What’s New for Business
September 2020

New iPad and Apple Watch product updates, together with iOS 14, iPadOS 14 and watchOS 7 bring even more productivity for employees. New platform updates also increase control for IT and introduce new opportunities for developers of business apps.

New iPad Air and iPad
The new iPad Air and iPad (8th generation) redefine power and versatility for more of today’s mobile workforce. With more pro features, iPad Air is a great choice for all employees, especially for machine-learning-centric workflows. iPad (8th generation) now offers exceptional performance at the most affordable price point, which opens the door for more companies to be creative and deploy iPad to help tackle tough jobs everywhere.

More ways to work with iPadOS 14
iPadOS 14 introduces new features that take advantage of the large Multi-Touch display of iPad. Get more done while you search, use Siri and answer calls. And with Scribble, you can use Apple Pencil to write in any text field, automatically converting your handwriting to typed text. iPadOS 14 also includes many great features from iOS 14.

Productivity from anywhere with iOS 14
iOS 14 reimagines the way you interact with the Home Screen with new compact UI, completely redesigned Widgets, search and the new App Library. App Clips enable businesses to create unique, branded customer and employee experiences without having to write their own code. Additional features, privacy improvements and system-wide translation capabilities help employees get more done with less friction.

New Apple Watch Series 6 and Apple Watch SE
The new Apple Watch family, together with watchOS 7, bring unprecedented power and new technology to employees’ wrists, helping them stay connected while inspiring them to live a healthier, more active life. The new blood oxygen sensor in Apple Watch Series 6 gives employees more ways to monitor their health. Apple Watch, watchOS 7 and Apple Fitness+ help employees find new ways to improve balance and wellbeing and Apple Watch SE delivers it at a price point that makes it accessible by more organisations.

More flexibility and control for deployment
In iOS 14 and iPadOS 14, managed apps now have the ability to be marked as non-removable while still allowing home screen customisation, ideal for business-critical apps like VPN or communication solutions. IT teams can also skip additional screens in the setup assistant and choose to set a specific time zone for each device without needing location services.

Enhanced security for accounts and apps
In iOS 14 and iPadOS 14, VPN connections can be established on a per-account basis, which provides more granular control over what data goes through VPN. And now it’s easier for organisations to use push notifications on air-gapped networks.

Identity management improvements for IT
Apple Business Manager works better with Azure Active Directory with support for the System for Cross-domain Identity Management (SCIM) standard. Shared iPad also gains the support to use SSO extensions. Together, these make managing user identities in cloud-based applications and services easier.

Powerful technologies to build business apps
New developer updates bring powerful ways to increase employee productivity and deliver engaging customer experiences. Siri now works as an intelligent system, empowering employees and customers with the right information at the right time to make routines more productive. With ARKit 4, the Depth API expands spatial understanding, improving remote expertise, service and collaboration use cases. And machine learning is available to mobile teams with out-of-the-box frameworks like Vision, which can now detect body poses and analyse objects.