

# Smart Tools, Smart Work : *Apple en entreprise.*

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Stephan Blattmann – *Senior System Engineer, Apple Switzerland AG*

Bechtle IT Forum, Lausanne.

# BITF



# #BITF25

# Apple at Work





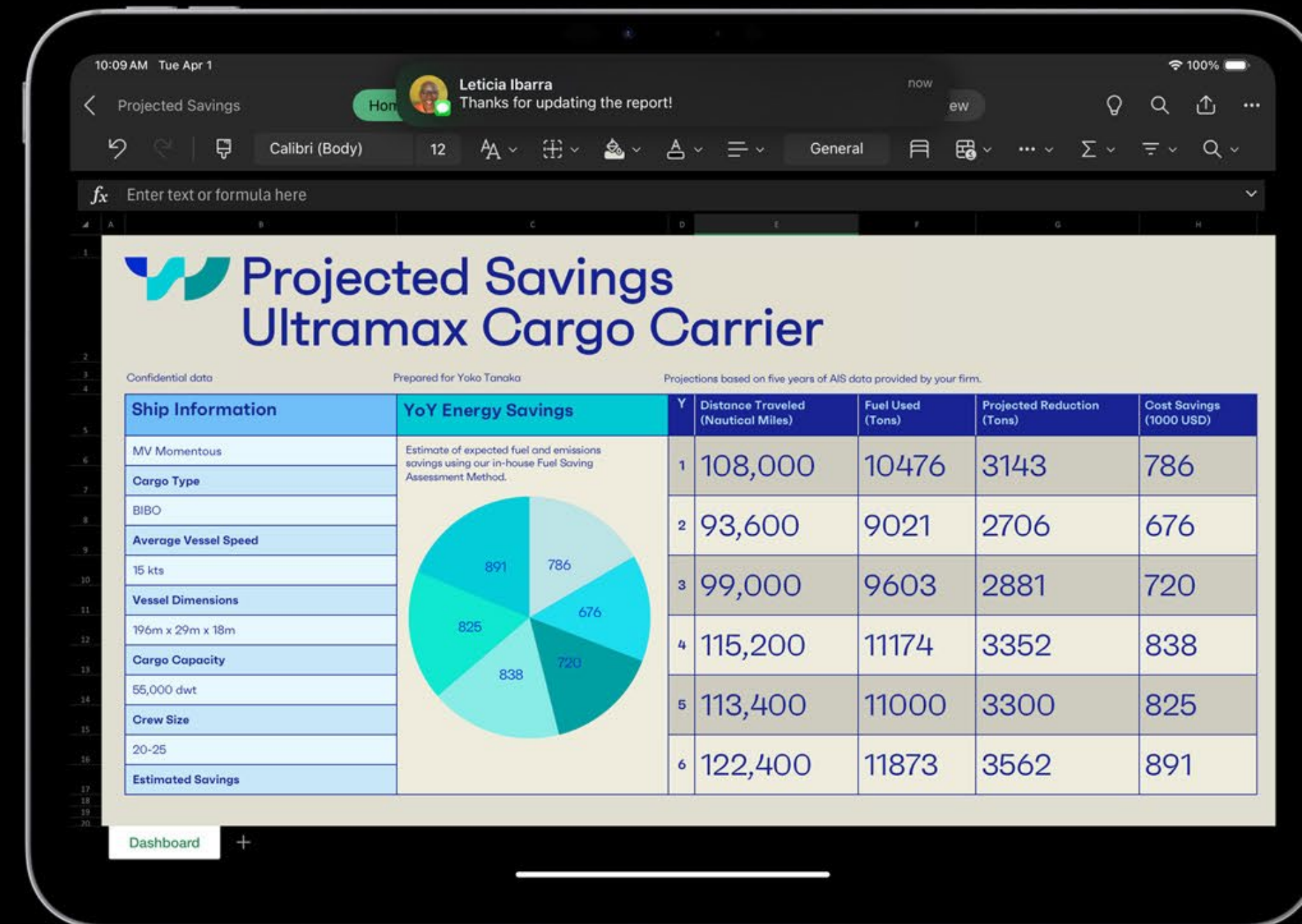
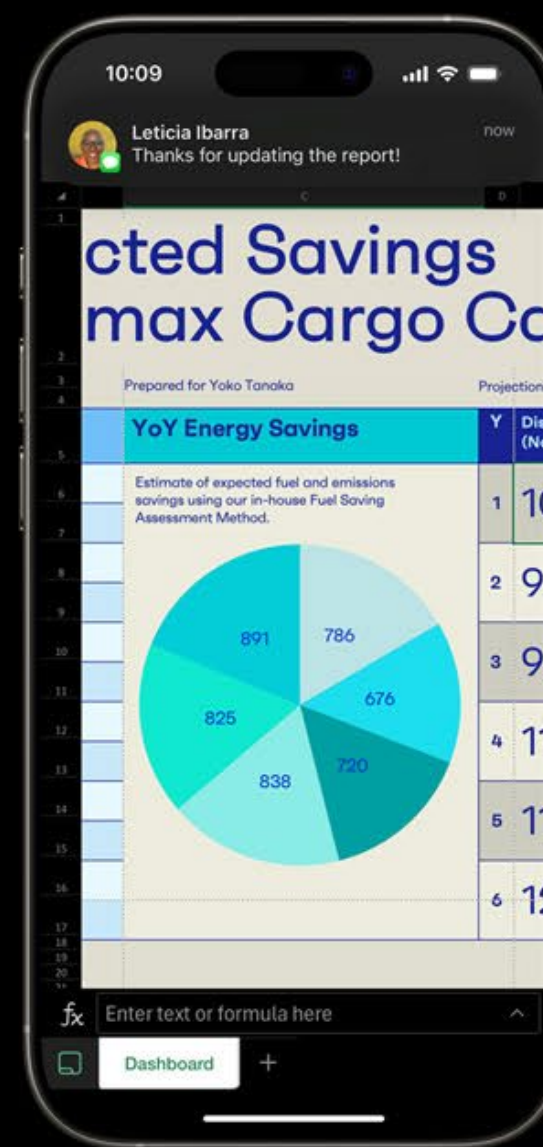
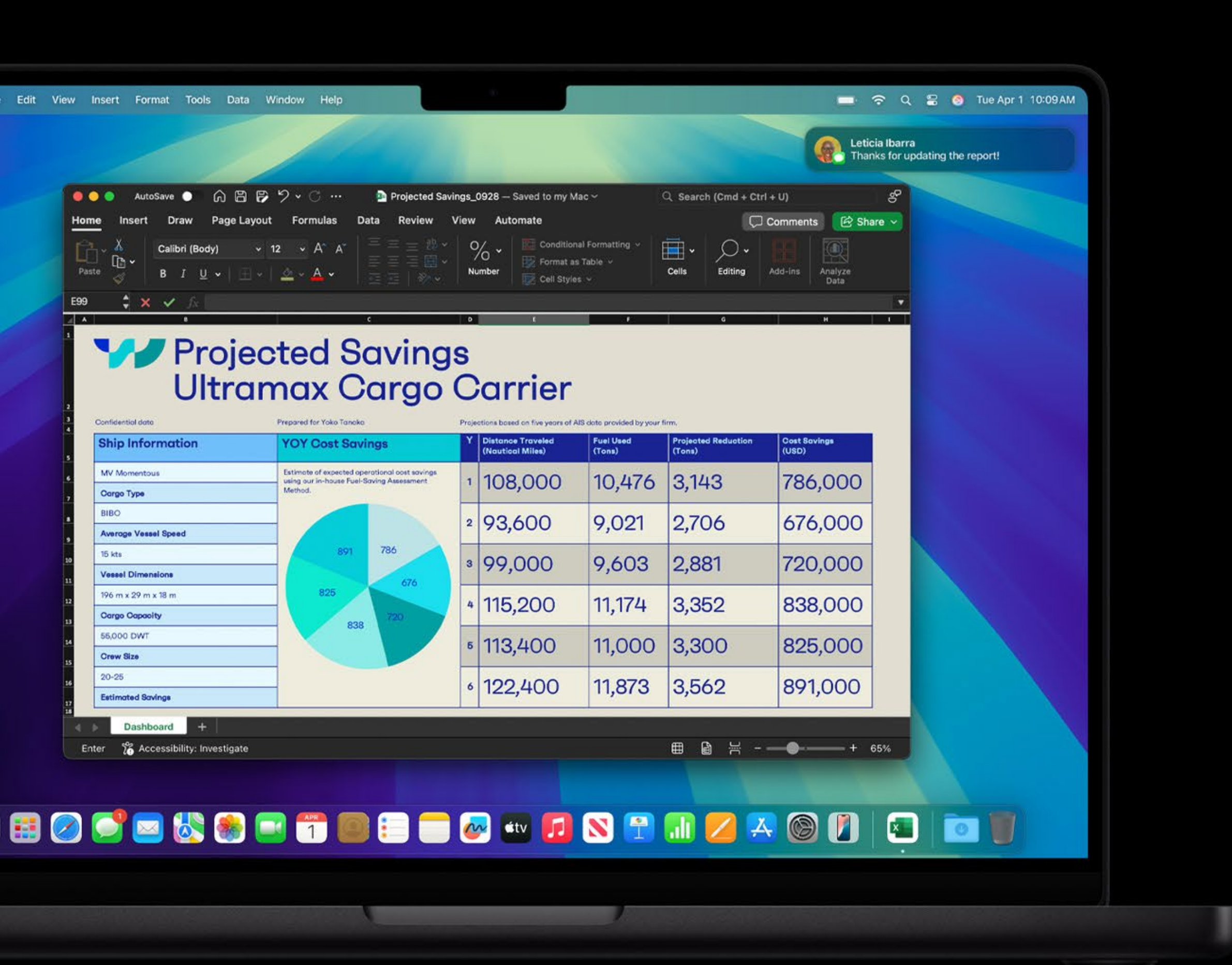
Best for users



Best for IT



Best for business



The Apple Ecosystem

# A powerful, flexible platform for business.

From office to field to factory floor, businesses that add Apple products to their deployment transform workflows and move their industries forward.





Engagement

# Employees ❤️ Apple

When you let employees choose the best tools for them, they do their very best work. All of Apple's devices work in the same intuitive way to make employees feel at home and get right to work.





Efficiency

# Blast through back-to-back-to-backs.

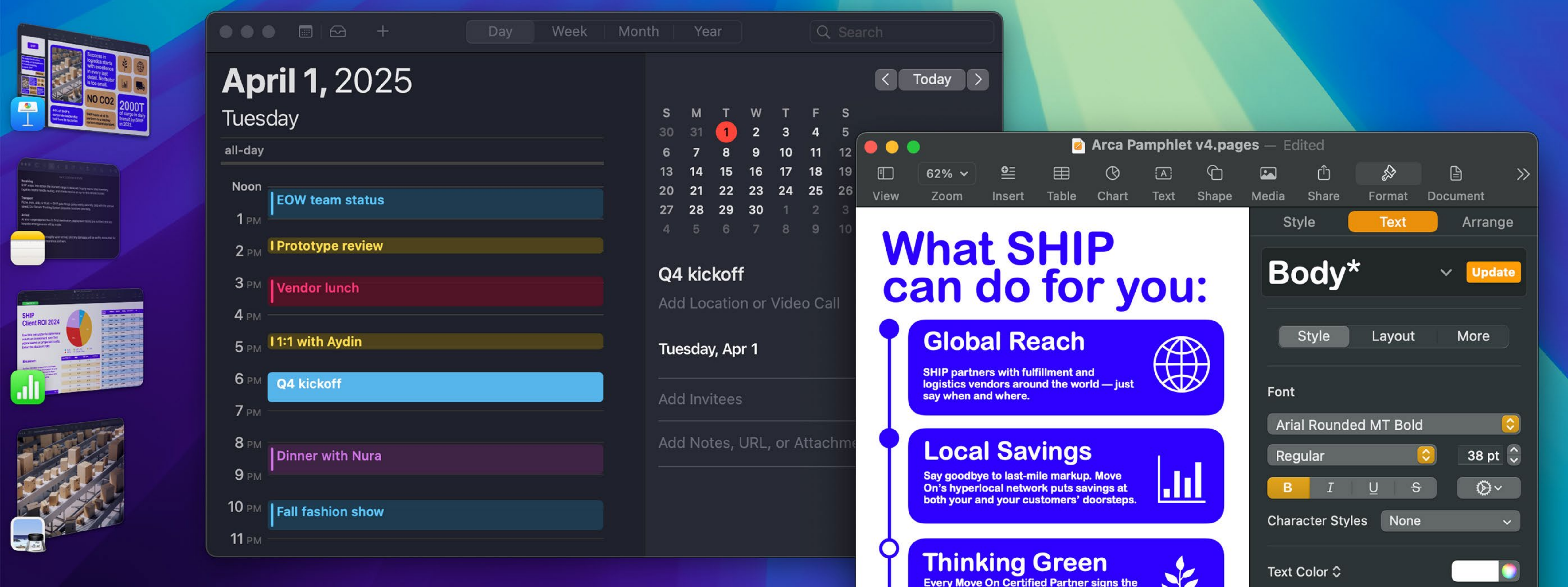
Apple silicon powers Mac, iPhone, iPad, and Apple Vision Pro to bring cutting-edge performance paired with power efficiency.





Seamless experience across devices



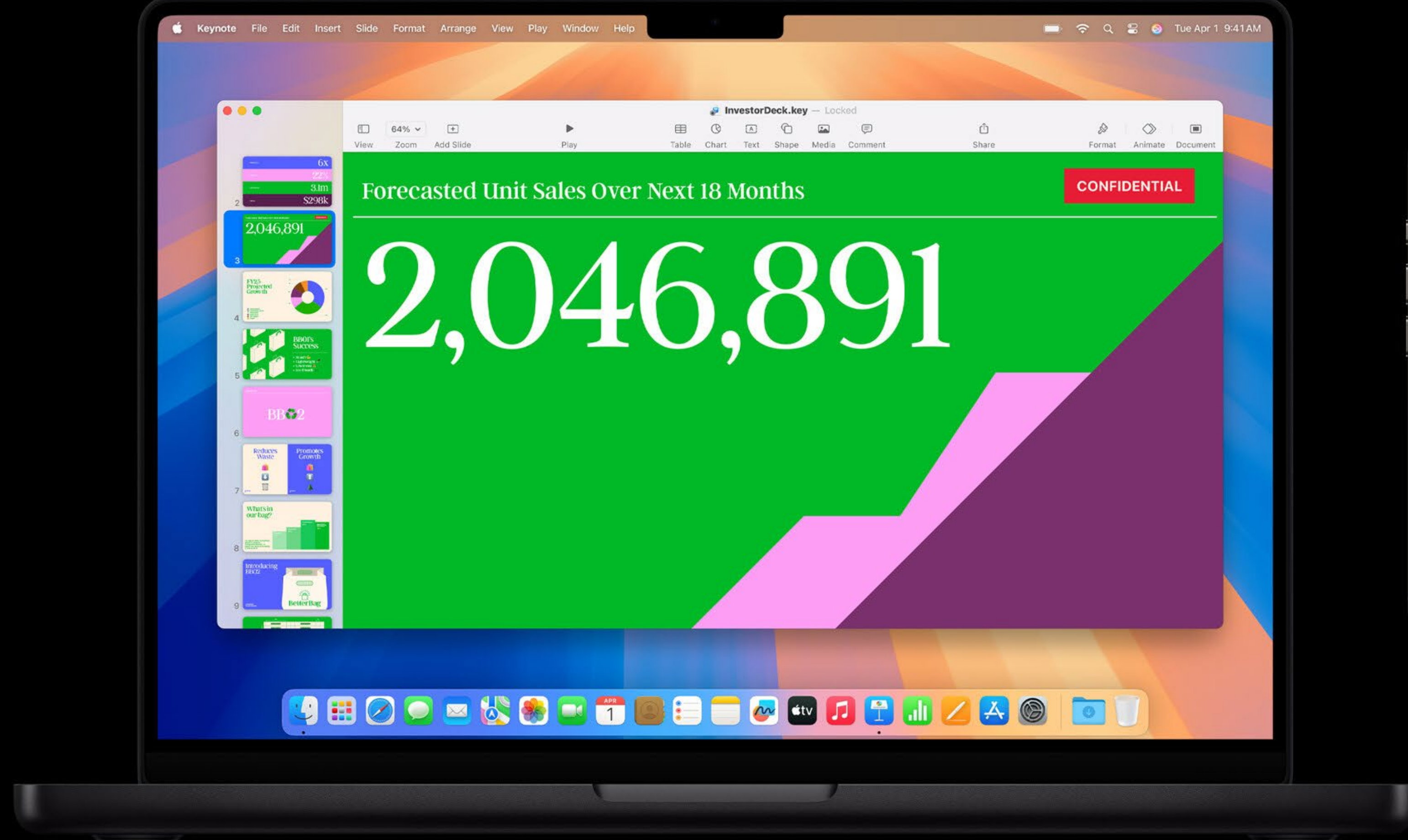


Multitasking

# Find focus and flow.

The features built into macOS, iOS, iPadOS, and visionOS are designed to help you keep everything organized, move from task to task, and get your best work done in record time.



