



Apple in Higher Education

The importance of technology in education.

Higher education has seen a dramatic increase in digital interactions over the past decade — from online and hybrid learning to student and employee recruitment and engagement. It's foundational to higher education in many ways.

- Increases student access to learning opportunities
- Powers instruction, research, and operations
- Connects institutions with industry, government, and each other, empowering collaboration, discovery, development, and problem-solving

Why Apple in higher education?

Apple values

Apple's core values guide and define our company. These values have a direct impact on what technology we design and how we make and deliver that technology.

Our purpose has been to create technology that enriches people's lives. And that goal can be achieved only through a relentless focus on these core values — the same values that drive higher education.

Higher education institutions strive to enrich the lives of those they serve and to better society. This alignment in values and purpose makes Apple technology uniquely qualified to help institutions achieve their goals for student success and to fulfill its mission.



Accessibility

Features that give everyone opportunity.



Education

Education moves everyone forward.



Environment

Protecting the planet for future generations.



Privacy

Transparency and control over the data you share.

Apple ecosystem

The success of students, faculty, and staff is built on the technology they use — technology that's reliable, compatible, and powerful for all their tasks. And that's what Apple delivers through a dynamic ecosystem.

Apple offers an unrivaled experience that incorporates hardware, software, and services (including support), so institutions and individual users can incorporate Apple technology seamlessly across everything they do.



Hardware that's reliable, powerful, and sustainable.

Apple devices are built to last, meaning institutions can expect them to be both durable and energy efficient. With Apple, you get long battery life and low energy consumption without reducing device power or quality.

Software that's creative, collaborative, and secure.

Built-in Apple apps like Keynote, Calendar, and Notes give students, faculty, and staff everything they need to be successful and productive on Mac and iPad. Tools like Swift Playgrounds and Xcode empower anyone with an idea to create something incredible. And Apple encryption and privacy features across apps keep user data safe.

Compatible with the tools used every day in higher education.

Apple technology is compatible with the most popular software and tools in higher education, such as Microsoft 365, Google Workspace for Education, Adobe Creative Cloud, Canvas, Tableau, and Workday. Apple works with developers across industries and disciplines to ensure that they can take advantage of the power and accessibility of the Apple ecosystem.

Powered by world-class enterprise services.

Apple is uniquely built to handle enterprise needs, including scaled support through Apple School Manager and AppleCare — a one-stop shop for service and support from Apple technical experts for Apple hardware and software.

84% of the world's most innovative companies deploy Mac at scale.¹

Reduce total cost of ownership.

Apple devices are less expensive than the average PC over the lifetime of the device. Apple's durability, security, intuitive design, and reliability results in fewer help desk tickets, so your IT staff can be less reactive and more proactive in supporting and moving the institution forward.²

\$547 savings over a three-year period when owning a Mac, considering all costs.²

↓ 60% reduction in IT support needed by an Apple user compared to a Windows PC user.³

Specific results and savings will vary based on institutional composition, device investment choices, IT staff resources, and expertise.

1. Boston Consulting Group's [Most Innovative Companies 2021](#) and [apple.com/business/mac/](#)

2. Forrester Consulting study on the [Total Economic Impact™ Of Mac In Enterprise](#), April 2024

3. Study done by [JAMF at the University of Kentucky](#)