

— A REPORT BY VELORY

2025's Most Popular **Work Devices** by Employee Profile

Twelve months of device orders across Nordic IT teams. A practical reference for upcoming budget and procurement planning.

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Three sections plus two appendices: what each role ordered, what the whole dataset says, what to do about it before the next budget cycle.

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— INTRODUCTION

What a Nordic fleet actually looked like in 2025

TWELVE MONTHS OF DEVICE ORDERS

Read by role

This edition covers devices recorded across our Nordic customer base during 2025, spanning mid-market, enterprise and public sector in Sweden, Norway, Denmark and Finland. 15,421 of those records are orders placed during the year.

It answers the question IT teams ask at budget time: what kind of devices do employees need, and what does it cost? Five profiles get a page each, built from what companies actually bought for people in those roles. Some of it is an employee choosing inside a company store, some of it is IT ordering on their behalf, and all of it sits inside a catalogue and a budget somebody set in advance. That is a more useful thing to look at than a policy document, because it is what happened.

Every figure here is a **company-weighted median**, which means each company counts once whatever its size and a pattern only reaches these pages if it holds across the customer base instead of inside one large fleet.

Phones carry most of the report. They are the most widely spread part of the dataset and the place where role differences show up sharpest, which makes them the clearest guide to how a team really equips itself. Computers join in wherever the data is strong enough to support them, mostly on storage.

What's inside

Five profile pages with spend, tier and storage. Four Nordic-level findings on brand, storage, price and order timing. Three procurement decisions for the next budget cycle.

The dataset

5,803 phones and **4,171** computers across four markets. **3,530** of the phones and **734** of the computers were ordered during 2025; the rest is fleet already in place, included so the profile and storage samples are large enough to read.

5

employee profiles

4

Nordic markets

— SECTION ONE

Device preferences by profile

What they carry, what they pay, how often they take the premium tier, and a default recommendation for your next budget planning.

The Adviser

Advisers and consultants, internal and external
Client work, premium tier, heaviest storage

Management & Administration

Team leadership, administration, finance, analysis
The broadest sample in the report

The Developer

Software development, architecture, application support
The most expensive phone in the company

The Sales Executive

Sales, account management, customer success, marketing
The cheapest phone in the company

The Engineer **NEW**

Civil, systems and design engineering
Buys like a developer, sits in operations

Appendix B lists the job titles behind each group.

— PROFILE 01 OF 05

The Adviser

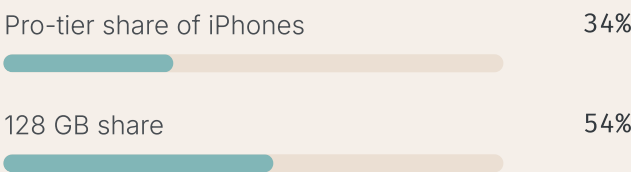
Mobility, client sites, and the widest device spread of any profile

18% of the phones in this report · largest single contributor 16%

PHONES

The 2025 mix

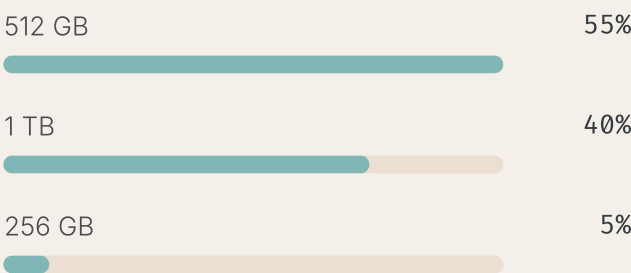
Advisers and consultants contribute more phones than any other profile, and no single company accounts for more than 16% of them, and a third take a Pro-tier phone. Their storage runs lighter than you might expect for a mobile role.



COMPUTERS

n = 305 · largest contributor 36%

This profile takes 1 TB more often than any other, though 512 GB is still the more common choice.