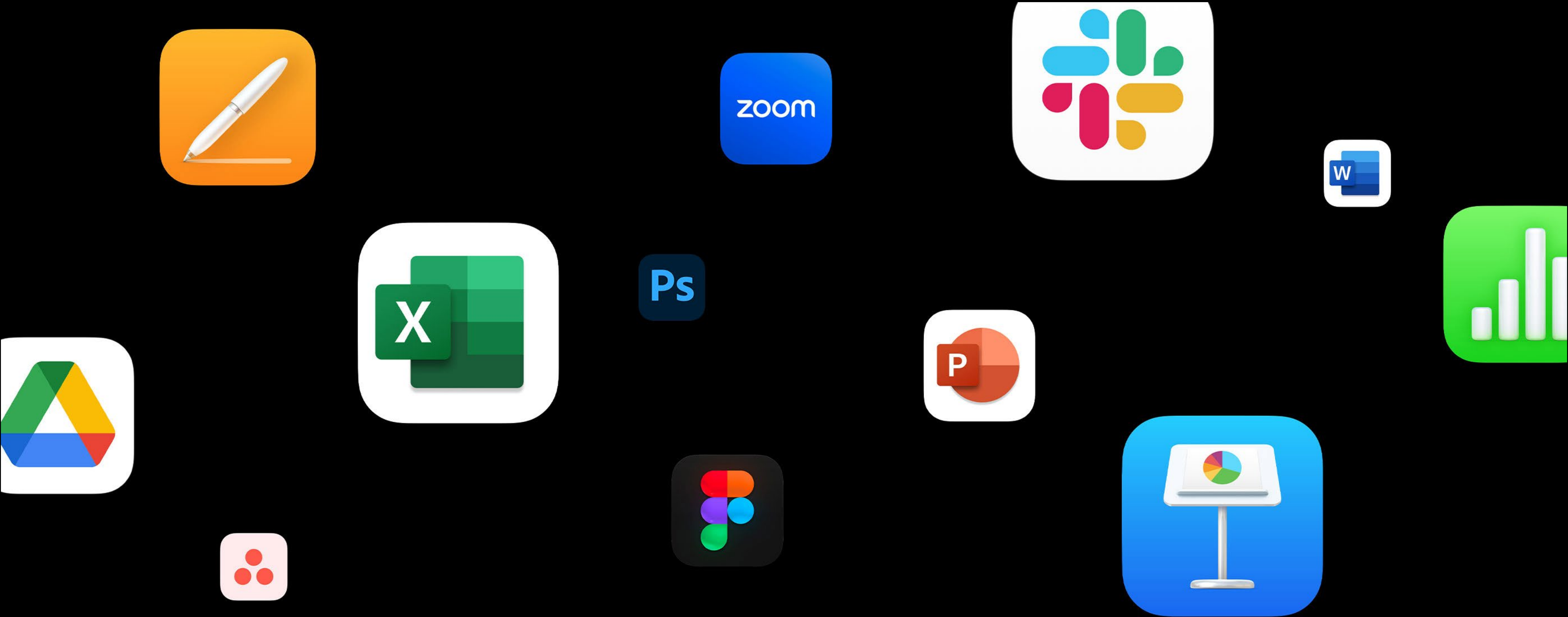


Continuity

# Start on iPhone. Finish on Mac.

Start an email on the go, and finish it when you get to your desk. Make updates to your presentation on any device. Collaborate with colleagues, run all your apps with ease, and move seamlessly from one task to the next. With Apple products, the power to maximize output is built into every device.



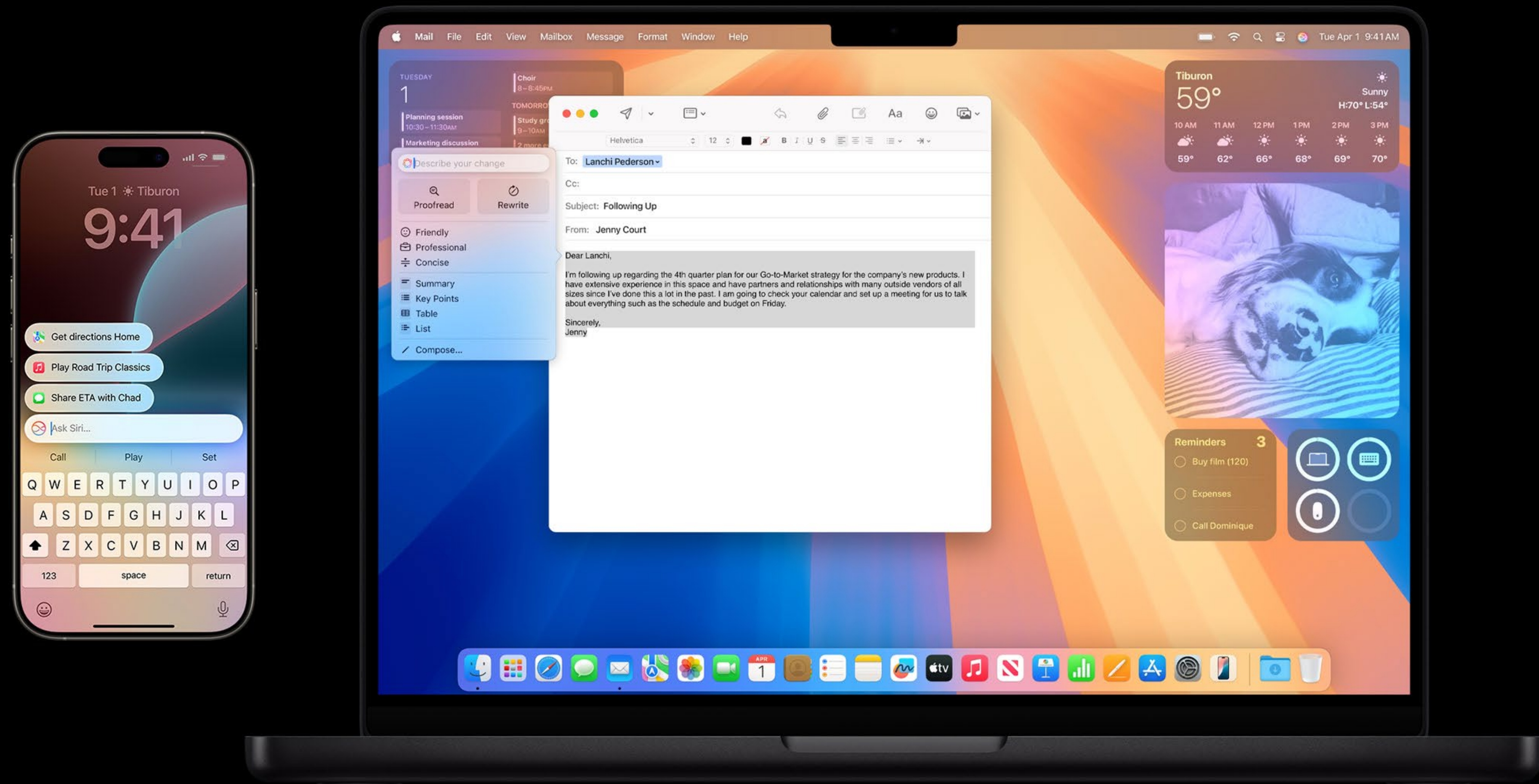


Apps

# Run your go-tos. Rule your to-dos.

Mac, iPhone, iPad, and Apple Vision Pro run the apps you need, from popular third-party apps to built-in to custom — anywhere you need them.





Apple Intelligence

# AI superpowers. Right on your device.

Apple Intelligence helps you write, express yourself, and get things done effortlessly. It draws on your personal context while setting a brand-new standard for privacy in AI.



<https://www.apple.com/chfr/apple-intelligence/>



Mobile Work

# More power to go.

Putting Apple devices in the hands of employees creates connection and efficiency. Transform sales and service, bring real-time updates to inventory and logistics, and create inspiring experiences for employees and customers.



Accessible to everyone,  
with vision, mobility,  
hearing, and cognitive  
features built in



# Apple Accessibility

 Apple Accessibility

[apple.com/accessibility](https://apple.com/accessibility)

 Video Tutorials

[youtube.com/applesupport](https://youtube.com/applesupport)

 Support and Contact

[support.apple.com/accessibility](https://support.apple.com/accessibility)

 Feedback

[accessibility@apple.com](mailto:accessibility@apple.com)

Accessibility Assistant

[Shortcuts App](#)





# WWDC25

Introducing our broadest design update ever,  
a more helpful Apple Intelligence, and exciting  
new features across all our platforms.

[Explore the previews](#)

[Watch the keynote](#)

## iOS 26

New look.  
Even more magic.

[Learn more](#)



## macOS 26

Fresh faced.  
Timelessly Mac.

[Learn more](#)



## iPadOS 26

Work. Flows.

[Learn more](#)



## watchOS 26

Gets you. So you  
can get after it.

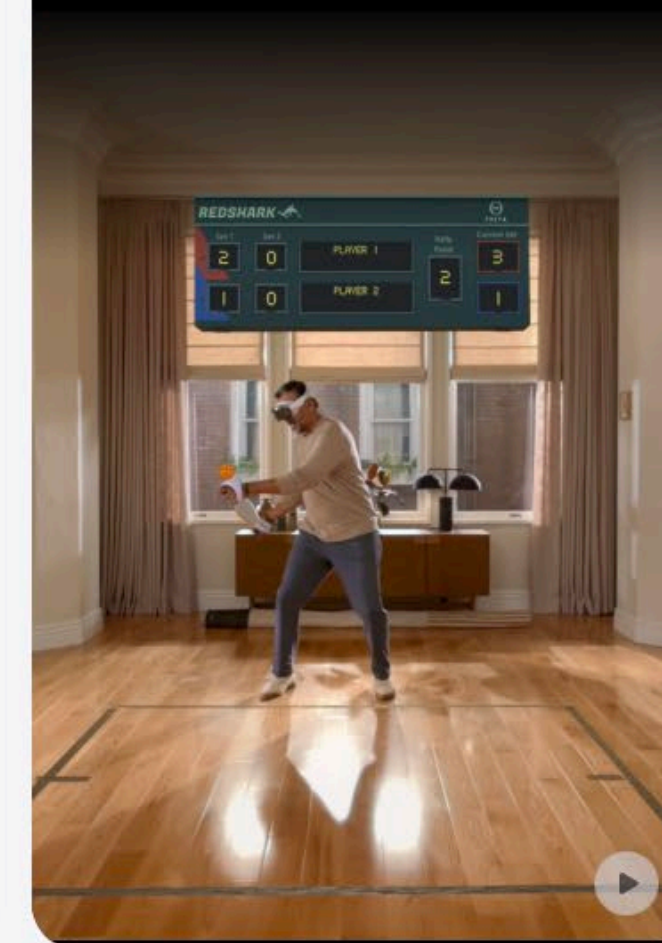
[Learn more](#)



## visionOS 26

Experience your world  
in new ways. Every day.

[Learn more](#)



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Privacy & Security

Safari & Web

Spatial Computing

Swift

SwiftUI & UI Frameworks

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Account


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One-on-one labs

Set up online appointments with Apple experts for guidance on the topics that interest you most.

[Request your spot](#)

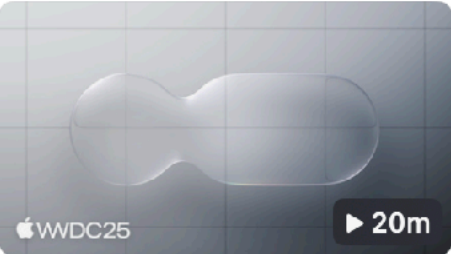
WWDC25 sessions



WWDC25

▶ 18m

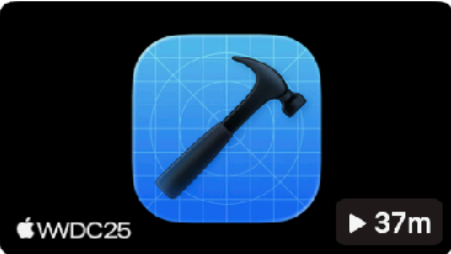
Get to know the new design system



WWDC25

▶ 20m


Meet Liquid Glass



WWDC25

▶ 37m

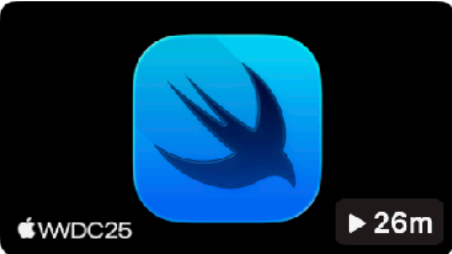
What's new in Xcode



WWDC25

▶ 38m

What's new in Swift




WWDC25

▶ 26m

What's new in SwiftUI


[See all](#)

Register for group labs




UI Frameworks group lab

Today • 18:00




Design group lab

Today • 21:00




visionOS group lab

Tomorrow • 0:00



watchOS group lab

Tomorrow • 3:00




SwiftUI group lab

Tomorrow • 18:00


[See all](#)

WWDC25 guides




**App Store**

Distribute apps and games to people around the world.




**Developer Tools**

Explore the tools you need to build the next great app or game.




**Graphics & games**

Create the next generation of games.




**Machine Learning & AI**

Bring personal intelligence to your apps.




**Swift**

Discover updates to Swift and related tools and frameworks.




**SwiftUI and UI frameworks**

Design and build your apps like never before.




**iOS**

Level up your iOS apps and games.




**iPadOS**

Level up your iPadOS apps and games.




**macOS**

Take full advantage of the powerful capabilities of Mac.




**tvOS**

Elevate the living room experience.



