log in or sign up to access education pricing for your institution.

[Learn More](#)

Finance & Subscription

We've teamed up with Apple Financial Services to deliver a low-cost subscription model.

[Learn More](#)

Device Upgrade

Upgrade your tech for less, with our device upgrade programme.

[Learn More](#)

Edu Store

Discover our Edu Store to shop and save on the latest Apple tech.

[Learn More](#)

eProcurement Options

Speak to our team about your eProcurement integration requirements.

[Learn More](#)

Apple Support

Apple Repairs

All of XMA's Apple repairs are carried out by an Apple Authorised Service Provider, using all of Apple's processes and practices. We can carry out both in-warranty (Apple warranty, AppleCare, and AppleCare+), and non-warranty repairs.

We can provide our customers will repair and brown box replacement services across Apple's full product range.

Issues with your order

We take the upmost care in processing and delivering your order. Should an issue occur with your order however, we have dedicated teams in place to resolve the issue quickly and efficiently.

• Defective On Arrival (DOA)

XMA provide member institutions with a 30-day DOA reporting period. To report a device as DOA, simply notify us via AppleHE@xma.co.uk, providing your order number and the device's serial number.

• Invoicing and Accounts Support

Our team of administrators and finance specialists are on hand to help with any accounts support issues you may have - including obtaining up to date statements. Simply message us at a AppleHE@xma.co.uk with your query.

• Support with your Apple Device Enrolment

As an Apple Authorised Education Specialist, we can enrol your devices in to ADE (ID: 2688490). If, for any reason, you notice an issue with an enrolment, you can contact us via AppleHE@xma.co.uk.

Certifications



Key Contacts

Sales

HE Sales Enquiries

XMA Higher Education Team

Call: 01727 201 860 **Email:** AppleHE@xma.co.uk

HC

Huw Cooney

Public Sector Client Manager for Wales

Personal Email: huw.cooney@xma.co.uk

Dept Email: xma.wales@xma.co.uk

WA

Wendy Anderson

Scotland and Northern Ireland HE/FE Client Manager

Personal Email: simona.akelyte@xma.co.uk

Dept Email: scotlandsales@xma.co.uk

CV

Carl Veselis

Framework Manager

Email: carl.veselis@xma.co.uk

Speak to an Expert

Contact our team of experienced Education Specialists today.



Get in touch to chat by email, phone, video chat, or arrange a meeting.

Contact us by phone:
0115 846 4000

Get in touch by email:
AppleHE@xma.co.uk

Customers can also access our online stores using the below links:

[Existing HE Hub Customers](#)
[Existing XMA Store Customers](#)
[New Customer](#)



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