€781

median phone spend (8,642 SEK)

34%

of iPhones on the Pro tier

54%

of phones at 128 GB

WHAT TO DO

Default this profile to 128 GB on the phone and 512 GB on the laptop, with 1 TB offered as a per-engagement upgrade rather than a standing spec. The Pro tier is worth budgeting for at around a third of the team, which is roughly what companies already do without planning for it.

— PROFILE 02 OF 05

Management & Administration

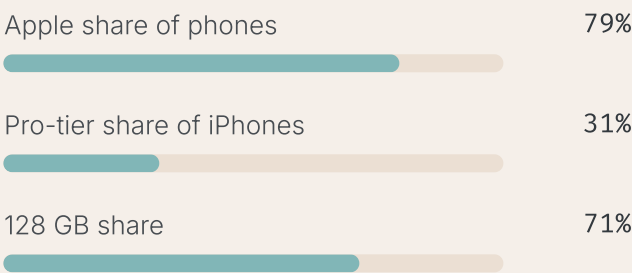
Administration, HR, finance and operations. The broadest sample in the report.

12% of the phones in this report, drawn from more companies than any other profile · largest single contributor 12%

PHONES

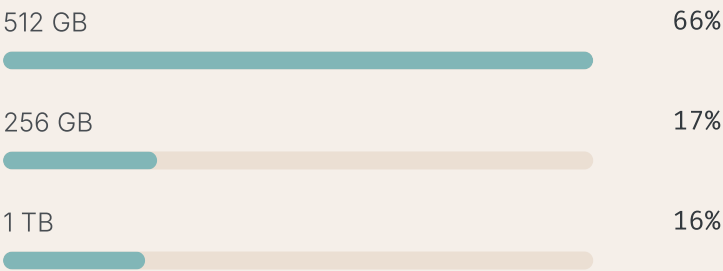
The 2025 mix

High Apple share, mid-range spend, and the strongest pull towards the 128 GB default. The work sits in cloud applications, so the phone does not have to carry much.



COMPUTERS

n = 219, the best-spread computer sample in the report · largest contributor 21%



€789

median phone spend (8,732 SEK)

79%

Apple share of phones

512 GB

computer default, 66% of this profile's computers

WHAT TO DO

This is your baseline spec. If you are setting one standard configuration for the whole company and refining from there, build it around what this group already takes: a base-tier phone at 128 GB and a 512 GB laptop.

— PROFILE 03 OF 05

The Developer

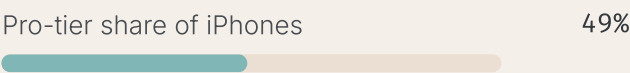
The most expensive phone in the company, by a clear margin

6% of the phones in this report · largest single contributor 34%

PHONES

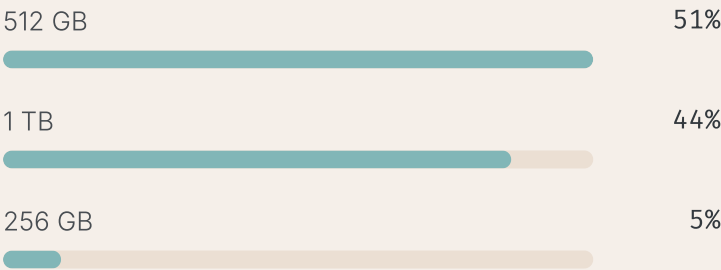
The 2025 mix

Developers take the Pro tier more often than any other profile and pay the most for their phones. They also break the 128 GB default hardest: 45% go to 256 GB, the highest of any profile. Local builds, simulators and test devices all push the same direction.



COMPUTERS

n = 187, directional · one company contributes 52%



€852

median phone spend (9,430 SEK), the highest of any profile

49%

of iPhones on the Pro tier

WHAT TO DO

Budget for the Pro tier as the developer default, because it already is one in practice at nearly half of orders. On laptops, 512 GB and 1 TB are effectively tied, so pick one and standardise. Re-provisioning a developer machine inside the same refresh window costs more than the storage did.