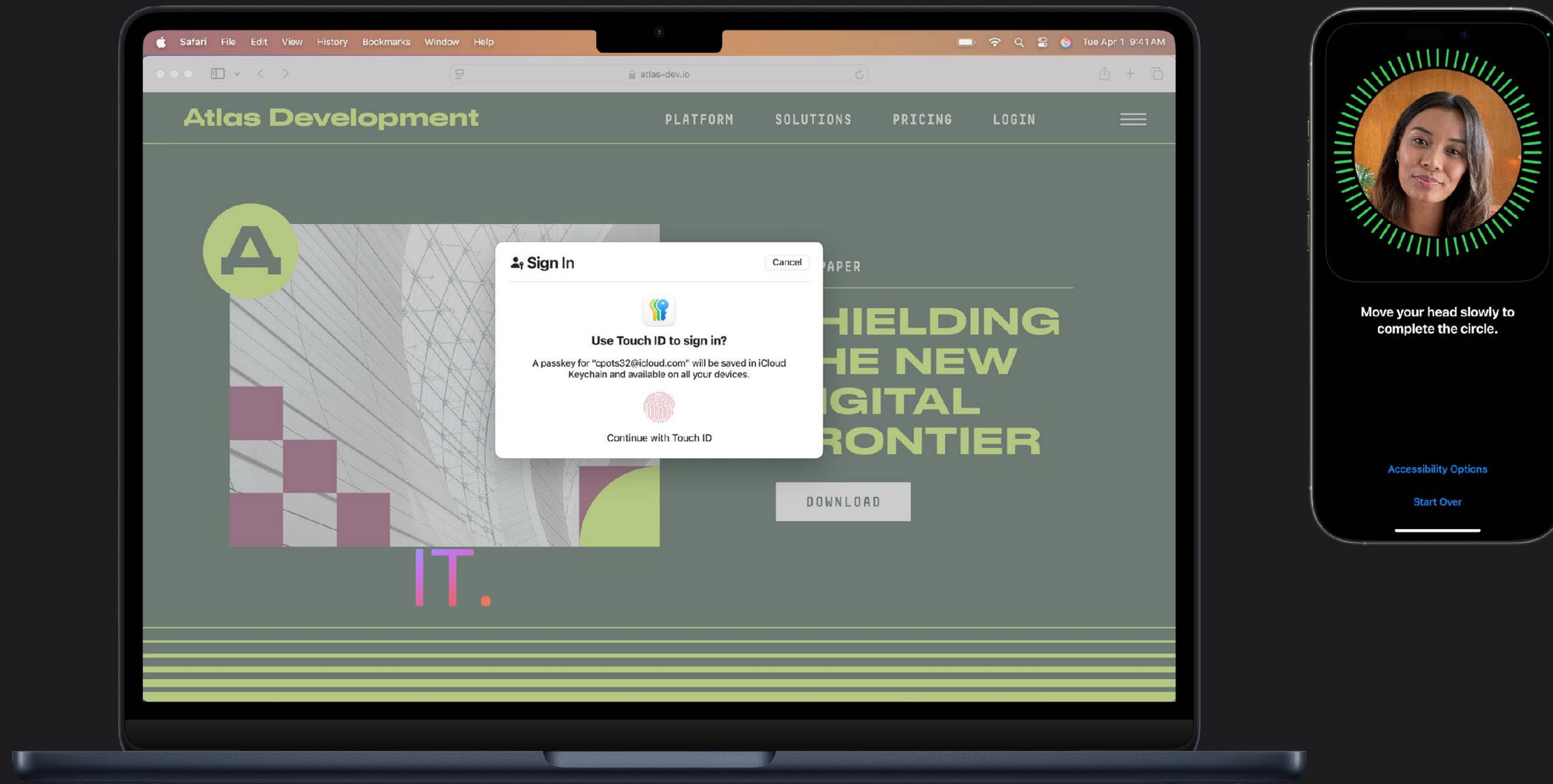
**visionOS**

The infinite canvas is waiting for you.



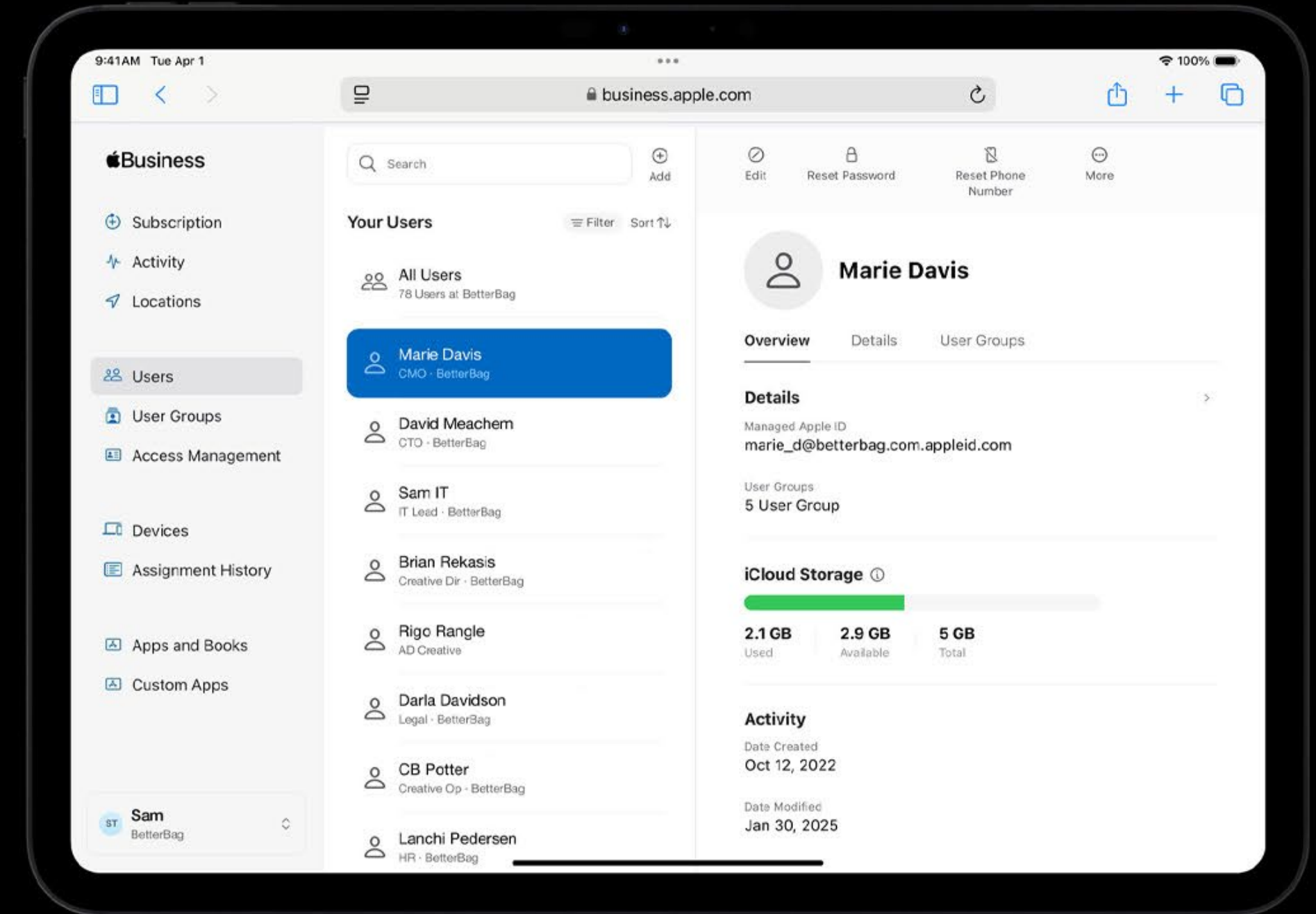
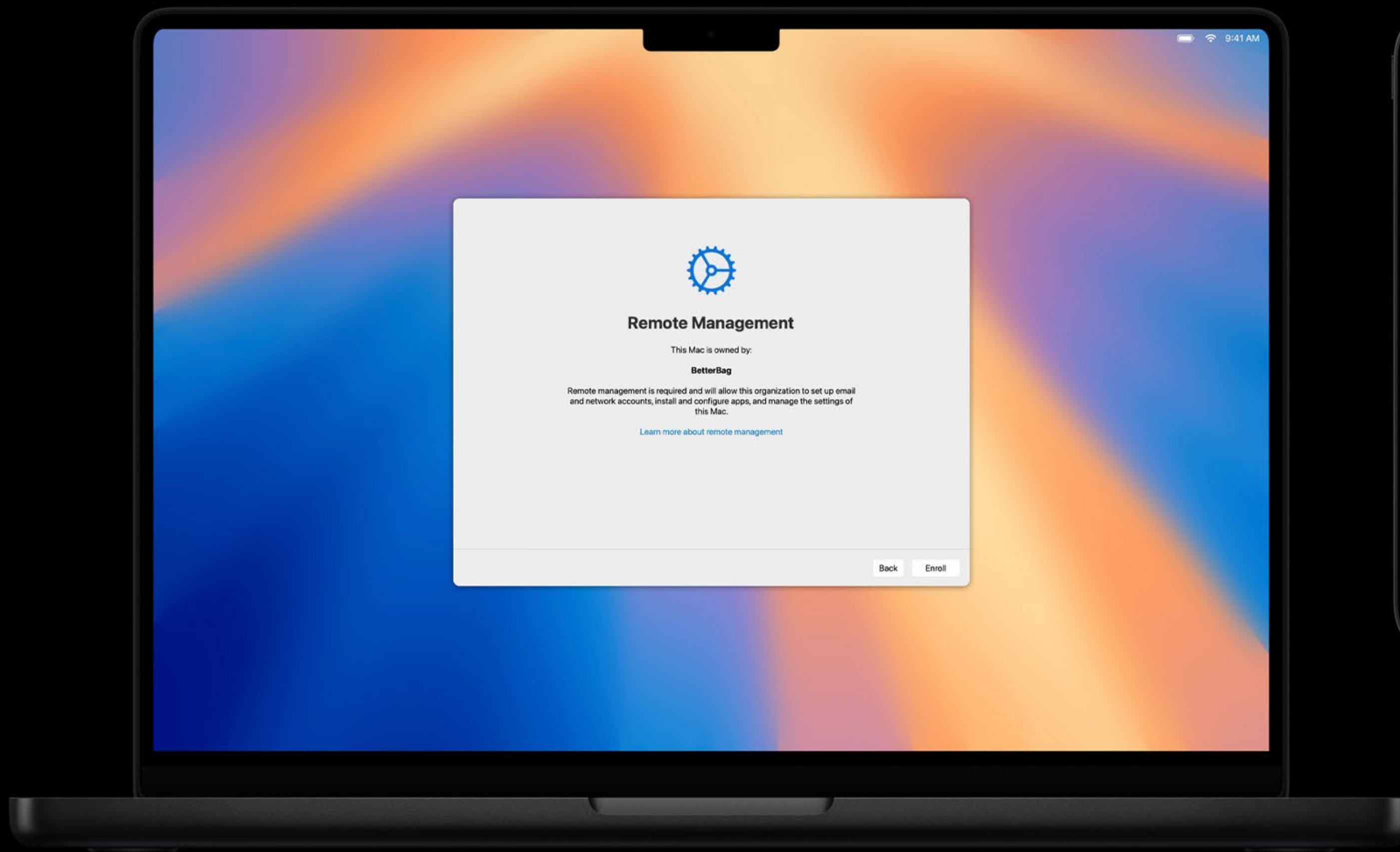
**watchOS**

Find out what's new in watchOS 26.



# IT. Seamless, secure, at scale.

Designed to work with your existing infrastructure, Apple's built-in frameworks help you manage and secure any number of devices with ease.

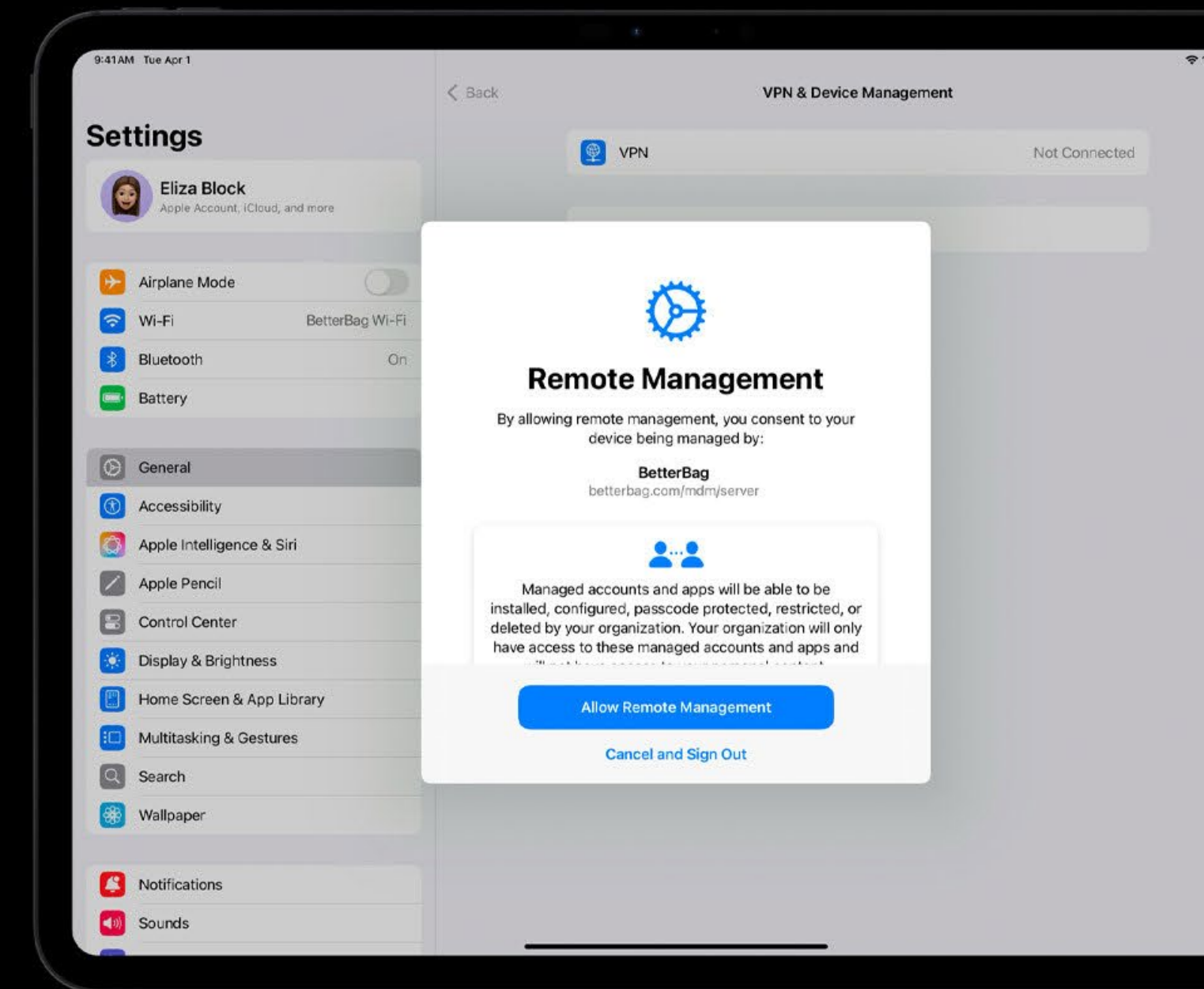
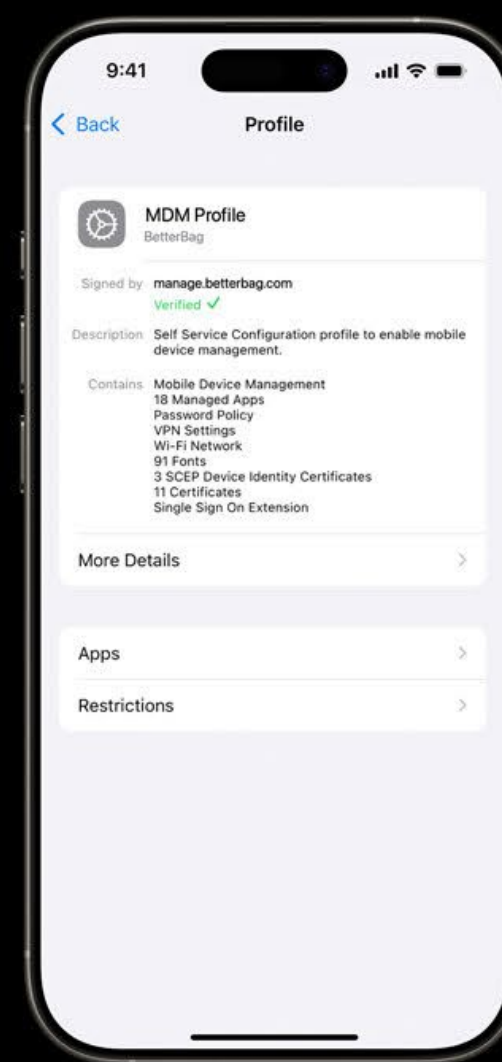


Zero-Touch Deployment

# Easy at scale.

Apple Business Manager works with MDM solutions to make deployment and management exceptionally easy. And Automated Device Enrollment enables zero-touch deployment of Apple devices — right out of the box.



