



Dustin, your Apple Authorised Enterprise Reseller



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Introduction

Nowadays it's essential to continue investing in reliable technology for your organisation. With the fast-growing IT landscape and new students on the labour market who opt for Apple devices, you can't afford to lag behind. Dustin helps you stay up to date with Apple devices and services. Dustin offers a complete range of solutions that allow you to reduce procurement costs, streamline work processes and keep your organisation running optimally with Apple devices.

By opting for Apple devices at Dustin, you not only tackle the general and technical issues, but also increase the attractiveness of your organisation both internally and externally, because:

84%

of the world's most innovative companies are using Macs on a large scale (SAP, Want Want Group, etc.).¹

93%

of IT leaders say better customer-centric technology is crucial to remain competitive in the marketplace²

66%

of university students in the Benelux who start working already use a Mac.³

67%

of students prefer to work and stay at a company with Apple devices. This is why organisations with an attractive employer branding use Macs³



Dustin is the first company in the Netherlands to have the highest accreditations for both Enterprise and Education – along with professional and support services. We're proud to have implemented flexible and scalable Mac, iPad and iPhone solutions for thousands of businesses, both for companies new to Apple and for companies with highly developed Apple ecosystems.

We have a direct line to Apple, allowing us to offer the complete Apple portfolio and the best service.

Our specialists will be happy to help you. Contact us at apple@dustin.nl.



¹ Boston Consulting Group's Most Innovative Companies '21; internal data.

² Gartner, The Right Role for Sales Reps in Digital Commerce, Aug 2022.

³ US Student Monitor, March 2021

Why Apple

Many companies struggle to find and retain the right employees. In addition to the intensive search for the right talent, it can also be a challenge to keep enthusiastic employees on board. With the Employee Choice program, you make your company more attractive to talent.

Let your employees choose Apple devices at Dustin, because...

1. New talents prefer to work with what they know and like.

A study by PwC shows that 78% of millennials believe they can work more effectively if they are allowed to use technology they prefer.¹

2. Three out of four employees prefer Apple devices

A recent study by Jamf found that about three out of four employees would choose Apple devices if their employer allows them to choose.²

3. Employees who can choose are more productive.

According to a survey by Gensler, allowing employees to choose what they work with can have a noticeable impact on individual levels of innovation, workplace performance and job satisfaction.³



“ For me, it's only natural that people have the opportunity to work on their preferred system. This helps them get off to a good start in the organisation, and they do not waste time learning a new operating system. What's more, people are often really attached to their preferred system. They find it difficult to switch” - Frank Horenberg, Head of IT, Zivver

¹ PwC / 2011 Millennials at work: Reshaping the workplace

² Jamf / 2016 Employee Choice Program Survey

³ Gensler 2013 Workplace Survey / Harvard Business Review

Choose IT is a complete solution based on choose your own device

Employee choice

Choose IT is a complete solution based on the choose your own device (CYOD) model. With this platform your employees can buy Apple devices for work and personal use. Employees can order devices with an employer's contribution, such as an IT budget or points saved.

By using the Employee Choice programme, you can significantly increase your attractiveness as an employer.

Additional services included

Dustin supports your organisation by offering a wide range of services, from purchase to delivery of various Apple devices. Here we choose the desired products together with the customer and then take care of the financing and delivery.

In addition, we offer various additional services specifically aimed at these devices, such as labelling, zero-touch enrolment, workplace enrolment and on-site delivery. With this generous range of services, Dustin strives to completely unburden organisations in terms of their IT infrastructure and help them to improve their operational efficiency.






Cafeteria plan

Today's labour market is very competitive, so it is important for employers to remain attractive to both new and current employees. Your organisation can largely solve this issue by offering a sound cafeteria plan. A cafeteria plan allows employees to put together or adjust their own salary package by selecting extras such as an iPhone, iPad or MacBook.

If you choose to include electronics into your cafeteria plan, you are in safe hands with Dustin. We offer a wide range of high-quality devices of well-known brands.

This allows you to put together a salary package that includes the latest devices so that your employees can enjoy the best technology. In addition to our wide range of high-quality devices, we also offer comprehensive services. By acting as a one-stop shop, we take away some of your organization's administrative and logistical workload. Give your employees what they deserve, stand out from the competition and win the war for talent with Dustin!

