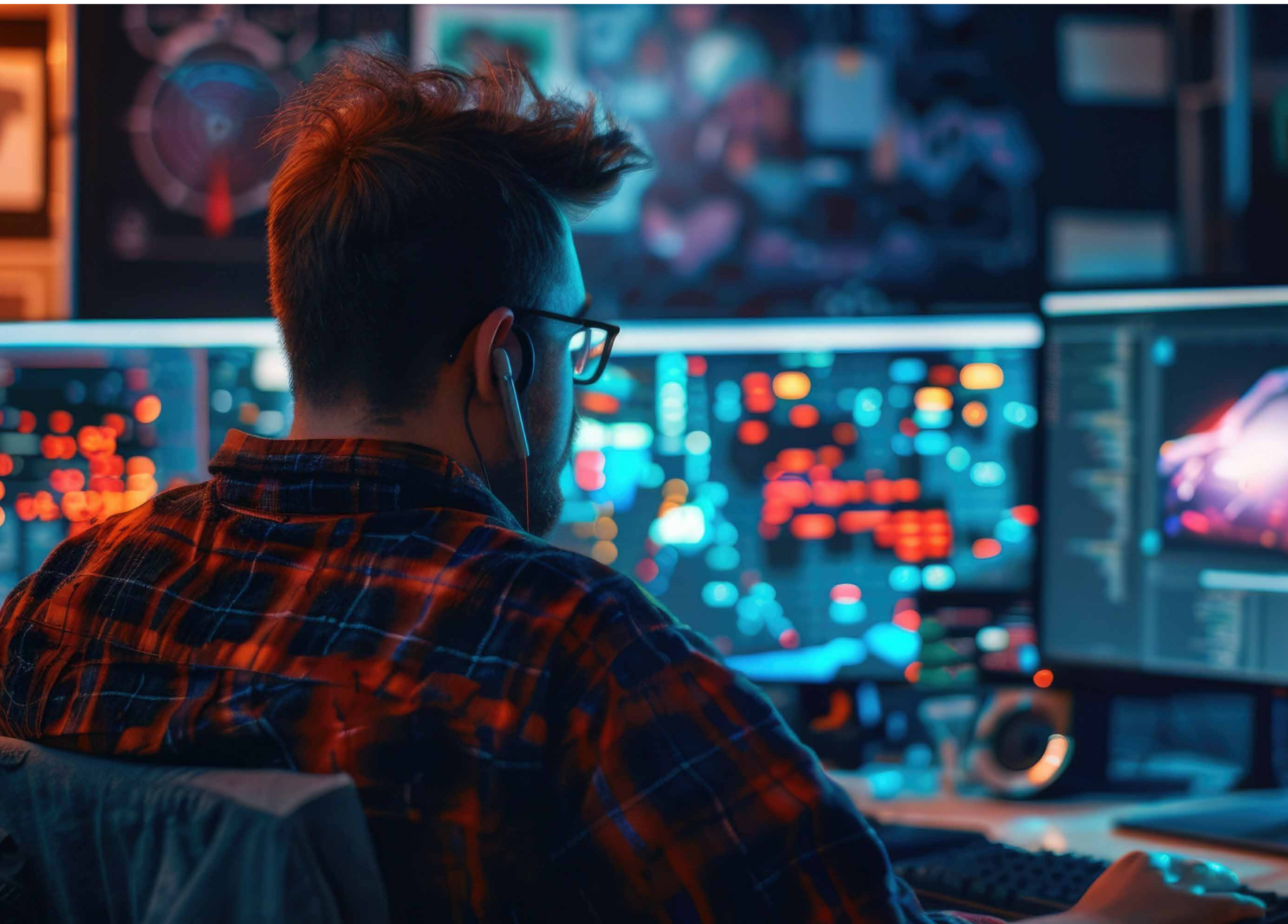


Helping A Global Gaming Company With Apple

Case Study: Technology



Overview

A major gaming company came to us wanting to set up a benefit Apple store—giving their employees discounts on Apple devices for personal purchases. It was a great way for their team to get perks, like snagging a discount on a new Mac for personal purchases or gifts through the custom store we created for them.

