Evaluating the Apple MacBook Pro

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This will illustrate why the MacBook Pro from Apple is the best choice for a personal use laptop. With as quickly as technology advances, and the sheer volume of malicious software being deployed by criminals, Apple manages to remain ahead of these vicious attackers. Apple is able to quickly deploy software updates to its users because of their hardware configurations. They allow the user to be more mobile because of the size and weight of their machines. Lastly, the Apple customer service is leaps and bounds ahead of the competition. This essay will cover the security features, form factor, and the customer support Apple provides, setting them apart from the crowd.

            The operating system of the MacBook Pro, Mac OS, is inherently secure due to the methods Apple uses to implement sandboxing. Sandboxing prevents a large percentage of malware from being installed and acts as a deterrent to malware developers. By default, less malware is developed for Apple based machines than Windows. While there is still a risk of being exposed to malware on an Apple device the chances are significantly reduced compared to a machine running the Windows software. Combined with the sandboxing is a built-in messaging app that utilizes end to end encryption. This feature assists in preventing personal communications from being intercepted by malicious actors. Apple provided granular controls for location settings and privacy giving the user control of the information they chose to share with Apple. The MacBook Pro takes privacy and security into thought from the ground up (“Security. Built Right In”, Apple). Apple believes the more secure the hardware is, the more secure the software can become. This is evident with the inception of the T2 security chip that is placed in all-new Apple hardware. The T2 chip provides users the ability to use their fingerprint as a password and use that same fingerprint to store all their passwords. This is known as the Apple “key-chain,” which will automatically suggest a secure password and save it to an encrypted file. This feature allows users to quickly authenticate to their resources with the touch of a finger.

The MacBook Pro comes in two different sizes. The smaller of the two form factors is the thirteen-inch model. The size makes it extremely easy to toss in a bookbag and go about your day. The weight is near perfect, which makes it great for caring with you from meeting to meeting. The second while significantly larger, is a sixteen-inch variant, while the increase in size does make the machine more noticeable in a backpack, the advancements in technology kept the weight on the lower end compared to the competition.

            The biggest benefit to the purchaser is Apple Care (“Apple Care Products”, Apple). For example, there was a defect in the production method that caused keys to become “sticky,” this would unintentionally cause repeated keystrokes and spaces (“Keyboard Service Program”, Apple). Some users ran into trouble, Apple was quick to put together a replacement program. They asked buyers that were impacted to return the machine to an Apple repair center. The process to return the computer was simple. Apple sends a pre-paid box for the purchaser to return the machine in. It takes about a week for a certified Apple repair team member to go through the machine replacing the keyboard and battery, then ships it back to the original buyer. Their warranty and customer support, referred to as Apple Care is far superior to any other manufacturer.

In conclusion, the security features, form factor, and the customer support Apple provides, sets them apart from the competition. Features like the T2 chipset, the light-weight and compact size, and customer service make the purchase of a MacBook Pro worth every dollar.

References

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