All the advantages at a glance:

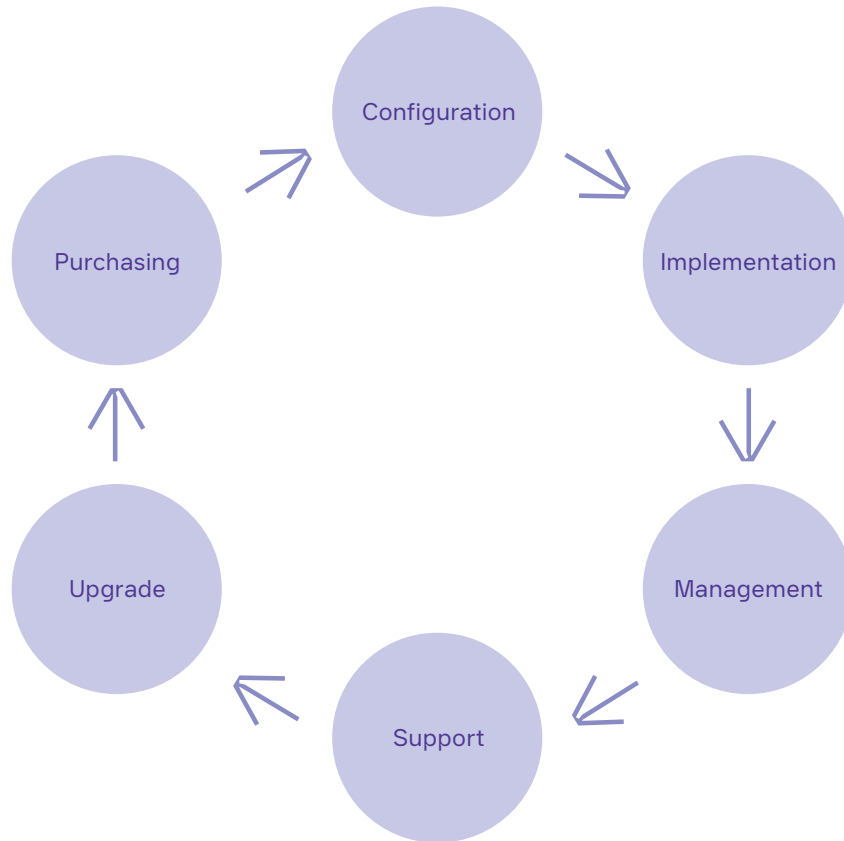
-  Significantly increase your employer branding
-  Reduce the work load of your HR and IT departments
-  Get a wide range of products and services tailored to your needs
-  Offer your employee home deliveries
-  Have a single point of contact for all your questions



Als u verder leest, kan u meer uitgebreide informatie vinden over deze services.

Implementation and structure

Apple devices have revolutionised the way businesses work. IT security plays a key role in this revolution. Security has become a top priority in all organisations. That's why correct implementation and management of devices is essential. With Dustin's deployment services, you can easily and securely deploy devices, configure settings and manage devices fully throughout your organisation.



Apple Business Manager

Apple Business Manager (ABM) is a simple web portal that organisations can link to their existing Mobile Device Management (MDM) system for free. As an Apple Authorised Enterprise Reseller, Dustin Netherlands is authorised to register devices in ABM. This automatically adds Apple devices to your Mobile Device Management system, but only if Dustin is also included in your MDM system.





“We are very pleased with the collaboration with Dustin in the roll-out of more than 4,400 iPads and 2,300 iPhones to our employees. Setting up a project group and monitoring progress on a weekly basis contributed to a successful completion of the project within 3 months.” - *Carint Reggeland*

Apple Business Manager helps you with:



Zero-touch deployment

Implement and prepare devices for use without physically touching them.



Purchasing apps and books

Buy content (such as apps and books) in bulk, assign content to devices or users, and then install and update this content wirelessly, even when the App Store is not available.



Managing Apple IDs

Create uniquely managed Apple IDs for every user in your organisation.

