

Ensuring the Fortune 1's Success With Apple



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Agenda

- Walmart Culture
- Total Cost of Ownership
- Best Practices
- Hurdles
- The Future

Walmart Culture

Who is Walmart?

- Saving people money so they can live better.
- The customer is #1, always.

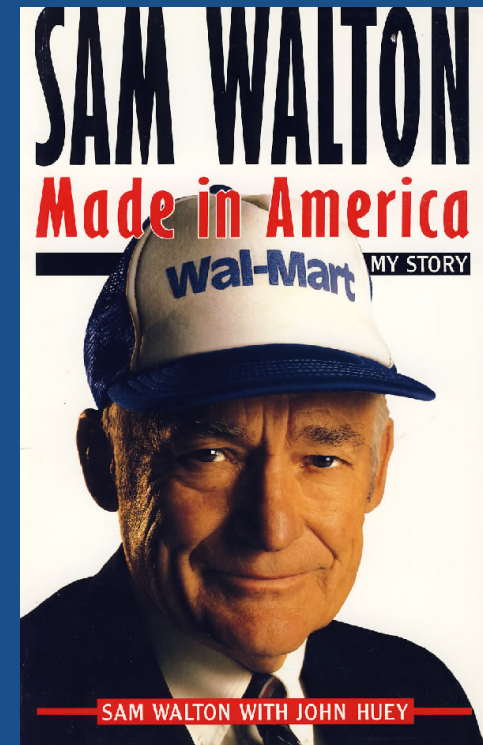
Walmart Culture

What is Walmart?

- Fortune 1 (Fortune)
- World's largest private employer (Fortune)
- World's largest retailer (Forbes)
- Global enterprise, founded in 1962

Sam Walton's 10 Rules for Building a Business

1. Commit to your business.
2. Share your profits with all your associates, and treat them as partners.
3. Motivate your partners.
4. Communicate everything you possibly can to your partners.
5. Appreciate everything your associates do for the business.
6. Celebrate your success.
7. Listen to everyone in your company.
8. Exceed your customers' expectations.
9. Control your expenses better than your competition.
10. Swim upstream.



Available at [Walmart.com](https://www.walmart.com)

9. Control your expenses better than your competition.

- Everyday Low Price
- Everyday Low Cost



Total Cost of Ownership

Pro

- Deploying a Mac has the same or better TCO than deploying a Windows PCs
- Engineering staff:user ratio - 1:2500
- Fewer licenses
- Support ratio PC:Mac - 60:40

Con

- Legacy items require retention of less-desirable workflows

Best Practices

 macOS

 Software

 DEP/UAMDM

 Jamf Pro

 Enterprise Connect

macOS: N-2



macOS: ~~N-2~~ N-1



Back to Sam's Rules

Rule 4: Communicate everything you possibly can to your partners.

- Empowered partners are effective partners.
- Two (or more) heads are better than one.
- Allies are always welcome.

