

# Apple at Work Mac Employee Communications Kit

macOS Sonoma

## Give your employees access to Mac

When rolling out Mac as a device choice option for your employees, it's important to build awareness and provide a great user experience—from initial launch through onboarding. This kit is designed to support your internal Mac enablement communications, so you can share information with your employees about availability, device selection, setup, and support. To help you promote your Mac program, we have included guidance for planning as well as customizable templates for emails, newsletters, intranet portals, and more.





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## Stakeholder messaging

It's important to help your stakeholders understand why you're offering Mac. The following resources will help you highlight the features that support your vision and speak to your audiences—whether executives, managers, IT, or employees—across your organization. Suggestions for key messages are outlined below.

#### Intuitive user experience

Whether you're new to Mac or refreshing from an older model, Mac makes it easy to find what you need, stay organized, and take on any task. Its clear, simple design just makes sense-especially if you have an iPhone or iPad. So things like managing multiple windows and keeping track of your files are a breeze. And with quick access to all the controls you need, exactly when you need them, navigating your Mac is easier than ever.

#### **Exceptional performance**

Every Mac with Apple silicon offers supercharged performance so employees can take their business workflows to the next level. For example, the game-changing performance of MacBook Pro with M3 Pro or M3 Max supports a range of pro-level workflows, such as editing 8K video, running AI and ML models, or analyzing large data sets. And with all-day battery life, an immersive 14-inch or 16-inch Liquid Retina XDR display, and an array of pro ports, employees can do more than ever.

#### Amazing battery life

MacBook Pro can deliver 18 to 22 hours of battery life on a single charge. Lithium-ion batteries charge faster, last longer, and have a higher power density for more battery life in a lighter package.

### **Compatibility with existing software and systems**

Apple devices work with most enterprise systems and apps that your company already uses—mail and messaging, network connectivity, file sharing, collaboration, and more—giving your employees access to everything they need to do their jobs. From Microsoft 365 to Slack to Zoom, Mac has you covered.

#### Secure by design

Apple designs Mac hardware and software with advanced technologies that work together to run apps more securely, protect corporate data, and help keep employees safe on the web. Built-in features enable personal and corporate information to remain separate and protected on the same device, without compromising user privacy.

#### **Total cost of ownership**

Mac devices are durable, lightweight, and built with the highestquality materials, making them perfect for employee use. Because of their low maintenance, high-quality construction, and high residual value, Mac and iPad last longer and are worth more two, three, and four years into their use.

#### **Zero-touch deployment**

With Apple Business Manager, devices can be distributed directly to employees and used straight out of the box, without manual configuration. And with flexible deployment models across all Apple platforms, IT can get employees up and running faster than ever with the best tools for the job.

#### **Sustainability**

We believe we can make the world's most iconic products without depleting the earth's resources. As a company, our operations are already carbon neutral, and we're working to make every Apple product carbon neutral by 2030. That includes manufacturing Mac with 100% recyclable or renewable materials and making sure that every link in our supply chain upgrades to 100% renewable energy.

#### **Built-in accessibility features**

Features like text-to-speech and VoiceOver, Safari Reader, display settings (including Zoom and invert colors), and customizable trackpad controls give every employee the power to set up their device in the way they work best.



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# **Communications strategy and planning**

To develop your internal communications plan, start by outlining the program goals, messaging, and content needs. Then determine resource requirements, timelines, and how you will measure success along the way.

#### **Defining your vision**

The first step in a successful Mac Employee Choice program is to define your vision. The statement should be simple, clear, and connected to your company culture. And it should point to the outcomes of using Mac. Here are a few examples:

- "We want to empower every employee to be productive, collaborative, and creative."
- "We believe that by giving employees a choice, they'll deliver their best work."
- "Our employees will have the skills and tools they need to be successful."

#### Setting your goals

As you define your vision, decide which outcomes will indicate success. Examples include:

- For employees—increased engagement, satisfaction, and/or retention
- For IT teams—faster deployment, simplified management, and reduced support costs
- · For the business—improved affordability, sustainability, and productivity

#### Naming and identity

Many organizations use an internal name for their Mac Employee Choice program, to mark the start of a new project, and to make it easily recognizable. Some choose simply to use "Mac at [Company Name]" to ensure consistency. If you name your program, please be sure that any branding aligns with the design guidelines found later in this guide.

