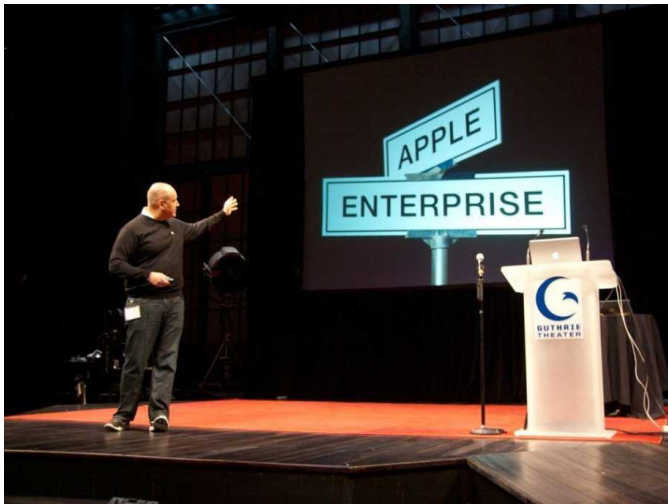**Enterprise Warms Up to Apple**

Written by Marco Attard
19 June 2014

Apple device management solution developer Jamf Software says enterprise Apple adoption is on the up-- and according to a Dimensional Research survey of 300 US-based IT professionals the industry lacks tools to handle the iDevice influx.

The survey shows internal IT team support of iPhones and iPads at 91% and 89% respectively, while 78% of participants cite user preference as a main reason for supporting Apple.

Mac PC support stands at 60%.

Meanwhile 98% anticipate enterprise Apple device adoption to grow by "at least" 25% over the next 3 years, and such influx means more work for IT as according to 91% of surveyed professionals Apple device and enablement requires IT involvement.

As to cope for such growth, 40% will get additional IT budget and 20% will hire more staff-- although a good number (23%) of companies lack a solid plan to deal with the iDevice influx, and a far larger percentage (80%) lacks confidence in their management software of choice, mainly due to the use of Windows-based solutions to manage Apple devices.

"Our survey findings show the majority of IT professionals expect to see more Apple in the enterprise," Dimensional Research says. "Today, nearly 20 percent of respondents say they already support 1,000 Apple devices or more. Organizations are asking IT teams to manage

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this situation, making scalability and efficiency critical when selecting an Apple device management solution."

Apple is currently working on making its software even more attractive to enterprise-- at WWDC 2014 the company showed off enterprise-friendly additions built into iOS 8 , including the Device Enrolment Program (enables auto-configuration of new shrink-wrapped devices to company setups) and a slew of collaboration and security enhancements to Calendar, Contacts, Mail, Messages, Notes and Reminders, among others.

Go National Survey Findings Point to Boom of Apple Adoption in Enterprise