Managed Apple IDs are unique to your organisation and separate from personal Apple IDs.

In short, with ABM you enjoy benefits such as:


- Simplified configuration
- Zero-touch enrolment
- Easy management
- Get started faster with devices
- Quick implementation
- Optimal security

JAMF

Jamf is the standard for managing and securing Apple devices at work. Jamf is trusted by more than 71,000 companies worldwide, schools and hospitals. It allows you to manage and secure all your Apple devices to protect them against security threats. Industry leaders around the world choose Jamf because it is the only solution that offers device management, user identity and endpoint security in one.




If you want a little more, you can opt for Jamf Pro. Jamf Pro is designed to automate device management for you while fostering end-user productivity and creativity. Jamf has developed a special service for all educational institutions, namely Jamf School.



Manage devices

- Zero-touch implementation
- Mobile device management (MDM)
- Application management
- Inventory management
- Self-service: in-house app catalogue



Security endpoints and network access

- Identity and access management
- Endpoint protection
- Threat prevention and remediation
- Content filtering and secure internet
- Zero Trust Network Access (ZTNA)
- Security visibility and compliance

Trusted Access

You can go a step further with Trusted Access. Trusted Access is a journey or maturity model achieved by integrating multiple Jamf products that enhance your security position and user experience. This ensures that only trusted users on enrolled, secure devices can access company data, significantly increasing the security of your modern workplace and simplifying work for users.



Dustin workplace service

More and more employees want access to applications and company data anytime, anywhere. This makes a combination of fixed and mobile workplaces central to the new way of working. This explains the great popularity of mobile devices such as MacBook, iPad and iPhone. Dustin has several services that facilitate the ordering, installation, delivery and warranty processes for mobile devices.



Mobile and fixed

Unpacked delivery:

Your workplace equipment is unpacked in our distribution centre and placed on pallets or in special roll containers.

Preparing iPhone for use:

At our distribution centre, we install SIM cards and accessories and charge your devices.

Labelling and engraving:

We place a reference on the device in the form of standard, permanent or custom labels at the location of your choice.

Deployment:

Our Automated Deployment programme is the fastest and easiest way to deploy and configure different devices at the same time.



Mobile only

Applying screen protectors:

We apply high-quality screen protectors with great precision either by machine or manually, on a small or large scale.



Warranty, maintenance and support

At Dustin, you are in good hands when it comes to warranty, maintenance and support for the integration of Apple devices in your organisation. Our experienced technicians will help you get the most out of your investment by answering all your questions carefully. What's more, with our extended warranty you can rest assured that all devices will work smoothly from start to finish.

AppleCare for Enterprise

Because Apple develops the hardware, operating systems and a large part of the software itself, every Apple product is a fully integrated system. AppleCare for Enterprise (ACE) is a complete service agreement designed to take the burden off IT departments and end users. ACE gives your IT department access to technical support from Apple and gives end users unlimited access to Apple Support.

AppleCare for Enterprise gives you access to:

- Device repair or replacement
- On-site hardware service worldwide
- End user support



All the benefits of AppleCare for Enterprise at a glance:

- **Unburdening your IT department and end users**
AppleCare for Enterprise offers a full service agreement.
- **Flexibility**
One year to reach the threshold of 50 units. You also have the option of converting existing AppleCare products to AppleCare for Enterprise.
- **Cost-effective**
The costs for ACE are relatively low. Despite all the extra coverage, AppleCare for Enterprise costs less than the AppleCare Protection Plan (previously the standard in the market and simply an extension of the manufacturer's warranty).
- **Quality**
Repairs and replacements are carried out by Apple Authorised Service Providers, ensuring quality and providing a warranty on the repairs made.

In addition to ACE, Apple also offers AppleCare and AppleCare OS support. AppleCare OS support is an added value within the AppleCare program, providing phone and email support for integration, migration and advanced server usage issues. As a result, you enjoy optimal support when using your Apple devices.

Customer service

Dustin has a Customer Support team to help you with technical questions and problems. You can contact us for the following:

- Reporting faults
- Helping you make the right diagnosis
- Help in solving technical problems

You can report faults at any time during working hours. Our employees proactively help you with concrete and effective solutions. Fault rectification and other on-site problems are handled by certified Service Engineers.