— PROFILE 04 OF 05

The Sales Executive

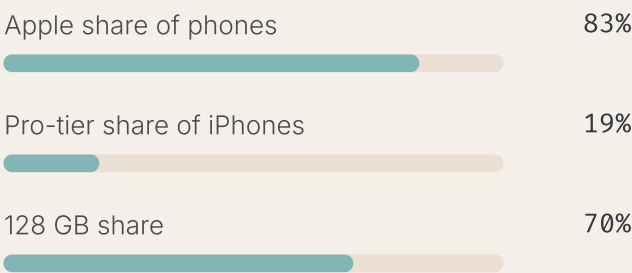
The highest Apple share in the report, and the cheapest phone in it

3% of the phones in this report · largest single contributor 30%

PHONES

The 2025 mix

This is the finding most likely to surprise the people reading it. Sales has the highest Apple share of any profile and the lowest spend of any profile. The gap to developers is **€131 per phone (1,451 SEK)**.



COMPUTERS

n = 82 · largest contributor 29%



€721

median phone spend (7,979 SEK), the lowest of any profile

19%

of iPhones on the Pro tier

83%

Apple share, the highest in the report

WHAT TO DO

Check whether your sales spec is a deliberate decision or an inherited one. A rep running demos on customer sites has a different case for the premium tier than one working mainly in a CRM and an inbox. Either answer is defensible. The point is to reach it on purpose, and to be able to show the reasoning when the budget is reviewed.

— PROFILE 05 OF 05 · NEW

The Engineer

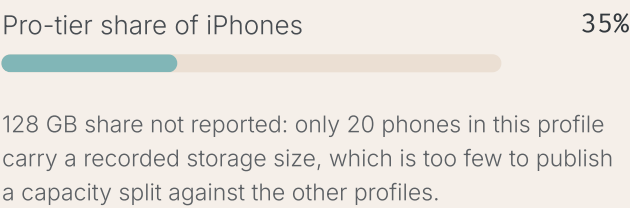
New for 2025. Buys like a developer, sits inside operations.

3% of the phones in this report · largest single contributor 28%

PHONES

The 2025 mix

On phones, engineers sit close to developers on the premium tier, at 35% against 49%. On laptops they look far more conservative. It is the clearest case in the data of a role whose phone and computer needs point in different directions, which is why a single technical-staff spec tends to miss them.



COMPUTERS

Not reported

Only 44 engineer computers carry a readable disk size and 64% of them come from a single company, which is too concentrated to publish a split.

€795

median phone spend (8,799 SEK)

35%

of iPhones on the Pro tier

WHAT TO DO

Split the spec. Engineers earn the phone upgrade and mostly do not need the laptop one. If your current policy treats them as administrative staff, the phone is where that shows up first, usually as a storage complaint about six months in.

— NEXT YEAR'S PAGES

Two profiles we're watching

Two roles are taking shape in the data, and neither has quite enough behind it yet to carry a page of its own. Both are close, and both are worth knowing about now if you are specifying for a team that includes them.

EMERGING PROFILES

Reported as direction, not as percentages

The Designer

The smallest profile in the report at half a percent of phones, and thinly spread: designers turn up in ones and twos across a lot of companies instead of clustering in a few design-led ones. What we can see points to a high Apple share, but there are too few of them to say anything about storage or spend.

The Field & Service Technician

A bigger sample, and the one place where rugged Android phones show up in volume rather than as exceptions. The catch is concentration. Around three quarters of those devices come from one company, which makes this a good look at a single organisation's field policy and not yet a read on the region. That is also why there is no brand split on this one.

WHAT WOULD CHANGE IT	A wider spread of companies in each, with no single fleet dominating. Both are close enough that we expect to give them full pages next year.
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— QUICK REFERENCE

Summary by role

Five profiles, the 2025 procurement defaults. Use this when planning a refresh or an onboarding budget.