What started as just the benefit store naturally grew from there. When the company began offering Macs as a choice for work devices, they saw the value of working with us—we already knew their needs and were ready to help. We expanded our support to include corporate-use Apple devices, helping them integrate Macs into their setup.

It began as a simple perk for personal-use Apple products turned into a full partnership where we became their go-to for their corporate Apple needs. Together, we scaled their Mac use from just 50 devices to over 1,000, making sure they had support every step of the way, from deployment to ongoing supply chain management.



Making Apple Work on a Bigger Scale

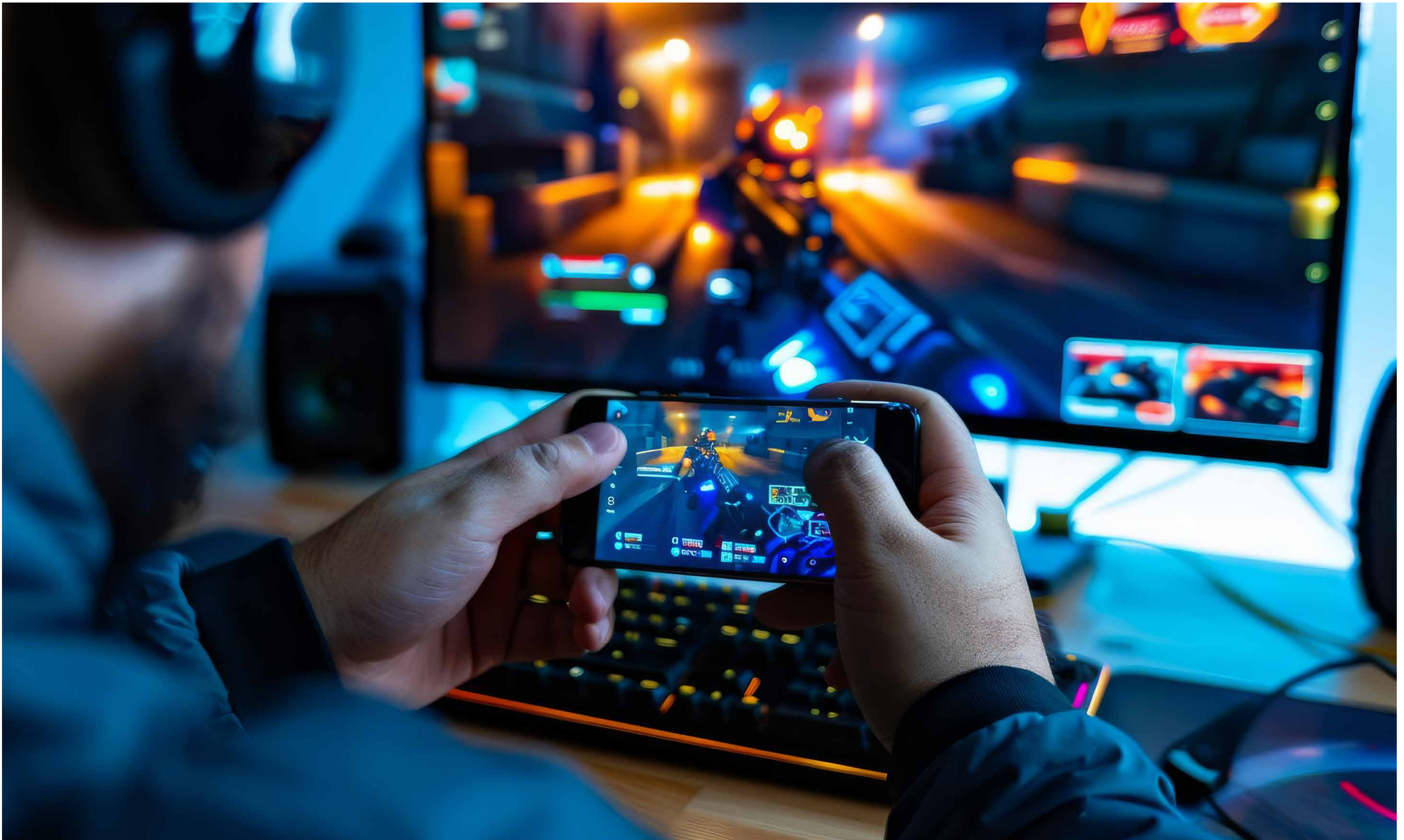
As the company grew, so did the demand for Apple devices. While the creative departments and executives were already big fans, the rest of the team wanted in on the action. But here's the thing: their existing technology vendors didn't have the Apple know-how to support such a large deployment. Plus, integrating Apple into their mostly Windows-based IT system was not an easy task. They needed someone who knew Apple inside and out and could help them make this transition without hassle.