SWAP service



Dustin can also provide SWAP service for mobile devices. In the event of a defective device, a Technical Courier will bring a new or replacement device to the employee concerned. On site the device is replaced, the SIM card is converted if necessary, and the start-up procedure is followed. This allows your employee to resume their work quickly. Depending on the agreed service level, the defective device is then repaired and returned to the customer's stock or to the user.



THE EASIEST
**computer
to manage**

Mac does **that**

Let's talk

Ask Dustin for more information
about Mac for business.

Apple Financial Services

Apple? Expensive? Not at all. With Apple Financial Services, you don't have to worry about large purchase expenses. With Apple Financial Services, you only pay for use and can benefit from additional services.



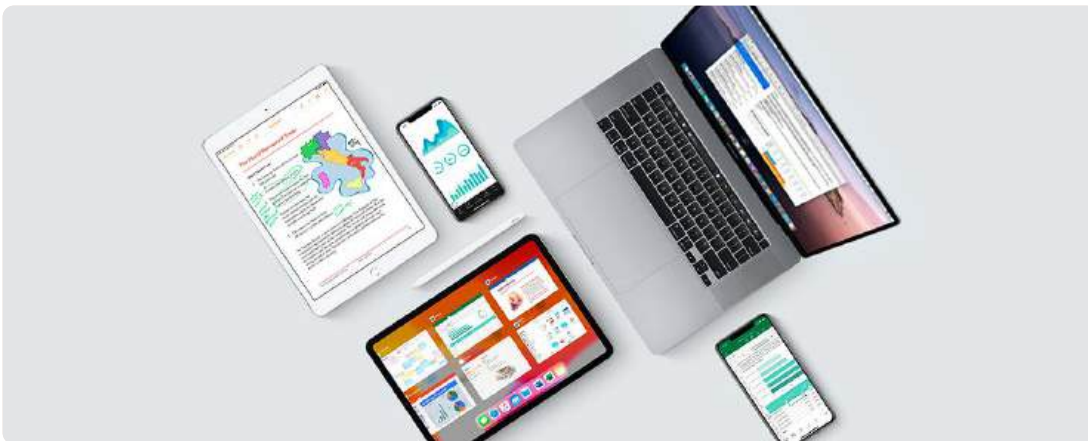
At Dustin you can lease a MacBook Air for just 0.75 euro cent per day *

*Calculated over a 48-month period.



More than just financing

AFS is a simple and affordable leasing solution that allows you to integrate Apple devices and services cost-efficiently into your business. Along with cost efficiency, AFS offers additional services free of charge. For example, Apple devices are wiped after the end of the agreement and collection is arranged by AFS.



Your benefits at a glance:

- Always the latest Apple technology
- Pay only for use
- No major upfront investments
- Predictable costs – your monthly cost stays the same during the entire lease term.
- Can be cancelled per month at the end of the term
- Flexibility at the end of the term. Both extension and takeover.
- Additional services after the end of the agreement: data wiping and collection

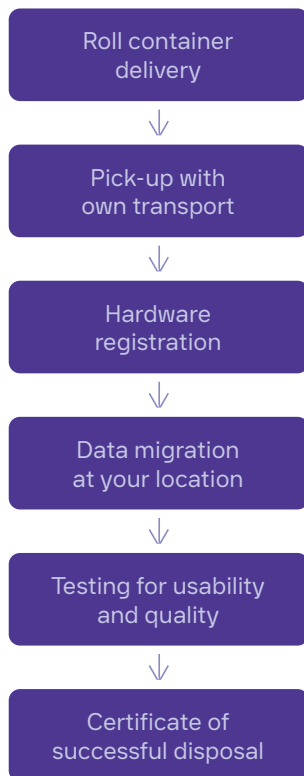
Lifecycle management



What do you do with devices that are no longer used within your organisation? Dustin ensures responsible and environmentally friendly processing of hardware that is no longer suitable for reuse. Dustin, like Apple, is on its way to making all its products CO²-neutral by 2030.