DEFAULTS BY PROFILE

Company-weighted medians. Per-profile sample sizes on each profile page.

PROFILE	PRO TIER	MEDIAN SPEND	128 GB	COMPUTER DEFAULT
Adviser	34%	€781 (8,642 SEK)	54%	512 GB
Management & Administration	31%	€789 (8,732 SEK)	71%	512 GB
Developer	49%	€852 (9,430 SEK)	54%	512 GB / 1 TB
Sales Executive	19%	€721 (7,979 SEK)	70%	512 GB
Engineer	35%	€795 (8,799 SEK)	—	—

THE PATTERN Technical roles take the premium tier at roughly **twice the rate** of commercial ones, and **€131** separates the highest-spending profile from the lowest. Storage follows the same line. If you are looking for one lever that separates your profiles from each other, it is the tier, not the brand. Every profile in this report is Apple-majority.

WHAT TO PLAN FOR

The same five profiles as a spec sheet. The last column is the thing to settle once, in a policy, instead of one order at a time.

PROFILE	PHONE	LAPTOP	WHAT TO DECIDE ONCE
Adviser	128 GB, Pro for about a third of the team	512 GB standard	Fund 1 TB per engagement instead of as a standing spec
Management & Administration	128 GB, base tier	512 GB	Make this the company baseline and treat every other profile as a documented exception
Developer	256 GB, Pro tier	512 GB or 1 TB, pick one and standardise	Budget Pro as the default rather than as an approval
Sales Executive	128 GB, base tier	512 GB	Confirm the base tier is a decision, not an inheritance
Engineer	256 GB, Pro tier (see note)	not enough data	Split the spec deliberately, then measure it

Three of these specs describe what the data already shows. The developer row is a step up from it, and deliberately so: 45% of developers already take 256 GB without anyone having written that down. The engineer row is a judgment call rather than a reading, because too few engineer phones carry a recorded storage size to settle it. Putting either in writing is what makes the number forecastable.

— SECTION TWO

The bigger picture

Stepping back from the per-profile detail: what nearly every company agrees on, what they pay for it, and when the ordering actually happens.

Phone brand

Apple's majority is near-universal

Phone storage

128 GB, whatever the platform

Price

The tier is where the money goes

Timing

Computers cluster in the autumn, phones spread across the year

— PHONES · BRAND

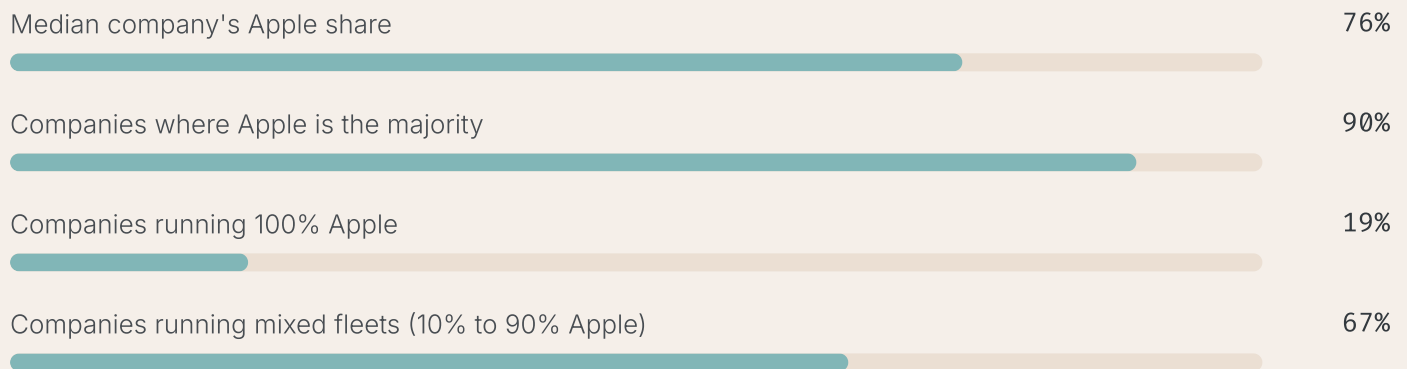
Apple's majority is near-universal

This finding holds at every level we tested: by market, by company size, and across every customer grouping in the data.

