What the Hell? They Moved My Cheese!

Charles Edge
318

Thank You to MacTech

Whoami

- Head nerd at 318
- Author
  - iOS in the Enterprise
  - Security & OS X Server in the Enterprise
- krypted.com

Apple I was initially shown to the public at the?

What we will not do

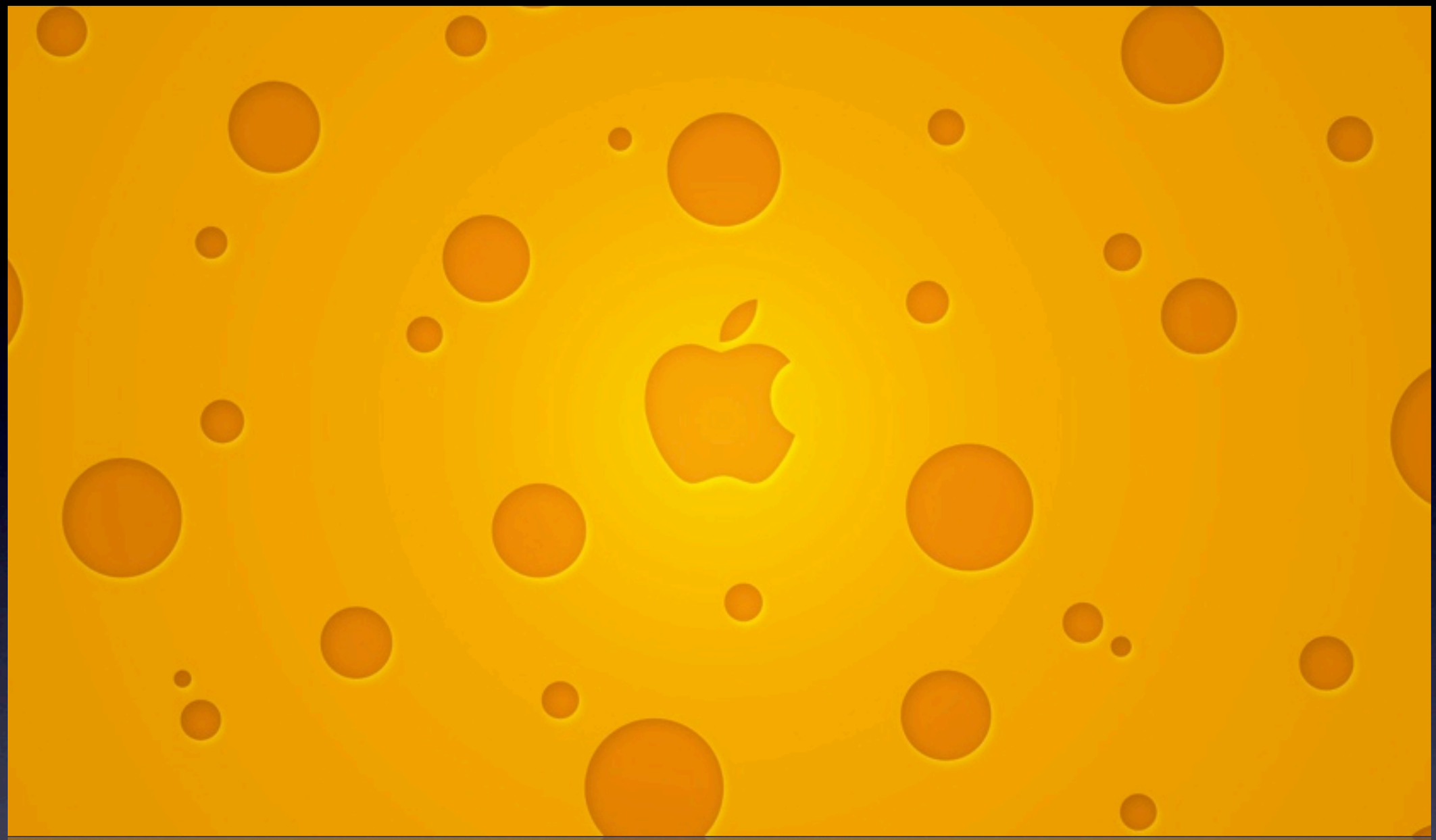
- Bash Apple
  - Bad Habit (We)
  - Don’t have $86 Billion in the bank
  - Euphoric Recall

What Are We Going To Talk About?

What Are We Going To Talk About?