Trade in service en Buyback

Trade in service



Buyback



Data wiping

More and more organisations consider it important to know in detail which data is destroyed. This is about mobile devices at the end of their lifespan. To prevent misuse of valuable data, Dustin offers two services to destroy data.

Emptying data storage media

All data on your data storage devices is completely deleted using Dustin certified software. All external features of the devices are also removed

Destruction of data storage media:

You can also choose to have data storage media completely destroyed. Our shredder can physically destroy hard disks and smartphones, among other things. This shredder can also be provided on site to destroy the data storage media at your premises.



Total Cost of Ownership & Total Economic Impact

Total Cost of Ownership (TCO) and Total Economic Impact (TEI) are two different methods for calculating the costs and revenues of a given investment, such as purchasing Apple devices. Both methods aim to measure the total impact of the investment on the organisation, but each looks at different aspects of this impact.

It is important to understand that TCO and TEI should not be regarded separately. Both methods are valuable and can be used together to get a full picture of the financial and economic impact of owning and using Apple devices. By using both methods, organisations can better determine whether investing in these devices is worthwhile and what specific benefits and costs are involved.

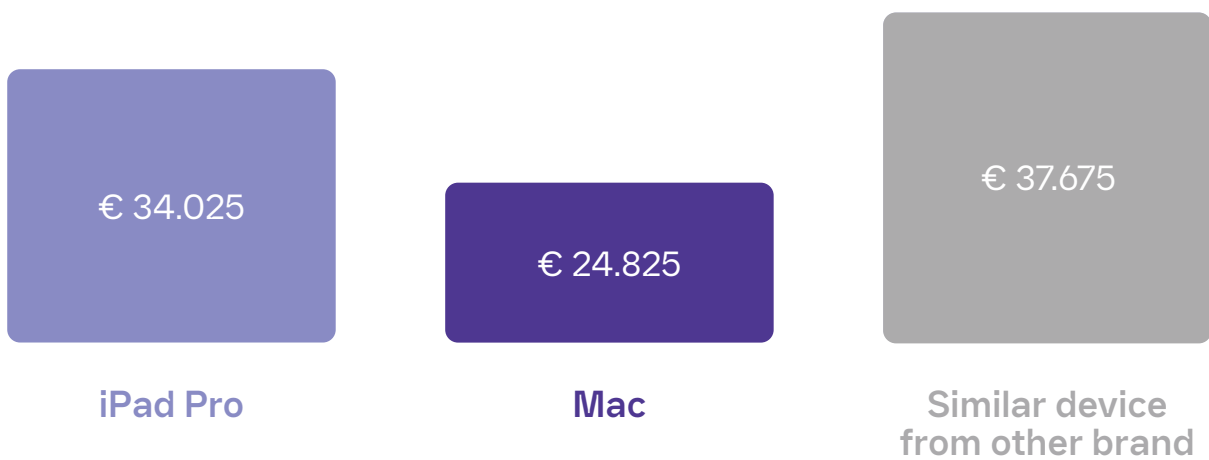
		TCO	ROI	TEI
IT impact	IT costs	✓	✓	✓
	IT cost savings	✓	✓	✓
Business impact	User efficiency		✓	✓
	Operational effectiveness		✓	✓
Risk/uncertainty	Risk minimisation			✓
	Risk vs Reward			✓
Strategic impact	Scalability			✓
	Flexibility			✓

TCO calculation

Total Cost of Ownership (TCO) is a method of calculating all costs associated with owning and using an Apple device over the lifetime of the device. This includes not only the cost of the hardware itself, but also the costs of software, maintenance, repairs, employee training and any other indirect costs. By adding all the costs together, an organisation can gain a better understanding of the total cost of using an Apple device.



Total Cost of Ownership



Dustin tailors this calculation for your organisation, providing insight into possible savings



TEI

Total Economic Impact (TEI), on the other hand, is a method for calculating the total economic impact of using an Apple device. This includes not only the costs, but also the benefits and revenues from using the device. Some examples are increased productivity, better communication, more flexibility, and so on. By taking all these factors into account, an organisation can gain a better understanding of the total value of using an Apple device.