APPLE SHARE OF PHONES
Company-weighted, 2025

9 in 10

companies run an Apple-majority phone fleet



Apple's position is not in question. But read the last row again, because it complicates the first three. **Two thirds of companies run somewhere between 10% and 90% Apple**, which makes the all-Apple fleet the exception rather than the rule.

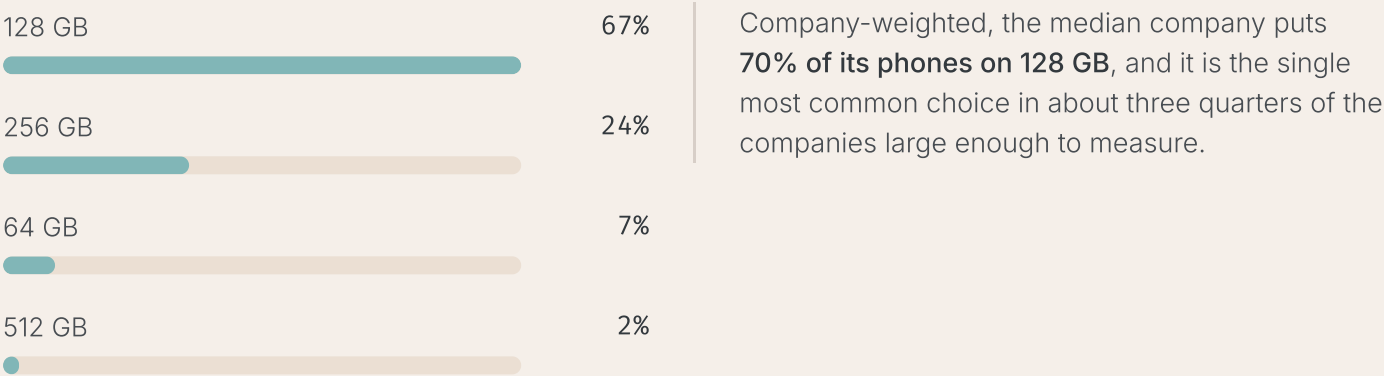
If you are writing a device policy that assumes a single platform, check it against your own numbers first. Two thirds of the companies here are running both, whether they planned to or not.

PHONES · STORAGE

128 GB is the default, whatever the platform

Phone storage is the most uniform finding in the report, and it holds whichever platform the phone runs. Sample: 30% of the phones in this report, with no company contributing more than 9%.

CAPACITY SPLIT
Share of phones ordered, 2025



THE SAME SPLIT ON IOS AND ANDROID
Three percentage points apart

PLATFORM	128 GB	256 GB
Apple	67%	24%
Android	64%	22%

Whatever drives storage choice, it is not the platform. It is the role, and the profile pages show the spread: management and administration at 71% on 128 GB, advisers at 54%.

WHAT TO DO **Set 128 GB as the standing default and fund 256 GB as a documented exception for engineering and development.** That is what companies are already doing. Writing it down turns it from a series of individual approvals into a policy.

PRICE

The tier is where the money goes

Median spend per phone differs by 6% between Apple and Android. Inside one Apple generation, the cheapest tier to the most expensive is a range of exactly double. The tier accounts for more of the total than the brand does.

