

Unlocking the full TCO benefits of Mac

Mac delivers high quality user experiences with fast processing and an intuitive interface. For organisations, the devices also deliver a low Total Cost of Ownership (TCO). That premium performance is more affordable than ever, because Mac price tags have remained stable and even declined.



Here are 10 reasons why Mac offers high value

1 Mac avoids component pricing volatility

Apple's 2026 product updates reinforce its consistent value strategy. Across the Mac lineup, the latest MacBook Air and MacBook Pro models deliver higher performance and increased storage, with like-for-like configurations now effectively lower priced than equivalent previous-generation models. Also, the iPhone 17e now has double the base storage of 256GB but the price remains the same.

At the same time, the introduction of the MacBook Neo means there is now a Mac for every persona and price point. The use of integrated memory and long-term supply contracts helps shield Apple devices from the commodity price volatility.



2 No costly extra hardware and software

Apple's vertically integrated design eliminates the need for third party drivers, bolt-on components or additional compatibility hardware. Mac includes a wide range of productivity, security and accessibility features built-in by design, such as advanced voice control, screen reading and magnification. In addition, on-device intelligence supports diverse user needs without the need for additional software. This reduces the number of extra tools organisations need to procure, deploy and support, helping to lower overall costs while ensuring every employee can work effectively from day one.

3 Hardware and software engineered together from the ground up

Mac built-in security comprises hardware level protection, encrypted storage, verified boot, malware defence and OS level isolation. This translates into lower risk of a data breach to keep organisation and employee data safe.

5 Long lifecycle delivers high return on investment

Mac's integration of hardware and software reduces component failures, performance degradation and driver-related issues. With minimal degradation due to hardware longevity and tight software integration, organisations can expect stable, long-term performance, driving down capital and operational expenditures.¹

4 Low support and management costs

Mac is cost-effective to run because Apple's integrated design eliminates potential driver and compatibility hardware issues, resulting in fewer support tickets per device, minimal updates and built-in security. All of which means organisations spend less time and money managing Mac devices.

6 Intuitive interface minimises training costs

Mac devices are familiar, intuitive and easy to use with consistent interface, behaviour and workflows across every model and macOS version. With a standard approach to macOS, iOS and iPadOS, people can begin working immediately even if they are new to Mac and the organisation's training costs for users and support IT employees are low.

7 Low energy use reduces electricity costs

Mac devices have low energy costs because Apple's ARM-based chips are highly efficient and macOS minimises background activity and wasted cycles. As well as using less electricity Mac laptops offer all-day battery life to help remote workers maintain productivity.

This efficiency also reduces an organisation's carbon footprint. Apple designs its hardware and software to minimise environmental impact, with devices that are energy efficient, use recycled materials and are manufactured using 100 per cent renewable electricity for all final-assembly sites. Mac devices typically carry a low lifecycle carbon footprint helping organisations progress their own sustainability goals while lowering operational costs.



8 High residual value boosts returns

Apple devices retain long-term value, allowing an organisation to sustainably retire older models while maximising their business return.



9 Mac excels in VDI environments

With VDI licensing and hardware costs rising, many organisations are exploring cloud based estates. Since all major VDI vendors offer macOS clients, using Mac devices as VDI endpoints takes advantage of their low power consumption, long battery life, built in security and high residual value to help reduce overall costs. And with the introduction of the MacBook Neo, the entry-level Mac is now more cost-effective than ever before, giving organisations a powerful, energy-efficient device option that delivers excellent performance for VDI workloads at a highly competitive price point.

10 Computacenter integrates Apple seamlessly

Computacenter integrates Apple devices into existing processes, reducing complexity and lowering an organisation's operational costs. We configure and manage Mac devices to ensure users receive consistent, high-quality support.

Devices are pre-enrolled into Apple Business and connected to an organisation's MDM platform for secure, zero touch deployment with policies and single sign on enabled from first boot. Our user adoption framework then helps employees make full use of Mac capabilities so they can work productively from day one, and our workstyle analysis service allows us to advise up front on the right device for each user.

1. State of Digital Workspace 2026, Omnisia

Get in touch

To discover how Computacenter can help you integrate Apple devices for lower TCO, please contact your Computacenter Account Manager, call 01707 631000 or email enquiries@computacenter.com