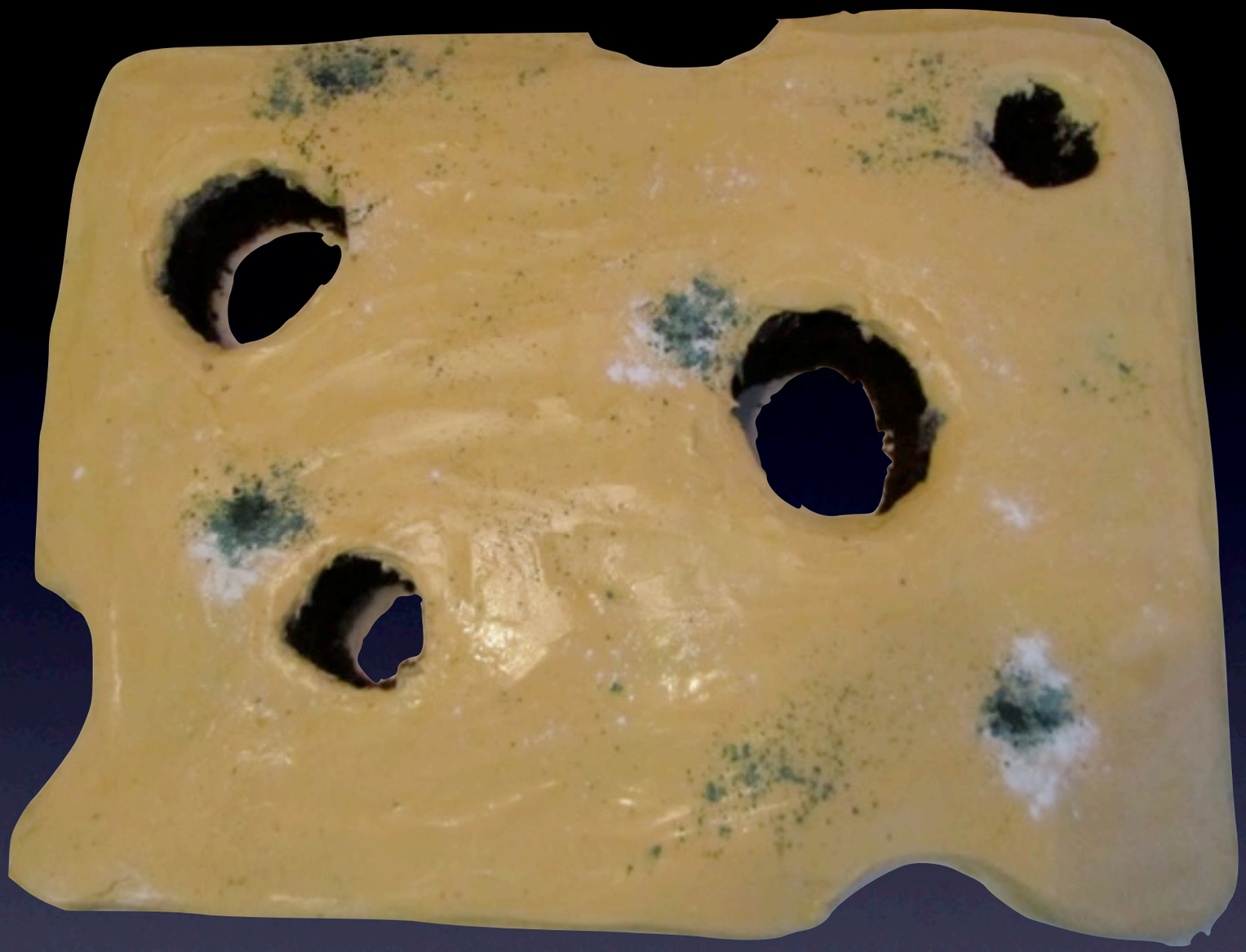
Theory: Our cheese is being moved to iOS