” After making the calculation, we found that using Mac devices not only increases employee productivity, but also reduces expenses for our company. That’s win-win”
– Luc Neysens, CIO, Roularta Media Group

The residual value of Apple devices is also an important factor in the Total Economic Impact (TEI) analysis. Apple devices generally have a high residual value, which can lead to a lower total cost per year. By including the residual value in the analysis, organisations can gain a better understanding of the total economic impact of using Apple devices.



Apple services

Apple Professional Services (APS) via Dustin can help your business with the digital transformation by means of proven implementation methods and expert knowledge of the Apple ecosystem. These services are targeted at customers who have opted for Apple devices and provides a leading service experience to accelerate the sales journey. APS can help you in every step of the transformation process.

Apple Readiness Review

Whether your organisation is just starting to integrate Apple devices or already has existing Apple devices, Dustin can improve the process of integration and implementation. Using a thorough Apple Readiness Review, conducted by Dustin's experienced team, all aspects are carefully evaluated to ensure that your organisation gets the most out of your Apple devices.

During an Apple Readiness Review, Dustin analyses your IT environment together with Apple engineers. During this review, we look at how your organisation can best integrate and manage Apple devices.

Apple Readiness assessment

Prior to the Readiness Review, an Apple Readiness Assessment takes place. During the Apple Readiness Assessment, planning and speed are key and a comprehensive analysis is done about your IT and Wi-Fi environment. Our senior technical team works closely with Apple to conduct a comprehensive assessment. This ensures that you can continue to safely support the increasing number of Apple users within your organisation.

Upon completion, you will receive a tailored implementation plan with advice on the best approach for your organisation. We proceed as follows:



Preparation

A whole host of conversations are taking place to get the project off to a smooth start. There is a designated Project Manager and Senior Engineer from Apple who will work with Dustin to closely monitor the process.



Comprehensive Readiness Review and Wi-Fi validation

The project team does an analysis of your IT environment. Remote session analysing and evaluating different aspects (network configuration, channel properties, network capacity, configuration,...)



Apple Readiness report

You will receive a readiness report based on our onsite research. In it, you will find suggestions, tools and methodologies to get your organisation ready for Apple devices.



Project plan

You will receive a comprehensive project plan listing milestones and regular updates on progress. Senior Engineers are available to help implement the project plan in your organisation.



Integration services

Integration services for Active Directory to help Mac users integrate with the AD domain via Enterprise Connect.

Expertise areas

Areas of expertise are targeted at large corporations, higher education institutions and umbrella educational organisations. The services are designed to support IT departments and management in planning, integrating and implementing Apple technologies.

The following topics are covered during a Readiness review:

- Security and privacy
- Management of Apple devices
- Back-end infrastructure
- Analysis of core applications and their compatibility
- Productivity, ease of use and collaboration of your employees
- Directory services and SSO (Single Sign-on)
- Application deployment and management
- E-mail
- Network, VPN and Wi-Fi
- IT helpdesk and support
- Self-service



What's in it for you?

- Intensive and hands-on coaching of your team
- Quick and clear feedback
- A tailor-made Readiness report with actionable recommendations, methodologies and implementation plan
- Consulting from Apple and Dustin
- Clear plan for follow-up steps

The Readiness report takes about 3 weeks to complete.

Want to know what this could mean for your organisation? Then get in touch with us!



Do you want to implement Apple devices in your organisation? Dustin will help you with advice tailored to your organisation.

Dustin and Apple

Doing business with Dustin ensures peace of mind from start to finish.

The Apple Team from Dustin can support you with all your technical or use issues, standard or custom:

