Mac. A key ingredient in a snack brand's best work.

Want Want's snacks, dairy products, and beverages are some of the most beloved in China and are now available in over 63 countries worldwide. Their success is as much the result of innovation as it is their incredible recipes and iconic packaging. With that in mind, the snack giant undertook a massive PC-to-Mac migration in 2015. The switch optimized IT operations, increased security, and streamlined workflows across multiple departments. Not only did Want Want employees say they were more productive, but they also had higher levels of overall satisfaction. And with Want Want reporting significant cost savings, it was a great investment in every way.

At a glance

10K+
Mac computers deployed

¥22B
In revenue

2.5K+
Food trademarks

"Mac is one of the best investment decisions we have made. Mac enhanced Want Want's security infrastructure, lightened IT's workload, and gave our employees tools that boost their productivity." - Zhu JiwenChief Financial Officer, Want Want

Performance

With its intuitive OS and supercharged M1 chip, Mac helps increase employees' productivity and creativity. Its Retina display is a brilliant canvas for the designers who create Want Want's eye-catching packaging, and makes color matching in print production extremely efficient. And with the blazing-fast performance of the M1 chip and all-day battery life,* MacBook Air helps sales teams tackle tough tasks on the go.

Workflow Management

Workflows are streamlined by macOS and its built-in productivity apps. The Reminders app helps employees stay on top of their to-do lists. iWork includes Keynote, Numbers, and Pages — which makes it easy to collaborate in real time across a variety of teams. And Quick Notes makes it possible to quickly jot down thoughts or ideas over any app or screen on a Mac and easily access them in Notes.

Simple Migration

Switching to Mac is easy. For Want Want, the process was guided by IT stakeholders, line-of-business leaders, and procurement. The built-in apps of Mac easily integrated into Want Want's existing IT workflows. Jamf, Want Want's mobile device management (MDM) solution, simplified setting up corporate configurations, establishing security protocols, and managing devices and apps. And AppleCare OS Support integrates ongoing expert-level support.

IT Deployment

Mac and Jamf enable IT to manage and update devices remotely using zero-touch deployment. This saves IT time and effort, allowing the team to focus on strategic priorities. With employee access to corporate services and IT-approved apps, and because Mac is intuitive and built to last, employees are less reliant on IT. The result is fewer help tickets overall.

Results

Happier employees. Long-term savings.

Mac helped decrease hardware repair tickets by 67 percent.

IT experienced a 75 percent increase in deployment efficiency after switching to Mac.

Mac helped decrease IT support and operations costs per device by an average of 56 percent.

94 percent of employees reported they were satisfied with Mac after switching from PC.

Source: https://www.apple.com/business/enterprise/