Our Careers

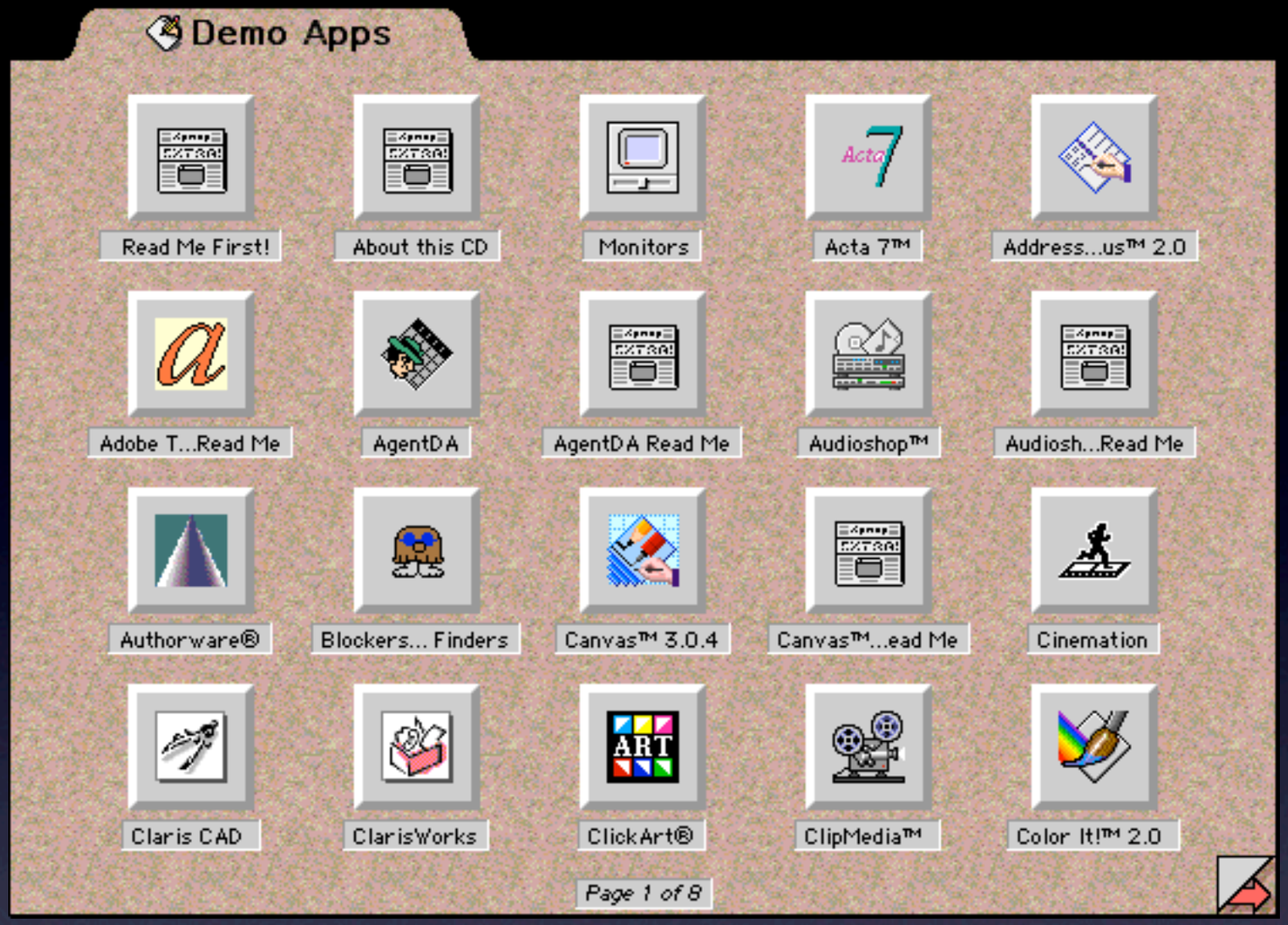


Our Careers

The History of Cheese

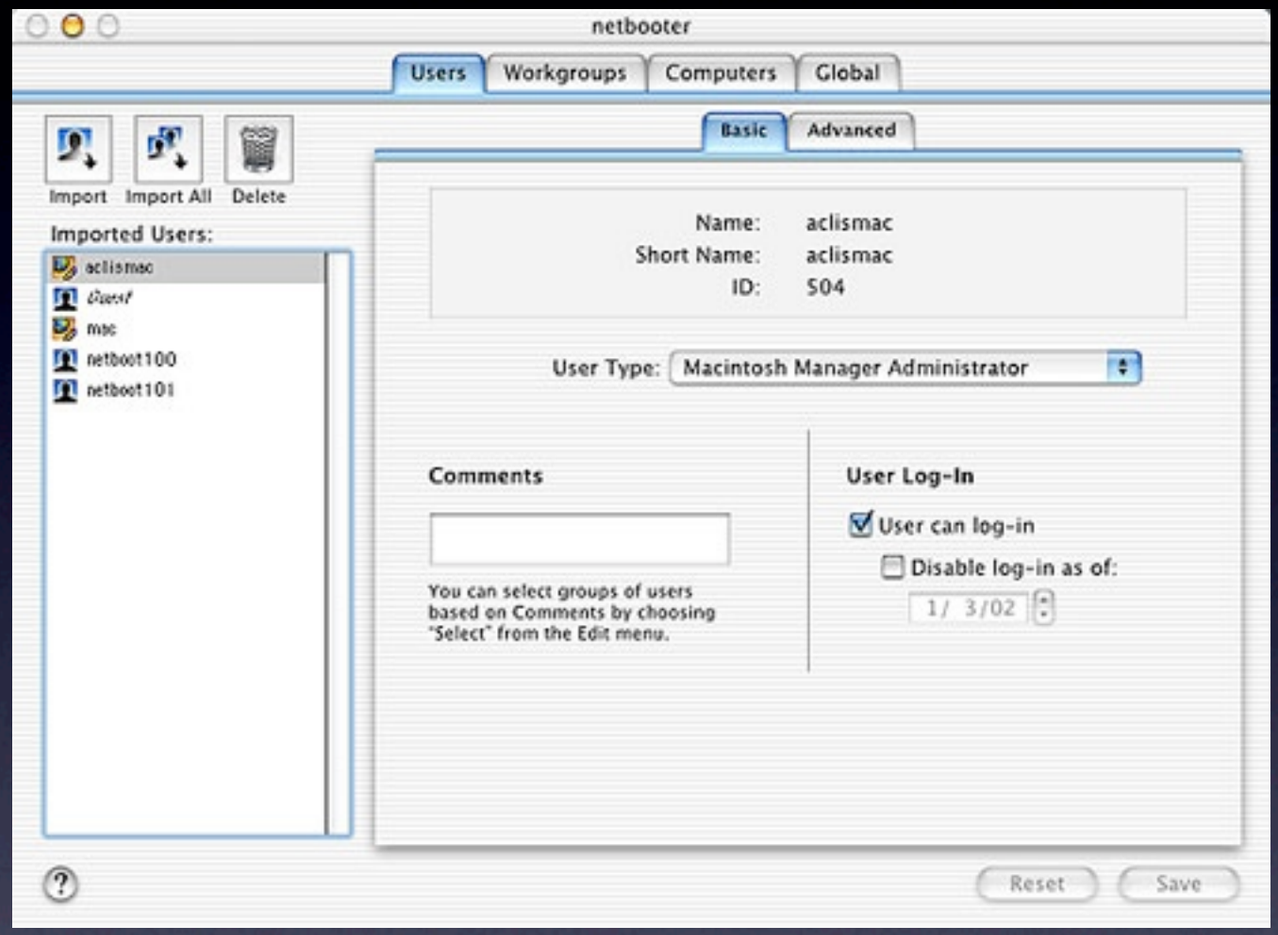


At Ease


Demo Apps
Read Me First!
About this CD
Monitors
Acta 7™
Address...us™ 2.0
Adobe T...Read Me
AgentDA
AgentDA Read Me
Audioshop™
Audiosh...Read Me
Authorware®
Blockers... Finders
Canvas™ 3.0.4
Canvas™...ead Me
Cinemation
Claris CAD
ClarisWorks
ClickArt®
ClipMedia™
Color It!™ 2.0
Page 1 of 8

