

## WSJ: Apple Uses Partners for Enterprise iPads

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17 August 2015

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According to the Wall Street Journal Apple is working with over 40 companies in an effort to turn the iPad into a more appealing enterprise tool as part of the Mobility Partner Program (MPP).



One part of effort involves smaller companies (named examples include accounting firm Xero, digital cash register company Revel Systems, and field-service software firm ServiceMax) training Apple business specialists. Other unnamed companies have even been invited to Apple sales conferences normally closed to non-Apple staff.

In addition the WSJ says Apple is pushing developers into creating a more cohesive ecosystem of interoperable iPad business apps based on feedback from the aforementioned partner companies.

Predictably Apple declines to comment on the story, only stating its partners "are developing iOS solutions across industries that will empower employees and usher in a new era of productivity."

The aim of such efforts is, of course, the boosting of iPad sales-- the last fiscal quarter ending June 2015 saw iPad sales falling by 18% Y-o-Y to 10.9 million units, a far cry from earlier days of iPad as tablet blockbuster. Rumours also repeatedly suggest Apple is working on a larger "Pro" iPad aimed at enterprise customers.

Go [With iPad Sales Falling, Apple Pushes into Business \(WSJ, Subscription Required\)](#)