



CIO Survey: Apple in the Enterprise

From endpoints to enterprise compute, how IT leaders are operationalizing Apple for AI and business-critical applications

Executive summary

Apple has crossed from endpoint to enterprise compute. It's becoming a managed, secure, and cost-effective enterprise platform, powering development, AI workloads, and organizational growth.

This survey of U.S. enterprise CIOs reveals converging trends:

- ✓ **Adoption is expanding** beyond end-user devices into high-value compute roles.
- ✓ **AI on Apple is real and growing** as organizations are turning to Apple silicon for AI workloads with privacy and performance advantages.
- ✓ **Security and manageability are non-negotiable**, and IT leaders see Apple meeting the standard.
- ✓ **Investment is moving** toward Apple infrastructure, especially when ROI and productivity are clear.

Apple is no longer just the laptop your execs love. It's a serious, secure, and efficient compute platform for AI and modern dev workflows.



Over a fifth of CIOs surveyed say Apple technologies are **mission-critical** to their IT strategies



Nearly 3 in 4 cite **AI processing** as the top use case for Apple in their organizations



9 out of 10 report increased **Apple device usage** over the past two years

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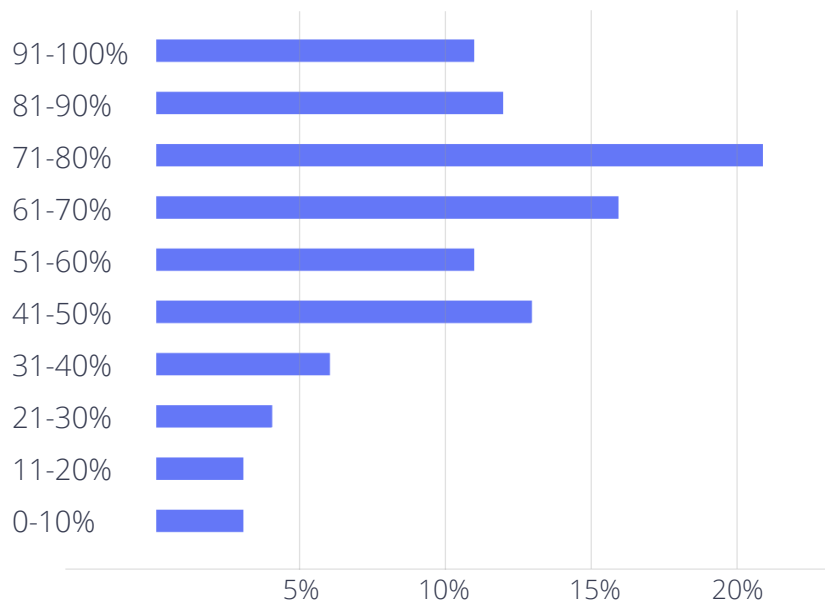
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Adoption trends and investment outlook

Today's landscape

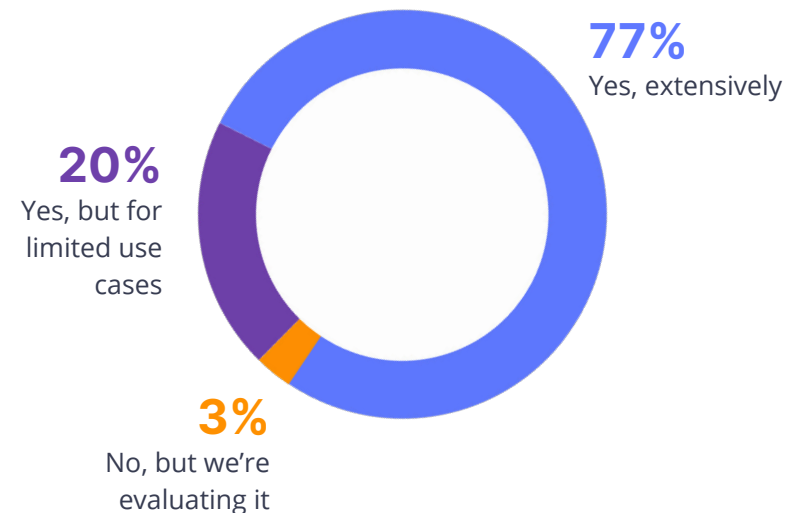
First, the research assessed current and future Apple device adoption trends in enterprise organizations. On average, U.S. CIOs say 63% of their company's endpoints are Apple devices, with over a fifth saying 71-80% are Apple devices, and almost 1 in 7 saying 61-70% are Apple devices.

