Apple at Work

Productivity

Designed to help your employees do more.

Improving productivity in any business starts with choosing the right products. iPhone, iPad, and Mac are thoughtfully designed and intuitive to use, giving your employees an experience that they already know and love.

Apple products are made to work just the way you expect them to—consistently and with a familiarity that enables users to be immediately productive. So whatever you set out to do, you'll be able to work more simply, solve problems creatively, and collaborate with a shared purpose.

With hundreds of thousands of apps for business on the App Store, and a powerful environment for building custom apps, you can transform your company and get ahead of the competition.

Even better together
Apple devices work together to help you be even more efficient.

Take iPhone calls right on your Mac, Apple Watch, or iPad.[1] With a Mac and iPhone, you can send and receive SMS messages right from your Mac.[2] All the messages that appear on your iPhone appear on your Mac too, so all your conversations are up to date on all your devices.

And with Handoff, you can start writing an email on your iPhone and finish it on your Mac.[3] Or while browsing a web page on your Mac, you can simply pick up your iPad and continue right where you left off.

AirDrop makes it simple to share files between Mac, iPhone, or iPad. With just a few steps, you can take a file from any folder and use AirDrop to send it to a nearby Mac, iPhone, or iPad. And since AirDrop is peer to peer, it works without a Wi-Fi network. It's perfect for sharing a document with a coworker in the next room or sending a presentation to a client across the table.

Automatically unlock your Mac when you're wearing your Apple Watch. And easily copy and paste images, video, and text from one device to another.

Sidecar lets you extend your workspace by using your iPad as a second Mac display. Work in one app while you reference another or view your main canvas on one display while spreading out your tools and palettes on the other. You can

also mirror the screens so they both display the same content, making it perfect for sharing exactly what you see with others.

Continuity Markup lets you sign documents, correct papers, or circle important details in images. And Continuity Sketch lets you create a sketch on your iPad or iPhone that automatically inserts into any document on your Mac.

The best platform for apps

Whether you're starting with built-in apps, exploring apps on the App Store, or building your own custom apps, the possibilities are endless. iPhone, iPad, and Mac come with powerful, built-in apps to get you started—from collaborating with your team to creating stunning presentations. Built-in productivity tools like iWork and the Files app integrate with other powerful solutions like Box, so users can be productive right away.

Create documents
Microsoft Word—part of the Microsoft Office 365 suite of apps—allows you to create, edit, and share documents from anywhere.

Access files
Box lets you store data securely in the cloud and easily access files from your iPhone, iPad, and Mac. And Box now integrates with iWork.

Stay connected
With Slack, everyone on your team can easily share documents, communicate, and collaborate, using any device.

Manage customer relationships
Salesforce combines customer relationship management, custom apps, Chatter, and business processes into one seamless experience.

Productivity for everyone

We want everyone to enjoy the same productivity benefits that our products help make possible, so we work to make every Apple product accessible from the very start. Every iPhone, iPad, and Mac comes with powerful assistive features for vision, hearing, and motor skills.

Apple devices let you write a text or email without seeing the screen. Live Listen lets you fine-tune your Made for iPhone hearing aids and AirPods to help you hear more clearly. You can navigate your Mac, iOS, or iPadOS device using just your voice or with a single tap through Switch Control. These are just some of the enabling features and technologies we have built into our products.

Find out more about productivity with Apple devices.

apple.com/business/products-platform

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