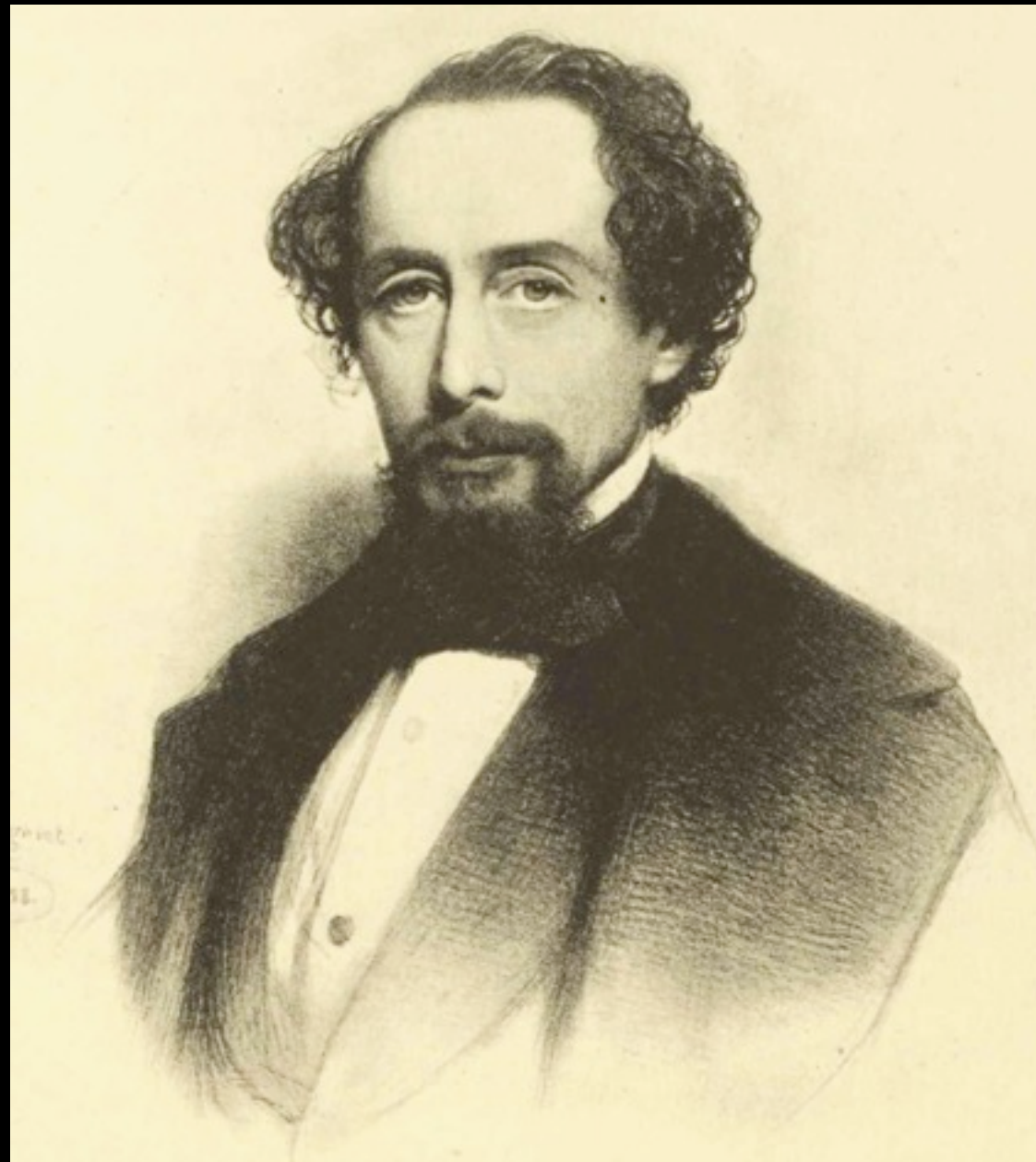


State of Mac IT

Edward Eigerman



Charles Dickens (1812-1870)