What they needed from us:

- Help to scale their Mac deployment.
- Integration of Apple devices into their enterprise systems, especially with Okta single sign-on (SSO).
- Warehousing and fast deployment of Apple devices, with stock always at the ready.

We were initially introduced to the gaming company through their recommendation by Apple, and right away, they saw the value in partnering with us. Our Apple-only focus meant they'd be working with a team dedicated to Apple expertise, which was exactly what they were looking for. They needed a partner who truly understood the ins and outs of Apple, so that's where we came in.

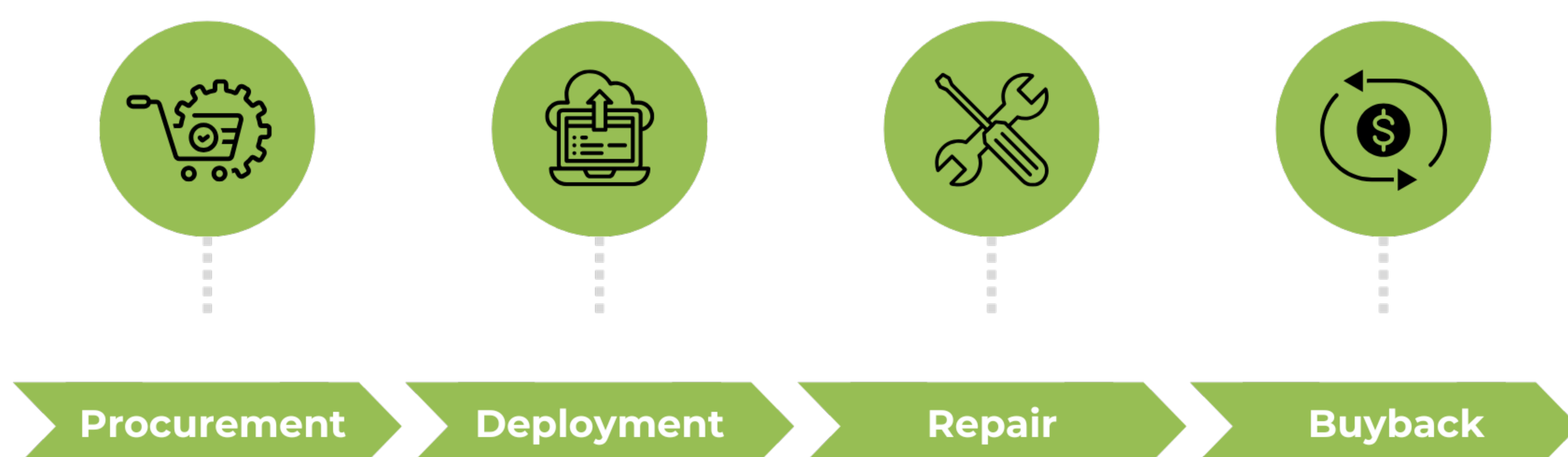
We didn't just deliver devices—we offered warehousing services, rapid deployment of test units, and lifecycle management to keep everything running. Basically, we had their back at every stage!