#### **Planning the basics**

It's important to determine how you'd like to handle specific internal communications such as ordering, employee eligibility, and software compatibility. Questions to ask include:

- How will employees order devices?
- How will you train employees?
- Which software is compatible?

• How will managers approve employee requests?

• How will employees get help (for example, a desk or portal)?

#### Timeline

Create a timeline for your key milestones and share it with your audience.

#### Measuring success

How will you define success? Consider a range of measures, and refer back to your vision and goals when determining your criteria. Think about which measurement practices you'll use: surveys, interviews with participants, industry research, TCO, volume of support tickets, or general employee satisfaction rates.

Remember that change happens gradually over time. Set the expectations that you're aiming for positive outcomes and that you can make adjustments along the way based on feedback.



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## Spread the word about your Mac program

Organize your communications plan into three key phases to help you generate interest, support a successful launch, and encourage engagement. On the following pages, you'll find reference materials and suggested templates to use during each phase.



Prepare: Get set up for success with an organized communications strategy that supports your employees needs. Build out content that clearly conveys the benefits of Mac, process to select a device, and how to find support.

- Develop Mac program vision and key messaging
- Prepare and share your communications plan
- Create your content (such as surveys, email templates)

Launch: Communicate kickoff messaging through emails, videos, or events.

- "Mac does that" videos
- "Ask for Mac" email
- "Ask for Mac" landing page
- "Ask for Mac" banners
- "Ask for Mac" event signage

Engage 2

Build awareness: Keep communicating with existing and new employees to help inform their technology decisions.

- Mac is here email
- Time to refresh email
- New recruit email
- Return email for upgraders
- Landing page template
- FAQ for choosing Mac

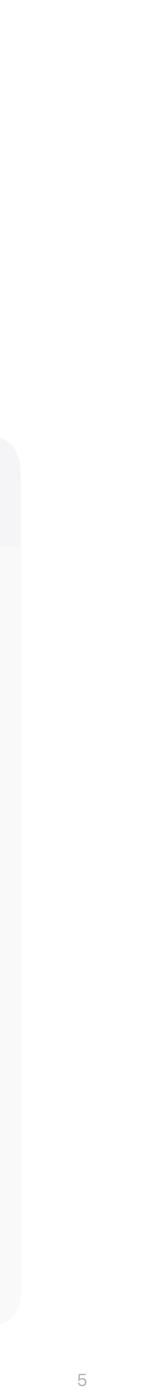
З Support

**Ordering and onboarding:** Make the employee experience as seamless and enjoyable as possible.

- Device selection email
- Portal example
- · Get ready for your new Mac email
- Welcome to your new Mac email
- Let's set up your new Mac email
- Tips to get the most out of your new Mac checklist

Training and support: Help users get up and running, and support their problem-solving as they go.

- Mac tips and tricks email newsletter
- Workshops to learn Mac skills



## Inform

This phase is all about aligning your internal teams, agreeing on your strategy, and laying the groundwork for a successful program. During this phase you should establish templates, create distribution lists, and survey your employees to better understand their unique requirements. Everything created in this stage can be used across the rest of your communications plan.

At the time of launch, kick off your program with both physical and virtual events to ensure that your message reaches your entire organization. Get your executive team involved in the launch to gain attention and show support for the program.

