Designed for Every Department

Apple products empower employees to do their best work.

Apple powers today's most demanding global businesses. In fact, 100% of Fortune 500 companies use iOS on their networks. Apple devices and platforms aren't just designed to accommodate all of the demands of the modern workplace, they're designed to inspire and drive new developments within departments and across industries.

Apple products are simple, yet powerful and intuitive, enabling employees to be more creative and productive, so they can perform at their best. In the office or out in the field, seamless interaction across iOS and macOS devices makes employees and offices flexible and mobile, so they can keep pace with today's business world.

Apple products answer the demands of every worker

Work smarter and simpler.
Apple devices are intuitive and thoughtfully designed, so employees can perform more tasks in fewer steps. macOS and iOS interfaces make many features natural and obvious to users, without the need for training. Familiar actions like swiping, scrolling, and tapping, along with menus and toolbars that are designed clearly and consistently across devices, make Apple products simple to use. And each device comes with powerful assistive features for vision, hearing, and motor skills, so they're accessible to everyone.

Work across devices seamlessly.
With the same apps and features available across devices, employees can pick up easily on iPad where they left off on Mac. So they can work fluidly and productively wherever work takes them. Features like Continuity and Handoff create even more fluidity, with capabilities like transitioning a phone call from an iPhone to a Mac to keep the conversation going. Or editing a document on one device and then continuing on another without searching around for the right files.

Work faster.
iOS devices are loaded with features to help employees do more, faster. With 3D Touch on the iPhone, a firmer press offers quick previews of links, files, and notifications, so you don't have to open a new window. Or use gestures to quickly switch between apps, no matter which app you're in. Dictation and voice-to-text give you the power to do more tasks hands-free. And Siri is at your command to handle tasks for you and integrated into more apps than ever.

Work in new ways.
Apple Pencil for iPad Pro is a versatile tool for any task. With Markup in iOS 11, employees can draw, design, and annotate just about anything; spreadsheets, presentations, documents, PDFs, screenshots, images, webpages, and more, so ideas can be communicated quickly and clearly. The Notes app in iOS 11 lets you start taking notes right from the lock screen, by tapping the Apple Pencil to the screen, and even makes them searchable.

Work on multiple tasks without losing focus.
macOS and iOS have innovative multitasking features to help you work across multiple windows, applications, and files, with ease. Use the Dock to launch programs quickly, no matter which one you're currently in. On Mac, Mission Control shows you every window you have open in one view, so you switch quickly between projects and tasks. And the TouchBar puts Siri just a finger tap away. The Control Center on iOS gives you instant access to the things you do most, with the power to customize it for your needs.

Powerful apps for every department

Apple offers a robust ecosystem of apps for every employee in every department.

- **HR:** here are apps that support HR Teams across a range of needs, from training, to payroll, to recruiting and onboarding. Build a smarter workforce with Apple tools:
  - Training: iBooks Author
  - Time Tracking: Deputy, Replicon
  - Payroll: QuickBooks Payroll, ADP, Workday
  - Hiring: GlassDoor, ZipRecruiter, Liquid Talent, Monster Job Search
  - Benefits: Zenefits, Namely, Bamboo HR

- **Finance:** Apps for everything from accounting to invoicing, to reporting and expense management.
  - Accounting: QuickBooks, Xero, FreshBooks, Sage, Zoho Books
  - Analytics: MicroStrategy, Vizable, Roambi, Microsoft Excel
  - Approvals: SAP, DocuSign
  - Expenses: Concur, MileIQ, Expensify

- **Sales:** Apps for managing the pipeline, customer relationships and sales planning and reporting.
  - CRM: Sugar, Salesforce, SAP
  - Customer Engagment: BigTinCan, IBM Expert Seller
  - Reporting/Planning: RoamBi, Salesforce Wave, Perspective
  - Customer Experience: ZenDesk, ServiceM8

- **Marketing:** Apps for brainstorming, building campaigns, generating content, managing outreach, and measuring success.
  - Content creation: Keynote, Adobe Creative Suite, Canva
  - Content management: Box, BigTinCan, Zunos
  - Outreach: MailChimp, Eventbrite, Hootsuite, Survey Monkey
  - Measurement: Dashboard, Crunchbase, Numerics

- **Product Design and Engineering:** Apps for concepting, prototyping, and coding.
  - Concepting: Adobe Creative Suite, Sketch, Draw, Concepts, Morpholio
  - Prototyping: AutoCAD, Shapr3D, Onshape
  - Coding: Xcode, Xscope, PopApp, Coda

At Apple, we believe powerful tools enable great work. With Apple products and solutions in their hands, employees can work efficiently, flexibly, collaboratively, and apply creative solutions to business problems. Explore all the ways Apple can transform how your company works, by giving employees the right tools.

Visit the App Store, and see how you can put powerful iOS and macOS apps to work for your company.