

Apple MSP Packages

	Apple Business SE	Apple Business	Apple Business Pro	Apple Business Max	Apple Business Ultra
Price	\$49/month (Total)	\$99 Per User / Month	\$149 Per User / Month	\$209 Per User / Month	\$259 Per User / Month
Best For	Solo / New or Very small business	Basic Apple management	Standard recommended plan	Security/privacy-focused firms	Full Apple-focused IT department
User Count Target	1–3 users	4–49 users	50–99 users	100–249 users	250+ users
Price Per Mac	\$59.00	\$99.00	\$179.00	\$249.00	\$349.00
Minimum Cost	\$149/month	\$399/month	\$799/month	\$1499/month	\$2499/month
Apple Business Setup / Management	Included	Included	Included	Included	Included
AppleCare+ for Business Coordination	Included	Included	Included	Included	Included
AppleCare+ Coverage Included	Up to 3 eligible devices	Up to 3 eligible devices/user	Up to 3 eligible devices/user	Up to 3 eligible devices/user	Up to 3 eligible devices/user
Mac / iPhone / iPad Device Enrollment	Included	Included	Included	Included	Included
Managed Apple Account Support	Included	Included	Included	Included	Included
Basic Security Configuration	Included	Included	Included	Included	Included
FileVault Enforcement	Included	Included	Included	Included	Included
App Assignment / Deployment	Included	Included	Included	Included	Included
macOS / iOS / iPadOS Update Guidance	Included	Included	Included	Included	Included
Microsoft 365 Support	Included	Included	Included	Included	Included
Google Workspace Support	Included	Included	Included	Included	Included
Remote Support	Included	Included	Included	Included	Included
Onboarding Assistance	Included	Included	Included	Included	Included
Offboarding Assistance	Included	Included	Included	Included	Included
Lost / Stolen Device Response	Included	Included	Included	Included	Included
AppleCare Repair Coordination	Included	Included	Included	Included	Included
Apple Business Device Assignment Support	Included	Included	Included	Included	Included
Apple Purchase Guidance	Included	Included	Included	Included	Included
KB Documentation Provided To Client	Included	Included	Included	Included	Included
Manage & Enforce Policies	Included	Included	Included	Included	Included
Privacy-Focused Configuration	Included	Included	Included	Included	Included
Emergency Cleanup	Included	Included	Included	Included	Included
Windows to Mac Transition Planning	Included	Included	Included	Included	Included
Windows to Mac Transition	Included	Included	Included	Included	Included
Vendor Coordination	Add-on	Included	Included	Included	Included
Executive Guidance	Add-on	Included	Included	Included	Included
Network / Router Coordination	Add-on	Add-on	Included	Included	Included
Device Lifecycle Planning	Add-on	Add-on	Included	Included	Included
Backup Verification	Add-on	Add-on	Included	Included	Included
Phishing / Security Guidance Video or Meeting	Add-on	Add-on	Included	Included	Included
Full Website Hosting / Domain / DNS Support	Add-on	Add-on	Included	Included	Included
CRM For Company	Add-on	Add-on	Included	Included	Included
CRM for Company Maintenance	Add-on	Add-on	Included		
Any 3rd Party Open Source Docker Container	Add-on	Add-on	Included	Included	Included
n8n Integration Package with 3rd Party Services	Add-on	Add-on	Included	Included	Included
Strategic Technology Planning	Add-on	Add-on		Included	Included
Website Security Scans	Add-on	Add-on	Add-on	Included	Included
Website Backups	Add-on	Add-on	Add-on	Included	Included
WordPress Maintenance	Add-on	Add-on	Add-on	Included	Included
Coordinate Apple Business / Apple Store Purchases	Add-on	Add-on	Add-on	Included	Included
CRM Integration with n8n, VOIP, & Apps	Add-on	Add-on	Add-on	Included	Included
Monthly Website Content Edits	Add-on	Add-on	Add-on	Add-on	Included
Data Migration From Old Mac to New Mac	Add-on	Add-on	Add-on	Add-on	Included
WooCommerce Support	Add-on	Add-on	Add-on	Add-on	Included
Advanced Website / Custom Code	Add-on	Add-on	Add-on	Add-on	Included
3rd Party Hardware Procurement Through ThinkByte	Add-on	Add-on	Add-on	Add-on	Included
Onsite Support	Add-on	Add-on	Add-on	Add-on	Add-on
Rush Order Procurement	Add-on	Add-on	Add-on	Add-on	Add-on
Parallels Business + Windows setup + business app configuration	Add-on	Add-on	Add-on	Add-on	Add-on
Parallels Enterprise + Windows setup + business app configuration	Add-on	Add-on	Add-on	Add-on	Add-on
Apple Business SE 24 Hours a Day / 7 Days a Week	Add-on	Add-on	Add-on	Add-on	Add-on
Apple Business 24 Hours a Day / 7 Days a Week	Add-on	Add-on	Add-on	Add-on	Add-on
Apple Business Pro 24 Hours a Day / 7 Days a Week	Add-on	Add-on	Add-on	Add-on	Add-on
Apple Business Max 24 Hours a Day / 7 Days a Week	Add-on	Add-on	Add-on	Add-on	Add-on

