

APPLE PACKAGES				
	Apple Business Essentials	Apple Business Pro	Apple Business Ultra	
Price	\$79/month	\$149 Per User / Month	\$259 Per User / Month	
Company Minimum	\$299/month			Minimum monthly company charge, regardless of the number of enrolled devices.
Summary of Services	Essential security, enrollment, updates, remote help desk			Brief overview of the principal services delivered by the package.
Routine Remote Support	Fair-use policy	Fair-use policy		Ongoing remote assistance for routine device and software problems, subject to the stated fair-use terms.
Initial Response Target	1 Business Day	4 Business Hours	2 Business Hours	Target time for the team to begin responding to a newly submitted support request; not a resolution guarantee.
Account-Wide Advisory / Coordination	Separately Billed	2 Hours / Month	4 Hours / Month	Time allocated across the customer account for technical advice, vendor communication, and administrative coordination.
Technology Planning	Add-On	Quarterly Session	Monthly Session	Scheduled guidance on technology priorities, equipment needs, security, and future improvements.
Backup Verification	Add-On	Monthly Session	Monthly Session	Checks that configured backups are running and identifies failures or gaps requiring customer attention.
Security Review	Quarterly Baseline	Quarterly Enhanced	Monthly Enhanced	Periodic review of device settings, access practices, encryption, and other baseline security safeguards.

APPLE DEVICE OPERATIONS				
Apple Business Setup / Management	Included	Included	Included	Establishes and administers the organization's Apple Business environment and management settings.
AppleCare+ for Business Coordination	Included	Included	Included	Helps coordinate AppleCare+ enrollment, coverage questions, and support processes; does not itself pay insurance premiums.
Mac / iPhone / iPad Device Enrollment	Limited	Limited	Limited	Assists with registering eligible Macs, iPhones, and iPads for centralized business management.
Managed Apple Account Support	Included	Included	Included	Creates and supports work-managed Apple accounts, access, and common sign-in issues.
Basic Security Configuration	Included	Included	Included	Applies basic protections such as passcodes, screen locks, and recommended device settings.
FileVault Enforcement	Included	Included	Included	Configures and enforces Mac disk encryption and recovery-key handling to protect stored business information.
App Assignment / Deployment	Included	Included	Included	Assigns approved applications to managed devices and assists with supported installations.
macOS / iOS / iPadOS Update Guidance	Included	Included	Included	Advises on and coordinates operating-system updates across managed Apple devices.
Microsoft 365 Support	Included	Included	Included	Helps with common Microsoft 365 account, email, and productivity-app issues on Apple devices.
Google Workspace Support	Included	Included	Included	Assists with Google Workspace access, Gmail, and related business app configuration.
Remote Support Troubleshooting	Included	Priority	Top Priority	Diagnoses and resolves eligible Mac software problems remotely, with service priority based on the package.
New Employee Onboarding Assistance	Limited	Limited	Limited	Helps prepare and enroll devices, accounts, and approved applications for new employees.
Employee Offboarding Assistance / Access Removal	Limited	Limited	Limited	Helps revoke departing employees' access and secure their company-managed accounts and devices.
Lost / Stolen Device Response	Included	Included	Included	Assists with locating, locking, erasing, or securing eligible managed devices reported missing.
Apple Purchase Guidance	Included	Included	Included	Advises which Mac, iPhone, iPad, and accessories best fit a business role and budget.
Knowledge Base Documentation Provided To You	Included	Included	Included	Provides client-facing instructions and reference articles for common support tasks and company settings.
Manage & Enforce Baseline Apple Policies	Included	Included	Included	Configures and maintains standard Apple device restrictions, security rules, and management policies.
Privacy-Focused Configuration	Included	Included	Included	Applies settings that reduce unnecessary data sharing and strengthen privacy on managed devices.
Urgent Device/Account Incident Triage	Included			Assesses urgent device or account problems and recommends immediate containment or recovery steps.
AppleCare Repair Coordination	Included	Included	Included	Helps organize repairs, service appointments, and related communication with Apple or repair providers.
Apple Business Device Assignment Support	Included	Included	Included	Assists with assigning eligible purchased devices to the organization's Apple Business inventory.
Emergency Cleanup	Included	Included	Included	Helps address urgent account, device access, or configuration issues; major incident response is separately scoped.
Windows to Mac Initial Consultation	Limited	Limited	Limited	Reviews current Windows usage and discusses the feasibility, software, and costs of switching to Mac.
Windows to Mac Transition	Add-on	Add-on	Add-on	Plans and carries out an agreed Windows-to-Mac migration project, including supported software and workflows.
Major Malware Cleanup / Incident Response	Add-on	Add-on	Add-on	Performs extended investigation, containment, cleanup, and recovery for significant infections or compromises.
AppleCare+ Coverage Included	Add-on	Add-on	Add-on	The purchase of AppleCare+ protection itself; plan premiums and eligibility are treated separately from coordination.