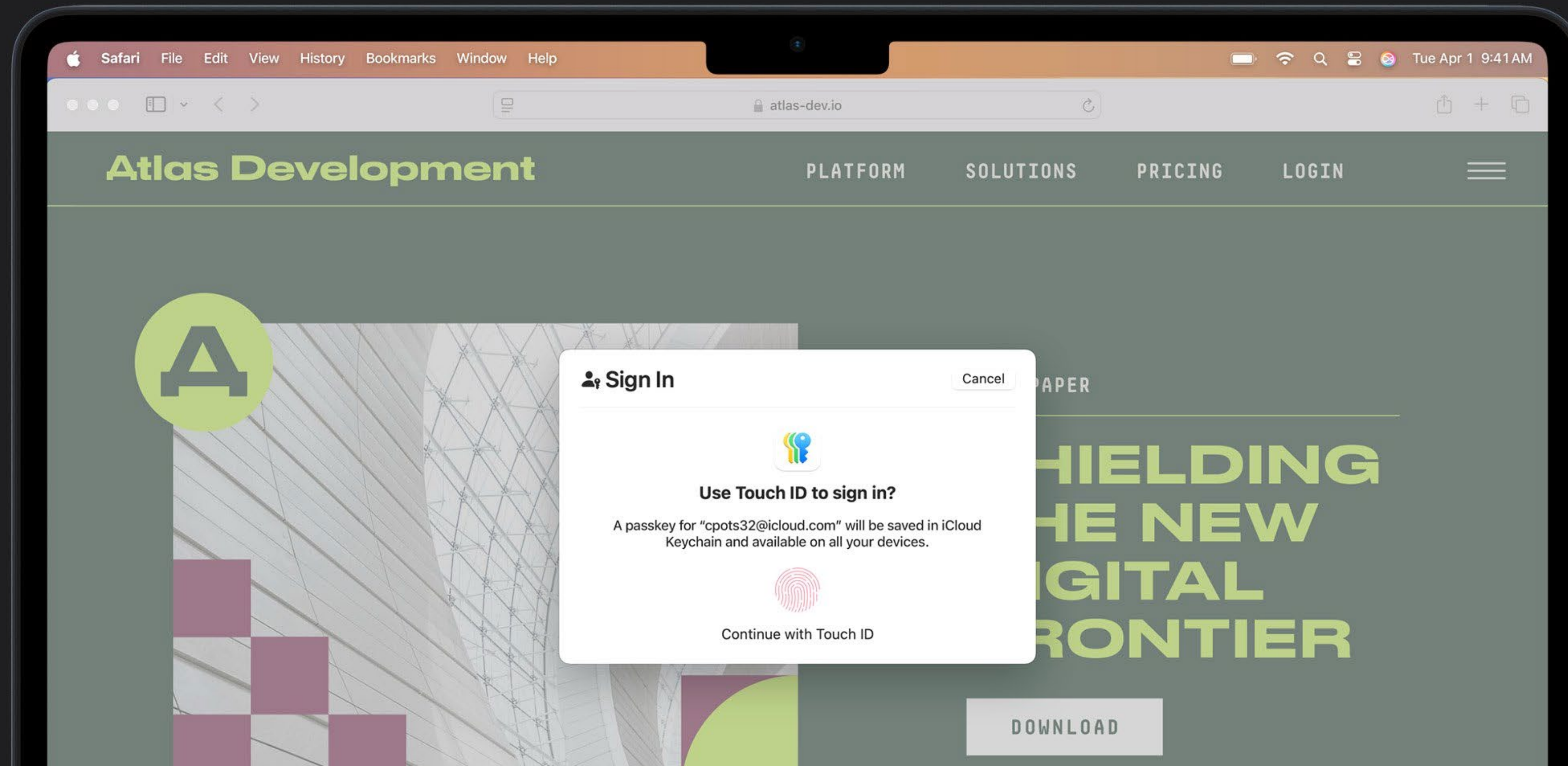


Device Management

# Control meets flexibility.

Apple devices have built-in management and security frameworks to configure devices, deploy apps, and monitor threats remotely. And IT can maintain full control over corporate devices while preserving privacy for employee-owned devices.



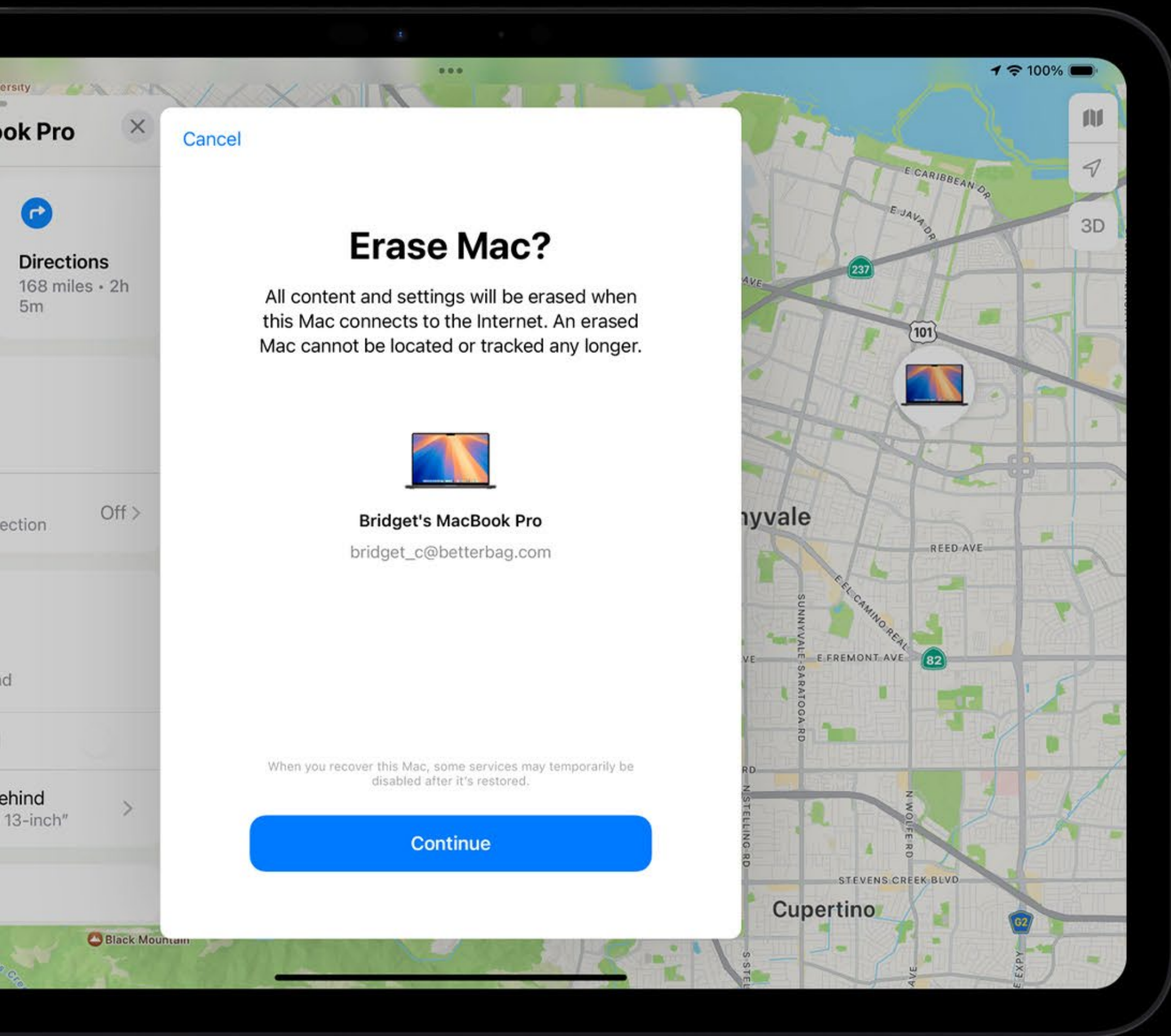


Security

# State of the art.

Apple devices are as secure as they are easy to use. Powerful features protect users and devices, while built-in frameworks enable IT to manage security systemwide.





Identity

# Sign on once. And for all.

Apple devices include a built-in framework for identity integrations enabling secure authentication. And they provide employees with Managed Apple Accounts to securely access Apple services.





Integration

# Ready for your environment.

Apple fits easily into your existing infrastructure, no matter how many devices you run. Devices come ready to support network access and cloud-based identity tools.



Easy to deploy and manage



# Managing Devices

## With Mobile Device Management

### Security

Automatically applied profiles, real-time monitoring, enhanced compliance

### Support & Updates

Centralisation of updates and configurations, remote troubleshooting

### Applications

Controlled deployment, application portal, licence management

### Productivity

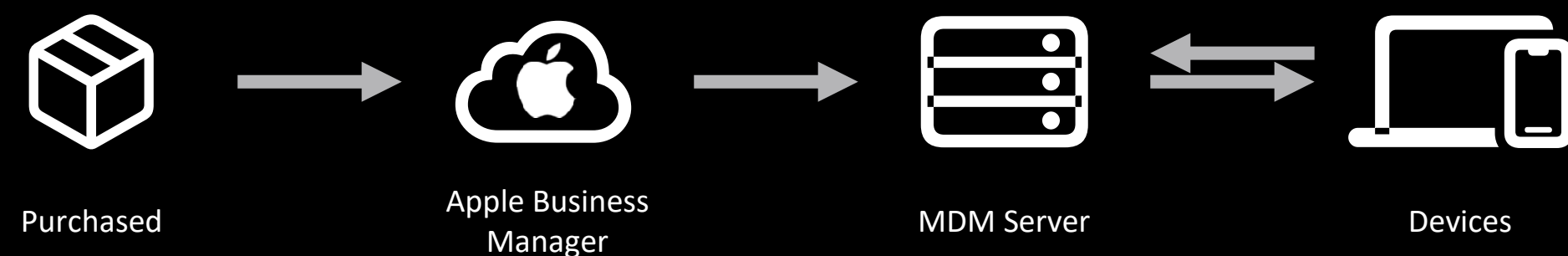
Automation, Apple integration from the moment of purchase, overall time saving



# Mac device enrolment with Intune

Simple, secure, guided

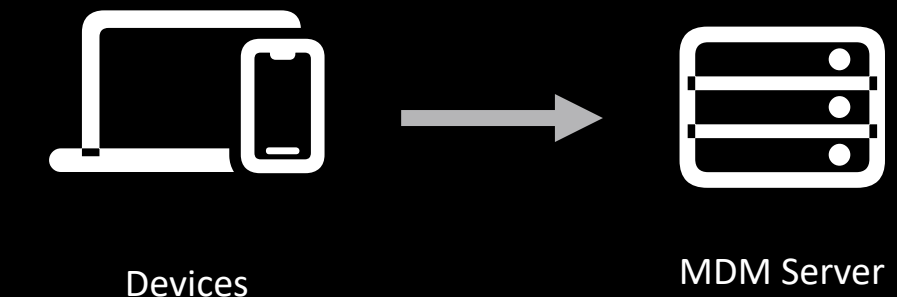
## Corporate



### Automatic via Apple Business Manager (ABM)

- Requires a new or reset device
- Link between ABM and Intune configured
- Add devices to ABM (via Apple Configurator or authorised reseller)
- Automated setup process via Setup Assistant

## Bring-Your-Own Device



### Manual via Company Portal

- No reset required
- Manually add the serial number in Intune
- Install the Company Portal app
- Manual enrolment via the management profile

