



## Mac for SMB Productivity: Power Your Business Forward. Why Mac for SMBs?

Small and medium businesses in New Zealand need technology that drives efficiency, creativity, and growth. Mac delivers performance, security, and simplicity – all in one ecosystem.

### Performance That Empowers

- **Apple Silicon Advantage:** Mac powered by M-series chips handle everything from everyday tasks to advanced workflows with speed and efficiency.
- **AI-Ready:** Built-in Neural Engine supports intelligent tools for writing, design, and data-analysis – perfect for modern hybrid work environments.
- **Seamless Multitasking:** Unified memory architecture ensures smooth performance across apps, reducing downtime and boosting productivity.

### Collaboration Without Limits:

- **Cross-Platform Compatibility:** SMB file sharing via SMB protocol enables easy collaboration between Mac and Windows users.
- **Hybrid Work Made Simple:** Start a task on iPhone, finish on Mac. Continuity features keep your team connected wherever they work.
- **Secure Deployment:** Zero-touch deployment and remote management make IT integration effortless.

### Built-In Security:

- **Enterprise-Grade Protection:** Hardware and software integration delivers robust security out of the box.
- **On-Device Processing:** Sensitive data stays private, supports compliance and peace of mind.

### Security as a Differentiator:

- Built-in features like Secure Enclave, FireVault, and Gatekeeper provide enterprise-grade security without extra software.
- SMBs benefit from hardware-verified secure boot and real-time encryption, reducing risk and compliance headaches.

### Ecosystem Integration:

- **Streamlined Device Lineup:** Simplifies choice for SMBs – MacBook Air for mobility, MacBook Pro for power users.
- **Works with Your Tools:** From Microsoft 365 to Adobe Creative Cloud, Mac supports the apps your business relies on.

### Lower Barriers, Smarter Investment:

- **Apple Financial Services:** Flexible leasing and installment plans help SMBs access premium devices without heavy upfront costs.
- **Total Cost of Ownership:** Mac reduce long-term support needs, saving time and money.