PROACTIVE SUPPORT AND PLANNING				
Vendor Coordination	Add-on	Limited Pooled Hours	Limited	Communicates with outside technology suppliers and support teams to help resolve business issues.
Executive Guidance	Add-on	Quarterly Session	Monthly Session	Provides leadership with practical advice about business technology, risk, purchasing, and policy decisions.
Network / Router / Wi-Fi Coordination	Add-on	Limited Pooled Hours	Limited	Coordinates diagnosis of Wi-Fi, internet, router, and local connectivity problems with appropriate providers.
Device Lifecycle Planning	Add-on	Included	Included	Plans replacement timelines and upgrades for Macs, iPhones, iPads, and related equipment.
Backup Status Verification	Add-On	Included	Included	Checks whether designated backups report successful completion and flags failed or missing backups.
Phishing / Security Guidance Video or Meeting	Add-on	Included Materials	Included Materials	Supplies educational materials or sessions on phishing, suspicious messages, and safer employee practices.
Enhanced Apple Security Policy Reviews	Add-on	Quarterly Session	Monthly Session	Evaluates and recommends stronger management, encryption, access, and device security policies.
Apple / Apple Store Purchasing Coordination	Add-on	Limited Pooled Hours	Limited	Helps prepare Apple hardware orders and coordinate eligible purchases and deliveries.
Strategic Technology Planning	Add-on	Add-on	Included	Creates a longer-range plan for the company's systems, security, equipment, and IT priorities.
Apple Business Administration Training	Add-on	Add-on	Limited Coaching	Coaches internal IT staff on Apple Business administration, enrollment, and device-management workflows.
3rd Party Hardware Procurement	Add-on	Add-on	Limited	Sources or coordinates approved non-Apple equipment, such as monitors, docks, and networking accessories.
Onsite Technical Support	Add-on	Add-on	Add-on	Provides in-person troubleshooting or deployment when remote support is insufficient and a visit is arranged.
Rush Order Procurement	Add-on	Add-on	Add-on	Prioritizes time-sensitive hardware purchasing and vendor coordination when urgent turnaround is needed.
24/7 Remote Emergency Support	Add-on	Add-on	Add-on	Makes technicians available outside normal hours for qualifying business-critical remote incidents.

