

MAY 2024

inside zhΞro



iSuccess
Apple Innovation

A Cyber Celebration
Innovation through
collaboration



Message from Izak

I hope everybody is doing well and welcome to this month's edition of Inside Zhero.

This time around we are taking a special look at Apple and its awesome Mac products.

IZAK OOSTHUIZEN
Chief Executive Officer,
Bestselling Author



In this issue

Our feature "Apple Innovation" tells us why global companies adopt Mac at scale and see the technology as a key business innovator.

In Q1 this year sales of Apple Mac computers generated over £6 billion in revenue.

"When Steve Jobs launched Apple, its mission statement read: To contribute to the world by making tools for the mind that advance humankind.

Apple has done an outstanding job of achieving Jobs' objectives by creating sleek, reliable and secure designs. On the subject of security, are Macs as unhackable as many think? Truth be told is that Macs can be hacked. They are not immune to cyber threats."

Izak Oosthuizen

Zhero Founder and CEO,
Bestselling author



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APPLE INNOVATION

Apple Computer, Inc. was born on 1 April 1976, the brainchild of college dropouts Steve Jobs and Steve Wozniak. The pair embarked on a mission to reshape our perceptions of computers to create user-friendly machines small enough for homes and offices. It began with the Apple I, assembled in Jobs' garage and sold without a monitor, keyboard, or casing. These features were added in 1977. The introduction of the Apple II, boasting pioneering colour graphics, marked a watershed moment in the industry. Sales skyrocketed from \$7.8 million in 1978 to \$117 million in 1980, the year Apple went public on the NASDAQ.

Mac and the 1984 Superbowl

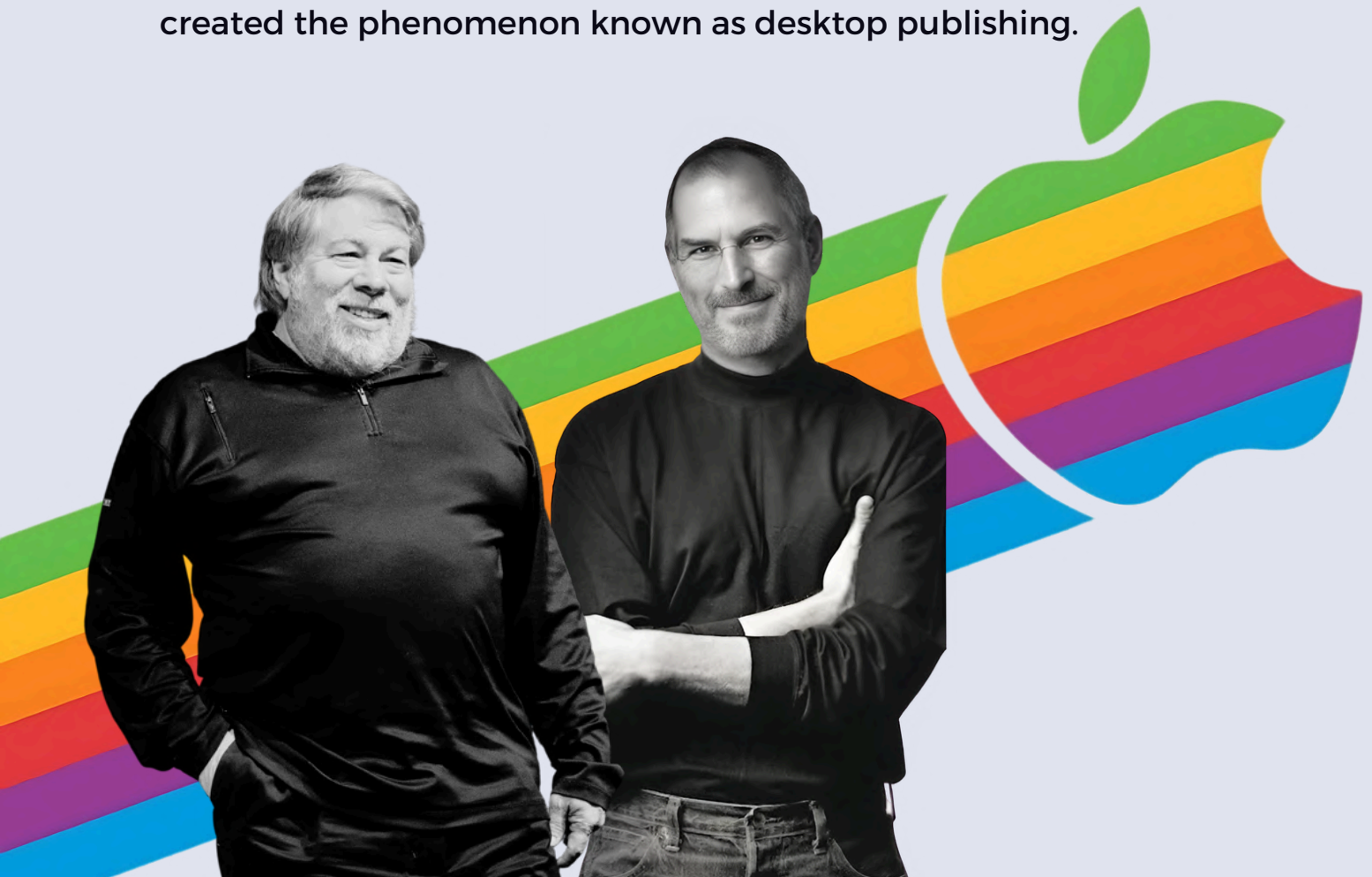
The Macintosh - model number M0001 - was Apple's original personal computer, which revolutionised the market as the groundbreaking first-of-its-kind, all-in-one desktop PC featuring a graphical user interface, built-in screen, and mouse. The computer was launched via the iconic "1984" television commercial directed by British filmmaker of *Aliens* fame, Ridley Scott, during Super Bowl XVIII on 22 January 1984. The Macintosh debuted with strong sales momentum on its release priced at \$2,495, equivalent to \$7,300 in today's money. By May 1984, sales had soared to 70,000 units.



