

## VMWare Flags Apple Enterprise Gains

Written by Nick Graves  
10 July 2014

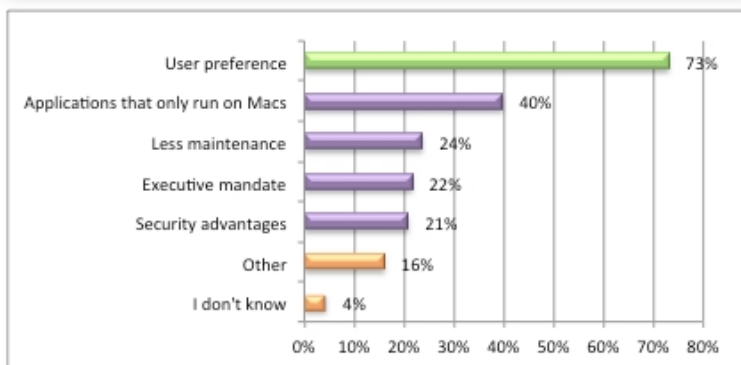
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Hot on the heels of Apple's business tools update at WWDC, and of the Jamf Software survey comes another report from a major enterprise software vendor highlighting the company's gains in corporations. Apple resellers addressing the business market are well placed to capitalise on this huge opportunity.

VMware, the dominant virtualisation vendor to enterprises, goes as far as to suggest that the dominance of corporate end-user computing by Microsoft Windows is coming to and end, as Bring Your Own Device (BYOD) trends drive Apple ever further into these organisations.

If your organization is officially or unofficially supporting Macs, please select up to 3 reasons why.



Erik Frieberg, VP of Product Marketing, End-User Computing at VMware refers heavily to the same Dimensional Research survey as used by Jamf as the basis for his comments, but goes even further. He flags that the combination of growing BYOD influence and the very strong user preference for Macs will only accelerate Apple's penetration.

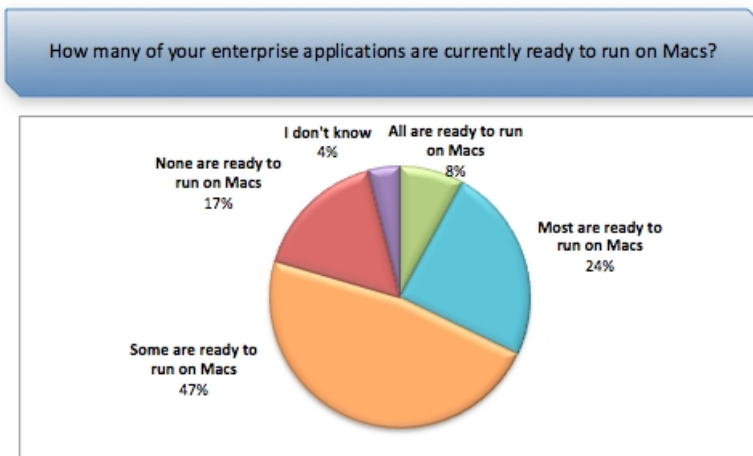
This reflects a factor long flagged as a risk for Microsoft: the company has never been loved, in the way that Apple has been, which always suggested that loyalty to Windows would be weak if

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users ever had the choice.



Of course VMware has an agenda: by flagging the proportions of enterprise applications not ready to run on Macs, it enhances the case for virtualisation as a mainstream approach to supporting Apple in the business. Frieberg claims that only 8% of organisations could claim that all their applications are ready to run on Mac, (although 32% say most or all are ready).

However it is clear that the momentum is turning Apple's way in the enterprise: iOS is seen as a more consistent and secure mobile OS than Android (described as a "toxic hellstew of vulnerabilities" by Adrian Kingsley-Hughes in ZDNet recently), and more importantly gained a strong foothold before the Google OS. As such enterprise tools are likely to be iOS first, a very different proposition to that faced by Mac.

Added to this is Microsoft's increasingly platform-agnostic view to the market, suggesting that increasingly the company's tools will be made available on Mac OS and/or iOS.

Meanwhile other tools to support BYOD Macs are maturing, and over time will see Apple supported in most enterprises at a fully comparable level to "wintel".

The days of under-cover departmental skunk-sales are over: resellers can now knock on the front door with confidence.

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