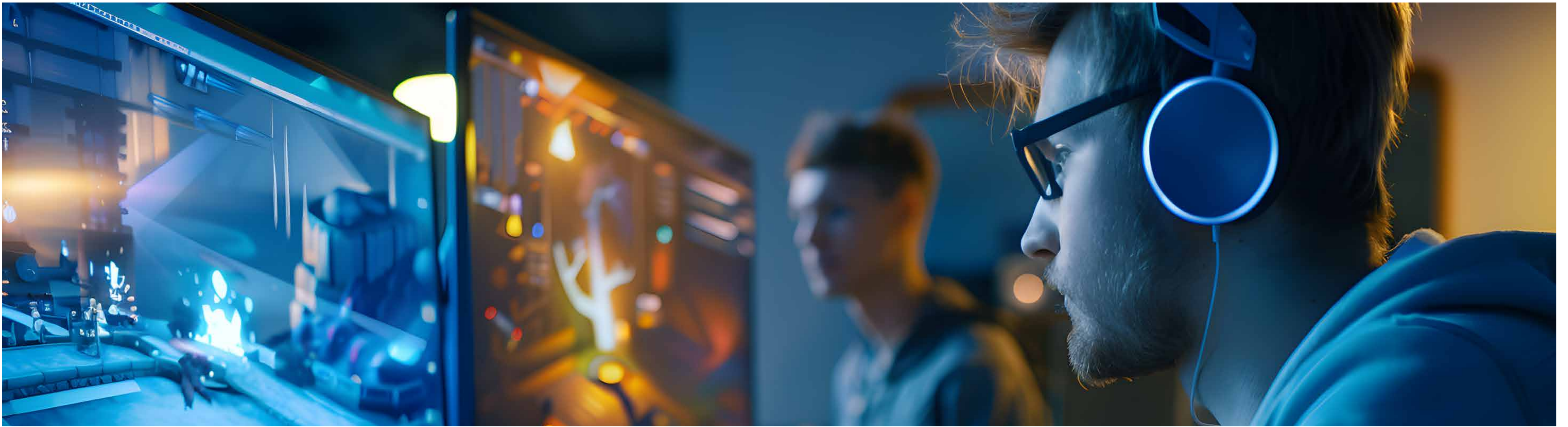


Tailored Support That Fits Just Right

We rolled up our sleeves and worked closely with their IT and development teams to come up with a strategy that worked for them. Here's what we brought to the table:

- **Custom Mac Store Integration:** We partnered with their developers to build a custom Apple store that integrated with Okta SSO. This made it super easy (and secure) for employees to order their Apple devices while keeping all of their devices under corporate management.
- **Warehousing and Fast Deployment:** We kept their Apple devices in stock and ready to ship, even during tricky global supply chain disruptions. By reserving stock ahead of time, we made sure there was no lag in getting new devices to their team.
- **Lifecycle Management and Ongoing Support:** We didn't just deliver the devices and walk away. We provided ongoing support, from repairs to quarterly buybacks of old or damaged devices. That way, they always had working technology, and downtime was kept to a minimum.



