Tim Cook: Enterprise NOT an Apple Hobby!

Written by Marco Attard
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Apple CEO Tim Cook reveals Apple enterprise sales total $25 billion (or around 14% of total Apple revenue over the last year) during a one-on-one interview with Box CEO Aaron Levie, USA Today reports.

"This is not a hobby," Cook says. "This is a real business."

The Apple push towards selling devices to enterprises is, of course, no big news-- the past year saw company form partnerships with IBM and Cisco , not to mention the release of the iPad Pro   , a tablet clearly designed for business as well as consumer needs. It also reportedly has a dedicated sales force making an
"aggressive" assault into corporate territory
with hopes of offsetting declining iPad sales via enterprise market expansion.

"If you think back in time, Apple and IBM were foes. Apple and Microsoft were foes," Cook adds. "But if you look at it, Microsoft and Apple can work on more things together. It is great for our customers. That is why we do it. I don't believe in grudges."

Mind, Apple remains a mainly consumer-focused company while it continues to break records with iPhone launch weekends. But as Cook concludes in the interview, "we're in the early days of what we can do... My gosh, we haven't started yet."

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