APPLE AGAINST ANDROID
Median spend per phone, 2025

€795

Apple (8,799 SEK)

€750

Android (8,296 SEK)

6%

difference between the two

THE TIER LADDER, INSIDE APPLE

One generation, compared like for like, so the step between tiers is not confused with the step between model years

TIER	MEDIAN	AGAINST BASE
e	€614 (6,790 SEK)	-17%
Base	€739 (8,181 SEK)	—
Plus	€872 (9,651 SEK)	+18%
Pro	€1,001 (11,079 SEK)	+35%
Pro Max	€1,234 (13,658 SEK)	+67%

Switching brand to save money moves the number by 6%, while moving a single profile off the Pro tier moves it by 35%. For a 200-person company where a third of phones are Pro, that is a meaningful line in a budget that nobody is currently looking at, because the decision gets made one order at a time.

The brand argument is the one that gets had, and the tier decision is the one that shows up in the budget.

— ORDER TIMING

Computers cluster in the autumn, phones spread across the year

BY MONTH

Share of a company's annual orders, by month

Each figure is the average of the individual companies' own monthly splits, so no single large buyer sets the shape of the year. An even spread would put every month at 8.3%.

MONTH	PHONES	COMPUTERS
January	9.0%	6.5%
February	6.4%	3.2%
March	9.1%	7.5%
April	8.8%	7.2%
May	7.7%	7.4%
June	7.8%	5.8%
July	2.6%	7.2%
August	10.4%	13.9%
September	8.4%	12.4%
October	10.1%	12.1%
November	9.5%	7.6%
December	10.1%	9.3%

IN HALVES

The same data in halves

	FIRST HALF	SECOND HALF
Phones	49%	51%
Computers	38%	62%

Phones split the year almost evenly, 49% against 51%. Computers run 38% against 62%, with August, September and October each carrying more than 12% of the year on their own. The autumn weighting holds company by company: 65% of companies order more computers in the second half than the first, and removing the largest computer buyer moves August by two tenths of a percentage point.

Company by company the two curves correlate at 0.49, which is enough to say both slow over the summer and not enough to treat them as one buying cycle. July is where they part most clearly: phones fall to 2.6% against an even spread of 8.3%, while computers hold at 7.2%.

WHAT TO DO **Check which half of the year your hardware budget assumes.** If your computers follow the shape above, you are approving in one half of the year and invoicing in the other, which is worth settling before the annual plan is locked rather than after.

Caveat: the computer column rests on the 17 companies with enough annual volume to show a monthly shape, against 65 for phones. Read the computer months as a shape rather than a precise split.

— SECTION THREE

What to do

What the data means for your upcoming procurement and budget planning, how to read it against your own fleet, and where Velory fits in.

What this means for IT

Three decisions before finalizing budget

How to evaluate your team

Three places to start, today

About Velory

Who we are and how to start

— PROCUREMENT

What this means for IT in 2026

Three decisions worth making before finalizing budget.

DECISIONS

With the team that owns each one

01 Set the tier by profile, and write it down

The tier premium is 35%, the brand premium is 6%. Tier is where your phone budget actually goes, and it usually gets settled one order at a time rather than once as a policy. Developers already take Pro at 49% and engineers at 35%, against 19% for sales. Decide whether both of those are what you intended.

Who acts: IT procurement with team leads.

02 Match the hardware budget to the shape of the year

Computers are ordered 38% in the first half of the year and 62% in the second, with August, September and October each taking more than 12% on their own. Phones stay close to even. If your budget is divided flat across quarters, the second half is where the computer line runs short, and that is worth checking against last year's actuals before the number is set.

Who acts: IT operations with finance.

03 Plan for two platforms, because you already have two

Two thirds of companies in this data run mixed fleets. If your device policy, your MDM configuration and your support documentation assume one platform, the second one is being handled by somebody informally. Find out who.

Who acts: IT operations with InfoSec.

— PRACTICAL STEPS

How to evaluate your team's tech needs

How to read this report against your own setup, with or without Velory.