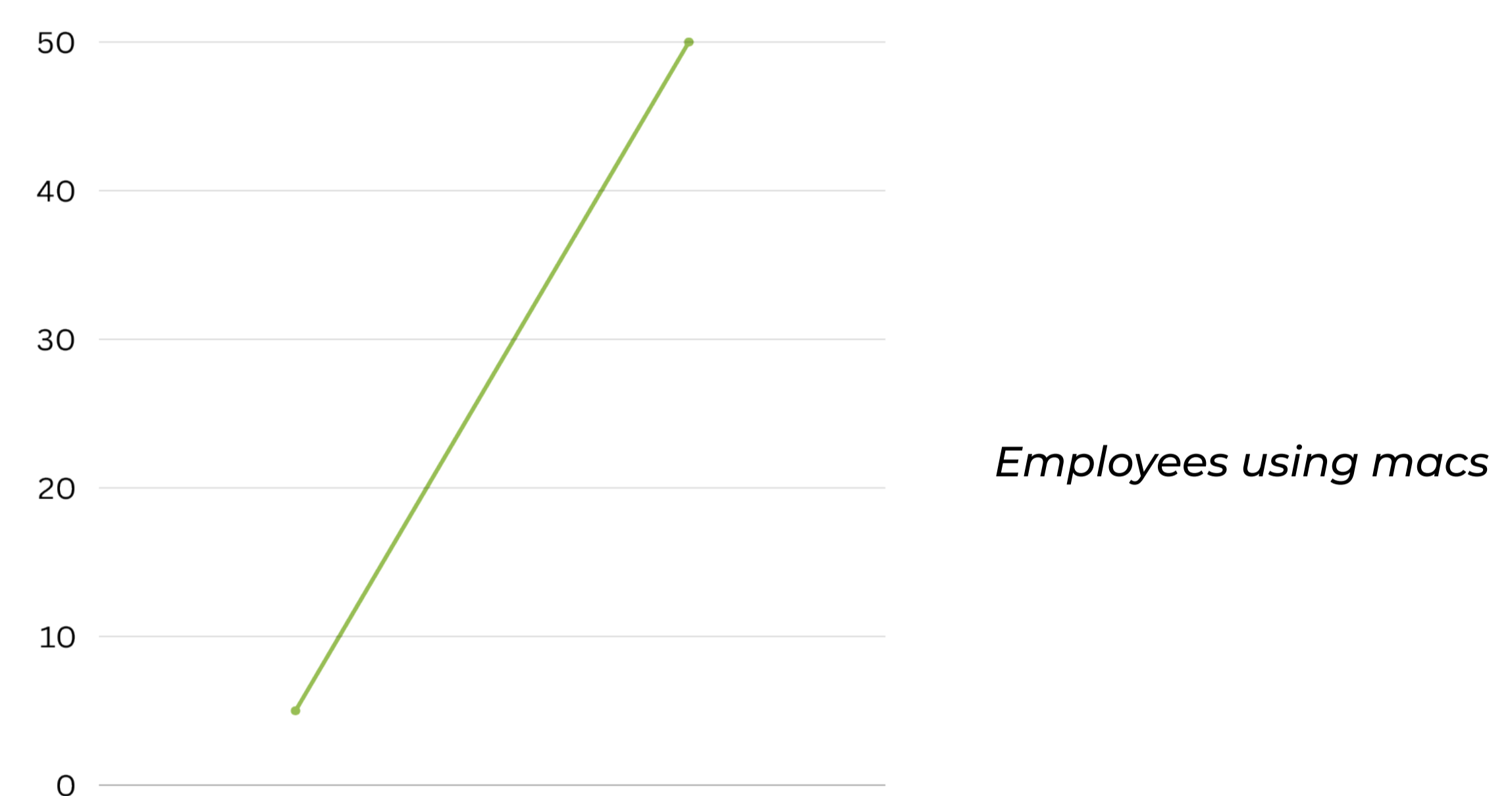


The Results: Happier Employees and a More Efficient Operation

Working with us meant big changes for the company. Their Mac deployment grew from 50 devices to over 1,000. And that's not all:

Macs Now Make Up 50% of Their Devices:

They went from less than 5% of employees using Macs to more than half of their workforce preferring Apple.



- **Faster Onboarding:** Hosting proactive quarterly business review sessions regarding new hire projections allowed us to plan and maintain inventory for timely delivery to newly hired employees.
- **Eliminate Downtime:** With our break/fix services, we ensured their Apple devices were always up and running, minimizing downtime and keeping their teams productive.
- **On-Demand Apple Devices for New Hires:** Using our warehousing services, the company can now provide Apple devices on-demand for new hires, eliminating concerns about lead times and ensuring employees have everything they need from day one.

We weren't just a vendor—we became their partner in navigating this Apple journey. Whether collaborating on Okta SSO integration or keeping them stocked up during supply chain issues, we made sure to be flexible and always a step ahead. Our deep Apple knowledge meant we could tackle whatever challenge came our way together.

What's Next: Growing Together

We're not done yet. As the company continues to grow, so does our partnership. Up next, we'll be collaborating on more exciting projects, like developing custom APIs to connect their Apple devices with their IT procurement tools like Workday and Coupa. Whatever comes next, we're excited to help them keep leveling up.

If your business needs a partner in their Apple technology journey, reach out to us to see how we can support you.