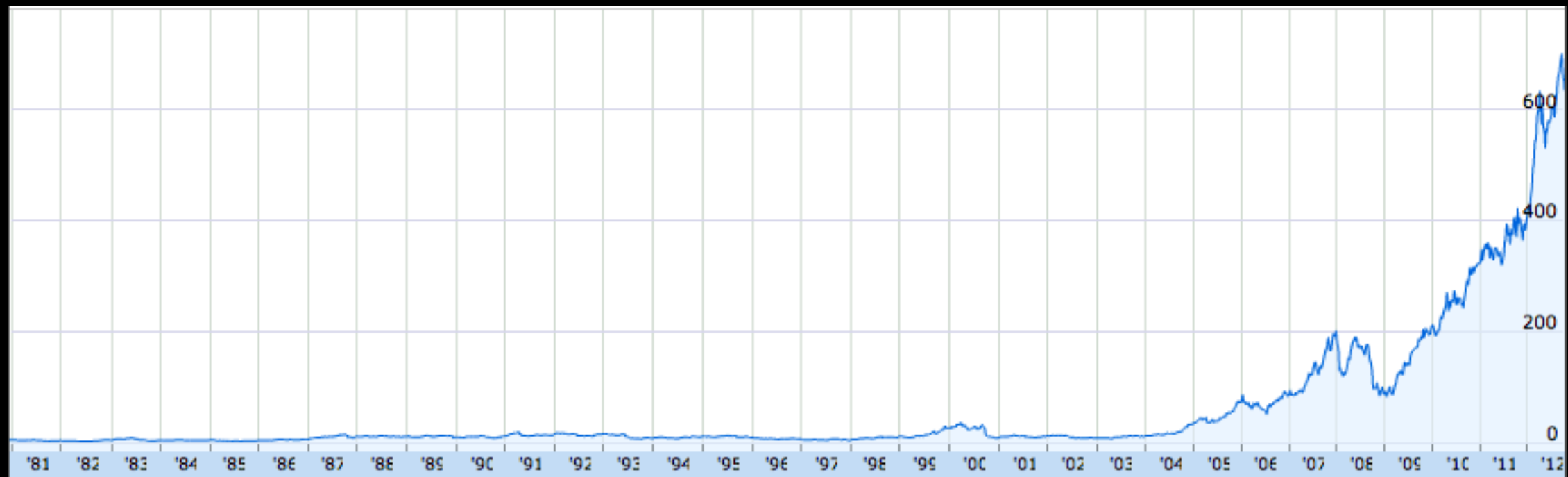
It Was the Best of Times, It Was the Worst of Times,...

...it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to Heaven, we were all going direct the other way -- in short, the period was so far like the present period, that some of its noisiest authorities insisted on its being received, for good or for evil, in the superlative degree of comparison only.