Mac Ordering and Procurement Section

Service / Feature	SE	Business	Pro	Max	Ultra	Notes
Recommend Correct Mac / iPhone / iPad Model	Included	Included	Included	Included	Included	Based on role, storage, RAM, budget
Prepare Apple Business Purchase List	Included	Included	Included	Included	Included	Device model, quantity, accessories
Device Assignment to Apple Business	Included	Included	Included	Included		Only if purchased through eligible Apple/authorized channel
New Device Setup	Included	Included	Included	Included	Included	Up to 3 eligible devices/user
Coordinate Apple Business / Apple Store Purchase	Client buys	Included	Included	Included	Included	ThinkByte can guide but client should pay Apple directly unless you resell
Accessory Recommendations	Add-on	Add-on	Included	Included	Included	Docks, displays, adapters, keyboards
Replacement Cycle Planning	Add-on	Add-on	Add-on	Included	Included	
3rd Party Hardware Procurement Through ThinkByte	Add-on	Add-on	Add-on	Add-on	Included	
Vendor Coordination	Add-on	Add-on	Add-on	Add-on	Included	
Parallels Business + Windows setup + business app configuration	Add-on	Add-on	Add-on	Add-on	Add-on	
Parallels Enterprise + Windows setup + business app configuration	Add-on	Add-on	Add-on	Add-on	Add-on	