At Ease

Macintosh Manager



Macintosh Manager

Multi-User OS

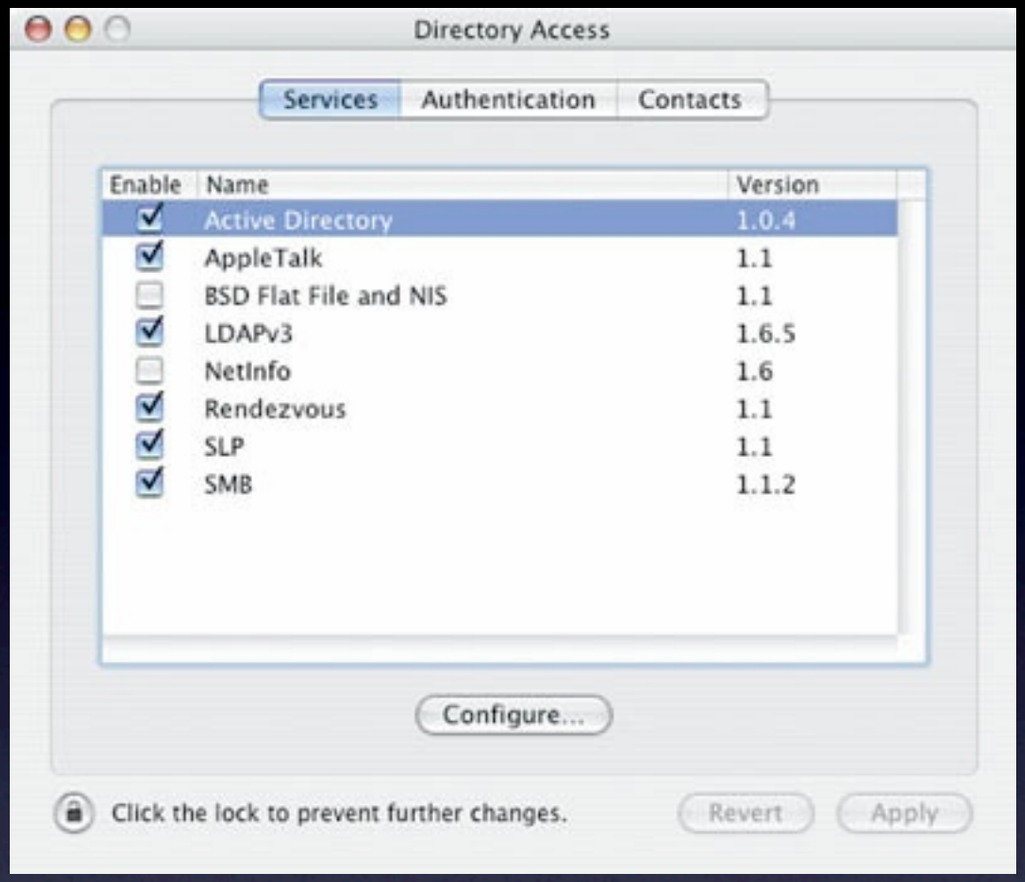
Multi-User OS

Leads to...