Percent share of the company's endpoints that are Apple devices today



Moreover, a large majority of respondents say their organizations leverage cloud-hosted Mac infrastructure providers like AWS or MacStadium. Of these, nearly 4 in 5 use this extensively, followed by a fifth who use it for limited use cases. A small percentage say they're not currently using Apple Mac infrastructure in the cloud but are evaluating it.

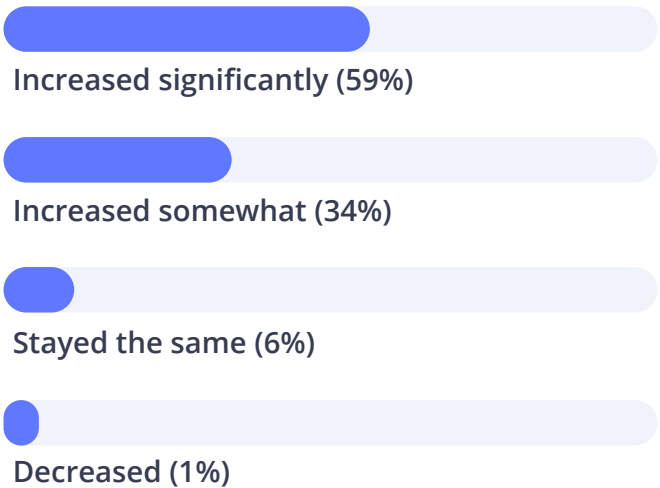
Our organization utilizes cloud-hosted Apple infrastructure



Expanding Apple footprint

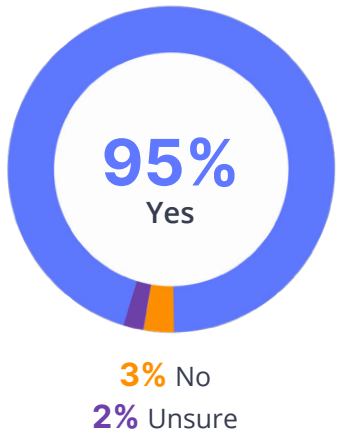
Assessing the past two years, Apple device use has changed for many companies. A large majority of CIOs surveyed say their organization’s use of Apple devices has increased over the past two years – almost 3 in 5 say it increased significantly, with 34% saying it increased somewhat. Just 1 in 11 say their organization’s use has stayed the same, while only 1% say it decreased. This highlights a trend of increased investment at enterprise organizations over the past two years.

Change in Apple device use over the past two years



Looking to the future, the trend is anticipated to sustain. A large majority of CIOs expect their organization’s investment in Apple Macs to grow over the next 12-24 months, compared to only 3% who don’t expect it to grow, and just 2% who are unsure.

Expect investment in Mac to grow over the next 12-24 months



Considering this, it’s perhaps unsurprising that most respondents say Apple technologies are important to their IT strategy. Over a fifth say they’re mission-critical, while just over 7 in 10 say they’re very important. This is compared to just 1% who say they’re not important, further emphasizing the substantive role of Apple in IT environments.

Importance of Apple technologies to IT strategy



Leadership attitudes

Leadership buy-in is important for future investment. CIOs surveyed most often describe their leadership's understanding of Apple Mac infrastructure as a strategic investment, perhaps explaining why investment levels have been high and are predicted to continue.

Some C-suites still view Apple as a niche requirement, however. While only 6% believe Macs are costly or unnecessary, almost 3 in 10 respondents say their company's leadership views Apple Mac infrastructure as necessary for specific teams, followed by just over a fifth who think it's nice to have.

