

PRESIDIO®

Maximising ROI for Irish Enterprises with Apple

Driving measurable business change with Presidio

Irish businesses are standing at a pivotal transformation point. Today's workplace isn't bound by offices or schedules, it's hybrid, digital-first, and employee-centric. In fact, **33% of the Irish workforce now works either remotely or in a hybrid model**, a trend that's remained steady and stands 10 points higher than pre-pandemic levels.¹

Employers are adapting: 62% offer hybrid work, 40% offer fully remote roles², and most plan to continue, as 60% of candidates would decline a role without flexibility.²



Alongside these shifts, businesses face pressure to modernise infrastructure, consolidate operations, and strengthen security.

Presidio goes beyond delivering technology. From pilot to zero-touch rollout, we move businesses from hybrid readiness to resilience, activating Apple devices like iPhone, iPad and Mac as catalysts for productivity, efficiency and growth.

What the data tells us

Apple adoption continues to grow and with it, business benefits. According to a 2024 survey, **73% of organisations increased their use of Apple devices** in the previous year, while **72% of IT professionals rated Apple devices as more secure** and **77% say Apple is easier to secure**, than other endpoint platforms.³

Support costs fall sharply with Mac devices

Macs deliver lower total cost of ownership than PCs, thanks to reduced IT support, better security, and longer usable lifespans.⁴



Premium
Business Partner

Enterprise adoption is accelerating

IDC projects global Mac sales to business users will **climb by 20% in the coming year.**⁵

These data points show Apple business value is both proven and growing, globally and in SMEs that reflect much of Ireland's business landscape.



Why rolling out Apple must be strategic

Apple device performance and security are the result of design, ecosystem control, and a mature platform. To translate those technical strengths into business ROI, you need a strategy, not just execution.

Here's where Presidio makes the difference:

- ✓ **Anchor adoption in digital strategy**, not just hardware budgets
- ✓ **Pilot with purpose**, using Presidio's Apple Pilot service to gather real ROI data
- Deploy securely and consistently** via Apple Business Manager and Mobile Device Management (MDM)
- ✓ **Train for impact**, ensuring users understand the 'how' and the 'why' of their Apple device
- ✓ **Measure and justify scaling**, using metrics that reflect productivity, support cost, and lifecycle value

What this means for Irish businesses

Today's Irish businesses aren't navigating abstraction, they're solving real, on-going challenges. Let's examine how a strategic Apple adoption, powered by Presidio, aligns with the current business landscape in Ireland:

Hybrid teams need tools that work everywhere, reliably

Remote and hybrid working has taken root in Ireland. Apple devices, known for fast logins, long battery life, and consistent performance, support these environments seamlessly. With Presidio's zero-touch deployment and MDM, you enable hybrid teams to stay productive without overloading IT.

IT teams benefit from a structured approach

A 2025 report states that while many Irish leaders are pushing ahead with digital transformation, 81% have scaled back transformation plans in the past year, citing the need for stronger value and cost control.⁶

Presidio's structured pilot approach, governance-first deployment, and lifecycle planning deliver clarity, discipline, and simplicity, helping IT teams manage modern requirements and operations effectively.

Leaders value predictable outcomes and growth-focused strategies

More than two-thirds of business leaders in Ireland are optimistic: 73% expect a stronger domestic economy in 2025, and 69% believe in a stronger global economy ahead.⁷

Presidio helps turn optimism into tangible outcomes. With Apple devices, predictable lifecycle models, integrated security, and productivity gains align with finance and strategy goals, making technology not just supportable, but strategic and scalable.

With hybrid realities, tightened digital budgets, and strategic optimism in Ireland's business sector, Apple devices are a long-term strategic asset, deployed with structure and foresight.



Empowering Ireland's digital future

Ireland's digital priorities are shifting fast, driven by the need to enable hybrid workforces, modernise IT, and stay ahead of rising security and compliance demands. For many businesses, Apple provides the technology foundation to meet those demands, secure, intuitive, and built for performance. With Presidio, that foundation becomes a platform for transformation.

The Presidio advantage

Our experience with Apple is among the 9,000+ service engagements we hold with 6,500+ clients around the world.⁸

Irish businesses benefit from:

- **Local market knowledge**, from GDPR to Apple Financial Services
- **Global scale and reliability**, proven through multinational rollouts
- **Hybrid-first enablement**, built for today's flexible workforce needs

Find out how Presidio can help your business align Apple device deployment with long-term operational, financial, and workforce goals.

Let's build your Apple journey together.

Reach out for more information, and contact the team at contact@presidio.com

1. [The Hidden Opportunity in Ireland's Remote Work Data](#)
2. [Analysis of remote work 'It's not in decline - demand is higher than ever'](#)
3. [Apple products show lower outage risk and strong security appeal in Kandji survey, 2024](#)
4. [Total Cost of Ownership: Mac Versus PC in the Enterprise, Jamf](#)
5. [IDC sees big enterprise shift to Macs over next 12 months](#)
6. [Business Transformation Index 2025](#)
7. [Business Transformation Index Ireland 2024](#)
8. [Supercharge your business with Presidio & Apple Enterprise Solutions.](#)

As an Apple Premium Business Partner, Presidio specialises in life cycle services to support business customers as they procure, deploy and manage Apple products. Presidio acts as a technology advisor and provides a seamless user experience with an established Apple Practice team.

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