THREE PLACES TO START

Manual approach, and what changes with a platform

01 Build a role-by-role view of your hardware

Audit inventory by role rather than device type: what a developer carries against a sales rep or an engineer. Done manually, that means exporting the MDM list and matching it against HR data in a spreadsheet. With Velory, every device is already mapped to an employee with MDM data synced in, so per-role patterns surface instantly, including the unassigned devices a spreadsheet misses.

02 Price your tiers before you approve the next one

The 35% figure on page 15 is our data, not yours. Run the same calculation on your own orders: median spend per phone, split by tier, split by profile. If you cannot get that in an afternoon, that is the finding. With Velory, spend by profile is a view rather than a project, and the budget you set per role is visible to the person ordering against it.

03 Give employees structured choice within budget

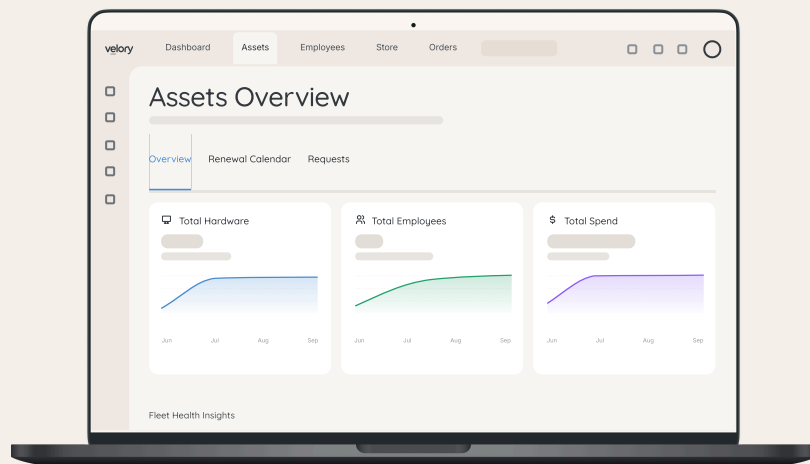
The best signal of what a role needs is what people in that role actually choose. Set a clear budget per role. The flexibility above that line is what makes it land. With Velory, employees choose within a company-approved store, and anyone who wants something above budget sees the salary deduction transparently and tops up from there. You keep cost control and guardrails. They get flexibility.

— ABOUT VELORY

The engine that gets more out of every IT asset you pay for

Velory runs lifecycle management across hardware, software and SaaS, and mobile subscriptions, so every laptop, licence and SIM earns its keep from the day it arrives to the day it's retired.

It connects to the tools you already use (MDM, HRIS, suppliers, ITAD) and works from day one. Go live instantly, not in months.

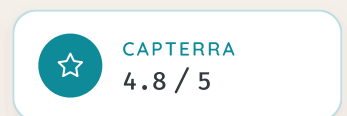
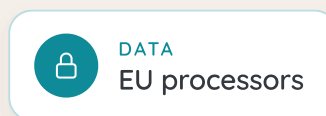
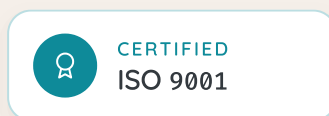


Define budgets by team with profile-level configuration

Enable employee choice within a curated selection

Build team bundles so the right kit lands on day one

Allow upgrades with personal contribution on top



Trusted by 50,000+ users across tech, finance and retail. Recognised in Gartner®'s 2026 Market Guide for Hardware Asset Management Tools. Headquartered in Stockholm.

[Talk to our team →](#)

[Test the interactive demo](#)

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— APPENDIX A

How we counted

This edition draws on **23,533** device and accessory records from across our Nordic customer base, spanning mid-market, enterprise and public sector. Of those, **15,421** are orders placed between 2 January and 31 December 2025.

HOW WE COUNT

Two kinds of figure, counted two different ways

Company-level findings are company-weighted: each company counts once whatever its size, so a customer with 900 devices moves the number exactly as much as one with 12. This covers the Apple-share figures on page 13, which count companies with 10 or more phone orders, and the monthly ordering shares on page 16.