#### Preparing your plan guide

#### Survey template

Very experienced

Moderately experienced New to Mac

Do you use any other Apple

Why you would like to move to a Mac

iPhone

O iPad O Mac

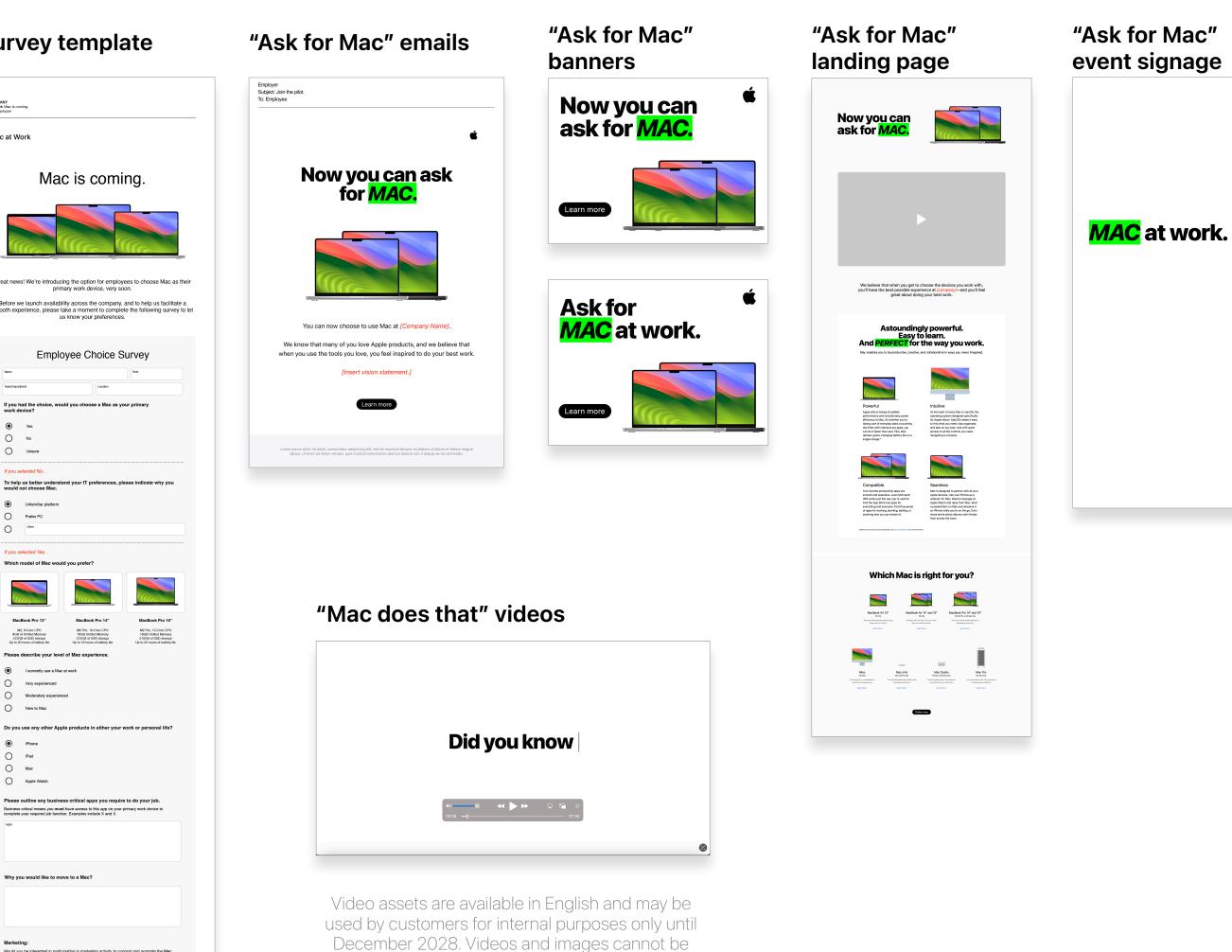
Apple Watch

Would you be choice progra

Yes No thanks

Mac at Work	COMPANY Subject: Mac is coming.
Preparing your plan.	Te: Employee Mac at Work
You'll have the most success with your Mac Employee Choice program—including bringing others along—when you take some time to get clear on your plan. This worksheet will help you kick-start your planning process by clarifying key goals and messaging. And of course, feel free to call on your Apple Enterprise team.	Mac is c
Define your vision.	
Think about why you're offering Mac and what you're trying to accomptish. Consider the following:  1. What do you wint vorking at your company to look like?  2. What do you wint for your adopted?  3. How will technology play a role?  Sample vision statements:  4. We believe that by giving amplymes to be productive, collaborative, and creative.  4. We believe that by giving amplymes a choice, they'' do their best work.  4. We want our annolyses to have their diabe and that ther more do be successful.	
ve waint our employees to nave the axes and tools they need to be successful.	Great news! We're introducing the option primary work dev Before we launch availability across th smooth experience, please take a momer
	us know your j
	Employee Ch
	Name
	If you had the choice, would you choose work device?
	Yes
	O No
Continued >	O Unsure
	If you selected No
	To help us better understand your IT pro would not choose Mac.
	Unfamiliar platform
	O Prefer PC
	Отня
	<i>If you selected</i> Yes Which model of Mac would you prefer?
<b>.</b>	
haring your plan presentation	
	M2, 8-Cone CPU M2 Pro, 10-C 808 of United Memory 1068 United 51226 of \$50 storage 51226 of 55 Up to 20 hours of battery life Up to 18 hours of
	Please describe your level of Mac experi
	I currently use a Mac at work

## Our vision: We want to empower every employee to be productive, collaborative, and creative.



manipulated in any way, such as superimposed

objects, frames, watermarks, and so on.