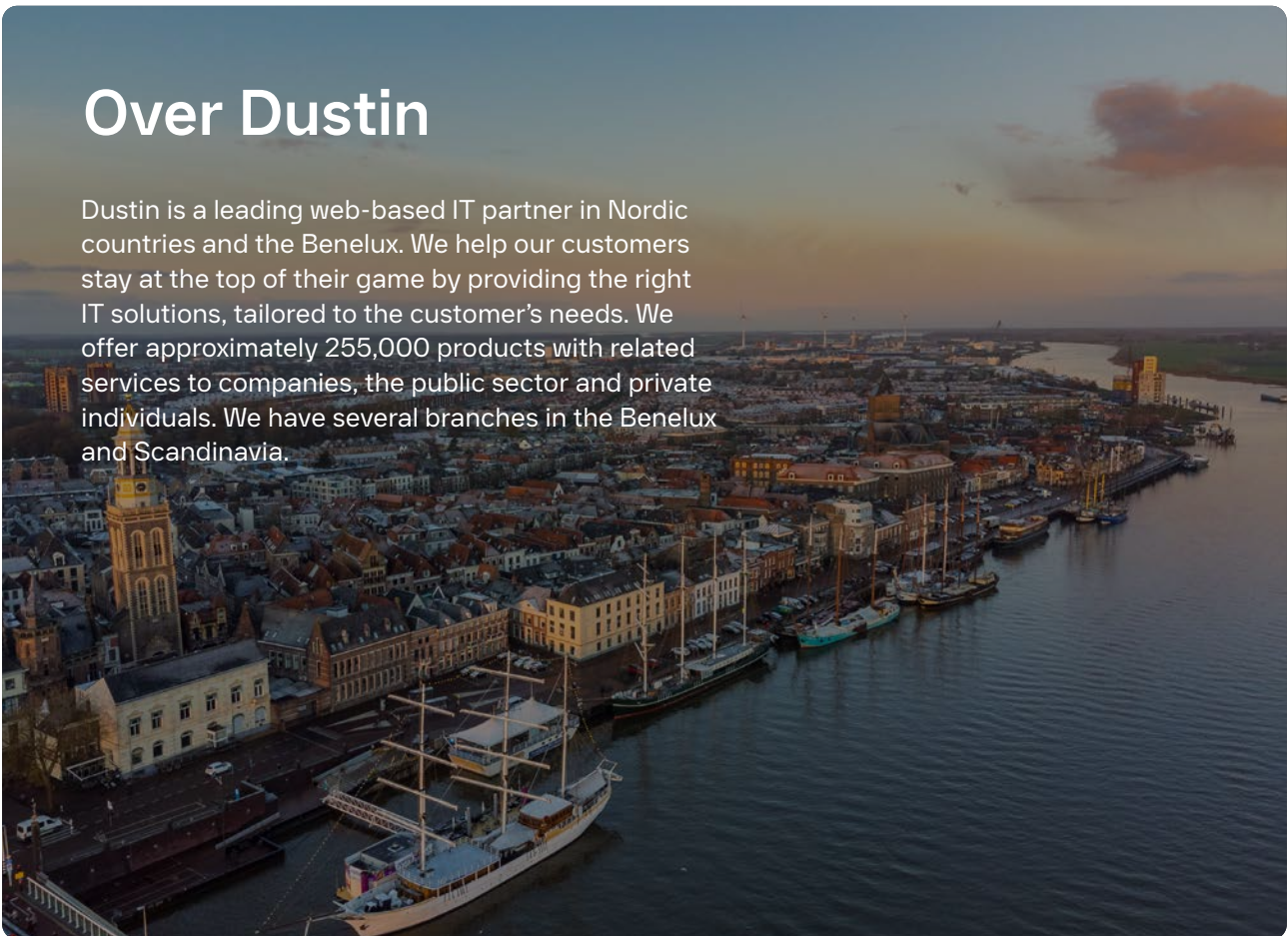
- Advice on management, policy and security
- Implementing Apple devices within your corporate network
- Selection of the most appropriate financing solutions
- Migration from Windows to the Apple platform
- Selecting your ideal business apps
- Roll-out options and logistics services

If your question cannot be answered by our Apple specialists, Dustin can always call on Apple's technical specialists. That's one of the benefits of doing business with an Apple Authorised Enterprise Reseller.

Our Apple specialists help you gain more insight into what this can mean for your organisation.

Over Dustin

Dustin is a leading web-based IT partner in Nordic countries and the Benelux. We help our customers stay at the top of their game by providing the right IT solutions, tailored to the customer's needs. We offer approximately 255,000 products with related services to companies, the public sector and private individuals. We have several branches in the Benelux and Scandinavia.



The paper used for this brochure has been offset by adoption of a tree in the rain forest