Active Directory

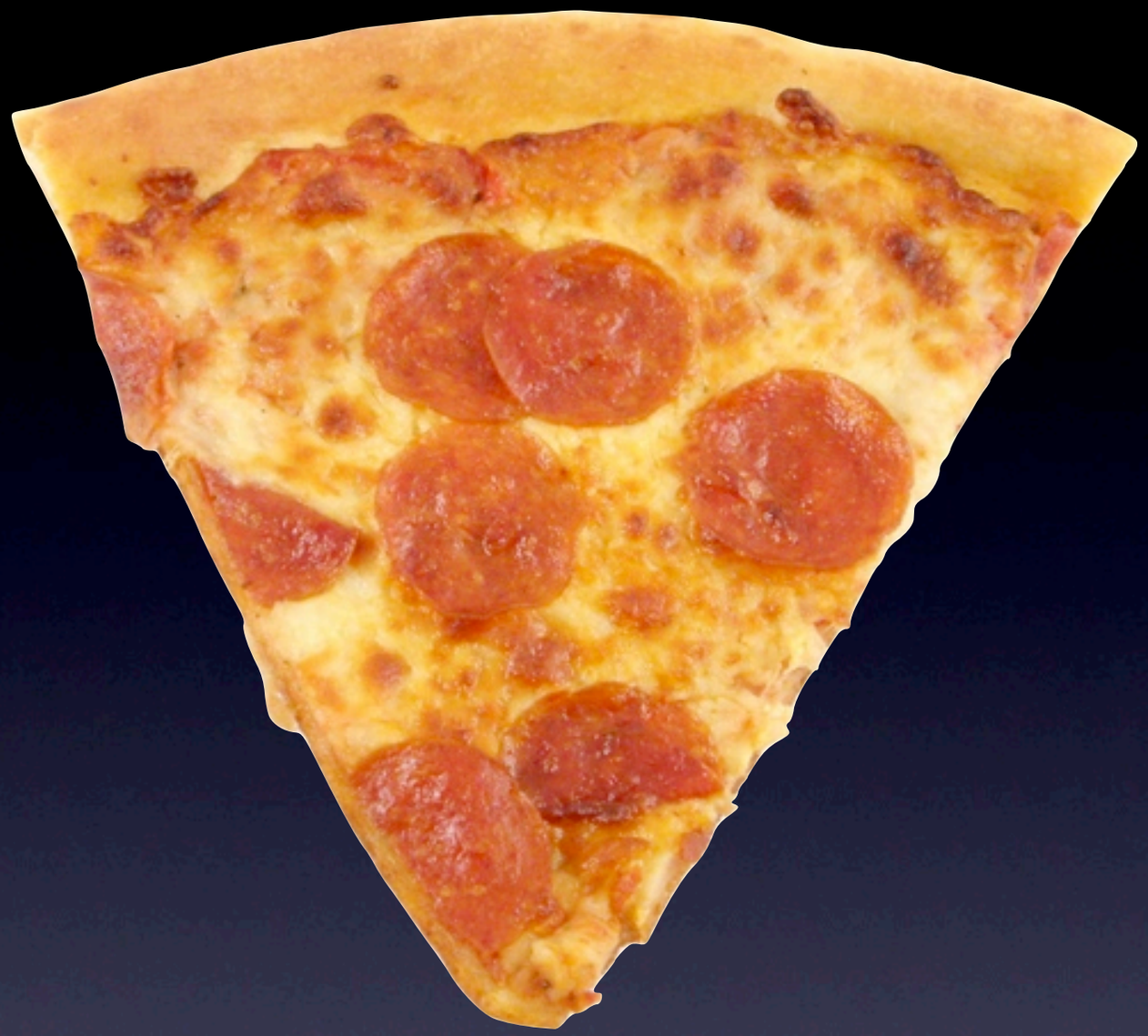
Active Directory

Enterprise-friendly

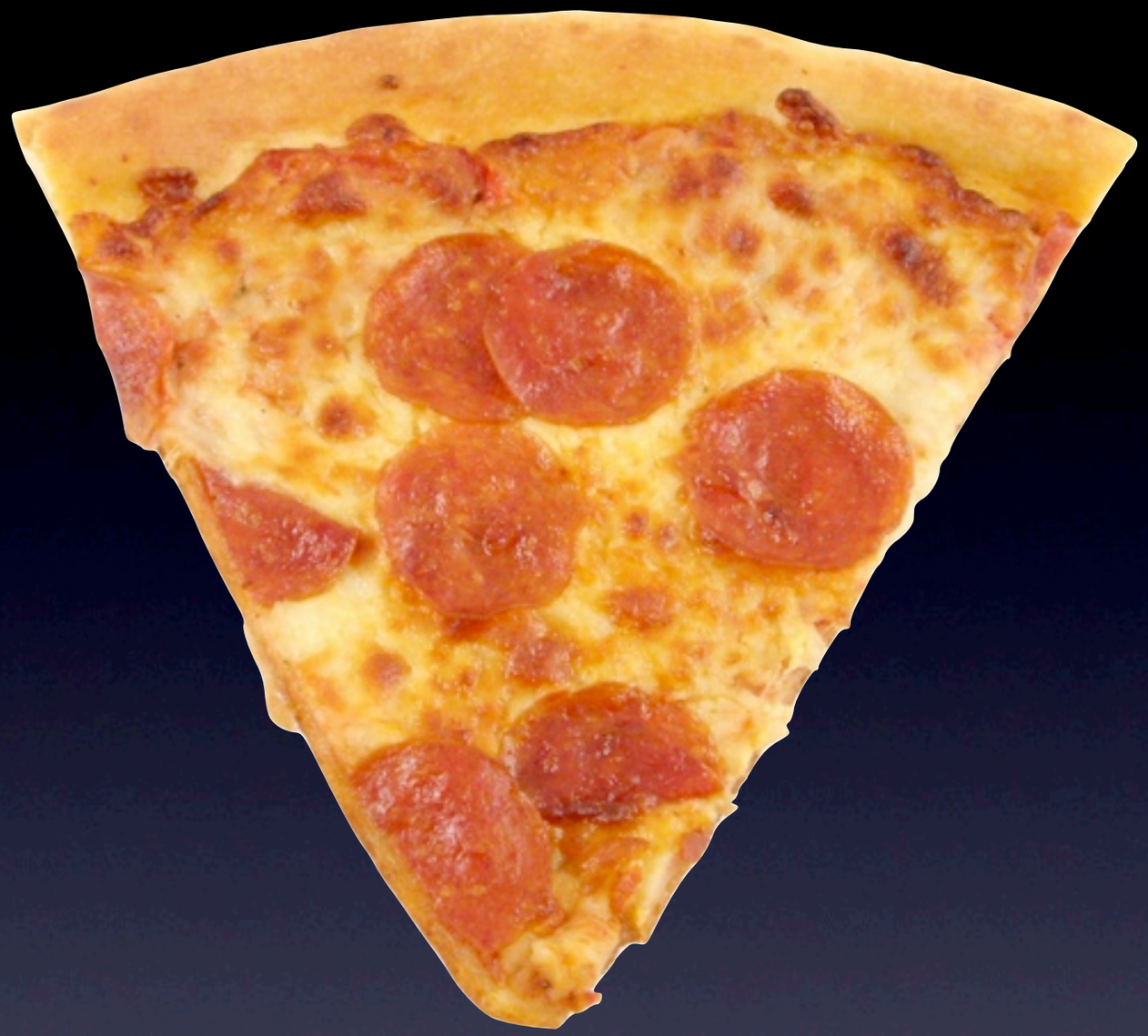