How leadership views Mac infrastructure



45%

Strategic investment



28%

Necessary for
specific teams



21%

Nice to have



6%

Costly or unnecessary

Use cases and benefits

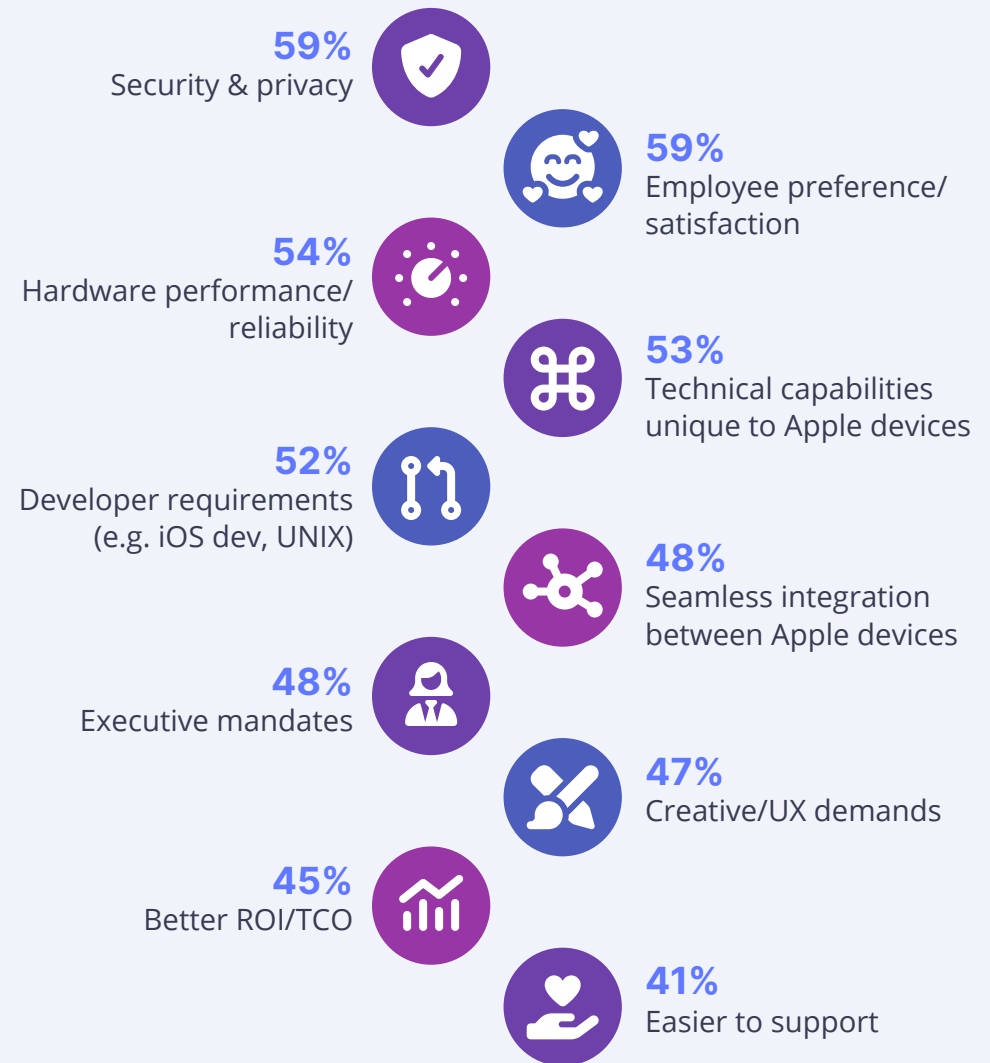
Adoption drivers

The reasons for Apple hardware adoption across the enterprise are varied. According to CIOs surveyed, the main drivers – applicable to more than half of the respondents – for adopting Apple hardware are:

- ➔ Security and privacy
- ➔ Employee preference
- ➔ Hardware performance
- ➔ Technical capabilities unique to Apple
- ➔ Developer requirements

Moreover, CIOs also say their organizations have adopted Apple hardware because of the seamless integration between Apple devices, executive mandates, creative or UI/UX demands, better total cost of ownership, and because it's easier to support.

