IBM Pushes Enterprise Macs Further

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IBM pushes enterprise Mac use further with MobileFirst Managed Mobility Services-- a set of cloud-based services for the secure integration of Apple computers with enterprise systems and applications.

Available as either software-as-a-service or as an on-premises solution, MobileFirst Managed Mobility Services are a commercial version of Mac@IBM, an internal IBM program in Mac deployment. It allows enterprises to easily manage ongoing Mac support, with OS and image management, software application and update management, an enterprise app catalog, automatic compliance and configuration updates for security, and inventory and reporting for hardware and software.

Meanwhile users get a range of self-help resources, including password reset, chat, expert knowledge forums and traditional help desk services.

As Big Blue puts it, the service requires no additional setup, imaging or configuration, and supports bring-your-own-device (BYOD) programs for authorised personally owned Macs.

"Ease of adoption and use are at the foundation of every Apple product, and as these devices are used more in the workplace, people expect the same experience they enjoy with Apple technology in their personal lives," the company says. "IBM's new enterprise services ensure a great user experience for clients using Macs, providing world-class support from installation through the life of the product."

Go IBM Launches Services to Deploy Macs at Scale to Enterprise via Cloud