



# Apple Mobile Device Management Software Buying Guide





## **Table of Contents**

**03** What is mobile device management?

**04** What are the benefits of using an MDM platform?


**05** When should I invest in an Apple MDM platform?

**06** About Addigy: The premier Apple MDM and device management solution

**07** If I use an RMM tool, why do I also need an MDM solution like Addigy?

**07** How does Apple Business Manager work with Addigy?

**08** What to expect with Addigy



As Apple device adoption in the workplace continues to increase, understanding how to properly manage your Apple devices in an increasingly remote environment is critical and allows organizations to stay competitive. However, this can be a daunting endeavor for an organization's IT staff and **managed service providers** (MSPs) who have only ever managed Windows machines. Not only are they responsible for managing and securing this influx of new devices, but they're also expected to streamline the end-user experience in the process.

In this guide, we'll break down everything you need to know about mobile device management and show you how Apple mobile device management tools can make it super simple to support managed Apple devices.

## What is mobile device management?

Mobile device management (MDM) software is designed to configure, secure, and manage the state of various devices. Once only associated with mobile devices like smartphones, MDM is quickly becoming a requirement to manage tablets, desktops, laptops, and other connected devices.

Similar to how a store manager will keep an eye on employees while they're working, MDM software enables IT admins to keep an eye on company and client-owned devices to ensure they are running optimally and are fully compliant with administrative policies so user downtime is minimized and corporate networks remain secure.

Common MDM features include:

- Zero-touch enrollment, deployment, and management
- Software deployment from the App Store
- Remote lock/wipe
- Security configurations
- Deploy WiFi, VPN, printer, and other device configurations
- Control content restrictions



The purpose of MDM software is to help internal IT teams and MSPs who are seeking:

- Cost efficiencies
- Compliance
- Risk mitigation
- Security
- Mass deployment of device configuration and settings
- Patching capabilities
- Application management
- Simplified user onboarding and off-boarding
- An optimal end-user experience
- Support for Bring Your Own Device (BYOD) policies

While roles can vary by organization and product type, stakeholders who may benefit from being involved in the implementation of your MDM software include:

- Program managers
- Project managers
- System administrators
- Developers
- Business analysts
- Data architects
- End users
- Governance councils

## What are the benefits of using an MDM platform?

In a mobile-first world, end users are using an assortment of operating systems and device models. According to research from [Techjury](#), nearly 70% of employees use personal devices at work. Not to mention, 87% of businesses depend on their employees' ability to access business apps from their smartphones.

For businesses, this means an increased risk of sensitive corporate data ending up in the wrong hands. IT teams need the ability to remotely lock devices, wipe only the partition of work data on a personally-owned device or completely wipe a corporate-owned device, and enforce basic security restrictions on devices that contain proprietary information; this is where MDM comes into play.

Whether you run a small business or a [large enterprise](#) or are an IT service provider managing the devices of external clients, MDM technology provides a range of indisputable benefits:



## Control over your entire fleet of devices

With multiple devices being used by multiple end-users, it may be difficult to keep track of them all and build a unified device management process. With MDM, your organization has complete visibility into its managed devices.

IT administrators are able to configure devices, install updates, and ensure security policies are enforced. Even if someone leaves the company, all business-related information can be immediately removed from the devices remotely.

## Enhanced data and device security

Although laptops are often equipped with pre-installed malware protection, mobile devices are susceptible to loss, theft, and viruses. MDM platforms offer an effective way to safeguard data and stay compliant with existing data protection regulations.

With an MDM tool, IT admins can restrict the use of certain device functionalities or apps, and the use of strong passwords can be enforced. In the event the same device is used both for work and leisure, encrypted containers can help ensure sensitive data doesn't leak to third parties.

## Reduced costs

Many organizations implementing an MDM software solution find they end up saving money over time, especially since most have decided to embrace either a **Choose Your Own Device (CYOD)** or **Bring Your Own Device (BYOD)** policy.

MDM provides a great way to secure devices without requiring large-scale investments or additional IT personnel. Because MDM helps IT teams configure and secure devices en masse, resources can be freed up for other initiatives.

## When should I invest in an Apple MDM platform?

As the number of Apple devices continues to rise, so does the manual work for an IT admin without an MDM solution. The process is cumbersome with just a few devices, but once that number climbs to 25, 40, 50, and beyond, you have a manual nightmare on your hands.

If your team is neglecting Apple devices or spending hours manually configuring new devices for employees and keeping them patched and up-to-date, it may be time to consider implementing an Apple-specific MDM platform.

Instead of setting up or updating Apple devices manually, MDM empowers IT staff to responsibly manage devices and enforce cybersecurity requirements in much the same way as they do for Windows devices today.