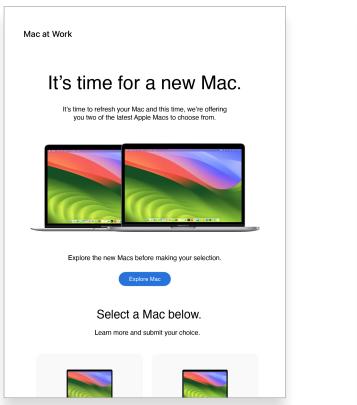




Your program requires ongoing communication to drive awareness with employees. Use your existing internal communications channels to engage with them in familiar ways. Remind employees when it's time to refresh or upgrade their devices, how to return old devices, or even just how to take advantage of new features.

In order to help them make a confident, well-informed decision when offering device choice, offer up additional insights on the benefits of using Mac. If you're allowing employees to choose between MacBook Pro and MacBook Air, share relevant product information to help them decide which Mac is right for their job function.

#### Time to refresh email

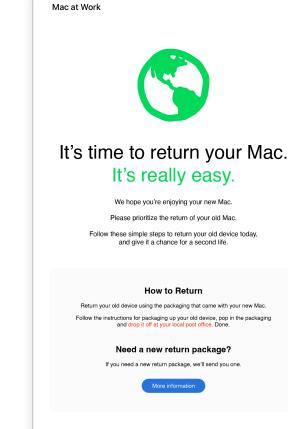




**Return email** 

### New recruit email Mac at Work Want Mac for work? Great news. At [company], we believe that when you use the tools you love, you feel inspired to do your best work. That's why you have the option to choose Ma Ready to go? Ordering is easy. Just follow the steps below. Not sure whether Mac is right for you? Keep scrolling. We've included answers to some commonly asked questions. Get set up with Mac. 1 Choose Select your Mac thro Learn More 2 Discover

#### Follow-up return email for upgraders

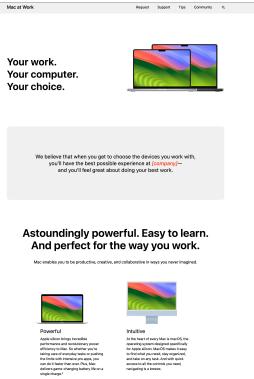


If you're new to Mac, get help making the swit

2

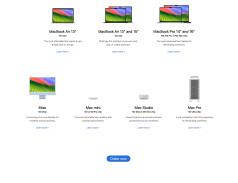
If you have questions about how to return your device, please contact tech support here.

### Landing page template



Mac is designed to partner with all your Apple devices. Use your iPhone as a webcam for Mac. Read a message on Apple Watch and reply from Mac. Start a presentation on Mac and rehearse it on iPhone will you're on the go. Even share entire photo albums with friends from across the norm.

Which Mac is right for you?



### Mac is here email



Even if you're a pro, you'll need to follow initia steps for setting up your Mac at [company]. Plus, get tips for maximizing your productivity with new functionality in macOS. Learn More

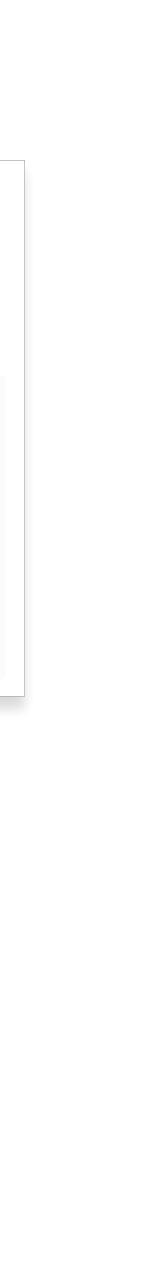
Ordering your Mac is fast and easy.