Active Directory

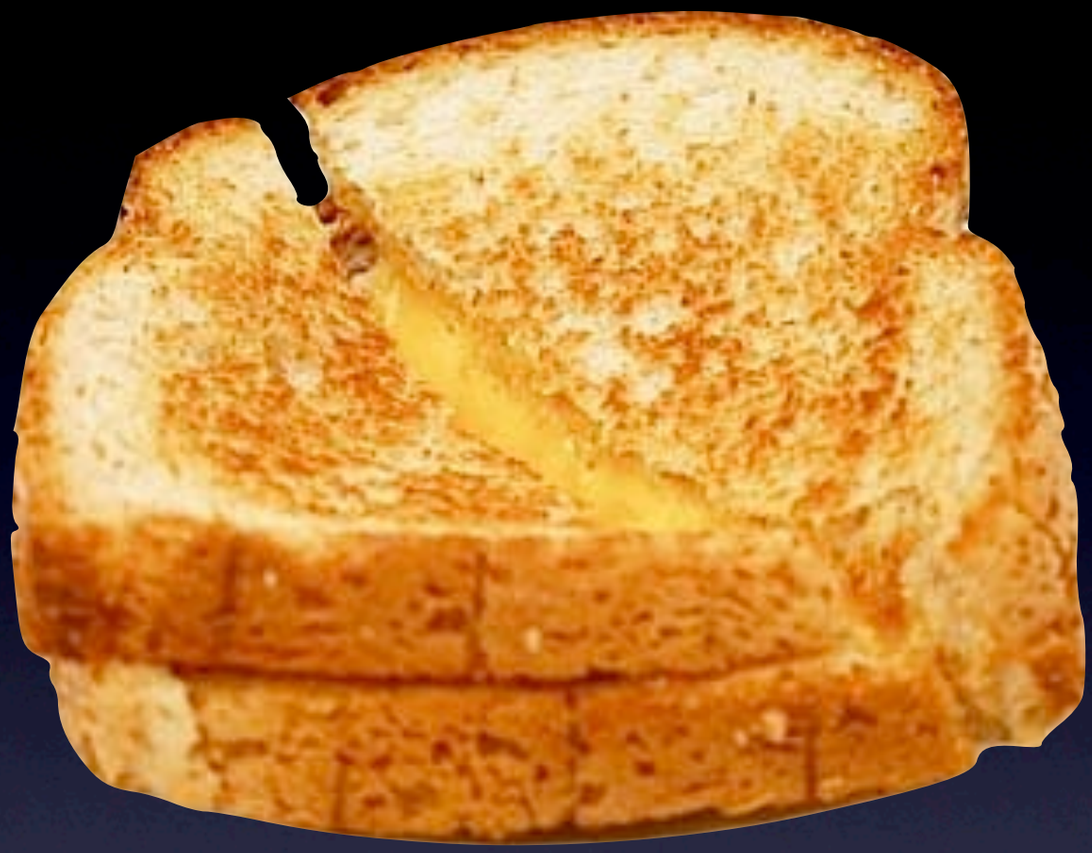
Enterprise-friendly



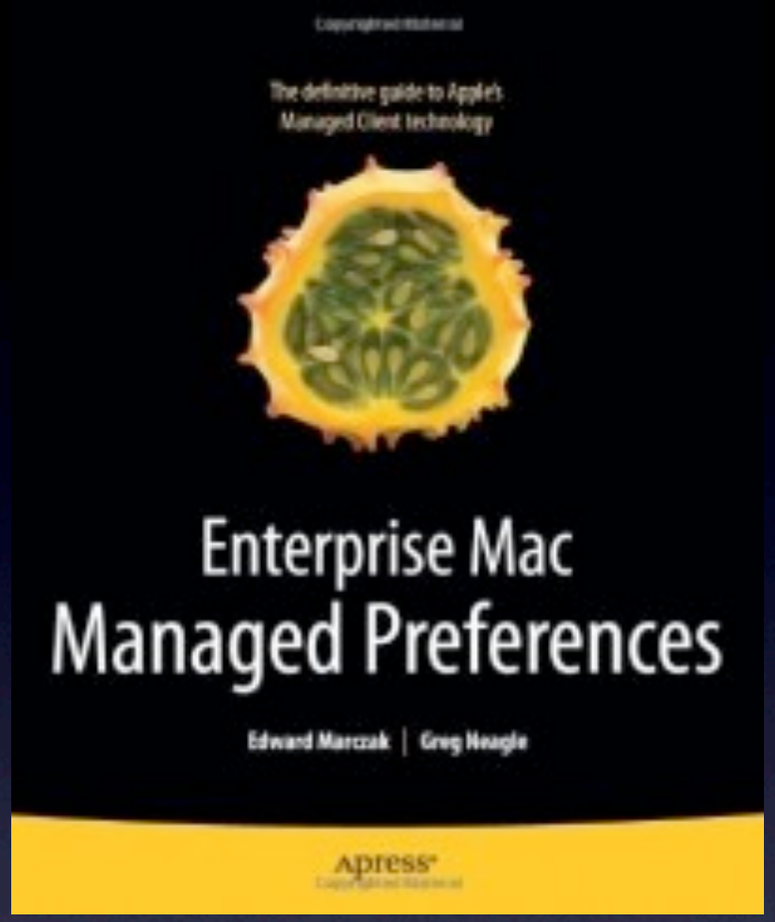