Main drivers for adopting Apple hardware



Current Mac users

How are Apple devices being used within enterprise organizations? CIOs surveyed identified the main teams that rely most heavily on Macs at their organizations to be:

- ➔ Executive / Leadership
- ➔ Software Development
- ➔ Creative / Design
- ➔ Security
- ➔ Customer Support

Interestingly, almost all (99%) CIOs say at least one team within their organization relies heavily on Apple Macs, and over a fifth of respondents say their general employees rely on Macs at their organizations.

Teams that rely most heavily on Macs

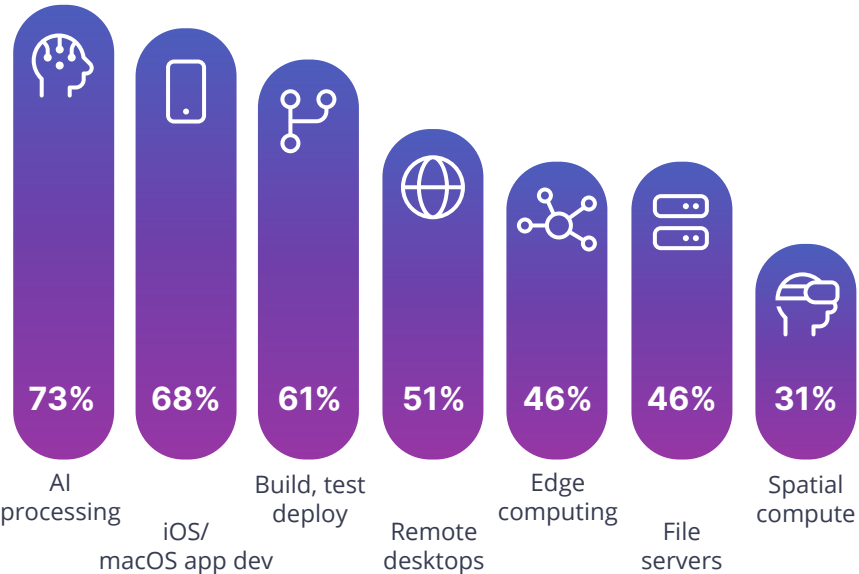


AI and Apple silicon

Among CIOs whose organizations use Macs, the most popular use case is artificial intelligence, with 73% of those surveyed saying that AI processing is being done by Apple devices today. Edge computing and spatial compute are also emerging as popular use cases for Apple hardware.

Not surprisingly, software development for Apple operating systems continues to be a popular use case. Over 60% of the CIOs surveyed say that Macs are being used for iOS and macOS app development, or build, test, and deploy functions within their organizations. More than half of IT teams support offshore or remote workers who require access to Mac hardware.

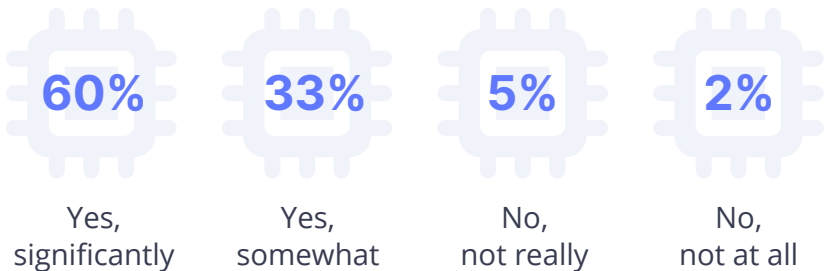
How Apple Macs are being used today



AI isn't just for GPUs in the cloud — leaders are bringing AI workloads to Apple silicon for speed, privacy, and cost efficiency.

In light of the high levels of expected investment in Apple hardware indicated previously (95% of respondents anticipating growth over the next 12-24 months), it's notable that 9 in 10 CIOs overall say Apple silicon is influencing their decision to adopt or expand Mac use in their organization. Three in five say this is significantly influencing their decision, while a third say it's somewhat influencing them. In comparison, just 7% say Apple silicon is of no consequence.