# Prepare Apple Business Manager for Intune

## Optimise Apple device enrolment and management

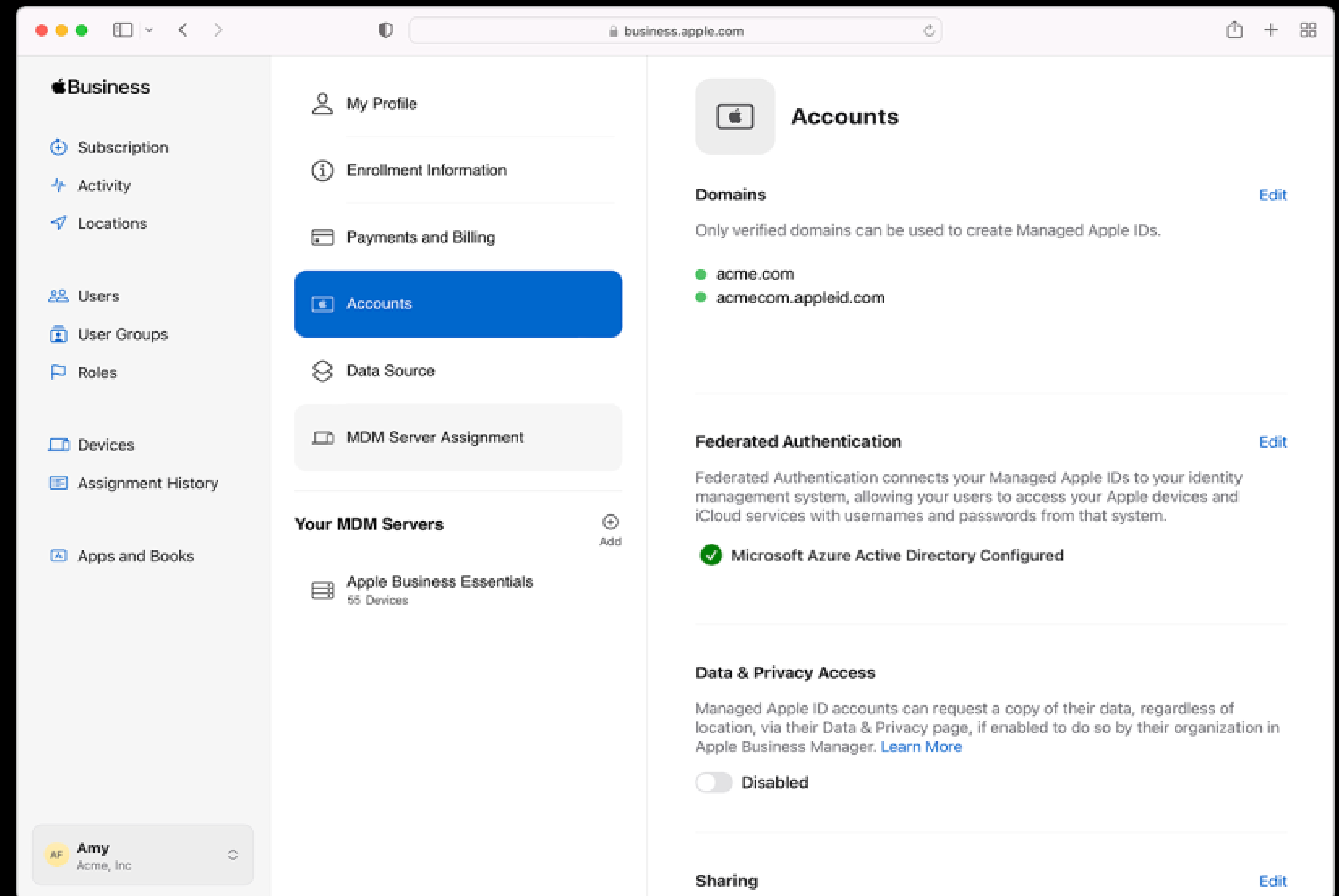
Associate Device to MS Intune

Volume purchasing of Apps and Books

Managed Apple Accounts with Federation

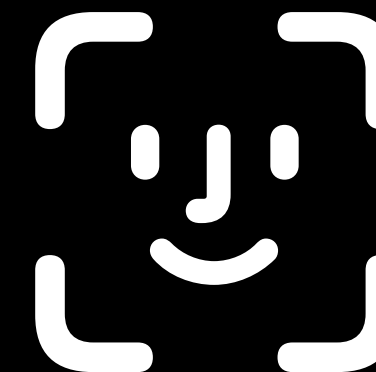
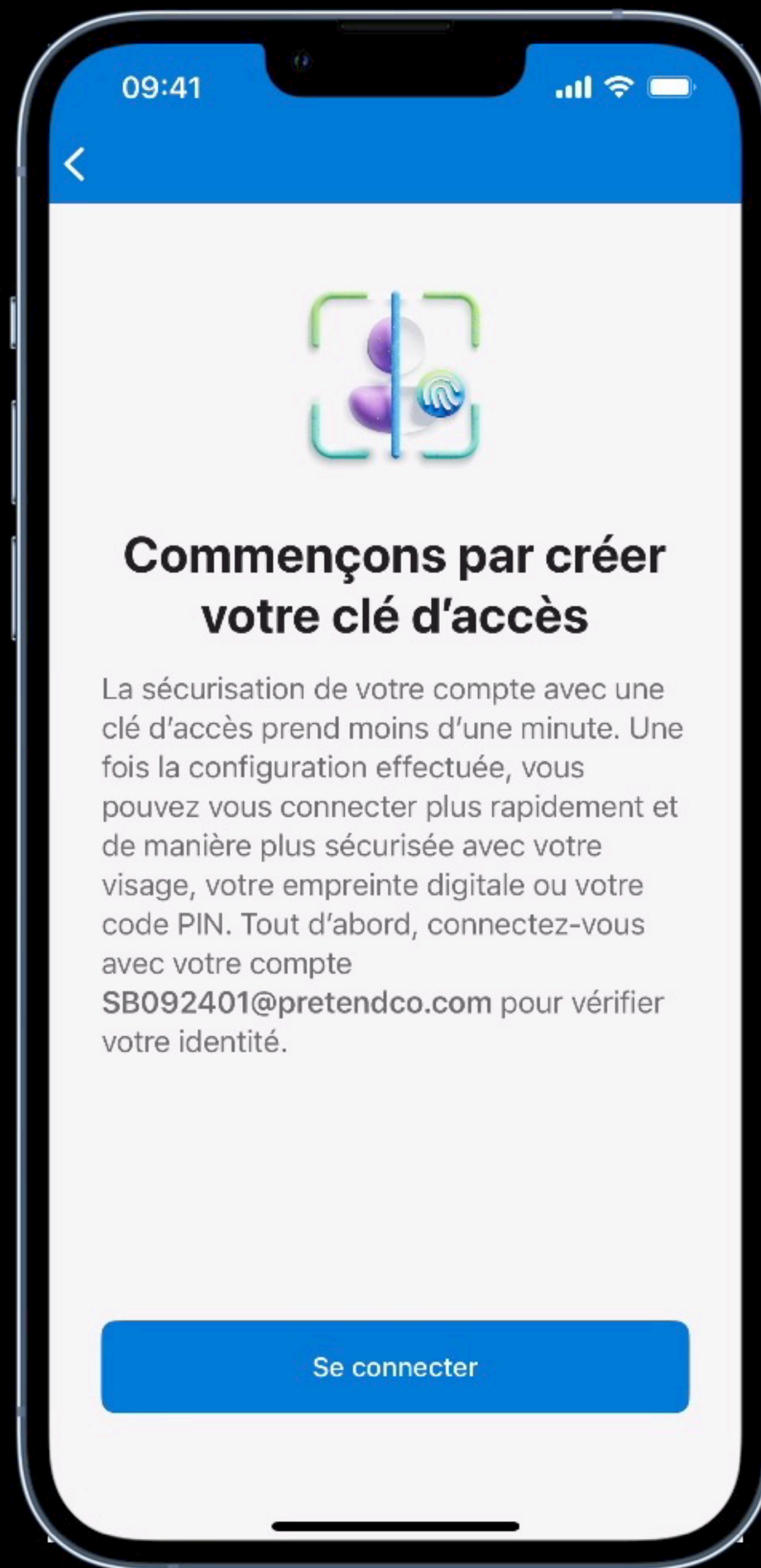
With Apple Business Manager

- Automatic enrolment (Device Enrolment)
- Device ready to use upon activation
- Simplified user experience
- Supervised mode for advanced management





Microsoft Authenticator



Face ID



# Why are PINs more secure than passwords?



## Device-bound

The PIN only works  
on your device -  
it's useless elsewhere.



## Local-only

Your PIN never  
leaves the device -  
nothing is transmitted online.



## Hardware-secured

PINs are encrypted  
and protected by  
secure hardware (TPM, Secure Enclave,  
etc.)



Phishing-Resistant Passwordless Deployment Guide

# Prepare Mac environment for Intune

## configurations & restrictions

12 Mac configuration templates, offering a set of custom settings, as on the Windows platform to simplify and optimize your experience!



Restriction d'accès



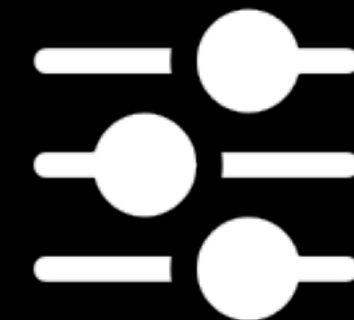
Réseaux Wi-Fi



Certificats PKI



Mises à jour logicielles



Paramètres personnalisés

More than 1,500 parameters available individually, allowing the IT team to create adapted configurations.

Microsoft quickly integrates configurations adapted to the news  
Apple Intelligence features are already integrated.



# Prepare the Intune platform for macOS - Compliance

Ensure that only compliant devices have access to company resources.

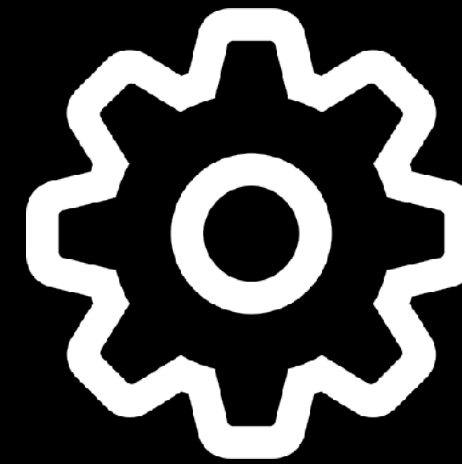


## Security

---

Blocks access to resources (emails, SharePoint, Teams...) for any non-compliant Mac.

Protects sensitive data from unsecured access.



## Centralized management

---

Allows IT teams to define compliance policies:

- Complex password
- FileVault Encryption
- Minimum version of macOS
- Automatic verification on each Mac.



## Possible compliance rules

---

System up to date (minimum version required)

Strong password

FileVault enabled

Antivirus (Defender or equivalent)

Non-jailbroken device

No banned apps installed

# Single sign-on integrations

Simplifies the user authentication experience

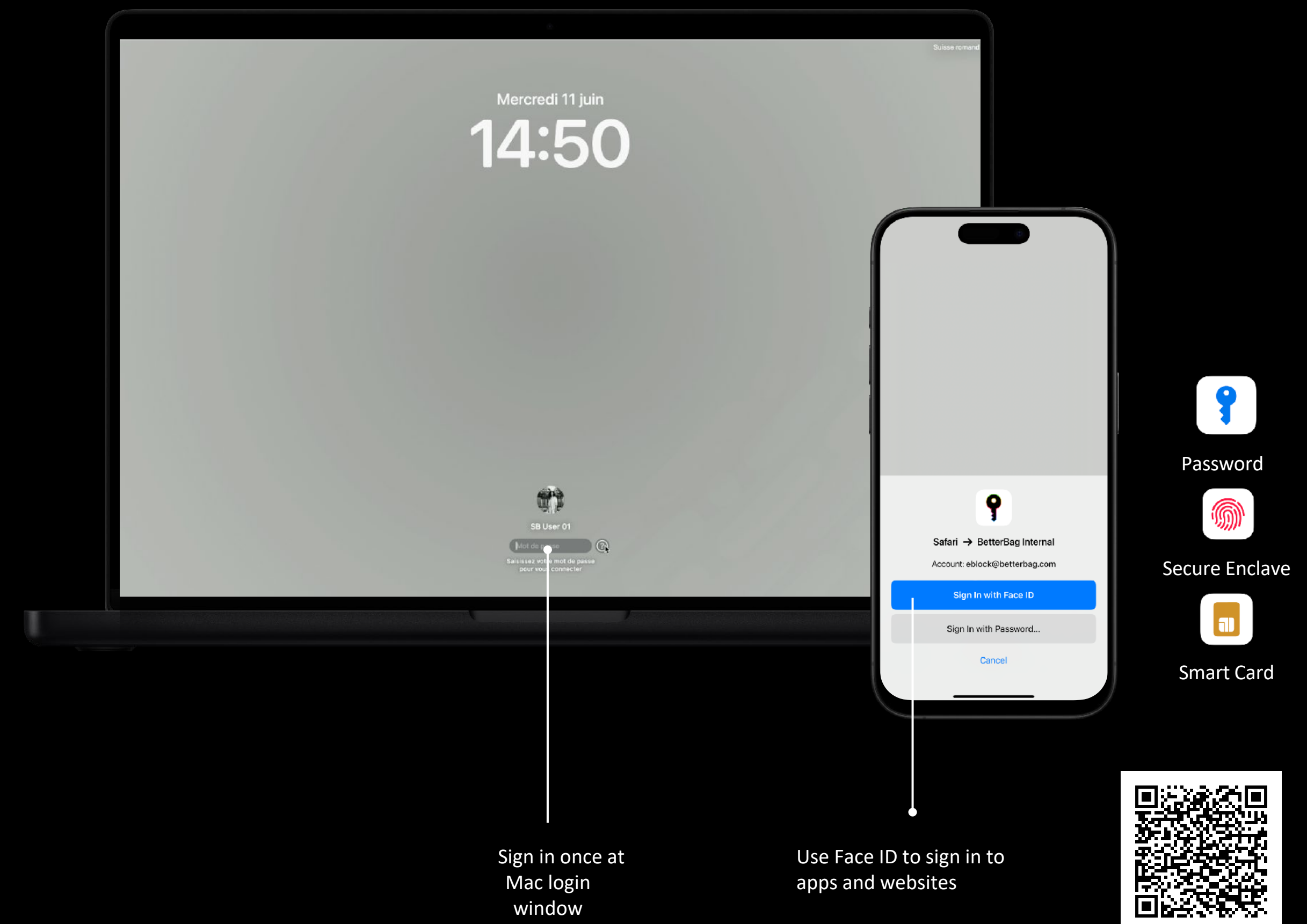
System-wide extension for Mac,  
iPad, and iPhone

Connects with identity providers

Works with Safari and native apps

- Office 365 , Teams, Edge

macOS login window integration



# Supervised Corp owned vs BYOD

## IT has more control when Apple devices are supervised

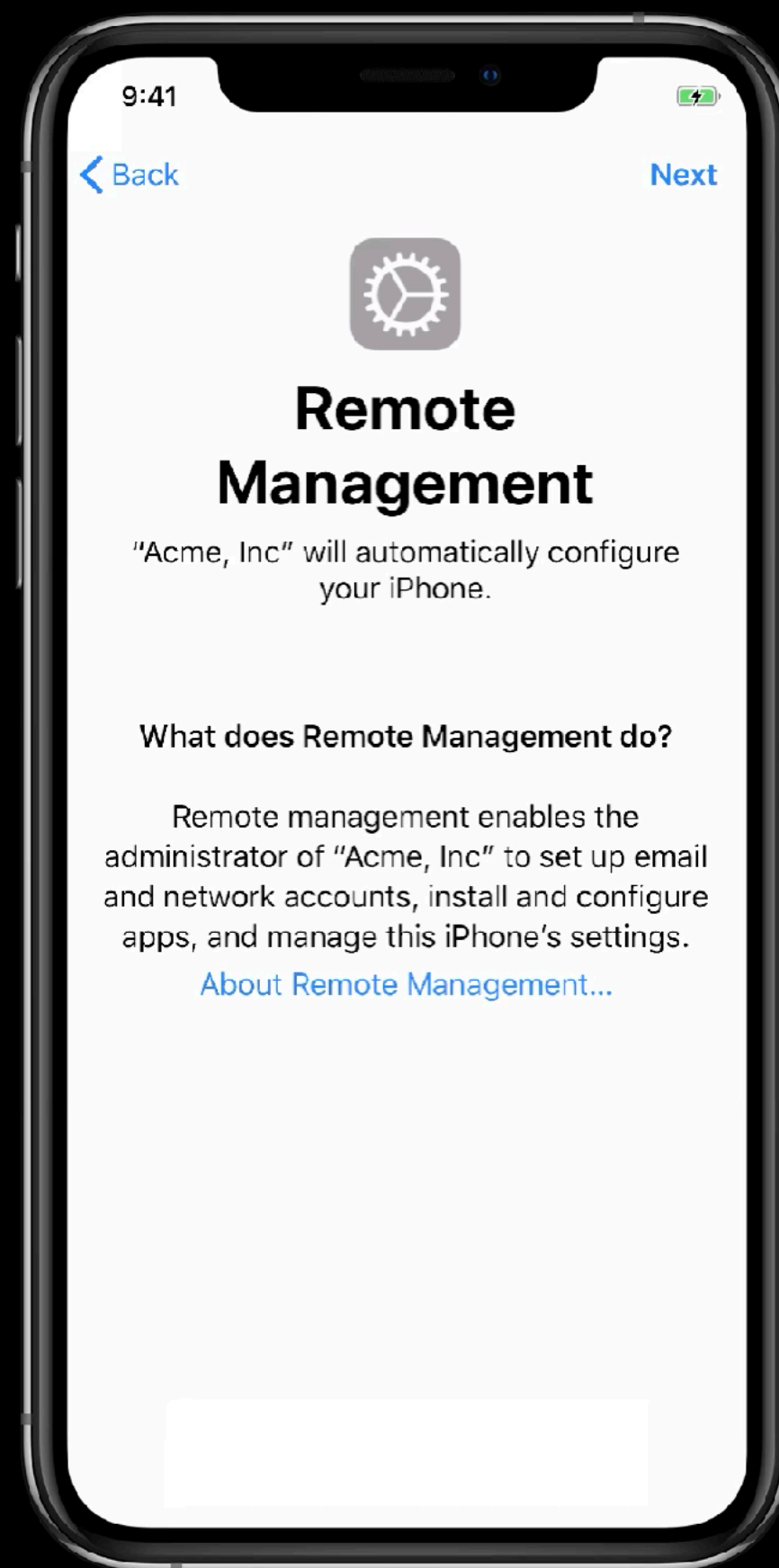
## MDM Functions are limited on personal devices

- |                                       |                             |
|---------------------------------------|-----------------------------|
| ✓ Configure accounts                  | ✓ Manage software updates   |
| ✓ Configure global proxies            | ✓ Remove system apps        |
| ✓ Install, configure, and remove apps | ✓ Modify the wallpaper      |
| ✓ Require a complex passcode          | ✓ Lock into a single app    |
| ✓ Enforce all restrictions            | ✓ Bypass Activation Lock    |
| ✓ Access inventory of all apps        | ✓ Force Wi-Fi on            |
| ✓ Remotely erase the entire device    | ✓ Place device in Lost Mode |
|                                       | ✓ Prevent app removal       |

