



MAXIMIZING EDUCATIONAL VALUE

A Guide to Choosing the Right Apple Devices for Your School

INVESTING IN YOUR STUDENTS' FUTURE

When it comes to Apple devices, making the right choice can have a significant impact on both students' learning experiences and your school's budget. This guide will help you navigate the options and make the most informed decision for your educational technology needs.



Is Something from 2021 or 2020 Considered New?

When considering your options, it's crucial to look beyond the initial price tag:

- The 9th generation iPad is priced at \$294 for education, while the 10th generation is \$329.
- For MacBooks, you can purchase a 13" M2 model for \$999 or an M3 for \$1099.
- These price differences might seem significant, but consider the long-term implications.

LOOK BEYOND THE INITIAL PRICE TAG

While Apple continues to offer various models of iPads and MacBooks, it's important to understand what "new" really means in the fast-paced world of technology:



A device may be new to your school, but its technology could be several years old



The 9th generation iPad, for instance, was released in 2021



Similarly, the M1 MacBook, while still powerful, was introduced in 2020

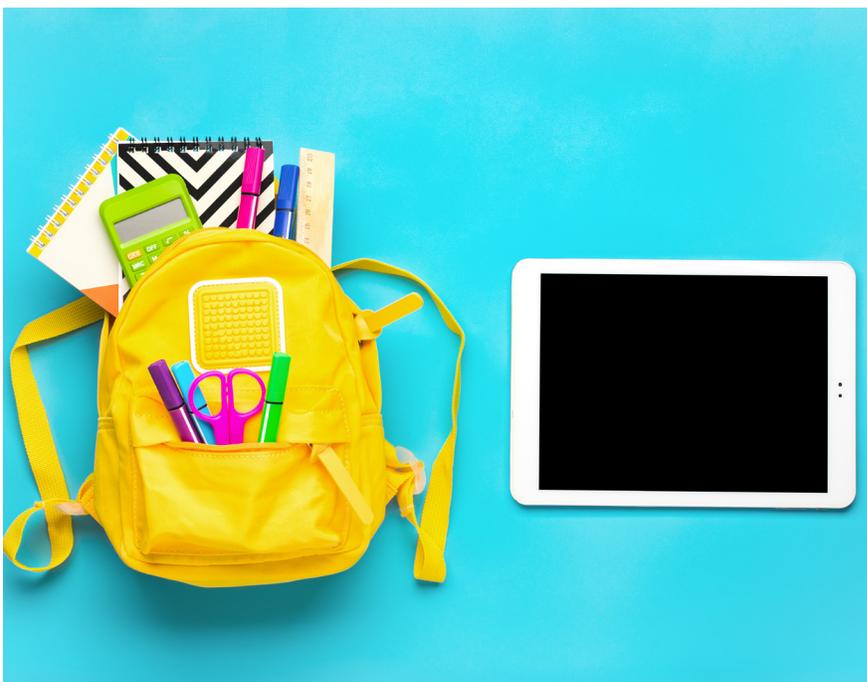
BETTER TECH TODAY MORE ROI TOMORROW

Think about where your devices will be in 3–4 years:

If you purchase a 9th generation iPad now, in 3 years, you'll be using a device with 7-year-old technology

Similarly, an M1 MacBook purchased now will be using 7-year-old technology by 2027.

Ask yourself: Would you choose a 5th generation iPad or a 2017 MacBook for your students today?



Maximizing Return on Investment

Investing in newer models often provides better value over time:

- ✓ Latest models typically hold their value better.
- ✓ They provide students with access to the most current features and capabilities
- ✓ When it's time to upgrade, newer models often have higher trade-in or buyback values

KEY CONSIDERATIONS FOR YOUR DECISION

As you plan your Apple device strategy, keep these points in mind:

Look beyond initial costs to long-term value

Consider the actual age of the technology, not just when you're purchasing it

Think about how the device will serve your students' needs 3–4 years from now

Remember that the most cost-effective time for device refresh is typically between 3–3.5 years of use

MAKING THE BEST CHOICE FOR YOUR SCHOOL

We're committed to supporting education with the best technology available. We understand the challenges of balancing budgets with educational needs, and we're here to help you make the most informed decision.

By choosing the latest iPad or MacBook models, you're not just buying a device – you're investing in your students' educational experience and your school's technological future.

PLANNING FOR THE FUTURE

As you consider your Apple device strategy, it's important to think about the entire lifecycle of your technology investment. Many schools find value in exploring buyback programs to help manage their device upgrades efficiently.

These programs can offer several benefits:

- Assistance with planning future upgrades based on device lifecycles
- Options for recapturing value from current devices when it's time to upgrade
- Support for smooth transitions when refreshing your technology
- Potential for significant budget savings over time
- Environmentally responsible disposal of outdated technology

Considering a buyback strategy as part of your overall technology plan can help you maximize the return on your investment and ensure a consistent refresh cycle for your school's devices.

For more information on how to optimize your school's Apple device strategy, including general advice on upgrade options and long-term planning, please don't hesitate to contact your Apple Education representative. We're here to ensure your students have access to the best learning tools possible, now and in the future.

