



# **The Benefits of Centralizing PC and Mac Management Under a Single Pane of Glass**

**White Paper** | Parallels® Device Management

## With so many Mac computers accessing enterprise networks, it's critical to centrally manage them right alongside Windows PCs.

### Introduction

After many years of slow decline, the PC market took a major turn in 2020, with sales [growing by 10.7%](#) in Q4 alone. The COVID-19 pandemic caused a significant shift to working from home, leading to greater adoption of Bring Your Own Device (BYOD) policies and general flexibility from businesses to keep operations running.

### Apple Device Use Increases Across Organizations

Apple alone sold an estimated 6.8 million Mac computers in the first quarter of FY2021—a new record for the company. [According to Gartner](#), this makes Apple the fastest growing personal computer vendor worldwide. All those computers are now making their way into enterprises.

While tech equipment has seen the highest demand in many years, 2020 was extremely challenging for many enterprises and their respective IT staff. Working from home became the norm rather than the exception, and many companies loosened strict hardware policies, permitting staff to use any available device to remain productive.

Just a few years ago, a typical company might have been dealing with a handful of Apple laptops, perhaps in the marketing department or with one rogue executive. Today, Apple products have infiltrated the enterprise, spurred by the [increased adoption of iPhones and iPads](#). Employees already savvy to the operating system and interface are asking for Mac computers in the office—and they're getting them.

At the same time, Apple is increasingly emphasizing sales to the enterprise. IBM has been one of the most prolific Apple adopters in recent history and has added [more than 200,000 Apple devices](#) to their fleet to date. Enterprise sales is becoming one of Apple's fastest growing revenue streams.

As Mac computers gain popularity, it's up to IT departments to manage those devices—and they're struggling. BYOD programs and "shadow IT" tend to muddy the waters, while [70% of all mobility spending](#)—including laptops—is now being managed by lines of business, rather than the IT department. All of this adds to the complexity of device management.

### The Challenges of Managing Mac Computers

Enterprise IT departments can no longer treat Mac computers as an afterthought. "Mac continues its impressive growth in the enterprise, and [...] demand for these devices is driven not just by end users, but also by IT and security teams," said [Patrick Wardle](#), principal security researcher, Jamf. "However, there are still unique challenges and concerns securing these devices. Organizations with Mac deployments need to reach for tools that are purpose-built for Apple, and thus can counter the ever-evolving Mac-specific threats," said Wardle.

Traditionally focused exclusively on managing PCs, IT has spent countless resources to set up, maintain and properly secure a Windows-centric infrastructure. Yet Mac computers and other Apple devices cannot be easily managed through Microsoft's Configuration Manager (formerly known as "SCCM"). This leaves a company's IT infrastructure open to malware downloads and attacks as hackers target operating system vulnerabilities beyond Windows.

While the Mac has a long-standing reputation of being more secure than other systems and flying under the radar of attackers, this isn't always true. There have been several cases of widespread malware attacks targeting modern day macOS, with malware "Silver Sparrow" being one of [the most recent](#) examples, infecting tens of thousands of Mac devices in early 2021. While malware attacks on Mac computers generally appear to be declining according to [latest findings](#), this only applies to machines used for private purposes. Successful attacks on Macs used for business [skyrocketed by 31%](#) in 2020, according to security firm Malwarebytes.

Apple is [expanding rapidly](#) across the enterprise ecosystem. Leaving Mac computers and iOS devices unmanaged—without timely software updates and proper policies—creates serious security risks.

## Tackle Mac Management in 3 Simple Steps with Parallels Device Management

Administrators can be up and running with the new [Parallels Device Management](#) for Configuration Manager (formerly Parallels Mac Management) in just three steps:

1. Install and configure Parallels Device Management components on computers hosting Configuration Manager infrastructure.
2. Discover and enroll Mac computers into Microsoft's Configuration Manager.
3. Follow your familiar Windows PC management workflow to manage your Mac.

### Stand-alone or integrated management

A separate management product for Mac computers is one solution. While there are some robust products on the market, they can be expensive and complex. They usually require a separate infrastructure—including additional hardware, software and licensing—and have a separate stack that does not fully integrate with Microsoft Configuration Manager. This makes for a costly and complex investment. What's more, stand-alone solutions can take anywhere from a few days to several weeks to implement, and in some instances could require a certified engineer to maintain them.

There is, however, a simpler, more cost-effective solution. Parallels Device Management is a plug-in that leverages existing Windows infrastructure and extends Configuration Manager's rich centralized management capabilities to Mac computers, iPads and iPhones.

"IT managers are constantly facing the struggle of incorporating the Mac into predominantly PC environments with Microsoft Configuration Manager," says Nick Dobrovolskiy, Senior Vice President of Engineering and Support at Parallels. "The prohibitive cost of incorporating an additional infrastructure makes low-cost solutions like Parallels Device Management for Configuration Manager ideal for businesses large and small."

As a plug-in, Parallels Device Management does not require additional infrastructure. It integrates with Configuration Manager, enabling administrators to manage Mac computers, iOS devices and Windows PCs from a single pane of glass, using the same familiar Configuration Manager console.

This integration also means that Parallels Device Management doesn't require any special training, and it can be deployed in a matter of minutes. You can easily manage Mac computers alongside PCs via the same console.

### Key benefits of Parallels Device Management include:

- Discover and enroll Mac computers through Active Directory, Network Discovery, Apple's DEP or through user self-enrollment.
- Automatically collect and report hardware and software inventory plus Apple Care and FileVault 2 encryption information.
- Deploy and enforce compliance through Apple's configuration profiles.
- Enforce FileVault 2 encryption on Mac computers.
- Deploy applications and patches with or without user interaction.
- Automate OS X patch management.
- Configure Parallels Desktop for Business and Parallels virtual machines.

## Conclusion

With more and more Mac computers entering the enterprise through various channels, Parallels Device Management ensures that IT discovers and manages them easily, all from the console within Configuration Manager. In addition to Parallels Device Management, Parallels offers a suite of software to help organizations secure access to desktop applications as well as run Windows-based business applications on Mac computers simultaneously.

To learn more about Parallels, call (425) 282-6400 or visit [www.parallels.com/products/device-management/](http://www.parallels.com/products/device-management/)