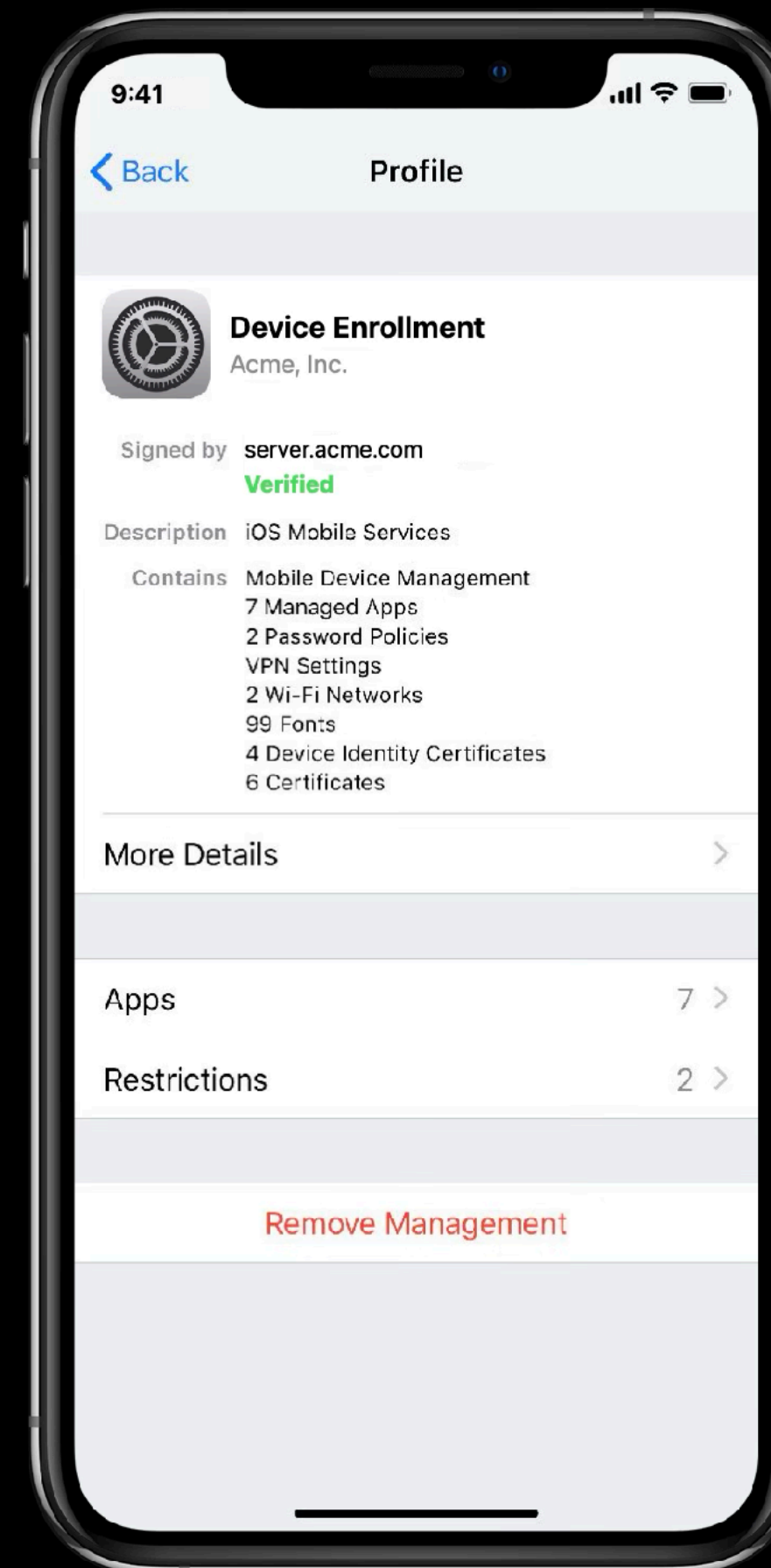
- |                                 |                                     |
|---------------------------------|-------------------------------------|
| ✓ Configure accounts            | ✗ Access personal information       |
| ✓ Configure Per App VPN         | ✗ Access inventory of personal apps |
| ✓ Install and configure apps    | ✗ Remove any personal data          |
| ✓ Require a passcode            | ✗ Collect any logs on the device    |
| ✓ Enforce certain restrictions  | ✗ Take over personal apps           |
| ✓ Access inventory of work apps | ✗ Require a complex passcode        |
| ✓ Remove work data only         | ✗ Remotely wipe the entire device   |
|                                 | ✗ Access device location            |



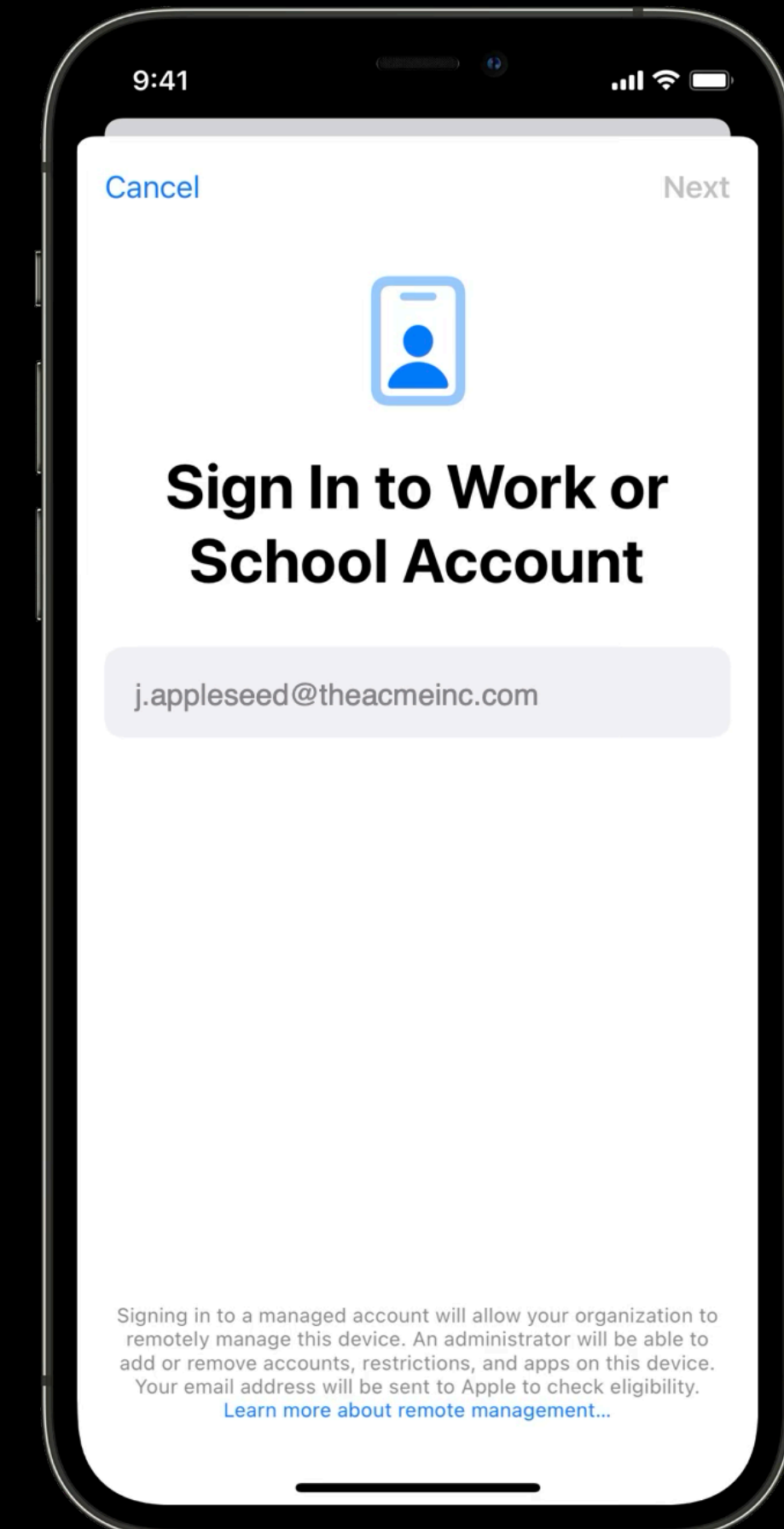




Automated Device Enrolment  
supervised



Account-Driven Enrolment  
Device or User



# Bring Your Own Device

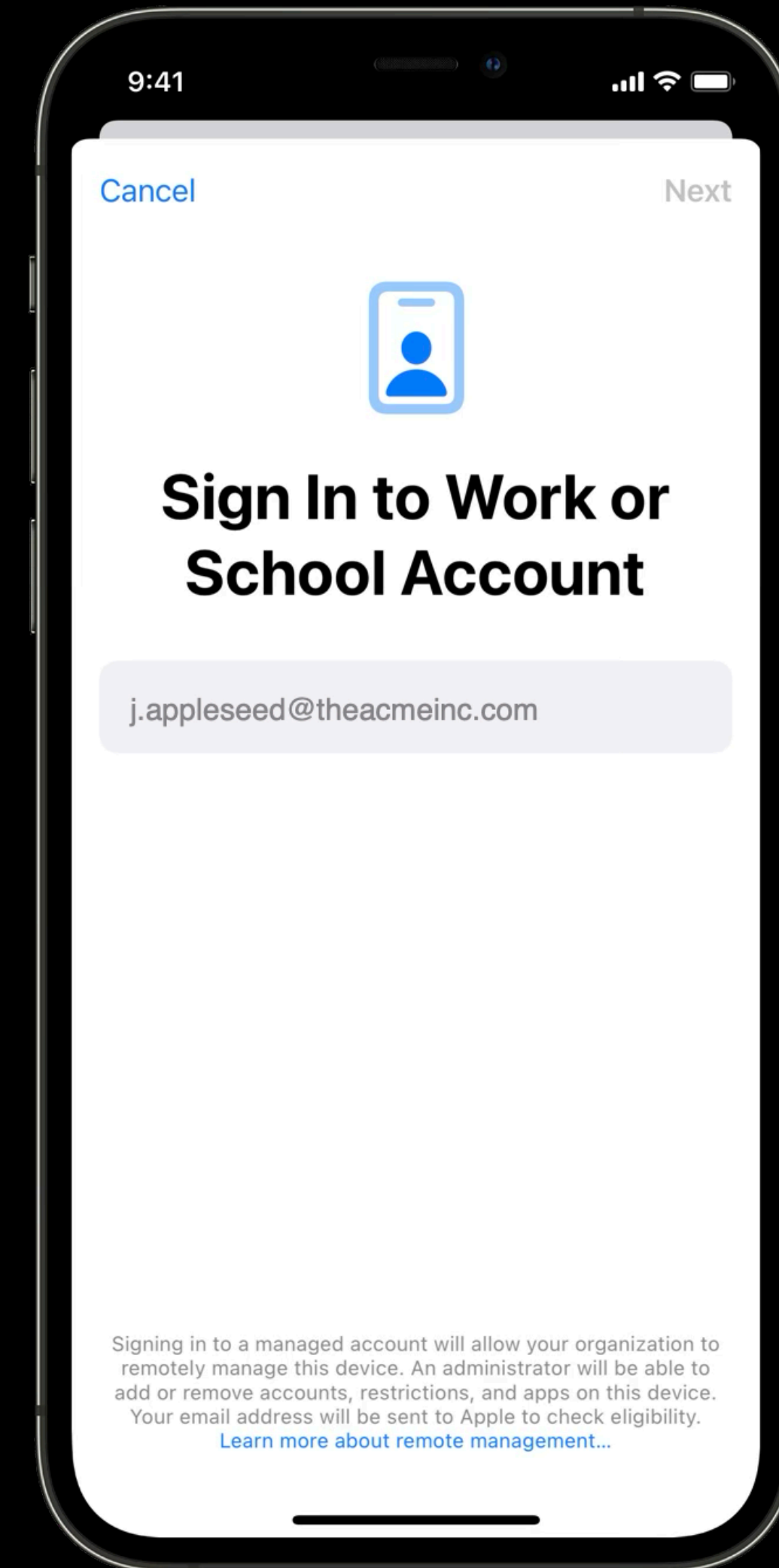
## Account Driven User Enrolment

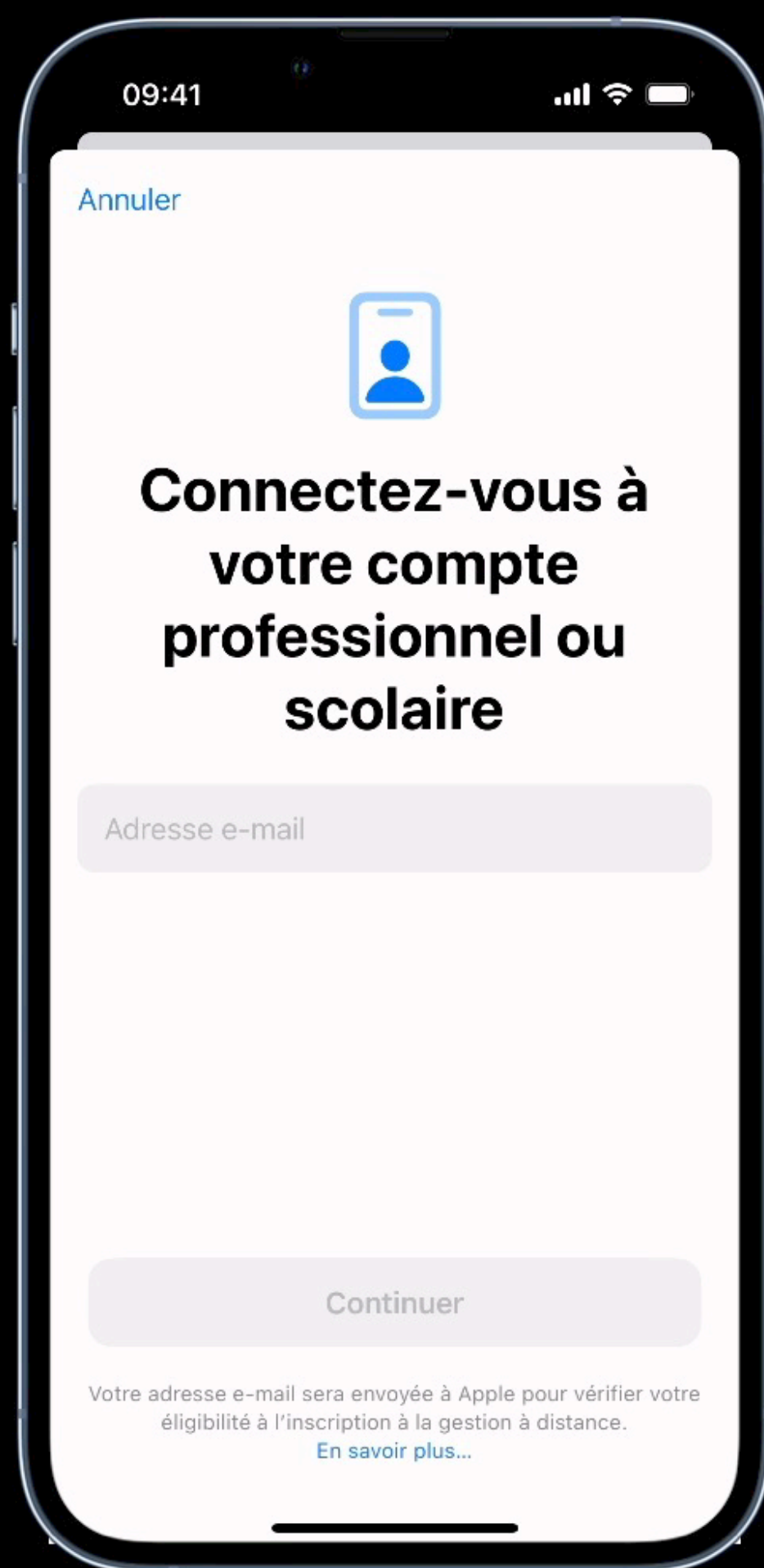
Designed for personal devices

Curated BYOD management capabilities

Account-driven enrollment option:

- Sign in with Managed Apple Account
- Separates personal and organizational data
- Enrollment SSO support on iOS and iPadOS