# About Addigy: The premier Apple MDM and device management solution

Addigy's comprehensive and multifaceted approach to Apple device management is precisely what sets it ahead of the curve. Addigy leverages both the MDM framework AND a powerful macOS agent to supercharge the productivity of Apple administrators and device users, resulting in numerous cost savings.

Here are a few ways Addigy helps IT administrators more effectively manage and secure Apple devices while providing an optimal end-user experience.



## Monitoring and Remediation

Addigy helps organizations shift from a reactive approach to issue resolution to a proactive one. Actively monitoring for device issues and automatically remediating them prevents administrator distractions and reduces downtime for end-users.



## Always-on Compliance

Addigy was built secure from the start, allowing IT administrators to enforce security settings across all Apple devices under management.



## Automated Third-Party Patch Management

Outdated third-party applications create vulnerabilities for cybercriminals to exploit, but managing updates can be a hassle. With Addigy, you can automate the deployment of patch updates to the Apple devices you manage.



## Swift Responses

When a problem requires an administrator's attention, Addigy makes it simple to respond quickly without needing to jump between different tools. With shared desktop and command line access, IT administrators have the ability to make immediate changes to devices, as if they had the problem machine in front of them.



## Easy to Use

Addigy provides a user-friendly and intuitive design that allows IT admins to effortlessly provide the best support to Apple users, regardless of their level of Apple expertise.



## Managing Multiple Accounts

Addigy is the only fully cloud-based, multi-tenant MDM solution, allowing you to manage the Apple devices of multiple accounts inside a single environment and share items, such as custom automations, between them. This functionality adds efficiency for IT admins who manage multiple customer accounts, businesses with multiple locations, or organizations combining due to a merger or acquisition.



## Zero-Touch Provisioning

Say “goodbye” to manually configuring machines. Instead, new devices can be up and running in 5 minutes without a technician handling the machine. Set up automated device enrollment with Addigy, leveraging Apple Business Manager.

## **If I use an RMM tool, why do I also need an MDM solution like Addigy?**

As more businesses embrace Apple devices in the workplace, remote monitoring and management (RMM) tools continue to fall short in effectively securing, managing, and protecting them. While you may think you’re gaining efficiency by using only one tool, you’re actually losing long-term efficiency by managing Macs on a platform that was built to manage Windows machines.

When managing Macs with an RMM tool, there is a severe lack of device control and security management. Most RMMs only let you track inventory and remote control into a Mac for break/fix support while forgoing monitoring and remediation, OS and third-party software patching, applying and enforcing security policies, keeping machines protected against cyber threats, and more.

Initially designed only to help secure and manage the mobile phones connecting to your managed networks, MDM now enables IT admins to manage devices of all kinds – Macs, iPhones, iPads, and even Apple TVs.


Using Addigy’s MDM solution to manage your Apple devices in congruence with an RMM tool to manage your Windows devices is key to ensuring standardization across your managed networks.

## **How does Apple Business Manager work with Addigy?**

Apple Business Manager is Apple’s own free, web-based tool that allows IT admins to leverage the built-in framework for MDM inside iOS, iPadOS, macOS, and tvOS. When deployed in partnership with Addigy, it helps to ensure you’re providing a holistic, comprehensive set of services to your end-users for onboarding, managing, and securing their Apple devices at scale.

Though not a requirement to leverage MDM, Apple Business Manager provides additional control over the enrollment of network devices and distribution of apps, and makes reprovisioning and recommissioning significantly easier.

Apple associates devices with a company by their enrollment in an Apple Business Manager account.



Once set up, Addigy can centralize **device enrollment** and volume app deployment, allowing administrators to deliver work technology to teams no matter where they are.

If you don't have an Apple Business Manager account, Addigy can provide guidance on how to set one up. For those managing multiple clients, Apple requires each individual business to apply and register for its own account to verify its legitimacy.

## What to expect with Addigy


At Addigy, we pride ourselves on delivering the BEST Apple experience. To achieve this, we bring to market a powerful and uniquely flexible Apple device management platform, but that's not all. There is a team of experts standing behind Addigy who live, eat, and breathe Apple. They are eager to understand your organization and help you get the most out of Addigy today and in the future.

Although we've captured key milestones in the Addigy experience below, know that your engagement will be tailored just for you.

### Phase 1: Engage, Discover, Decide

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When you're ready to see Addigy for yourself, we invite you to **request a demo**. We'll show you how Addigy can help you effortlessly manage devices across multiple clients and locations, and determine whether Addigy is the right fit for your environment.

 **Did you know? 4,000+ IT teams and MSPs choose Addigy for Apple device management.**

Next, we offer a chance for you to get your hands on Addigy with a full-featured free trial that allows you to enroll devices, deploy agents, and begin working within the platform.

In addition to test driving Addigy's functionality, you'll also have a chance to get to know us better and experience our renowned service. As part of your trial, you will spend time with a solutions architect with Apple, Addigy, and industry-specific expertise to share with you. They will get to know your business, uncover your priorities and tailor the technical guidance you need for a strong start.