The end of Jobs and Wozniak

In 1983, Wozniak and Apple parted ways due to waning interest in the day-to-day operations. Then Jobs left in 1985 to explore new ventures. He established NeXT Software and bought Pixar from George Lucas, propelling it into the forefront of computer animation with hits like Toy Story, A Bug's Life, Monsters, Inc., and Finding Nemo.

Throughout the late 1980s, Apple maintained its momentum, culminating in its highest profits in 1990. Much of this success stemmed from initiatives set in motion by Jobs before his departure, notably the groundbreaking collaboration with Adobe, the creator of the PDF format. Together, the two companies created the phenomenon known as desktop publishing.





hello again

After 1990, Apple experienced a gradual decline in market share, and by 1996 experts believed the company was doomed. Salvation came in an unexpected form in 1997 when the company - in dire need of a new operating system - acquired NeXT Software. Microsoft also invested \$150 million to curtail potential bankruptcy.

The board of directors teamed up with an old ally - Steve Jobs. Assuming the role of iCEO as he dubbed himself, Jobs initiated a series of transformative changes within Apple. He brokered an alliance with Microsoft to develop a Mac-compatible version of its popular office software, marking a pivotal moment for the company.

Under Jobs' leadership, Apple underwent a revitalisation, introducing revamped computers and groundbreaking products like the iBook, a personal laptop, followed by the iPod, an mp3 player that became a market leader.



DID YOU KNOW?

In 2023, iPhone was the bestselling phone with more 232 million sales globally

iPhone

The first-generation iPhone, introduced in 2007, quickly became one of the world's most successful products, with Apple now annually releasing new iPhone models and iOS updates. Following the iPhone's announcement, alongside Apple TV, the company underwent a huge rebranding, dropping "Computer" from its name to become "Apple Inc.," reflecting its diversified offerings beyond computers. Besides the iPhone and Mac, household names also include the iPad and Apple Watch. Apple has further expanded into services, introducing the Apple Card credit card, Apple News for news consumption, Apple Arcade for gaming, and Apple TV+ for streaming original content.



CEO Cook

Though the visionary Steve Jobs died on 5 October 2011, his legacy lives on through Apple, with Tim Cook, who had already been with the company for 13 years, assuming the role of CEO. The unparalleled popularity of iPhones propelled Apple to become the first company valued at \$1 trillion in 2018, and within two years, it doubled that figure, solidifying its position as a global tech titan.

A portrait of Tim Cook, CEO of Apple, speaking. He is wearing glasses and a dark polo shirt, holding a small black object in his right hand. The background is dark with a large, light-colored circular graphic element in the upper left.

“

“We’re always focused on the future and trying to feel like we’re very much sort of at that starting line where you can really dream and have big ideas that are not constrained by the past in some kind of way.”

TIM COOK, APPLE CEO

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What does the 'i' mean?

It turns out that many iPhone users don't know what the 'i' stands for. Back in 1998, Steve Jobs revealed that the magic letter represents five words:



Supply and demand

Despite Apple's enormous brand wealth, it only occupies fourth place (9%) in the personal computer sales race, beaten by Lenovo, HP and Dell - in that order. Countless PC brands are out there as well as the many support options available to PC users. The same scenario exists in the IT support world, mainly driven by the principle of supply and demand. PCs are the go-to in businesses, and most Managed Service Providers (MSPs) develop systems and expertise tailored to support these users. Many companies, big and small, therefore hesitate to transition to an Apple-based system. The lack of comprehensive tools for managing Apple devices, whether in-house or through MSPs, presents a distinct challenge to infrastructure and security. Sometimes, business owners rely solely on Apple Support when IT issues arise.

Why Mac?

Microsoft's Windows has been the port of call for businesses for longer than we know. Now the winds of change are blowing, and Apple products are making serious headway beyond their usual stomping grounds in the creative and media sectors. Companies worldwide have become increasingly enamoured by Apple Macs.

Their unique blend of hardware, software, and services has been a game-changer for businesses of all shapes and sizes. Die-hard Apple fans rave about the seamless interface and robust operating systems, offering an unrivalled user experience.