# Data Separation

Is seamless for the user

Manages corporate data flow

Creates boundaries, not hurdles

Doesn't require dual-workspace



Apple Reference



MS Intune restrictions

# Deployment guide

Feature snapshot



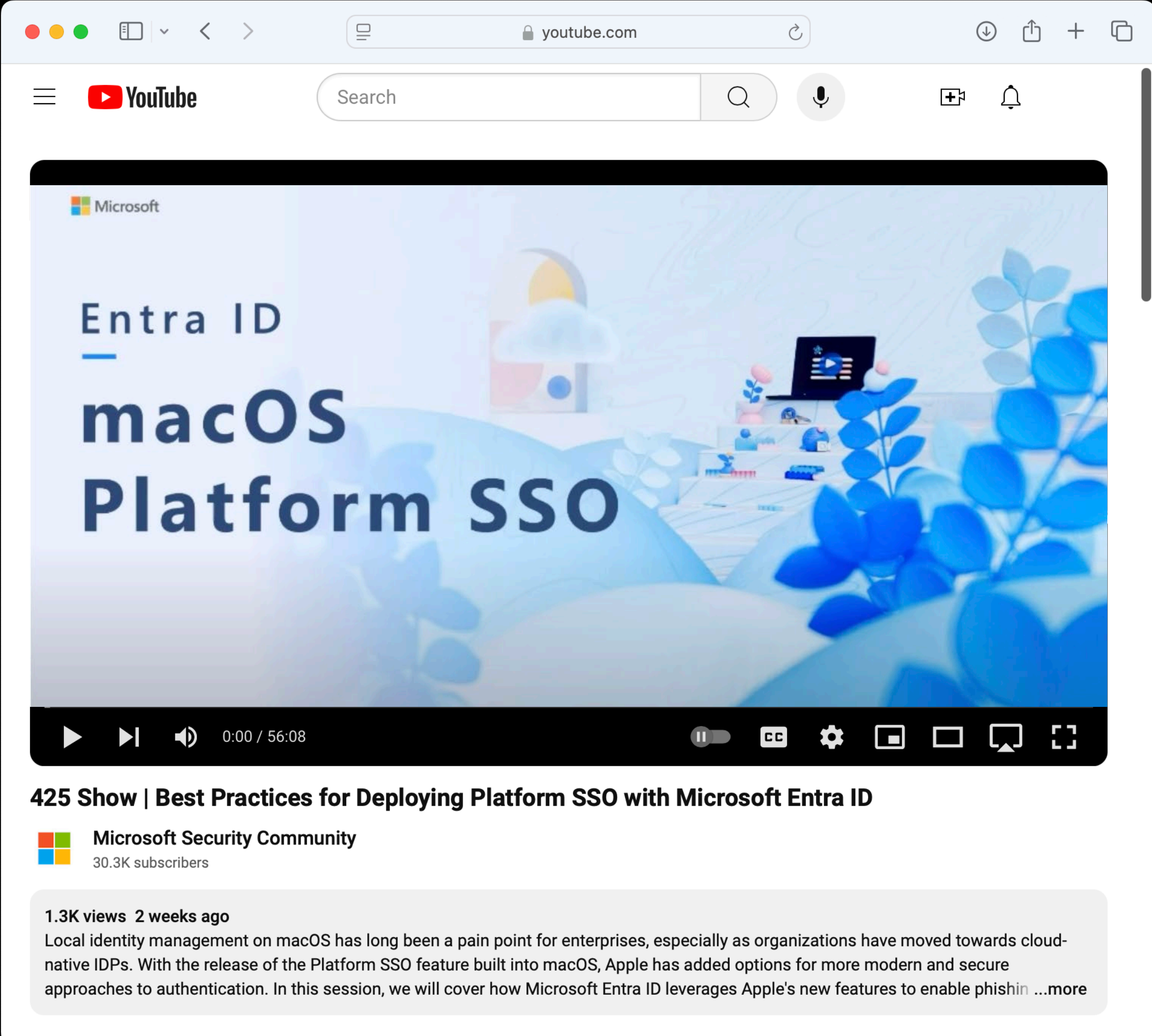
Microsoft  
Manage iOS / iPadOS devices



Microsoft  
macOS Deployment guide

# Deploying Platform SSO with Entra ID

[youtu.be/bL0SvGVe474](https://youtu.be/bL0SvGVe474)

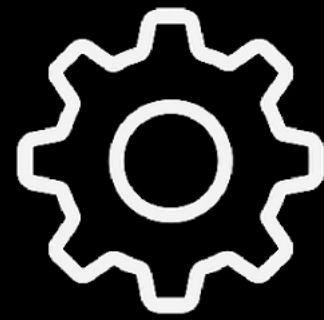


The screenshot shows a YouTube video player interface. The browser's address bar displays 'youtube.com'. The YouTube header includes the logo, a search bar, and icons for camera, microphone, and notifications. The video player itself shows a Microsoft logo in the top left corner of the video frame. The main title of the video is 'Entra ID macOS Platform SSO'. The video player controls at the bottom show a play button, a progress bar at 0:00 / 56:08, and icons for volume, closed captions, settings, and full screen. Below the video player, the video title '425 Show | Best Practices for Deploying Platform SSO with Microsoft Entra ID' is displayed. The channel name 'Microsoft Security Community' is shown with a subscriber count of '30.3K subscribers'. A description box below the channel information states: '1.3K views 2 weeks ago' followed by a paragraph: 'Local identity management on macOS has long been a pain point for enterprises, especially as organizations have moved towards cloud-native IDPs. With the release of the Platform SSO feature built into macOS, Apple has added options for more modern and secure approaches to authentication. In this session, we will cover how Microsoft Entra ID leverages Apple's new features to enable phishing ...more'.

# What's Next for Apple Device Management in Intune



Device Attestation (*Rolling out now*)  
Recovery Lock Management (*H2*)  
JIT Compliance Remediation (*H2*)  
Mandatory Hardware-bound Entra Registration (*H2*)  
LAPS for macOS (*Q3*)



Custom PKG Script Detection (*H2*)  
Resource Explorer (*May 2025*)  
Declarative Device Management (DDM)  
→ OS Update Reports, App Rules, Predicates, WWDC news

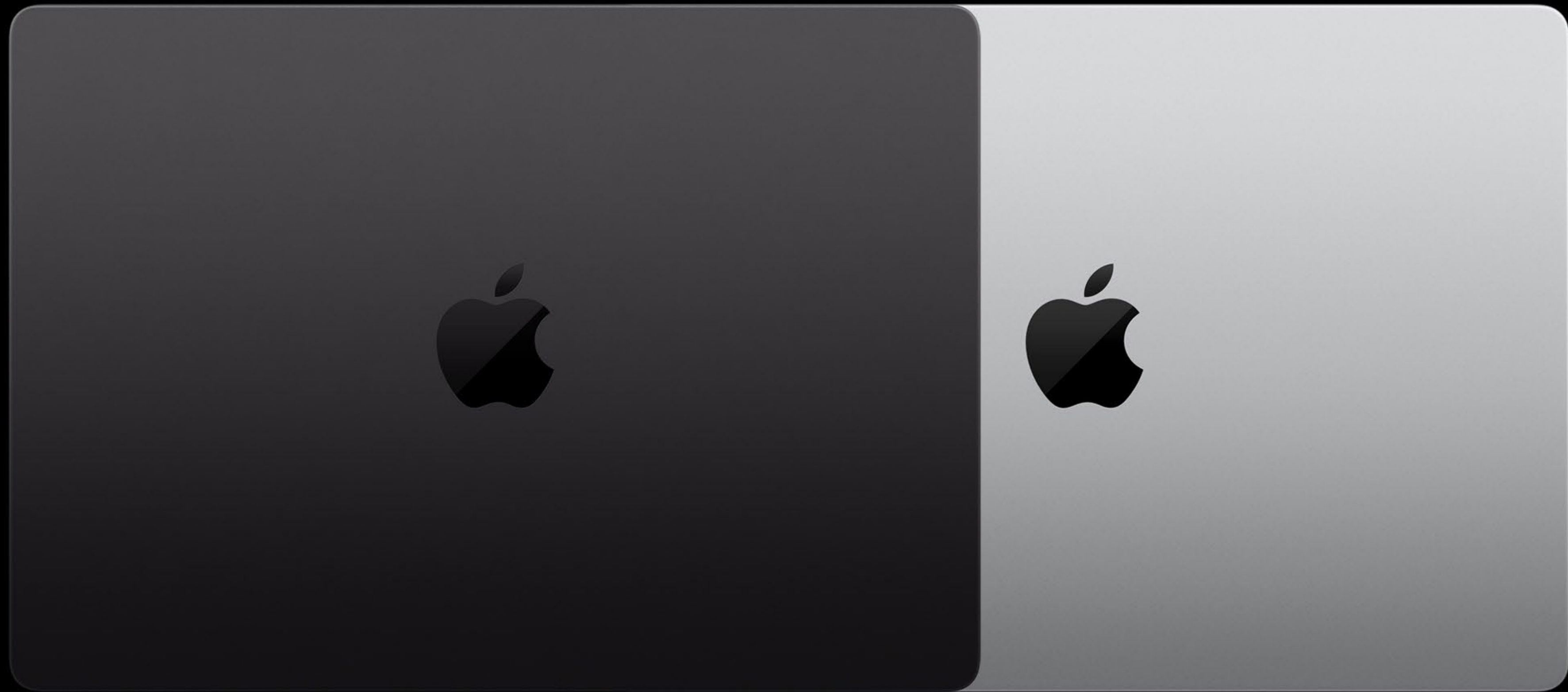


visionOS & tvOS (*H2*)



A smart  
investment





## A smart investment.

Long-lasting, up-to-date devices. Savings on support requests and management. Plus, you can trade in devices when the time is right, which is a win-win for the environment and your bottom line.





Carbon neutral for entire business  
by 2030

Recycled and responsibly-sourced  
materials for

products and packaging

Product environmental reports at  
[apple.com/environment](https://apple.com/environment)



# Foncia, France





Success Stories

**Foncia went all in on Mac.  
For an all-out transformation.**

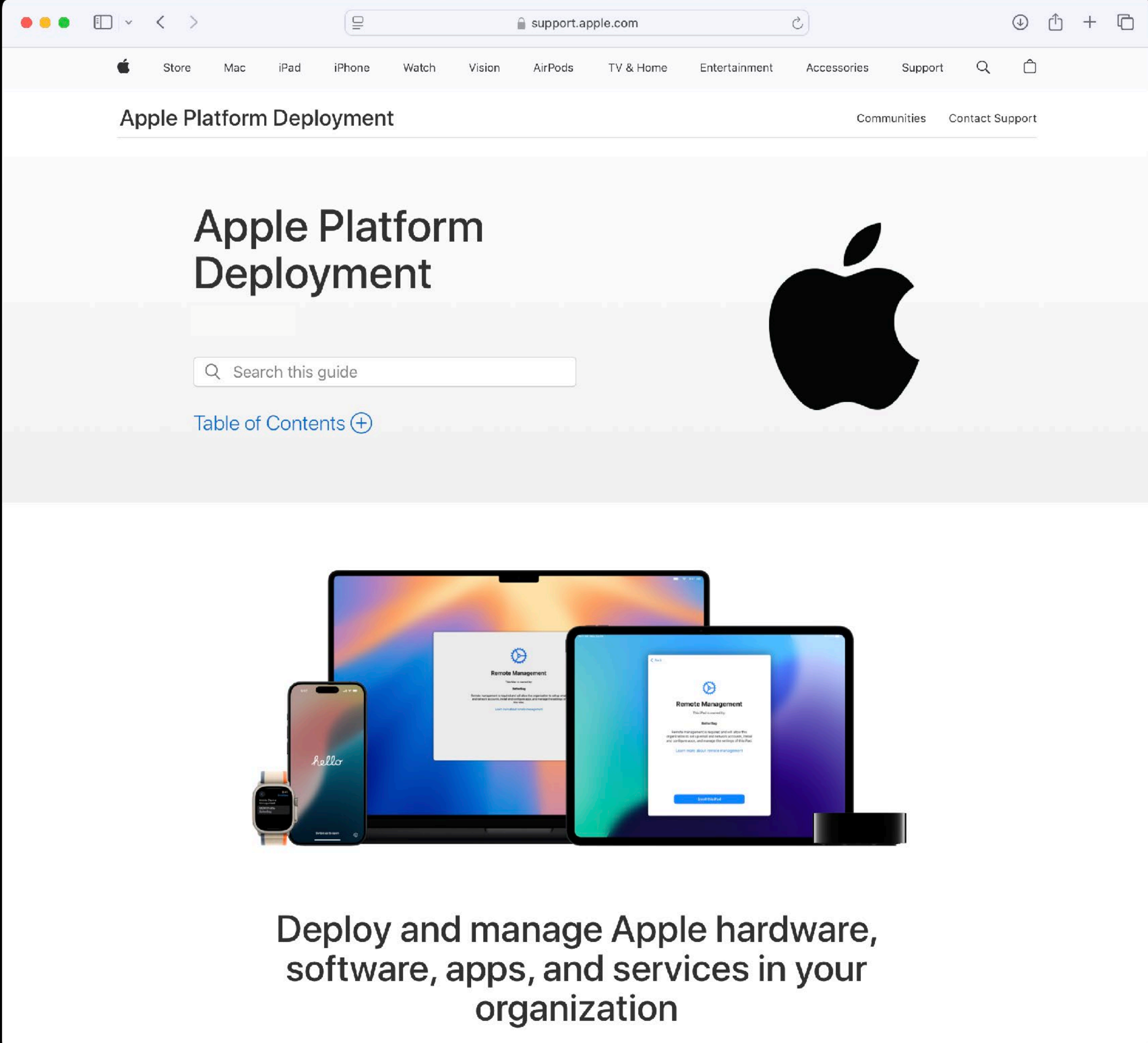
[Read the story](#)



# Resources

# Apple Platform Deployment

[support.apple.com/guide/deployment](https://support.apple.com/guide/deployment)



The screenshot shows the Apple Platform Deployment support page on support.apple.com. The page features a navigation bar with links to Store, Mac, iPad, iPhone, Watch, Vision, AirPods, TV & Home, Entertainment, Accessories, and Support. Below the navigation bar, the page title "Apple Platform Deployment" is displayed, along with links to "Communities" and "Contact Support". A large Apple logo is positioned on the right side. A search bar labeled "Search this guide" is located below the title. A "Table of Contents" link with a plus icon is also present. The main content area features an illustration of various Apple devices (iPhone, iPad, Mac, and Apple Watch) displaying the "Remote Management" interface. Below the illustration, the text reads: "Deploy and manage Apple hardware, software, apps, and services in your organization".