Apple silicon is influencing Mac adoption or expansion



Benefits

The benefits of investing in Apple infrastructure for enterprise organizations are substantial. The top three benefits CIOs say their organizations have experienced with Apple products are:

- ① Better performance for dev/test workflows
- ② Improved employee satisfaction
- ③ Integration with iOS/iPadOS workflows

Over half cite enhanced security posture, while a similar percentage say they've experienced power efficiency or environmental benefits. Nearly 2 in 5 have experienced lower long-term IT costs, followed by over a third whose organizations have experienced reduced downtime. Overall, a large majority (97%) of enterprise organizations have experienced benefits from Apple products, emphasizing the potential ROI.

Benefits experienced with Apple products

Better performance for dev/test workflows (64%)

Improved employee satisfaction (63%)

Integration with iOS/iPadOS workflows (58%)

Enhanced security posture (53%)

Power efficiency or environmental benefits (52%)

Lower long-term IT costs (37%)

Reduced downtime (35%)

No benefits from Apple products (3%)

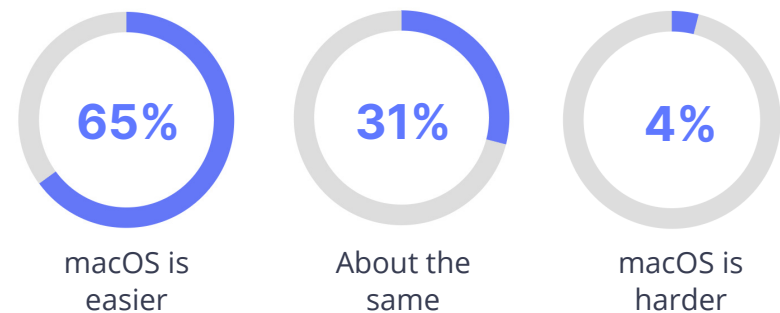
Operationalizing Apple at scale

Device management

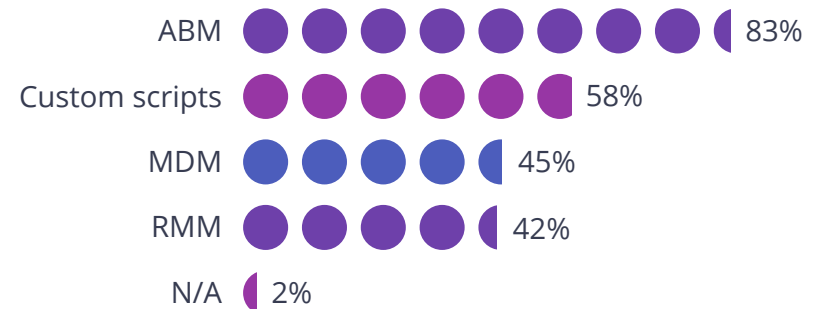
When managing endpoint devices across the organization, IT teams are generally happy with Macs. The overwhelming majority of CIOs say macOS is easier or the same to manage as Windows/Linux, while less than 5% say managing macOS is harder than Windows/Linux.

The CIOs surveyed primarily manage and secure macOS environments within their organizations today using Apple Business Manager (ABM), followed by custom tooling or scripts. Nearly half use a mobile device management (MDM) platform like Jamf or Kandji, and slightly fewer use remote monitoring and management (RMM) platforms.

Managing macOS vs Windows/Linux



How do you manage and secure macOS environments today



Challenges

Despite the positive opinion about macOS, 9 in 10 CIOs surveyed still experience issues with managing Apple. The biggest challenges they face are:

- #1** Security/compliance gaps (36%)
- #2** Integration with existing software (34%)
- #3** User adoption/support (25%)
- #4** Cost justification (24%)
- #5** Limited enterprise support (23%)

The unique, Unix-based architecture of macOS, with its distinct configuration methods, security frameworks, and scripting languages, often falls outside the core competency of Windows-centric IT teams. This has led many organizations to create specialized "Mac management centers of excellence" to cope with the platform's specific requirements.

