

MacBook Neo for Business

The accessible full Mac for standard staff seats in growing SMBs



MacBook Neo brings a real Mac to more seats: A18 Pro, 13-inch Liquid Retina, all-day battery, macOS, and Apple Intelligence — at an accessibility tier that suits standard office and hybrid roles. Leadership gets the Apple experience people prefer; IT keeps a supervised fleet with Apple Business Manager and MDM.

Why SMBs choose Neo

- Default staff laptop when you want Mac quality without specifying Pro for every role.
- Strong for email, browser, Microsoft 365 or Google Workspace, meetings, and light creative work.
- Client-facing polish with aluminium design — still enrolled and managed like business IT.
- Clear step-up path: Air or Pro for developers, heavy creative, and specialist roles; iPad for field work.

At a glance (public Apple positioning)

Chip	Apple A18 Pro
Display	13" Liquid Retina
Memory	8GB unified
Storage	Configurable SSD

OS	macOS + Apple Intelligence
Camera	1080p FaceTime HD
Finishes	Silver, Blush, Indigo, Citrus
Focus	Accessible full Mac

Right-size by role

MacBook Neo	Standard staff, hybrid roles, cost-conscious Mac fleets
MacBook Air	Knowledge workers who push apps harder
MacBook Pro / Mac	Design, video, software development, data
iPad + iPhone	Field forms, site photos, always-on mobility

Business stack

Apple Business Manager · Jamf Pro or Jamf Now · Sophos Central (endpoint / MDR) · UniFi office networking · Microsoft 365 identity. Devices people prefer, managed like a business fleet.

How New Gauge Digital helps

Projects for ABM, device setup, and Jamf; managed paths for device security; UniFi and Sophos where they fit. Hardware via your preferred Apple business channel — we design, deploy, and hand over or operate.

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