Apple Platform Deployment

Communities Contact Support

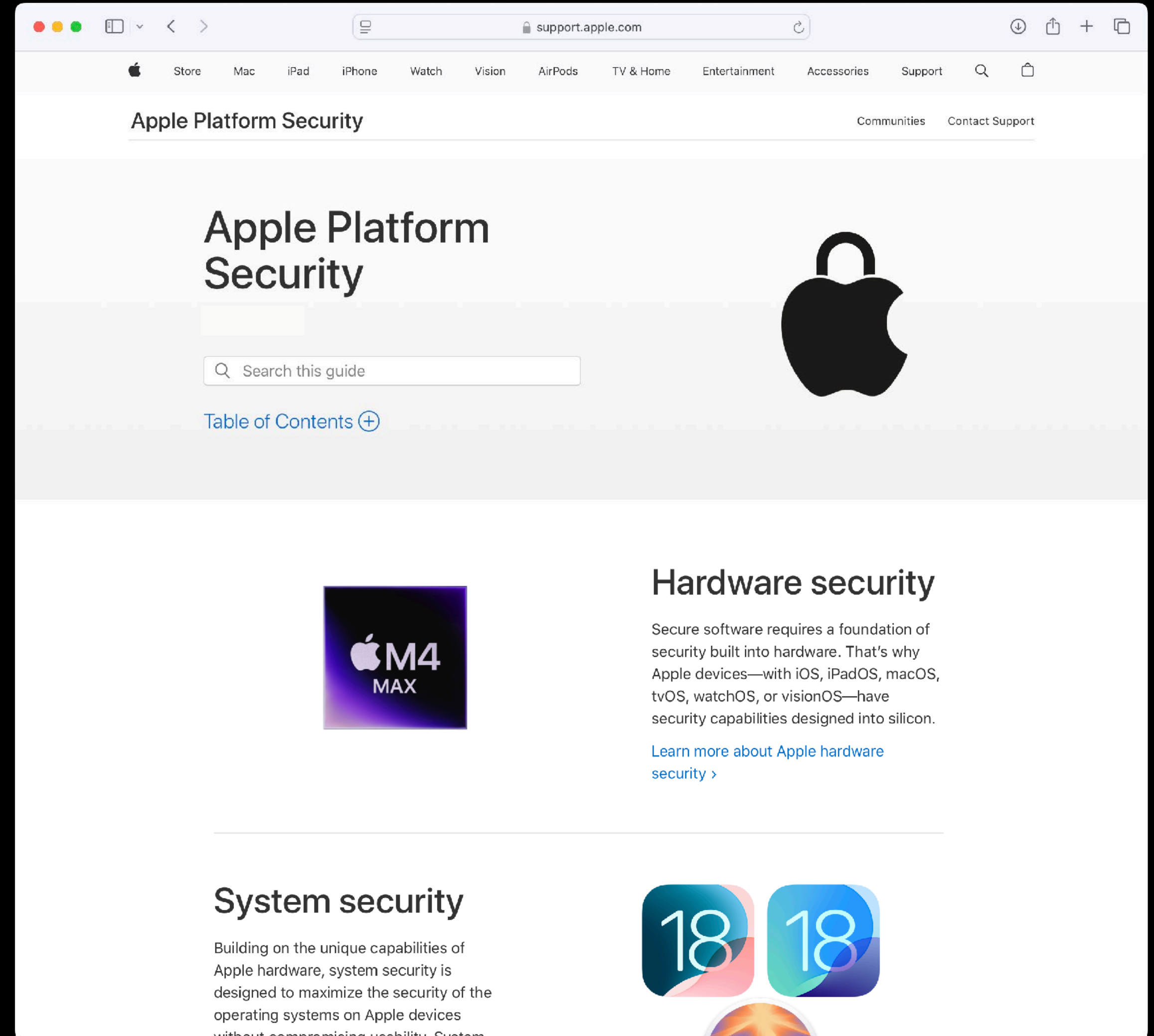
Search this guide

Table of Contents (+)

Deploy and manage Apple hardware, software, apps, and services in your organization

# Apple Platform Security

[support.apple.com/guide/security](https://support.apple.com/guide/security)



# IDC White Paper: The Business Imperative of Secure Endpoints

[apple.com/business/enterprise/resources](https://apple.com/business/enterprise/resources)



## White Paper

### The Business Imperative of Secure Endpoints

Sponsored by: Apple

Tom Mainelli  
September 2023

Michael Suby

#### IDC OPINION

What keeps IT Decision Makers (ITDMs) up at night? Security. That's because smart ITDMs know that no matter how well-run a business is or how popular its product or service might be, the whole business can be in jeopardy overnight if security fails.

And, unfortunately, the world isn't getting any safer. Corporate espionage, rogue states, organized crime, and even everyday thieves have all leveled up when it comes to technology. To stay ahead of the bad actors, IT must remain vigilant and ever willing to embrace new vendors and technologies to keep their employees, customers, and data safe.

The list of security challenges IT faces is long, involving everything from endpoints (computers) to datacenters, the networks that connect everything, and the software that runs it all. In this paper, we'll focus on the importance of securing the endpoint. That's because, in the end, security across all those other domains means little if the endpoint isn't secure.

One of the key challenges with securing the endpoint is that, traditionally, a secure endpoint often means a trade-off for the end-user experience with locked-down devices that are difficult to use. And when that happens, the other primary weak point in any security scheme – the user – often finds ways to circumvent that security in the spirit of getting work done. When security becomes a friction point for users, it's no longer serving its purpose.

Technological advances have made it increasingly possible to retain a high-quality user experience while maintaining security. Advances in malware detection, data protection, authentication, and the melding of silicon and software mean that today's endpoints don't need to trade productivity for enhanced security.

#### METHODOLOGY

IDC conducted an online survey of ITDMs in the United States and Canada in July 2023, asking about their views on security broadly and the importance of securing computer endpoints specifically. The respondent pool represents a mix of companies with 500 employees or more from a range of different industries. These ITDMs support a mix of computer operating systems, including Microsoft Windows, Apple macOS, and Google ChromeOS. They either select, purchase, or deploy security software for their company, or they manage the people who do.

September 2023, IDC #US51204723

# AppleSeed for IT

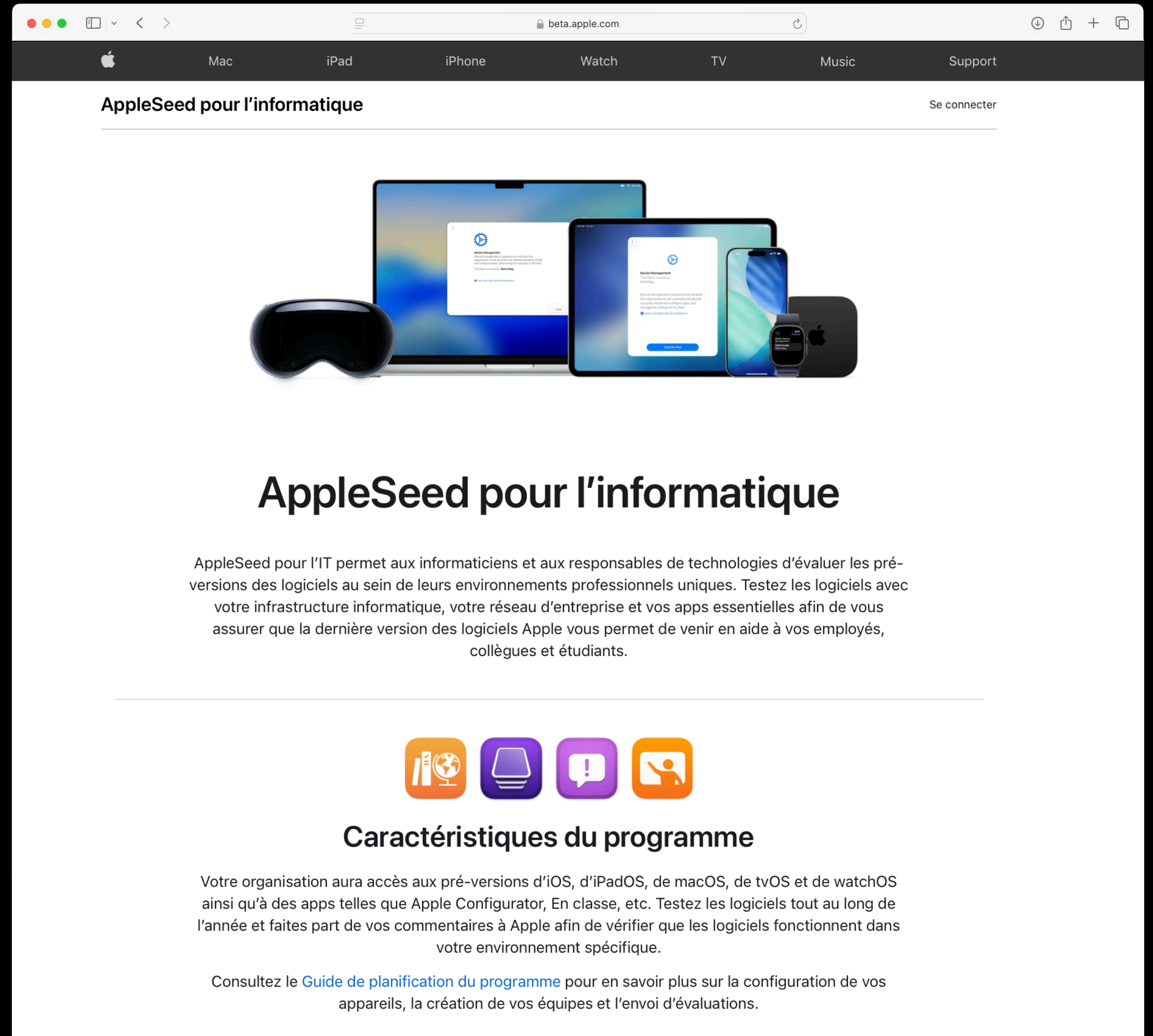
Enroll at [beta.apple.com/for-it](https://beta.apple.com/for-it)

What's new for IT documentation

Beta access for IT

Documentation and release notes

Configure your devices



The screenshot shows the AppleSeed pour l'informatique website in a browser window. The browser's address bar displays 'beta.apple.com'. The website's navigation bar includes links for Mac, iPad, iPhone, Watch, TV, Music, and Support. The main heading is 'AppleSeed pour l'informatique', with a 'Se connecter' link on the right. Below the heading is a hero image featuring a Mac, iPad, iPhone, Apple Watch, and AR glasses, all displaying the AppleSeed interface. The text below the image reads: 'AppleSeed pour l'IT permet aux informaticiens et aux responsables de technologies d'évaluer les pré-versions des logiciels au sein de leurs environnements professionnels uniques. Testez les logiciels avec votre infrastructure informatique, votre réseau d'entreprise et vos apps essentielles afin de vous assurer que la dernière version des logiciels Apple vous permet de venir en aide à vos employés, collègues et étudiants.' A horizontal line separates this section from the next, which is titled 'Caractéristiques du programme'. This section features four icons: a globe with a book, a computer monitor, a speech bubble with an exclamation mark, and a person with a checkmark. The text below the icons states: 'Votre organisation aura accès aux pré-versions d'iOS, d'iPadOS, de macOS, de tvOS et de watchOS ainsi qu'à des apps telles que Apple Configurator, En classe, etc. Testez les logiciels tout au long de l'année et faites part de vos commentaires à Apple afin de vérifier que les logiciels fonctionnent dans votre environnement spécifique.' The final paragraph at the bottom says: 'Consultez le [Guide de planification du programme](#) pour en savoir plus sur la configuration de vos appareils, la création de vos équipes et l'envoi d'évaluations.'

# User Training

Apple provides training for end users

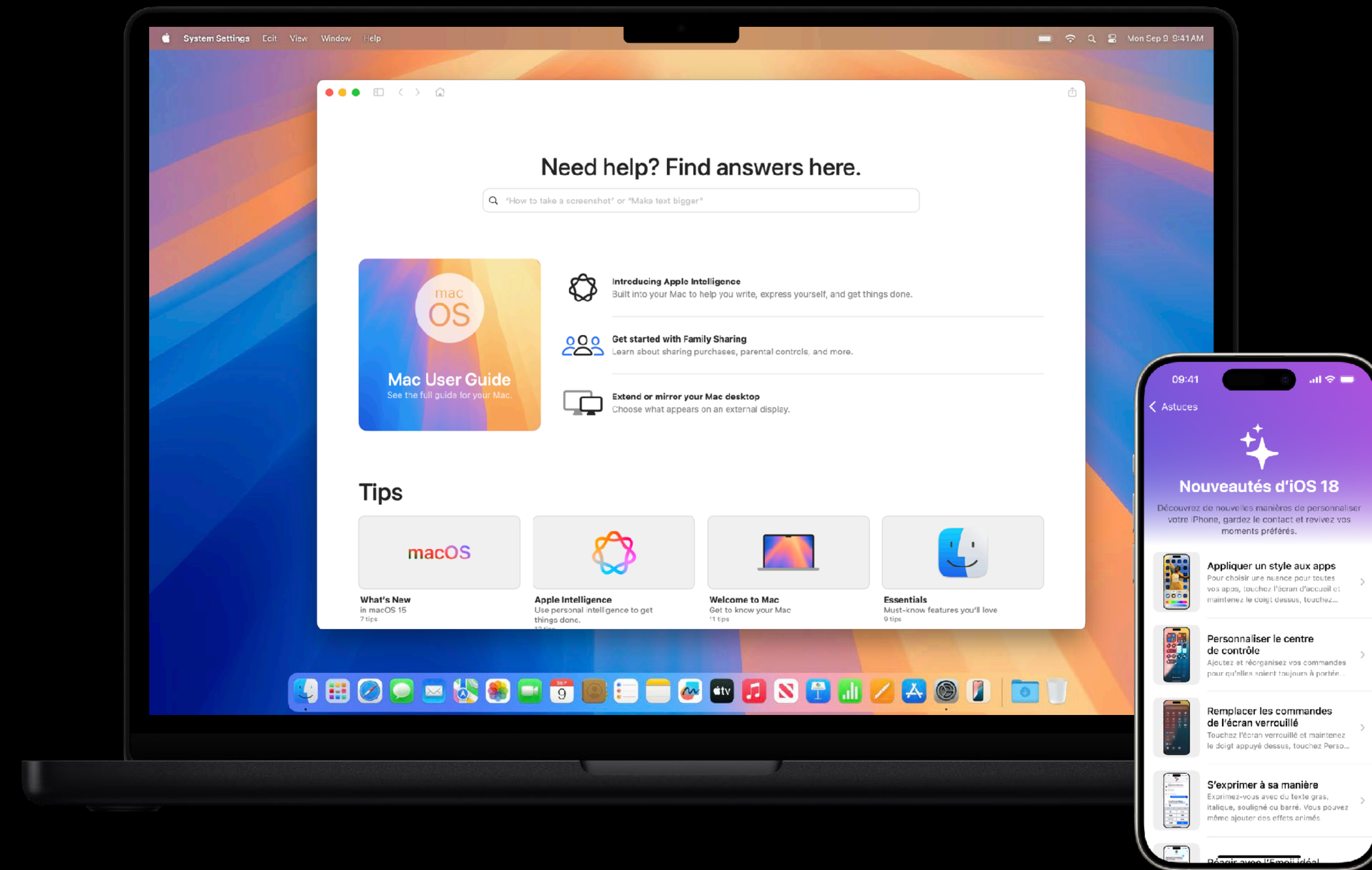
<https://apple.co/macskills>

[Apple Care for Enterprise](#)

[Tips app is a great resource](#)

[Enable accessibility](#)

[Easy way to request support](#)



Nos prestations **Professional  
Services.**



# L'aperçu de nos prestations.



## Fastlane

Intégration optimale des terminaux iOS et macOS dans la structure de votre entreprise.



## Optimisation du déploiement

Examiner les meilleures pratiques des déploiements existants. Optimisation conjointe du déploiement.



## Healthcheck

Analyse du déploiement Apple et création d'un rapport de bilan de santé avec Management Summary et recommandations d'actions.



## Durdurissement

Optimisation de la sécurité du système d'exploitation pour iOS et macOS, par ex. Par exemple, selon les normes courantes (CIS/NIST).



## Automatisation

Réduction des dépenses d'exploitation grâce à l'automatisation. Trouver des solutions avec Python/Shell/Powershell, des outils tiers et des API des fabricants.



## Transition et gestion des services

Nous vous aidons à transférer votre environnement Apple en un service géré ou prenons en charge pour vous la gestion des services, par exemple dans le rôle de Product Owner.



## Conseil

Nous optimisons vos processus ou vous aidons à prendre des décisions stratégiques.



## Innovation

Nous développons des solutions individuelles qui rendent votre déploiement Apple prêt pour l'avenir.

# Notre offre d'intégration des appareils Apple dans les environnements Microsoft.

L'intégration de Mac dans Microsoft Intune vous permet d'offrir à vos utilisateurs un large éventail d'appareils, notamment des PC Windows, des Mac et des appareils iOS. Cela permet aux collaborateurs de travailler avec leurs appareils préférés, tandis que le service informatique garde le contrôle de la sécurité et de la conformité.



Apprenez-en plus dans  
notre workshop de conseils  
Apple :

Workshop



Découvrez notre pack de  
services intégration Apple  
dans Microsoft Intune MDM

Pack de services



<https://www.bechtlet.com/ch-fr/promotions/apple/mac-focus>

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