Why iOS
In Enterprise

Security

- Apple's walled-garden mobile ecosystem gives iOS inherently more security as a platform compared to other mobile ecosystems. Apple's tight hold over its App Store has made iOS malware a rarity.

- Since their conception, Apple has made device security a central mission as a company, and continues to ensure that their encryption on their devices are both strong and impossible to disable, making it difficult for even the FBI to break through their strongly centralized security!

- Though known heavily as a consumer facing brand, Apple became very serious about enterprise-level security in 2010 and has made it a central mission to bring enterprise capabilities to iOS. Apple has since partnered with top performing enterprise firms such as Cisco and IBM to bring iOS devices enterprise-ready.

Reliability

- The iOS ecosystem is managed by Apple alone, and its strong, centralized ownership means greater reliability across the board, which is especially important for enterprises looking for safer, faster, and more uniform support for their devices.

- iOS being controlled by one vendor also allows Apple to keep a close eye on the security of their devices, ensuring software updates are rapidly and widely deployed.

- Unlike Android devices and other competitors, Apple's tight control over their software, hardware, firmware, and user experience, means greater control of their product lifecycle. iOS updates tend to be backwards compatible, giving a greater lifespan to older hardware that is still deployed in the field. This makes iOS and their family of products a prime candidate for enterprises, as Android focus as an OS remains mostly on being compatible with each other, yet even different devices with the same version of the Android OS will still perform differently—or cause applications to crash altogether.

- The market for OS outside of iOS remains unconsolidated, which makes for devices being left behind year over year, and is potentially insecure, and simply not stable enough to be allowed into an enterprise.

Usability

- Though iOS devices age well on both a hardware and software level, the longevity of iOS devices has much to do with its current user base. Today's Gen X, Y, and Z are extremely well versed and comfortable with iOS as the younger generations have experienced using iOS or encounter it in their daily lives if not own iOS devices themselves. These generations ensure that iOS platforms will phase into enterprises steadily over the years as they carry them in when they join the workforce.

- Apple's commitment to AI also makes it a strong contender for enterprises, as any enterprise that has a vested interest in data and automation should consider Apple's innovation and early adoption of AI technology. In the new iPhone 8 and X alone, have the new A11 Bionic chips that transfer the processing of AI functions on the devices themselves instead of sending it over the internet. This makes for faster processing and execution of AI functions.

- Apple's focus on end user experience, means users will often intuitively solve problems on their own, thus reducing the support needed compared to other operating systems. And when more advanced issues arise, IT admins can trust Apple's top-tier support.

- On an enterprise level, Apple has partnered with IBM, Cisco, and (recently in 2016) SAP, to "transform enterprise mobility." It remains a core tenet of Apple's values today, and iOS is continually evolving to better their devices' functionality on an enterprise level.

- Unlike the variability of Android devices, developers know the exact dimensions on every Apple device, which allows for a more consistent experience across all screen sizes. So whether you're working on an iPhone, tablet, or Mac, you're guaranteed a crisp, beautiful user experience.

- A study done in 2016 on OS usability points out that 62% of survey respondents said Mac is easier to deploy than PC, while 93% said iPhone and iPad is easier than alternatives. The report cites similar numbers for other key metrics, including security, device configuration, support, software/app development, and integration. And on an IT perspective, 63 percent said it's as easy or easier, in general, to support a Mac than a PC. Additionally, 89 percent of respondents said it's as easy or easier to support Apple mobile devices over others on different platforms.