#### FAQ for choosing Mac



On occasion, some developers of very task-specific software may not not develop a version for Mac. Often there's an easy workaround, but to be sure, if any of the below apps are business critical for your job, please contact tech support to discuss the suitability of Mac for your

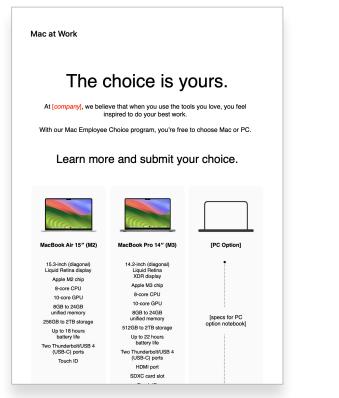


### Support 3)

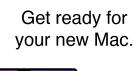
Once an employee has selected Mac, it's important to make their experience as seamless and positive as possible. Simplify processes with straightforward communication and easy access to key resources for a smooth and exciting experience.

There are many opportunities for you to deliver a great Mac onboarding process. Consistent communication can ensure employees know what to expect and when. Some organizations take it a step further, making the experience fun and aligning it with their company mission and brand. Training resources, such as the Mac Employee Starter Guide and online skills sessions, will be valuable tools to help support your efforts.

#### Device selection email



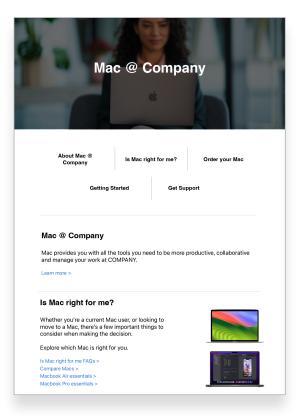
## Mac email Mac at Work





	Follow these sir
	Ensure your data is ready to tra so you can get back up ar
1	Install available software updates
1. From	n the Apple menu 🔹 in the corner of

### Portal example



#### Welcome to your new Mac email

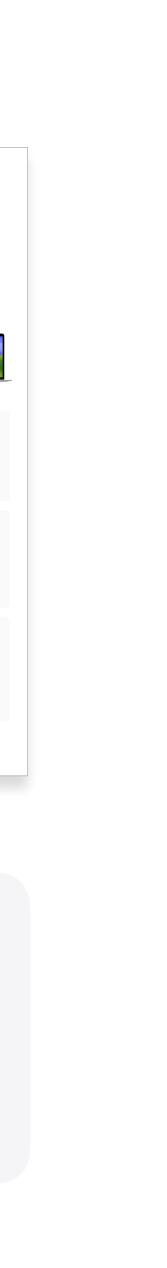
Click Software Upda
 Click Update Now of

Mac at Work
Welcome to your new Mac.
Let's get you set up. Use the resources below to easily transfer your information and get up and running in no time.
Get ready for your new Mac Before you start transferring your data to your new Mac, make sure you've followed the 'Get ready for your new Mac' instructions here.
2 Set up your new Mac Watch this step-by-step set up video which outlines exactly how to set up your new Mac. Watch set up video

#### Hints and tips Get ready for your new Tips to get the most Let's set up your new Mac email out of your new Mac email newsletter checklist Mac at Work Mac at Work Let's set up Do more with Mac. Unleash your new Mac Tips to get the most out of Mac your new Mac. Ready to start exploring your Mac-or level up your existing skills? Move your content to your new Mac. Transfer pictures, documents and other data. to copy all of your documents, apps, contacts, calendars email All your files available, from all your device imple steps. ansfer to your new Mad d running quickly. Here are some quick tips. Do more with macOS. Get up and running quickly and become familiar with your new Mad Find files with Spotlight. Easily adjust the controls you use the most. Spotlight can help you quickly find apps, documents, emails, and other items on your Mac. It can even perform calculations and conversions for you. 1 Move your content to a new Mac More about Spotlight : Transfer your content: Use Windows Migration Assistant to copy your documents, apps, user accounts and settings from your existing computer to your new Mac. If your files are currently on a PC, follow the PC migration steps. If you're moving content from a Mac, follow the N Customize your Mac with System Settings. You can change system settings to customize your Mac. For example, you can change the size and location of the Dock, choose a light or dark appearance, change the desktop picture, and more. 2 Learn some of the Mac basics • Open favorite apps: Use the Dock at the bottom of the screen and click on the icons to open apps like Photos and Messages. More about System Settings > Navigate with your fingers: Use the trackpad and gestures to control Copy and paste: Learn the basics and reference the Edit menu at the top of the screen to copy and paste text or other items. Find what you need: Find a document or app on your Mac with Spotlight, Just press Command-Space bar, then start typing. Set up Focus to stay on task. Stay on task and minimize distractions with Focus. You car se Focus to pause and silence all notifications or allow only certain notifications-for example, ones from 3 Collaborate with colleagues colleagues on an urgent project. You can also share that you've silenced notifications so contacts know you're busy Collaborate in real time: Invite others, set permissions, and wor More about Focus Track tasks and deadlines: Share lists, assign tasks and set Questions? We're here for you at [contact info]. 4 Check out Microsoft on your Mac Access Microsoft Office: Use Word, Excel and PowerPoint with