Once you experience Addigy firsthand, we know you'll be hooked.

Addigy's annual licensing doesn't break the bank and we don't require mandatory setup fees, so becoming a customer is easy. We also bill monthly so it's simple to scale up or down.






## Phase 2: Onboarding

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So, you've decided to implement Addigy; now what?

Your success is our number one priority and onboarding is a critical step toward that goal. Ensuring that Addigy is set up properly from the start serves as a strong foundation for long-term success.

 **Did you know? 80% of MSP customers that complete Addigy onboarding go on to grow their Apple business by 60%.**

The Addigy onboarding experience is seamless, using the same instance introduced in your trial and allowing you to build upon the work you've already done. Our solutions architects will offer further guidance for properly onboarding devices and enabling the settings you need most, sharing best practices along the way.

Don't worry; it won't take ages to begin benefiting from Addigy's functionality. We provide one of the fastest onboarding experiences out there.

 **Did you know? Addigy onboarding is typically completed in 30 days or less.**


If you'd like additional assistance during onboarding, we are happy to provide extra time for a fee or based upon your scope of work. Whether you'd like help with strategy, migration scripts, or other functionality, we're ready to assist you.

## Phase 3: Training and Continuing Education


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Addigy is a platform with unlimited options for customization and the key to unlocking its value is by matching your specific needs with its robust functionality. Addigy's training programs are a great way to learn how to leverage the solution to increase efficiency, maintain security and provide the best end-user experience.

Addigy offers three distinct **training** programs — from basic to expert-level — with courses covering Apple device management using macOS, iOS, iPadOS, and tvOS.

 **Did you know? A whopping 95% of participants say they were highly satisfied with their Addigy training experience.**

Whether you are new to Apple, new to Addigy, or an old pro, the educational needs of IT admins vary. That's why, at Addigy, we don't mandate a required curriculum. With our automated training videos, you can ramp up a new engineer in no time and take advanced training at your own pace.



### Addigy Academy Basics (AAB)

This free program provides a high-level overview of Addigy, the Apple ecosystem, and mobile device management. The four online modules are self-paced, which means you can work on them when, where, and how you like.

### Addigy Certified Associate (ACA)\*

With the ACA intermediate course, participants will receive one full day of instruction (in-person or remote) on the fundamentals of Apple device management using Addigy, as well as a certification valid for one year. Topics range from management best practices to deployments and patching.

### Addigy Certified Expert (ACE)\*


ACE offers two full days of instruction (remote or in-person) for end-users that want to dig deeper into the Apple ecosystem, advanced scripting, security and monitoring, and device management. Certification is valid for two years.

*\*Addigy's certification programs (ACA and ACE) can be used to fulfill the MDM management requirement for the [Apple Consultants Network \(ACN\)](#). In addition to receiving premier Apple training, ACN members are promoted through Apple's official "[Find A Consultant](#)" page as trusted and trained practitioners, providing a competitive advantage for technology service providers.*

## Phase 4: Ongoing Success

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Becoming an Addigy customer is just the beginning of our journey together. We will be with you as your business needs change, as Apple evolves, and as we introduce new features to meet the IT challenges of tomorrow.

 **Did you know? With an average customer satisfaction score of 95% and less than 1% churn, we know Addigy is making a difference in the lives of IT admins.**

Our goal is to support your success at every step. Here are a few key ways we do it:

- 1• **Your Trusted Advisor.** You will have a dedicated customer support manager who will share industry trends and best practices while ensuring your Addigy environment has the latest in Apple management and security.
- 2• **Stay Current on Apple Releases.** Because we specialize in Apple device management, we are attuned to upcoming Apple advances and are prepared to fully support them upon release.
- 3• **Your Voice Matters.** We listen to the needs and challenges of our customers. This allows

us to focus on product enhancements that will have the greatest positive impact on IT admins and their end users.

- 4. **Constant Innovation.** We are obsessed with making Addigy better every day. Because ours is a SaaS platform, we are able to quickly and continually roll-out meaningful enhancements so that Addigy evolves with you.

It's a fact. Businesses are adopting Apple technology at a rapid pace. Addigy MDM software was created to help IT teams and MSPs — regardless of their Apple expertise — adapt to this change; to amplify their productivity and empower people to do great things.

Let's do great things together!  
Contact us today to start your **free trial**.



## ABOUT ADDIGY

Trusted by more than 4,000 global organizations, Addigy provides cloud-based Apple device management solutions for IT teams in enterprise, education, and MSP environments. Our multi-tenant SaaS offerings are changing the way administrators support their end users, helping people get the most out of their Apple products every day. We believe good ideas are made great through community and collaboration, and strive to live that charter in all that we create and do.