macOS: Day of Release

Walmart 

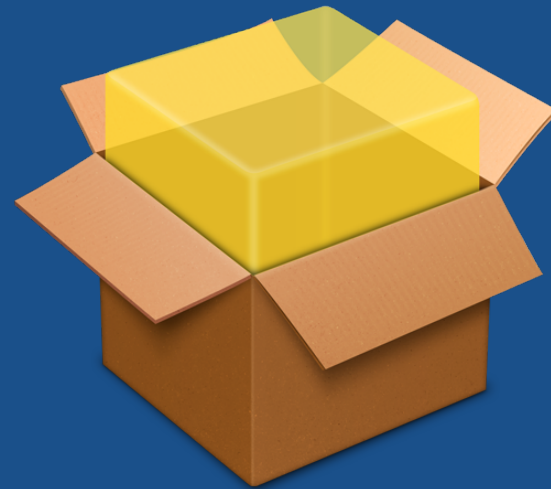


macOS: Day of Release

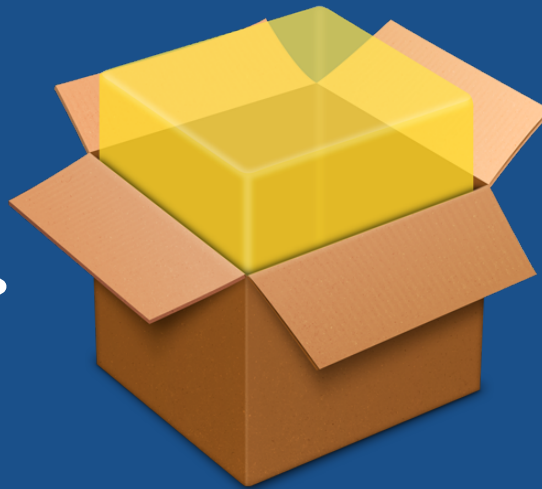
Walmart 



Software



Software Deployment



Profiles

- User Approved Kernel Extension Loading (UAKEL)
- Transparency Consent and Control (TCC)
AKA
Privacy Preferences Policy Control (PPPC)



DEP/UAMDM



Jamf Pro

- Best-of-breed
- Personal history
 - 2007 - Jamf customer
 - 2009 - 2015 - Jamf employee
 - 2015 onward - Jamf customer



Enterprise Connect

- Simplifies AD interactions whether or not you bind.
- One-time purchase for 2 days of Apple Professional Services and a perpetual site license.
- Talk to your Apple representative or reseller.



The Wheel

Don't reinvent it.



Back to Sam's Rules

Rule 8: Exceed your customers' expectations.

Who are our customers?

- “The” customer - the Walmart shopper
- Our partner teams
- Every Walmart associate

Hurdles

- Windows-Centric Environment
- Standards
- Security
- Networking
- Support



Windows-Centric Environment



- Decades of legacy tooling
- Identifying common ground and opportunities for growth & change



Back to Sam's Rules

Rule 10: Swim Upstream

“Go the other way. Ignore the conventional wisdom. If everybody else is doing it one way, there's a good chance you can find your niche by going in exactly the opposite direction.”

Standards

- Codified practices, policies, guidelines
- Creating new standards
- Amending existing standards



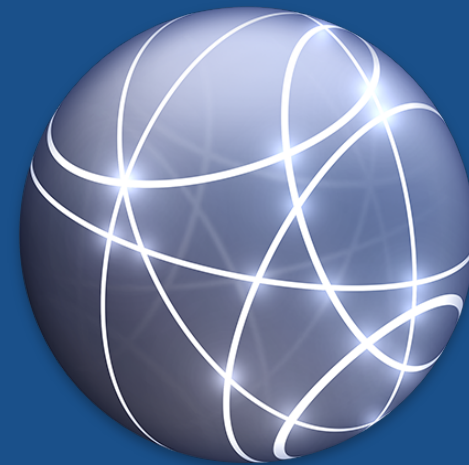
Security

- Security is paramount
- Mutual teaching/learning relationship with security teams
- Common goals



Networking

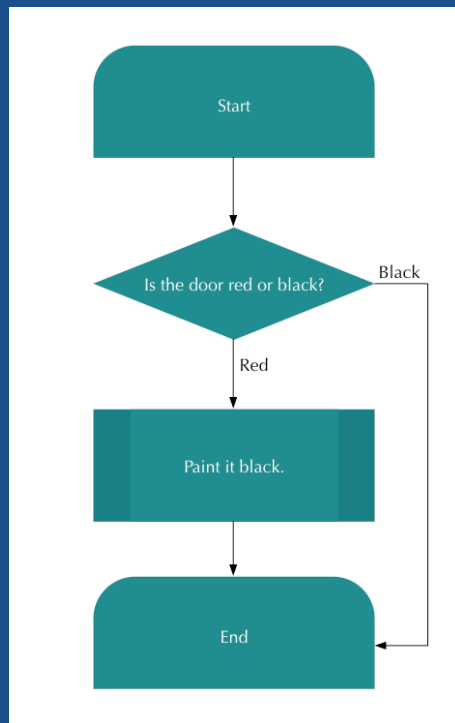
- Apple Enterprise Services
 - DEP
 - APNs
 - App Store
 - Software Update
 - Etc...
- 3rd Party Services
 - MDM provider
 - Adobe
 - Microsoft
 - Etc...



Support



Documentation



Back to Sam's Rules

Rule 3: *Motivate your partners.*

- Help your partners “win”.
- Help them help you win.
- Make sure you're all helping the business win.

The Future

- Mac as choice
- Zero touch, anywhere
- Increased release gating based on compliance criteria



Q&A

Thank You!