#### Apple is here to help with materials and self-service tools to aid users getting set up and to provide support. Here are a few ideas on how you can support your employees:

- Conduct user surveys to see how they're adapting to Mac and respond with tailored communications
- Include relevant Apple resources in your newsletters or target communications to specific users
- Use Apple presentation materials for events or tech bars to teach new users how to navigate Mac
- Invite employees to attend Today at Apple sessions at their nearest Apple Retail stores. Talk to your account team or visit apple.com/today for more information



## Trademarks and sample resources

#### Using the name Apple in text

Business and consumer-facing communications may refer to the company name as Apple. The legal company name, Apple Inc., is reserved for legal documents.

#### Using Mac at Work and Mac Employee Choice in text

Always write the program name as "Mac at Work" or "Mac Employee Choice," observing the use of upper- and lowercase characters.

#### Logo and lockup

Keep the Mac at Work lockup and your logo at opposite sides of the design.

#### **Product names**

All products that start with a lowercase "i" should always be written with a lowercase "i" and an uppercase "P" (or appropriate letter) followed by lowercase letters, even at the beginning of a sentence, paragraph, or title. For example, iPhone, iPad, and iMac.

Most Apple product names are trademarks. Never translate an Apple trademark. Always use trademarks in English, even when they're surrounded by text in a language other than English. Always write Apple trademarks exactly as they appear in the Apple Trademark list at <u>www.apple.com/leg</u>al/intellectualproperty/trademark/appletmlist.html. Always use Apple product names in singular form. Do not add possessive apostrophes. Never say Apple Watches or iPhone's. Modifiers such as models, types, or devices can be plural or possessive.

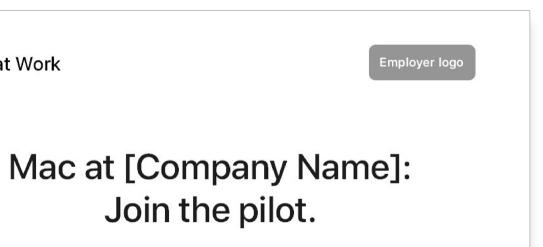
#### **Trademark information**

Whenever you create marketing materials, please review the Apple Trademark List at <u>www.apple.com/legal/intellectual-</u> property/trademark/appletmlist.html for the latest Apple trademark information. For more information about using Apple trademarks, visit www.apple.com/legal/intellectual-property.

If you have questions after reviewing the information provided on the Apple legal website at www.apple.com/legal, contact the Apple Trademark Department by email (appletm@apple.com). Allow up to one week to receive a reply.

Mac at Work

Join the pilot.



**Apple values.** Learn more about Mac at Work and Apple's approach to accessibility, sustainability, and privacy.

Mac does that: apple.com/business/mac

Accessibility: apple.com/accessibility

Environment: apple.com/environment

Privacy: <u>apple.com/privacy</u>

**Product pages.** Get all the latest Mac information, including key features and detailed specifications.

Mac: apple.com/mac MacBook Air: apple.com/macbook-air MacBook Pro: apple.com/macbook-pro macOS Overview: apple.com/macos

**User guides.** Each Table of Contents provides access to guick hints and tips, with detailed support pages following.

macOS User Guide: <u>support.apple.com/guide/mac-help/welcome/mac</u>

MacBook Air Essentials: support.apple.com/guide/macbook-air/welcome/mac

MacBook Pro Essentials: <u>support.apple.com/guide/macbook-pro/welcome/mac</u>

Support pages and channels. These are a great place for users to get started and easily see new features at a glance.