ADD ON Services

Add-Ons	Cost	Percentage	Per	Misc.	Notes
Vendor Coordination	\$99.00		Per Month		ThinkByte Studio helps communicate with your technology vendors when issues arise, including internet providers, software companies, hosting providers, phone providers, Apple, Microsoft, Google, and other business platforms. We help reduce the back-and-forth so your business is not stuck trying to explain technical problems alone.
Executive Guidance	\$149.00		Per Event		We provide direct technology guidance for business owners, executives, office managers, and leadership teams. This includes helping leadership understand security risks, backup concerns, device policies, employee access, software decisions, and long-term technology planning in plain English.
Network / Router Coordination	\$149.00		Per Event		We help coordinate and troubleshoot basic business network issues involving routers, Wi-Fi, printers, internet service, and connected devices. For more complex network work, we can work with your internet provider or recommend a dedicated networking specialist when needed.
Device Lifecycle Planning	\$99.00		Per Event		ThinkByte Studio helps your business plan when Macs, iPhones, iPads, accessories, and other devices should be replaced or upgraded. This helps prevent sudden device failures, outdated hardware, and unexpected large technology expenses.
Backup Verification	\$99.00		Per Event		We help review whether your business devices, files, and key systems are being backed up properly. This does not just mean assuming backups exist — we help confirm that backup settings are active and that your business has a realistic recovery path if something fails.
Phishing / Security Guidance Video or Meeting	\$149.00		Per Month		We provide a security guidance session or video to help your team recognize phishing emails, suspicious links, fake login pages, malicious attachments, and common social engineering tactics. This helps reduce the risk of employee mistakes leading to account compromise or business disruption.
Full Website Hosting / Domain / DNS Support	Refer to Web Hosting Packages	Refer to Web Hosting Packages	Refer to Web Hosting Packages	Refer to Web Hosting Packages	ThinkByte Studio can help manage your website hosting, domain settings, DNS records, SSL certificates, and related website infrastructure. This is especially useful for businesses that do not want to deal with confusing hosting panels, broken DNS records, expired certificates, or website downtime.
CRM for Company	\$199.00		Per One Time Setup	No monthly or annual billing	We help set up and support a low-cost CRM system so your business can manage leads, customers, sales activity, follow-ups, and basic reporting. This can be especially valuable for companies that need better organization but do not want to pay enterprise-level CRM prices.
CRM for Company Maintenance					
Open Source Docker App Hosting / Management	\$250.00		Per Month		ThinkByte Studio can host and manage approved open-source business applications using Docker-based infrastructure. This can include tools for project management, internal documentation, automation, customer support, file management, analytics, and other business workflows.
n8n Integration Package with 3rd Party Services	\$300.00		Per One Time Setup	Up to 3 Services, \$100 for additional.	BIG OPPORTUNITY. Using Hubspot with integrations with Google Analytics costs thousands per month. We charge a fraction of that. We help set up n8n automation workflows that provide client business tools, such as Low Cost CRM, Low Cost Email Service. Apps include Plausible, OpenSign, etc.
Strategic Technology Planning	\$199.00		Per Event		We help your business create a long-term technology plan covering devices, software, security, backups, website systems, communication tools, and future growth. The goal is to stop reacting to problems and instead build a technology roadmap that supports the business.
Website Security Scans	\$99.00		Per Month		We perform recurring website security checks to help identify obvious risks, outdated software, suspicious changes, or vulnerabilities. This is especially important for WordPress, WooCommerce, and other websites that are frequent targets for attacks.
Website Backups	\$30.00		Per Month		We help configure and monitor website backups so your business has a recovery option if the site breaks, gets hacked, or loses data. This service is designed to reduce downtime and avoid starting from scratch after a website emergency.
WordPress Maintenance	\$149.00		Per Month		ThinkByte Studio helps maintain WordPress websites by reviewing updates, plugins, themes, security settings, backups, and basic performance concerns. This helps reduce the risk of broken pages, plugin conflicts, security issues, and abandoned website maintenance.
Coordinate Apple Business / Apple Store Purchases	\$99.00		Per Event		We help your business choose the right Macs, iPhones, iPads, accessories, AppleCare options, and purchase path. This makes sure the business buys the right equipment for each role instead of overspending or buying devices that are underpowered.
CRM Integration with n8n, VOIP, and Apps	\$499.00		Per Event	Covers 3 apps, + \$50 Per Additional Service	We help connect your CRM with phone systems, forms, email tools, automation platforms, payment systems, and other business apps. This can help sales reps track calls, automate follow-ups, log customer activity, and reduce manual data entry.
Monthly Website Content Edits	\$199.00		Per Month		ThinkByte Studio can make monthly website content updates such as changing text, updating service pages, replacing images, adding announcements, editing pricing sections, or making small layout changes. This is for businesses that need regular website updates but do not want to manage the website themselves.
Data Migration from Old Mac to New Mac	\$99.00		Per Month	Per User	We help move user data, files, settings, and supported applications from an older Mac to a new Mac. We also help verify that the user can access their business accounts, email, files, and key apps after the migration.
WooCommerce Support	\$299.00		Per Month		We help maintain and troubleshoot WooCommerce stores, including product pages, checkout issues, payment settings, shipping settings, plugin conflicts, and store performance concerns. This is designed for businesses that depend on their online store to generate revenue.
Advanced Website / Custom Code	\$750.00		Per Request		This covers more advanced website work beyond basic edits or maintenance, including custom features, membership systems, LMS features, advanced forms, special integrations, and custom code changes. These projects are usually quoted based on complexity because the time required can vary significantly.
3rd Party Hardware Procurement Through ThinkByte		7%	Of Total Sale		ThinkByte Studio can help source and purchase approved third-party hardware such as docks, monitors, adapters, keyboards, networking equipment, printers, and accessories. We can also help ensure the hardware is appropriate for the client's Apple environment.
Parallels Business Managed Add-on	\$29.00		Per Device		We help businesses deploy and manage Parallels Desktop Business for employees who still need to run Windows applications on a Mac. This is useful for companies transitioning to Apple but still dependent on certain Windows-only software.
Parallels + Windows App Support Add-on	\$49.00		Per Device		This includes Parallels setup plus additional help configuring Windows, installing supported Windows applications, and helping users access the business tools they still need. Windows licensing and unsupported legacy software issues may require separate review.
Parallels Enterprise Add-on	\$59.00		Per Device		For larger organizations, ThinkByte Studio can help coordinate a Parallels Enterprise deployment with centralized management and enterprise-level planning. Because enterprise licensing and requirements vary, this should be handled as a custom quote.
Onsite Support	See Chart Below	See Chart Below	See Chart Below	See Chart Below	ThinkByte Studio can provide approved onsite support for issues that cannot be handled remotely, such as device deployment, network troubleshooting, printer setup, office technology problems, or urgent business-impacting issues. Onsite work should remain hourly or project-based so it does not overwhelm your monthly support plans.
Rush Order Procurement	Contact Us	Contact Us	Contact Us	Contact Us	When a business needs hardware or equipment quickly, we can prioritize the purchase coordination, device planning, and procurement process. This should carry a rush fee because it interrupts normal scheduling and often requires faster vendor coordination.
Apple Business 24 Hours a Day / 7 Days a Week	\$149.00		Per User Per Month		This provides after-hours and weekend support availability for approved urgent business issues. It should be priced as a premium add-on because it requires technician availability outside normal business hours and can create staffing costs even when call volume is low.
Travel Fee	\$50.00			flat within local service area	Outside Hampton Roads / normal service area
Standard Onsite Visit	\$175.00		Hour		2-hour minimum
Priority Onsite Visit	\$225.00		Hour		For urgent same-day or next-business-day requests
Onsite New Device Deployment	\$175.00		Hour		If not covered by onboarding agreement
Onsite Network / Printer / Router Work	\$175.00		Hour		Ultra includes coordination, not unlimited labor
Emergency Security / Lockout Onsite	\$225.00		Hour		Standard emergency remediation rate
After-Hours / Weekend Onsite	\$275.00		Hour		Waive for Max/Ultra within a certain radius ie. 50 miles