-- *A Tale of Two Cities*, 1859

The Best of Times

A Chart

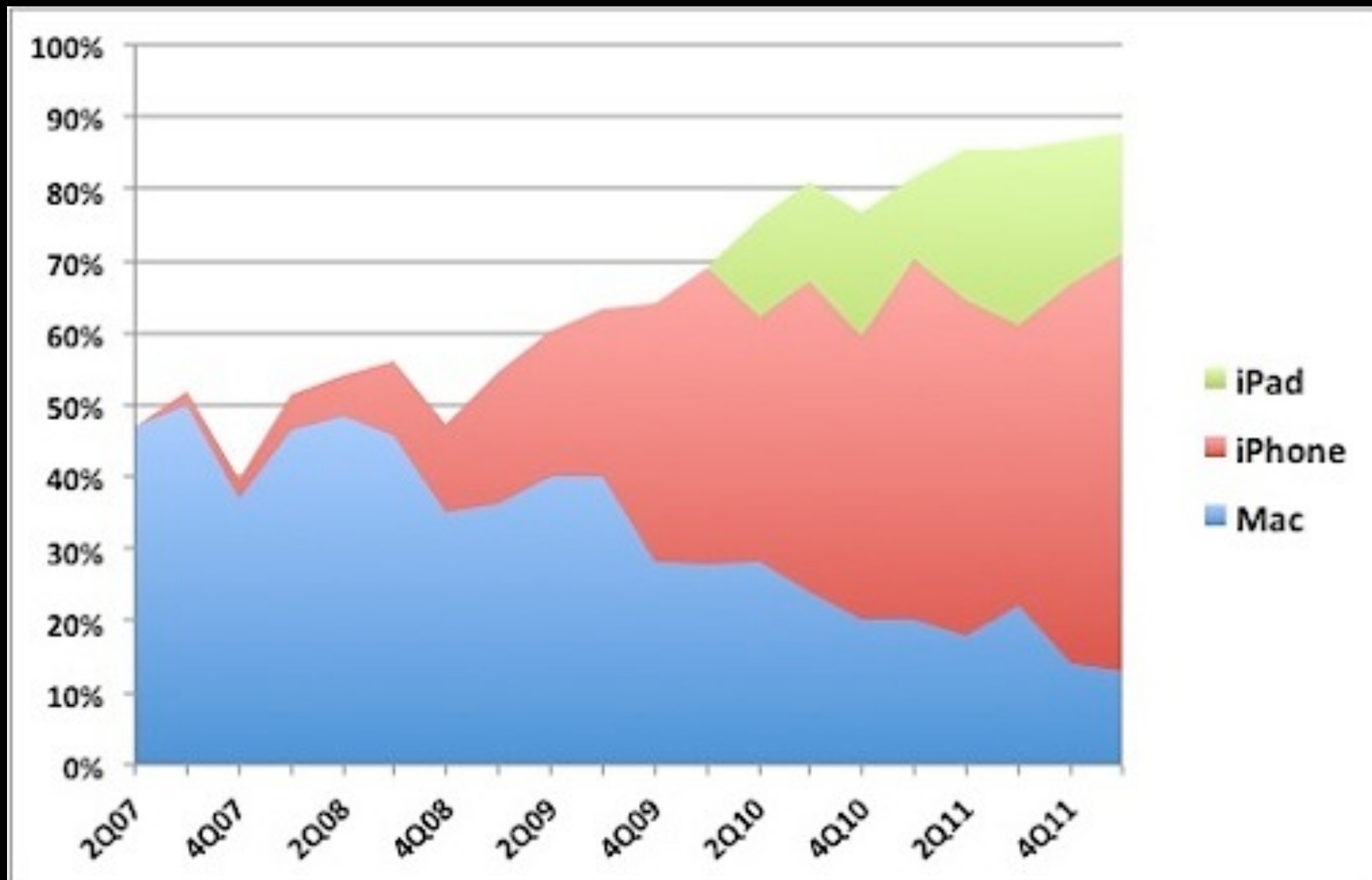


AAPL Since IPO

The Worst of Times

Another Chart

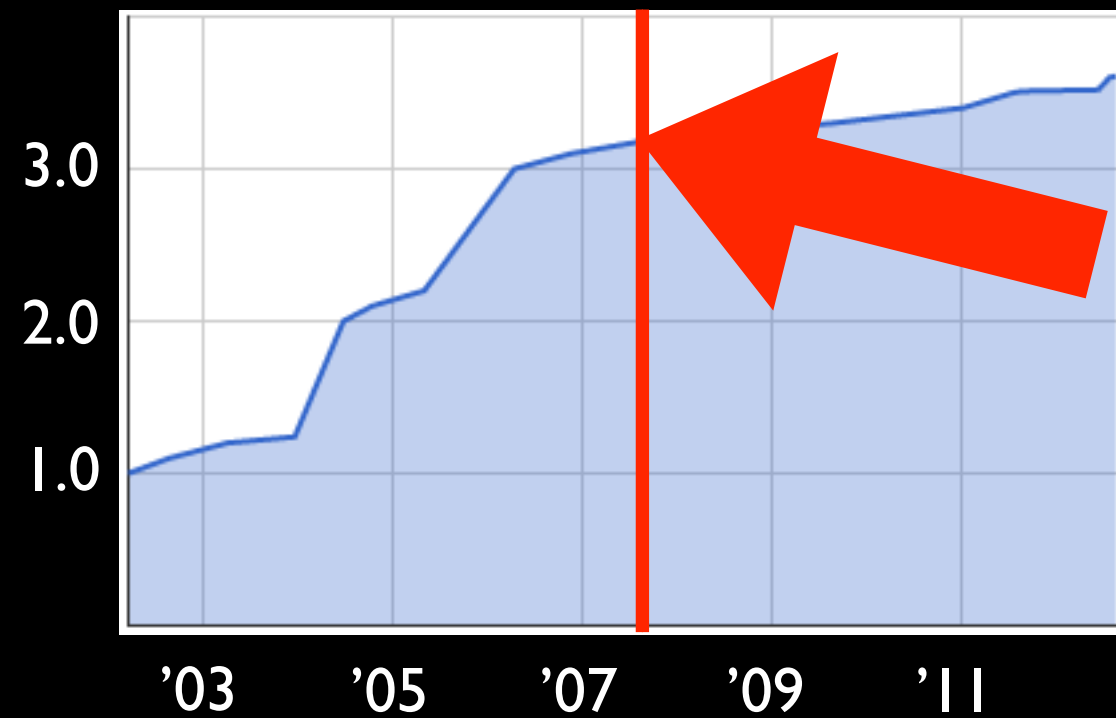
Apple Profits by Product



Yet Another Chart

Apple Remote Desktop

Version
Number

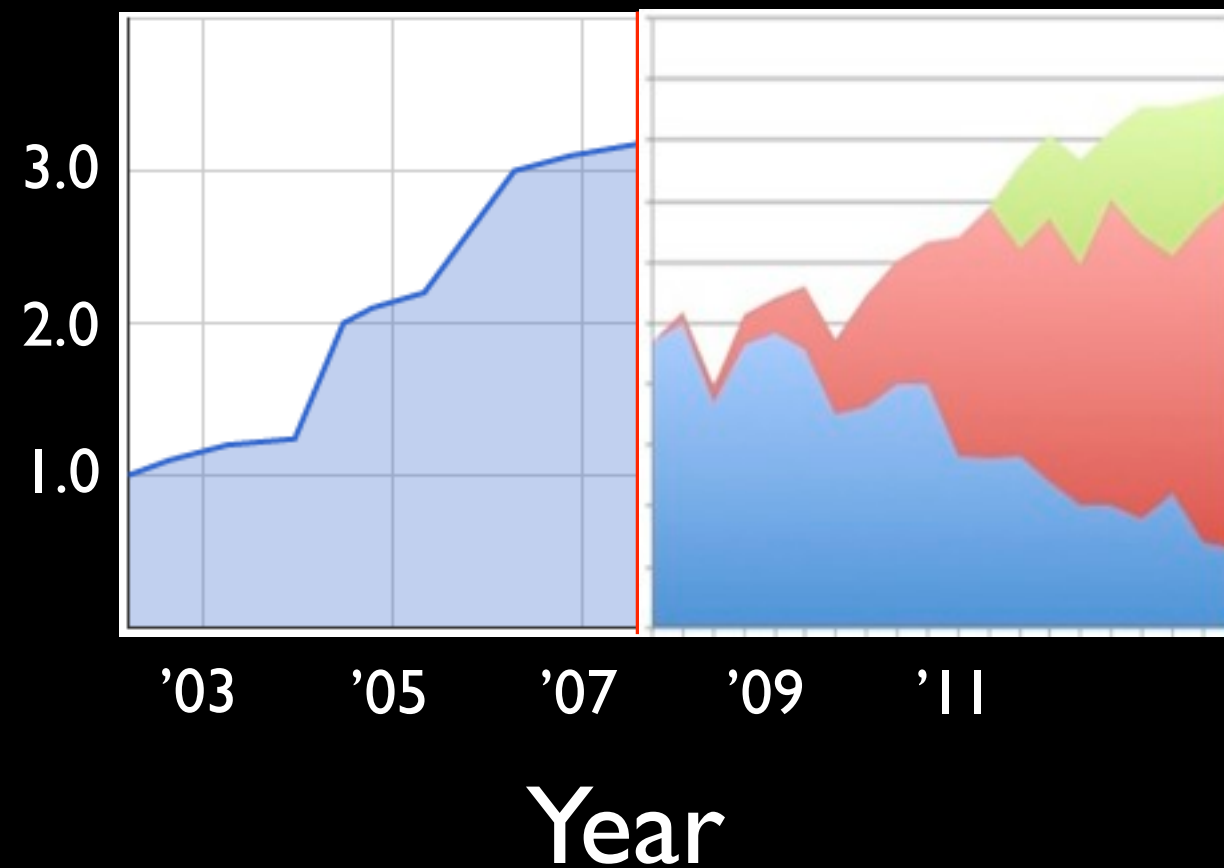


Year

Yet Another Chart

Apple Remote Desktop

Version
Number



What's the Problem

iOS \neq OS X

OK, But So What?

Apple Is Resource Constrained

- Self-enforcing
- Roughly the same number of employees as 5 years ago, retail aside
- Roughly the same number of engineers working on OS X

The Dickens Principal

Sales are Up

- Apple is selling more of everything...
- But, mostly it's iOS.

Mac Sales Are Way Up

- Apple is selling more Macs...
- But, the percentage of sales going to enterprise and education is much smaller.

Much More Interest in OS X

- BYOD is driven by corporate interest in OS X...
- But, Apple has never been less interested in OS X. In 2005 it was 100% of their business...

Platform Independence

- With cloud computing and web based apps, users can use Macs if they want to...
- But, companies don't expect to support them. And this may erode traditional Mac bastions.

Steve Jobs is Gone

- Steve was largely the origin of the resource constraints...
- But, Steve loved the Mac in a very personal way.

Call To Action

We Need Better Tools

- Build Better Tools.
- Buy Better Tools.

Learn Another OS

- In particular a server OS.

Design For Platform Independence

- Don't build Mac-centric systems.

Share Your Tools

- When you solve a problem for yourself, assume everyone else has the same problem...

We Need To Meet

- MacAdminMonthly.com

Change Apple's Mind

- Apple will follow the money.
- Show them the money.