macOS Support: support.apple.com/macos

MacBook Air: support.apple.com/mac/macbook-air

MacBook Pro: <u>support.apple.com/mac/macbook-pro</u>

Mac Tips for Windows Switchers: <u>support.apple.com/HT204216</u>

What's it called on my Mac: <u>support.apple.com/guide/mac-help/cpmh0038/mac</u>

Apple Support Website: support.apple.com

Apple Support App: <a href="mailto:apps.apple.com/app/apple-support/id1130498044">apple.com/app/apple-support/id1130498044</a>

Apple Support on YouTube: youtube.com/applesupport

## Appendix

Template Examples

Mac at Work lockup	Mac at Work
Headline All text is center aligned	Mac i
Product photo Centered horizontally on the page, and vertically between the headline and the copy	At [company], we believe that wh inspired to do your best work. That choice program, which gives you Just follow the
Image, copy, and call to action	1 Choose Select your Mac through <i>[company chool</i> Learn More >
	2 Discover If you're new to Mac, get help making th with tips for setting up and getting orient Learn More >
	3 Thrive Even if you're a pro, you'll need to follow steps for setting up your Mac at [comparent Plus, get tips for maximizing your product with new functionality in macOS.
Support Call to action	Ordering your M

Email

### is here.



when you use the tools you love, you feel 'hat's why we're introducing an employee ou the option to choose a Mac for work.

nese simple steps.

hoice portal].



g the switch iented.



illow initial Inpany]. oductivity



Mac is fast and easy.