Device-level findings are shares of the devices themselves. This covers the capacity splits on page 14 and the per-profile figures on pages 5 to 11. Every profile page carries its own sample size as a share of the whole, along with its largest single contributor, so you can see how concentrated it is before you lean on it.

The two halves also draw on different slices. Spend figures come from the 15,421 orders placed during 2025, because only an ordered device carries a price. Profile, brand and storage figures come from all 23,533 records, because fleet already in place is what makes those samples large enough to read.

Profiles are derived from job titles, which are written in several languages across the data and cover just under half the phones in the report. Roughly a quarter of order rows carry no job title at all. Appendix B lists the kinds of title in each group; the full matching rules, including the order they are applied in, are held as a script and available on request.

STORAGE

Recorded capacity for phones, reported disk size for computers

Phone storage comes from two places: the capacity field recorded against the device, and, where that is empty, a capacity stated in the device name. Together they cover 1,728 phones, 30% of those here. The capacity field alone covers 13%, so both are needed. Computer storage is read from the disk size the machine reports, which lands a little under the nominal tier, so a drive reporting around 470 GB is counted as 512 GB. That is available for 32% of the computers. Where a profile's computer sample is too small or too concentrated in one customer to survive that treatment, we say so on the page instead of printing a split.

CURRENCY

Converted once per order, then medianed

Orders were placed in SEK, NOK, DKK and EUR. Every price in this report is converted to euro and shown with the Swedish krona equivalent in brackets. Each order is converted first, then the median is taken, so the figure reflects what companies actually paid rather than an average of averages.

ECB euro reference rates, 2025 annual averages

SEK 11.0663 · NOK 11.7173 · DKK 7.4634

All data anonymised and aggregated. Markets covered: Sweden, Norway, Denmark and Finland.

APPENDIX B

How we grouped people

FIVE PROFILES
Built from job titles and grouped by how the work is done

Profiles come from what people's job titles say, sorted by the shape of their working day rather than by seniority. Someone who spends the day in cloud applications and meetings has different device needs from someone running builds locally, whatever either of them is paid. Here is what sits inside each group. Titles are given in English; the data itself holds them in several Nordic languages.

PROFILE	WHAT IT COVERS	THE KINDS OF TITLE IN EACH GROUP
The Adviser	Advisers and consultants, internal and external	senior adviser, adviser, consultant, senior consultant
Management & Administration	Team leadership, administration, finance, analysis, casework	caseworker, team manager, department director, controller
The Developer	Software development, architecture, application support	software engineer, application specialist, software developer
The Sales Executive	Sales, account management, customer success, marketing	salesperson, customer success manager, key account manager
The Engineer NEW	Civil, systems and design engineering	senior engineer, chief engineer, design engineer, structural designer

A CLOSER LOOK AT TWO OF THE GROUPS

Two of these names cover more ground than they let on. Here is what sits inside them.

The Adviser is an advisory grade, not a consultancy

Seven in ten people in this profile hold a public-sector adviser grade rather than a consulting title, and they are concentrated in one Nordic market. Those grades work more like officer and senior officer than like a billable consultant. Advisory work is the common thread, which is what the name describes. It also means this page leans on public-sector practice more than any other page here, so read it as that rather than as a benchmark for consultancies.

Management & Administration is about three quarters management

72% carry a title naming a management role, counting the Nordic compound forms (section head, department head, team lead) alongside the English ones. The remaining quarter are caseworkers, analysts, finance staff and administrators, which is why both words are in the name. HR sits here too.

Managers and administrators could reasonably have been two separate profiles, so we ran them as two before settling on one. They came out the same. In the nine companies holding enough of both to compare side by side, neither half consistently out-specs the other: the gap in Apple share is a coin flip, four companies leaning one way, four the other, one level, with a median difference of zero. Median phone spend differs by €8. Individual companies vary a lot, but not in a consistent direction. Inside this group at least, rank is not what moves the spec.