



MacBook Neo — At a Glance

Built for businesses seeking an affordable device that is fast, light, and built for AI. Offers tremendous value to business workers who do a combination of desk and field work.

Why Lead with MacBook

There's a MacBook for every workflow, every role, and every budget

60%

of employees wished their employers offered Mac*

\$760

TCO savings per Mac over 5 years**

On-Device AI

Apple Intelligence, MDM integration, proven security & privacy

Who to Sell To

- Need an affordable laptop for both desk and field work
- Want to scale their Mac ecosystem on a budget
- Are looking at comparable PC options to refresh existing fleets
- **Example users:** Desk and field workers, healthcare technicians, retail staff, real estate professionals, short-term employees and interns

Qualify Your Customers

Conversation starters

- "What does a typical workday look like for your employees? Are they mostly at a desk, in the field, or both?"
- "Are there specific roles or teams where you're looking for a more cost-effective device option?"
- "Is a fleet refresh or expansion on the roadmap this year?"

Position Your Lifecycle Services to Drive Higher Margin

Deployment & Readiness

Care, Support & Help Desk

MDM

Trade-in

Accessories

Reasons to Switch — Talking Points

- **Unbeatable Value:** Apple's most affordable laptop ever, offering an unprecedented quality-to-value ratio.
- **Beautiful and Durable:** Durable aluminum enclosure, lightweight, and completely fanless so it runs in total silence. Holds up to daily use whether employees are commuting, in a clinic, or working out in the field.
- **All-Day Battery Life:** Up to 16 hours of battery life on a single charge.
- **Fits into Existing Workflows:** Runs macOS, comes with built-in apps like Pages, Calendar, Safari, and Messages. Compatible with M365, Salesforce, Box, Slack, and Google Workspace.
- **Built for AI:** Designed to efficiently run on-device AI activities, with Apple Intelligence fully integrated.
- **Professional-Grade Audio and Video:** A 13-inch Liquid Retina display (2408×1506, 500 nits, 1 billion colors), a 1080p FaceTime HD camera with optimized image processing, dual microphones with directional beamforming, and dual speakers with Spatial Audio and Dolby Atmos. Connectivity covers two USB-C ports, Wi-Fi 6E, Bluetooth 6, and support for one external display.

Other Details: More information on the studies mentioned above can be found at * creativestrategies.com/employee-experience-and-modern-it and ** tei.forrester.com/go/apple/tei
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