But it's not just about user-friendliness. Here are a few key factors that make running an Apple Mac infrastructure a win for many companies wanting to keep their edge:

- **Reliability and security** - Apple products are renowned for their reliability and robust security features. They offer fantastic protection against malware and other cyber threats.
- **Design and integration** - Apple's design ethos integrates its products into diverse business environments. Mac devices also coexist with Microsoft's Windows suite of productivity tools, facilitating cross-platform collaboration and data sharing.
- **App ecosystem** - The Apple Store boasts an enormous selection of awesome apps, including many tailored to business needs.

The wide selection of software solutions also empowers teams to customise their Macs to suit specific requirements, driving innovation.



DID YOU KNOW?

In 2023 Apple sold 22 million
MacBooks

Innovate with Mac

In the United States, the adoption of Apple devices appears inevitable, with 76% of large businesses now incorporating more Apple devices into their operations. 57% of businesses Stateside also acknowledge that the adoption of Apple devices is outpacing other options.

In the UK, Apple and Microsoft have just over 92% share of the desktop operating system market. Across all users, Windows has 69% of the market, with Apple's OS X coming in with an impressive 23%.

All these trends are fuelled by many perks of using a Mac, including reliability (56%) and an extended usable life (53%). The Boston Consulting Group also tells us that 84% of the world's top innovators, including SAP, Salesforce and Target, deploy Mac at scale.





Cybersecurity and Macs

It isn't that Mac platforms are impenetrable, it's that they aren't currently worth a hacker's time. Remember that Mac users constitute just over 9% of the global market share of computer platforms, compared to Microsoft's 89%. This disparity explains why there are fewer malware threats targeting Mac users. However, as Macs have gained popularity, this trend has begun to shift, and we have an increased need for better Mac support and security.

One significant advantage of Macs in terms of security is their highly sandboxed setups. If malware does manage to infiltrate a device, its impact is typically limited because it struggles to move beyond its initial point of entry.

IT support for Apple



If your business is embarking on a digital transformation journey, having the right IT support in place is crucial, especially if Apple Macs are integral to your plans. Any IT support provider you are thinking about using must specialise in Apple products.

As we said there is often a shortage of expertise in IT support services related to Apple products. Many third-party providers are reluctant to work with companies utilising Apple products due to the perceived challenges involved. As such, finding a knowledgeable and experienced MSP familiar with Apple technologies is a must for ensuring smooth operations and effective support for your business.



Questions to ask

Here are some questions you should ask an Apple MSP before being onboarded by them:

- What are your areas of expertise and what certifications do you hold? Do you have certified technicians specialising in Mac devices?
- What level of support can we expect for our specific devices, particularly Macs?
- What proactive monitoring tools do you use to anticipate and address potential issues?
- Do you have any testimonials from clients using Mac platforms that you support?

These questions just scratch the surface to gauge the level of support your Mac users will receive and determine if the IT provider is the right fit for your needs.

Fun facts

- Apple's original logo showed Isaac Newton under an Apple tree
- Steve Wozniak sold his scientific calculator to raise funds for Apple
- Apple launched an unsuccessful clothing line in 1986
- The iOS trademark was originally owned by Cisco
- If you smoke while using an Apple computer, you void the warranty
- iPhones are the most profitable products in the world



Cyber London 2024



INNOVATION THROUGH COLLABORATION

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Mark your calendars! 21 June is the official launch of the capital's newest technology powerhouse, Cyber London. Congratulations and a big shout out to its Co-Founders and Directors, Izak Oosthuizen, Simon Newman, Mark Child, Professor Raj Muttukrishnan, and Paresh Deshmukh. Simon says:

“Cyber London is the perfect vehicle to champion opportunities, develop skills, and tackle the security problems of tomorrow.”

With its ‘Innovation through Collaboration’ strapline, Cyber London aims to support London's cybersecurity eco-system to become a world leader in innovation and sustainability, support Londoners to develop the skills for tomorrow and build a strong and forward-thinking community that is passionate about technological innovation.

The launch will be held at the Oliver Thomson Lecture Theatre City, University of London, with guest speakers including Ben Azvine, Global Head of Security Research at BT Group, and Sir Anthony Finkelstein, President at City, University of London.

CRUSH IT CHAOS



Tune in here:



zhero | PODCAST

Meet the team



Werner Penderis
ESCALATION ENGINEER

Hi Werner! What made you realise you want to go into the IT industry?



I was very much into IT when I was younger. When I left the army in the UK, IT was like a natural thing for me to do.

What's your most-used productivity tool?



It's Teams because I'm always on calls with clients - so I can do what they want me to do.

How would you describe yourself?



I'm a positive person and like to make people around me smile or be happy.

What do you enjoy the most about your role?



For me, IT is all about problem-solving. I love the self-gratification of being able to solve a problem when something comes together and works.

Do you have any hidden talents or hobbies?



My primary hobby is my motorbike - as soon as I have a chance I'm on the road. Also gaming on PS.

What is your favourite movie or TV show?



It varies a lot but currently, it's Modern Family.



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