WEBSITE AND BUSINESS SYSTEMS				
Full Website Hosting / Domain / DNS Fees	Add-on	Add-on	Add-on	Covers website hosting, domain renewals, and DNS administration under a separately priced service agreement.
Website Security Scans	Add-on	Add-on	Limited - 1 Site	Runs agreed security checks on a supported website and identifies outdated or potentially vulnerable components.
Website Backups / Monitoring	Add-on	Add-on	Limited - 1 Site	Configures or reviews scheduled website backups and monitors whether jobs are completing.
WordPress Maintenance	Add-on	Add-on	1 Hour / Month - 1 Site	Applies routine WordPress, plugin, and theme maintenance within the stated monthly service allowance.
Monthly Website Content Edits	Add-on	Add-on	Included	Makes agreed routine edits to website text, images, or existing page content within a defined scope.
WooCommerce / E-Commerce Store Support	Add-on	Add-on	Add-on	Helps maintain or troubleshoot ecommerce functionality, including supported WooCommerce store components.
Advanced Website / Custom Code	Add-on	Add-on	Add-on	Builds or modifies custom website functions, integrations, or advanced code under a separate project scope.
CRM Initial Setup / Company Instance	Add-on	Add-on	Add-on	Creates a basic customer relationship management environment for the organization.
CRM Ongoing Maintenance	Add-on	Add-on	Limited - Advice Only	Assists with questions or scheduled administration related to an existing CRM; scope varies by package.
Open Source Docker Application Hosting	Add-on	Add-on	Add-on	Hosts or manages approved container-based business applications using Docker infrastructure.
Automated Workflows / Service Integration	Add-on	Add-on	Limited - Advice Only	Advises on or configures agreed automated steps between business applications and online services.
CRM Integration with Automation, VOIP, & Apps	Add-on	Add-on	Add-on	Connects CRM records or workflows with automation, phone systems, and other supported applications.
Data Migration From Old Mac to New Mac	Add-on	Add-on	Add-on	Transfers supported user files, settings, and applications from an old Mac to a replacement Mac.
Parallels and Windows App Configurations	Add-on	Add-on	Add-on	Configures supported Windows applications on Macs, for example through compatible virtualization solutions.

INCENTIVES			
Month-to-month	No discount	Standard Recurring Price	Customer pays the standard recurring amount without a term-based discount.
3 Month Prepaid	3% off	No Stacking with Other Discounts	A prepaid three-month term receives the stated percentage reduction, subject to discount restrictions.
6 Month Prepaid	5% off	No Stacking with Other Discounts	A prepaid six-month term receives the percentage shown in this Incentives table.
12 Month Commitment, Monthly Billed	5% off	Written Service Agreement	Customer signs a twelve-month agreement and pays monthly at the stated reduced rate.
12 Months Prepaid	One Month of Free Service	Equivalent to 8.33% Annual Saving	A twelve-month prepayment provides one month of service at no additional recurring-service charge.

SEPARATELY PRICED SERVICES AND CONTRACTING		
One Time Deployments / Fleet Migration	Per Project or Per Device	One-time work to configure individual new devices or deploy a group of Apple computers.
Windows to Mac Transition / Data Migration	Per device, with compatibility review	Project-based migration of supported Windows systems, data, and workflows after compatibility assessment.
Onsite Support, Travel and Urgent Calls	Hourly and Travel / After Hours Premium	In-person or urgent technician assistance billed for time and applicable travel or after-hours costs.
24/7 Emergency Response	Optional Priced Add-On with Explicit Coverage	A separately priced after-hours response arrangement with specific covered incidents and response terms.
Parallels Business / Enterprise and Windows licenses	Per Device Plus Relevant Licensing	Parallels deployment, Windows configuration, and any required third-party software licensing.
Full Website Hosting / Domain / DNS Fees	Separate Hosting/Maintenance Agreement	Website infrastructure and domain charges billed under a hosting or site-maintenance agreement.
CRM Initial Setup / Ongoing Administration / Hosting	Per Project or Monthly App Agreement	CRM installation, ongoing administration, or hosting billed as a separate application service.
Automation / CRM / VOIP Integration	Statement of Work - Not Unlimited Support	Custom integration or automation development governed by an agreed scope and deliverables.
WooCommerce / E-Commerce Setup or Maintenance	Project Quote with Deliverables	Ecommerce setup and maintenance quoted according to the store's features and support needs.
AppleCare+ Premiums, Hardware, Cloud Tools	Pass-through or Separately itemized	Insurance premiums, equipment purchases, and other external services passed through or itemized separately.