On-Site Services

Onsite Service	Recommended Price	Notes
Standard Onsite Visit	\$175/hour	2-hour minimum
Priority Onsite Visit	\$225/hour	For urgent same-day or next-business-day requests
After-Hours / Weekend Onsite	\$275/hour	Only when approved
Travel Fee	\$75 flat within local service area	Waive for Max/Ultra within a certain radius ie. 50 miles
Extended Travel	Quoted By Steven or Jean	Outside Hampton Roads / normal service area
Onsite New Device Deployment	\$175/hour	If not covered by onboarding agreement
Onsite Network / Printer / Router Work	\$175/hour	Ultra includes coordination, not unlimited labor
Emergency Security / Lockout Onsite	\$225/hour	Standard emergency remediation rate

Steps

Emergency Cleanup Situation	What ThinkByte Would Do
Business owner is locked out of a Mac or Apple Account	Help regain access, review recovery options, secure the account
Employee is terminated suddenly	Lock down account access, help secure device, review data access
Lost or stolen business Mac, iPhone, or iPad	Help with lock/wipe steps, Apple Business review, account security
Suspected malware or compromise	Review symptoms, isolate issue, clean up device/account access
Email or Microsoft 365 access problem	Restore access, review security, help reduce business downtime
Failed macOS update	Troubleshoot boot/access issue, backup concerns, recovery options
Business-critical device failure	Coordinate repair/replacement path and temporary workaround
Urgent AppleCare repair need	Help coordinate Apple repair, replacement, or service path
Backup or data access emergency	Help recover access or identify backup options
Security issue requiring immediate action	Account lockdown, password resets, device review, access cleanup

Apple Standardization Discount

Month to Month	No Discount
3 Month Pre-Paid	3% Discount
6 Month Pre-Paid	6% Discount
12 Month Pre-Paid	1 Month Free

Web Hosting & App Addition

If Included	Discount	Requisite
Non-Managed Hosting	None	None
Managed Hosting	Waive Setup Fee	6 or 12 Month MSP Plan
MSP + Managed Website	+1% Discount	Pre-Paid Plan
12 Month Pre-Paid	+2% Discount	Pre-Paid Plan