



# Apple Education Smart Investment



Education leaders have many things to consider when they're making technology decisions, such as current systems, processes, and budget. Looking at the full equation allows them to make a smart investment for students, teachers, IT, and the entire school community.

## Built to last

Built with durable materials, Apple devices are strong enough to be tossed in a backpack, but light enough for students and teachers to carry around campus. With the power-efficient performance of Apple silicon, amazing all-day battery life, and regular software updates, iPad and Mac are built to last.<sup>1</sup>

Life cycle extended

**+18.5 months**

when moving to  
Apple products<sup>2</sup>



Residual value retained after 4 years<sup>2</sup>



**20%**

iPad



**25%**

MacBook Air

## High residual value

Because Apple devices are durable — with reliable software and ongoing OS updates — they have high residual value. So unlike other devices that are given away or discarded at the end of their life cycle, Apple devices retain significant value over time and can be traded in when it's time to upgrade — allowing education leaders to recoup costs and reinvest in their districts.

## Operational efficiency

With devices that are reliable and built to last, Apple helps schools and districts improve operational efficiency with fewer IT help-desk requests, improved security, and reduced repair time.



increase in  
IT operational  
efficiency<sup>2</sup>

≈ 3 full-time employees' time reallocated

**+30%**

Academic time  
recaptured  
with Apple<sup>2</sup>



## Productivity

The intuitive interface of iPad and Mac also make it easy for students and teachers to quickly find what they need, stay organized, and take on any assignment — saving them precious learning time.

## Environment

By choosing Apple, leaders are making a smart investment in devices that are good for students and good for the planet. Apple devices are energy efficient, made with extensive use of renewable or recycled materials, and are highly recyclable. They also intelligently manage power consumption, making them more efficient, so schools can save on energy costs.

iPad (9th gen) power consumption<sup>3</sup>

**13% <**

HP Chromebook  
11 G9 EE



**50% <**

Dell Latitude  
3330

All iPad models use

**100%**

recycled aluminum  
in their enclosures.<sup>4</sup>



“Cost isn’t just the cost of the device. There’s the maintenance cost, all of the apps, the tech support cost. What is the device worth for resale at the end of its life cycle? It wasn’t even a competition once we started doing the math. For us, iPad is the most cost-effective option.”

Brian Messinger, Director of Technology, Sewanhaka Central High School District, Long Island, New York

## Flexible financing

By building in the future value of devices up front, Apple Financial Services provides innovative financing options that align with their budgets and goals. And Apple also guarantees device buy-back and trade-in when it’s time to upgrade for additional peace of mind.<sup>5</sup>

### Learn more

- [Apple Education](#)
- [Forrester TEI Report](#)
- [Apple Financial Services](#)

<sup>1</sup>Battery life varies by use and configuration. See [apple.com/batteries](https://apple.com/batteries) for more information. <sup>2</sup>The Total Economic Impact™ of Apple Devices for K-12 Education, a commissioned study conducted by Forrester Consulting on behalf of Apple, January 2023, which uses a composite organization of 10,000 students to represent education institutions in the U.S. of similar size and with similar resources. <sup>3</sup>[energy.gov](https://energy.gov): iPad (9th gen), HP Chromebook, Dell Latitude. <sup>4</sup>[apple.com/environment/pdf/Apple\\_Environmental\\_Progress\\_Report\\_2023.pdf](https://apple.com/environment/pdf/Apple_Environmental_Progress_Report_2023.pdf). <sup>5</sup>Trade-in values will vary based on the condition, year, and configuration of your eligible trade-in device. Not all devices are eligible for credit. You must be at least 18 years old to be eligible to trade in for credit or for an Apple Gift Card. Trade-in value may be applied toward qualifying new device purchase, or added to an Apple Gift Card. Actual value awarded is based on receipt of a qualifying device matching the description provided when estimate was made. Sales tax may be assessed on full value of a new device purchase. In-store trade-in requires presentation of a valid photo ID (local law may require saving this information). Offer may not be available in all stores, and may vary between in-store and online trade-in. Some stores may have additional requirements. Apple or its trade-in partners reserve the right to refuse or limit quantity of any trade-in transaction for any reason. More details are available from Apple’s trade-in partner for trade-in and recycling of eligible devices. Restrictions and limitations may apply.