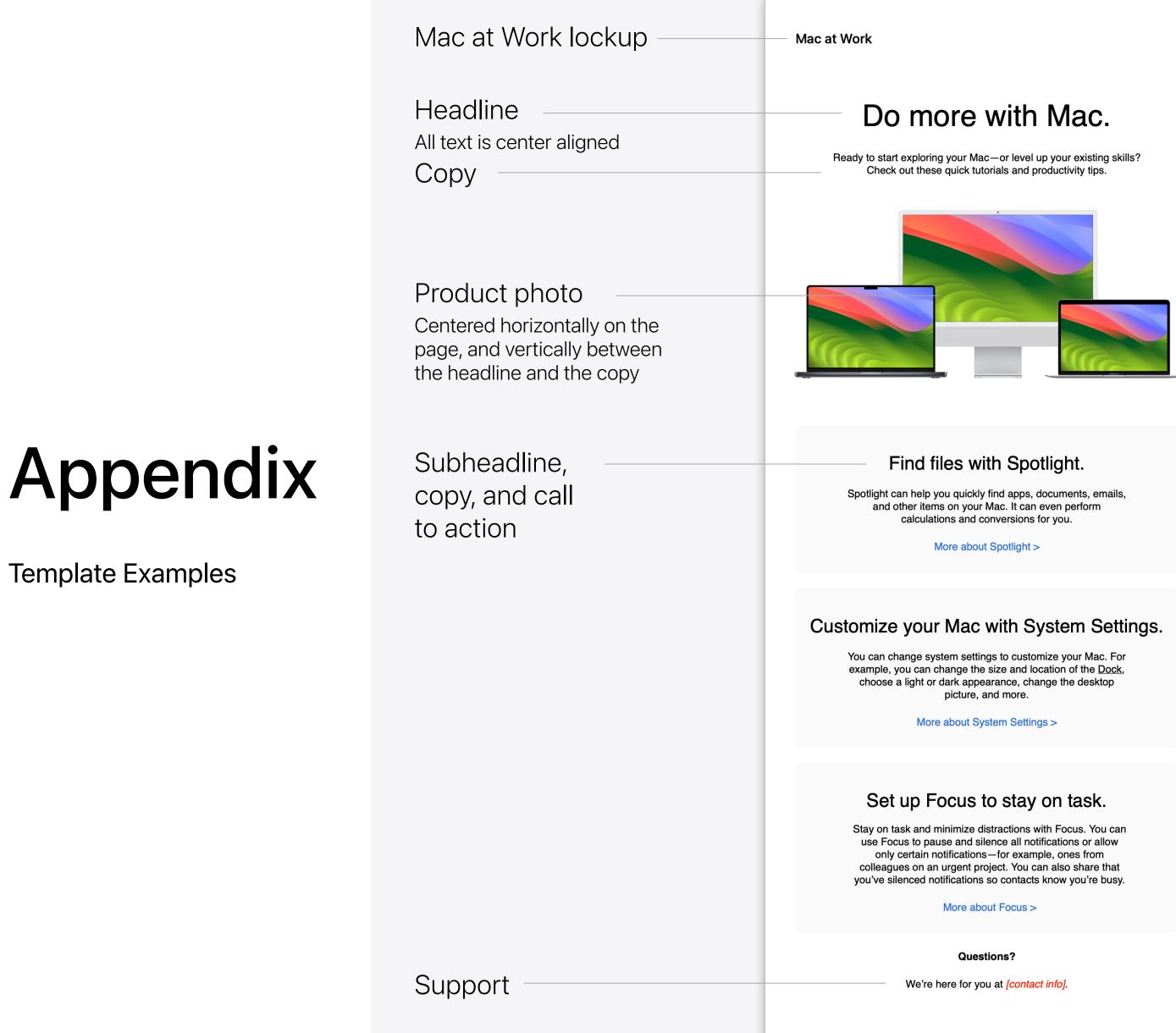


### Landing page

Navigation and	— Mac at Work Request Support Tips Commu
Mac at Work lockup	
Headline	Your work. — Your computer. Your choice.
Сору	We believe that when you get to choose the devices you work with, you'll have the best possible experience at <u>[company]</u> — and you'll feel great about doing your best work.
Headline	Astoundingly powerful. Easy to learn And perfect for the way you work. Mac enables you to be productive, creative, and collaborative in ways you never imagined.
Image and copy	Powerful       Image: Solutionary power taking care of everyday tasks or pushing the limits with intensive pro apps, you can do it faster than ever. Plus, Mac delivers game-changing battery life on a single charge.*       Image: Distributionary power taking care of everyday tasks or pushing the limits with intensive pro apps, you can do it faster than ever. Plus, Mac
	<image/> <section-header><section-header><section-header><section-header><section-header><section-header><section-header><text></text></section-header></section-header></section-header></section-header></section-header></section-header></section-header>
	Which Mac is right for you?
Product information	MacBook Air 13° Mreile       MacBook Air 13° Mreile       MacBook Air 13° and 15° MacBook Air 13° and 15° 
	Mac     Mac minit     Mac Studio     Mac Pro       Mac     Mac minit     Mac Studio     Mac Pro       Mat drive de lasteto pri statistici productivity     Mac Minite     Mac Pro     Mac Pro       A thorning in l-in-out setator     mod stated priormance.     Mac Minite de lasteto priormance.     Martine de lasteto prine de lasteto priormance.     M
Call to action	Order now



#### Newsletter



Mac at Work lockup	Mac at Work
Headline	Mac is coming.
All text is center aligned	
Product photo	
Centered horizontally on the page, and vertically between the	
headline and the copy	Great news! We're introducing the option for employees to choose Mac as t primary work device, very soon.
Сору	Before we launch availability across the company, and to help us facilitate smooth experience, please take a moment to complete the following survey us know your preferences.
All text is center aligned	Employee Choice Survey
	TeamDepartment Location
	<ul> <li>Work device?</li> <li>Yes</li> </ul>
	O No O Unsure
	<i>If you selected No</i> To help us better understand your IT preferences, please indicate why you
	Would not choose Mac.     Unfamiliar platform
Survey form	O         Prefer PC           O         Other
	If you selected Yes
	Which model of Mac would you prefer?
	MacBook Pro 13" MacBook Pro 14" MacBook Pro 16"
	MacDoDk PT0 13         MacDoDk PT0 14         MacDoDk PT0 15           M2, 8-Core CPU         M2 Pto, 10-Core CPU         M2 Pto, 12-Core CPU           688 of Unitied Memory         1680 United Memory         1680 United Memory           51208 of SSD atorage         51208 of SSD atorage         51208 of SSD atorage           b to 20
	Please describe your level of Mac experience.
	Very experienced
	O New to Mac
	Do you use any other Apple products in either your work or personal life?
	O iPad O Mac
	Apple Watch
	Please outline any business critical apps you require to do your job. Business critical means you <b>must</b> have access to this app on your primary work device to complete your required job function. Examples include X and X.
	Why you would like to move to a Mac?
	Marketing: Would you be interested in participating in marketing activity to support and promote the Mac
Submission button	choice program?