Apple as enterprise infrastructure

A majority of CIOs say that an enterprise-ready solution for managing Mac as infrastructure would influence their Apple adoption roadmap. Nearly 7 in 10 would definitely be influenced, while almost a third would possibly be. This suggests the already sustained and growing popularity of Apple devices and systems within IT environments is not going away; however, IT teams are struggling to find a way to unify the management of Apple from edge to cloud across the enterprise.

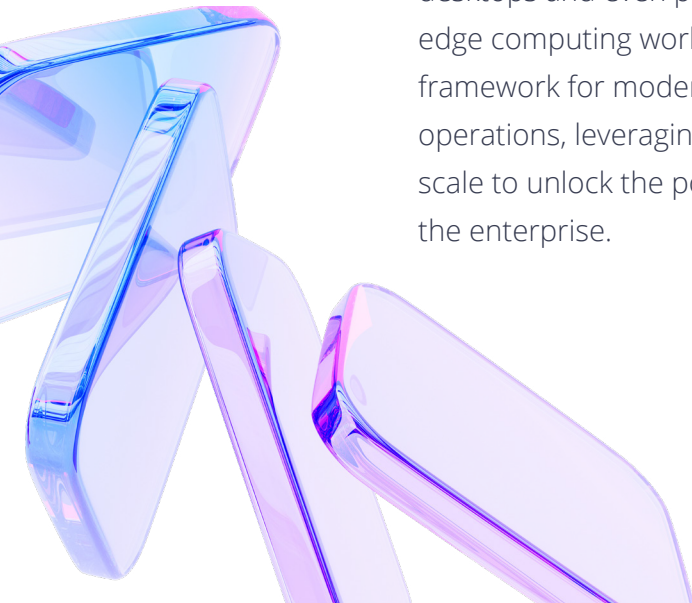
Would an enterprise-ready solution for managing Mac as infrastructure influence your adoption roadmap?



MacOps for the enterprise

DevOps emerged as a transformative movement that broke down the silos between software development (Dev) and IT operations (Ops), enabling organizations to build, test, and release software with greater speed, quality, and reliability. It achieved this through a combination of cultural shifts toward collaboration and a technical focus on automation, version control, and continuous delivery.

It is this holistic, operational philosophy that defines the concept of MacOps. MacOps is a comprehensive approach for large organizations to seamlessly integrate the Apple platform into their daily operations, from running complex macOS development pipelines to managing fleets of remote Mac desktops and even powering specialized edge computing workloads. It is a strategic framework for modernizing business-critical operations, leveraging Mac at speed and at scale to unlock the power of Apple across the enterprise.



Looking ahead

The emergence of MacOps is a direct and necessary response to the growing strategic importance and numerical footprint of Apple devices within corporate environments. The historical perception of the Mac as a niche product for creative professionals has been supplanted by its role as a mainstream, and often preferred, platform for a wide range of enterprise users.

As Apple devices continue to emerge as first-class citizens of IT infrastructure, no longer considered manually managed afterthoughts, enterprise IT leaders need to begin a strategic transition toward an integrated MacOps approach. This shift is essential not only for managing operational costs and security risks but also for unlocking the full potential of the Apple platform as a key enabler of employee productivity, developer velocity, and business innovation in the modern enterprise.

About MacStadium

MacStadium provides enterprise cloud solutions specifically designed for macOS, simplifying Mac for business through orchestration, automation, virtualization, and customization. With a focus on performance, security, and reliability, MacStadium empowers organizations worldwide to develop, test, and deploy their business-critical applications on Apple hardware everywhere. For more information, visit macstadium.com.

About the survey

Censuswide surveyed 300 Chief Information Officers (CIOs) of U.S. enterprise organizations in August 2025. Censuswide is a member of ESOMAR, a global association and voice of the data, research and insights industry. The company complies with the MRS code of conduct based on the ESOMAR principles. For more information, visit censuswide.com.