Dual Directory



Best Food Ever?



Managed Preferences



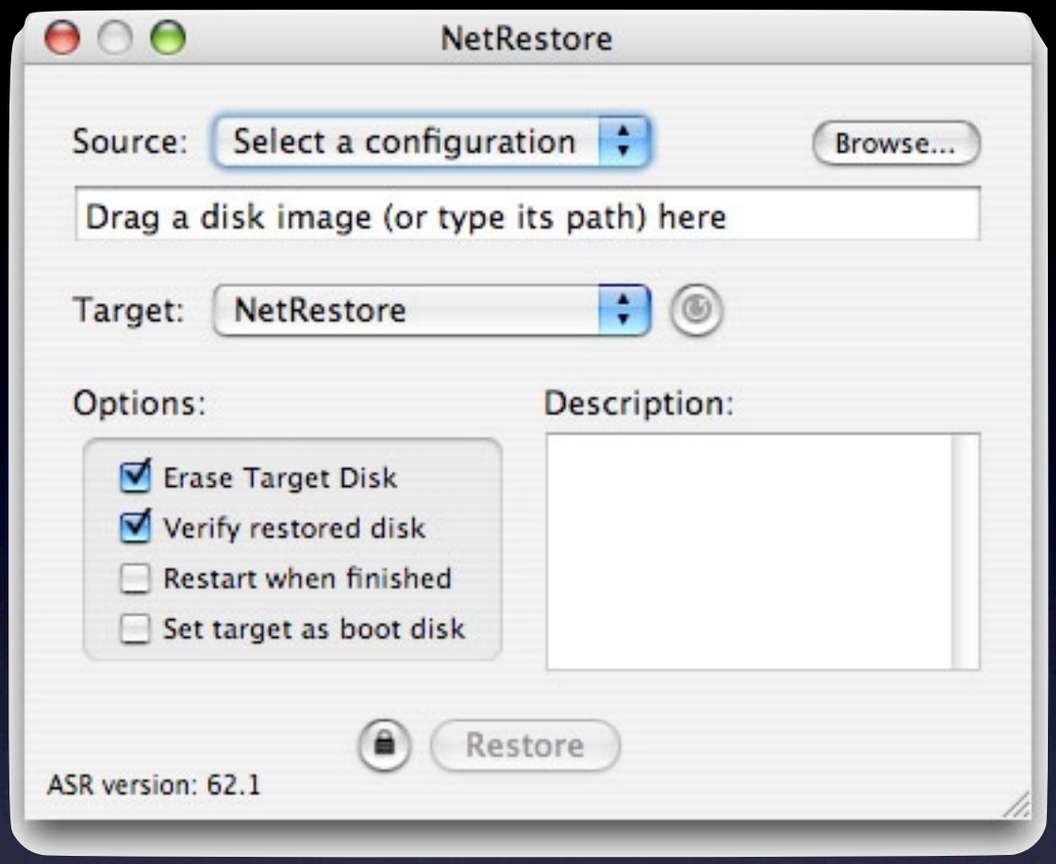
Managed Preferences

DEPLOYSTUDIO

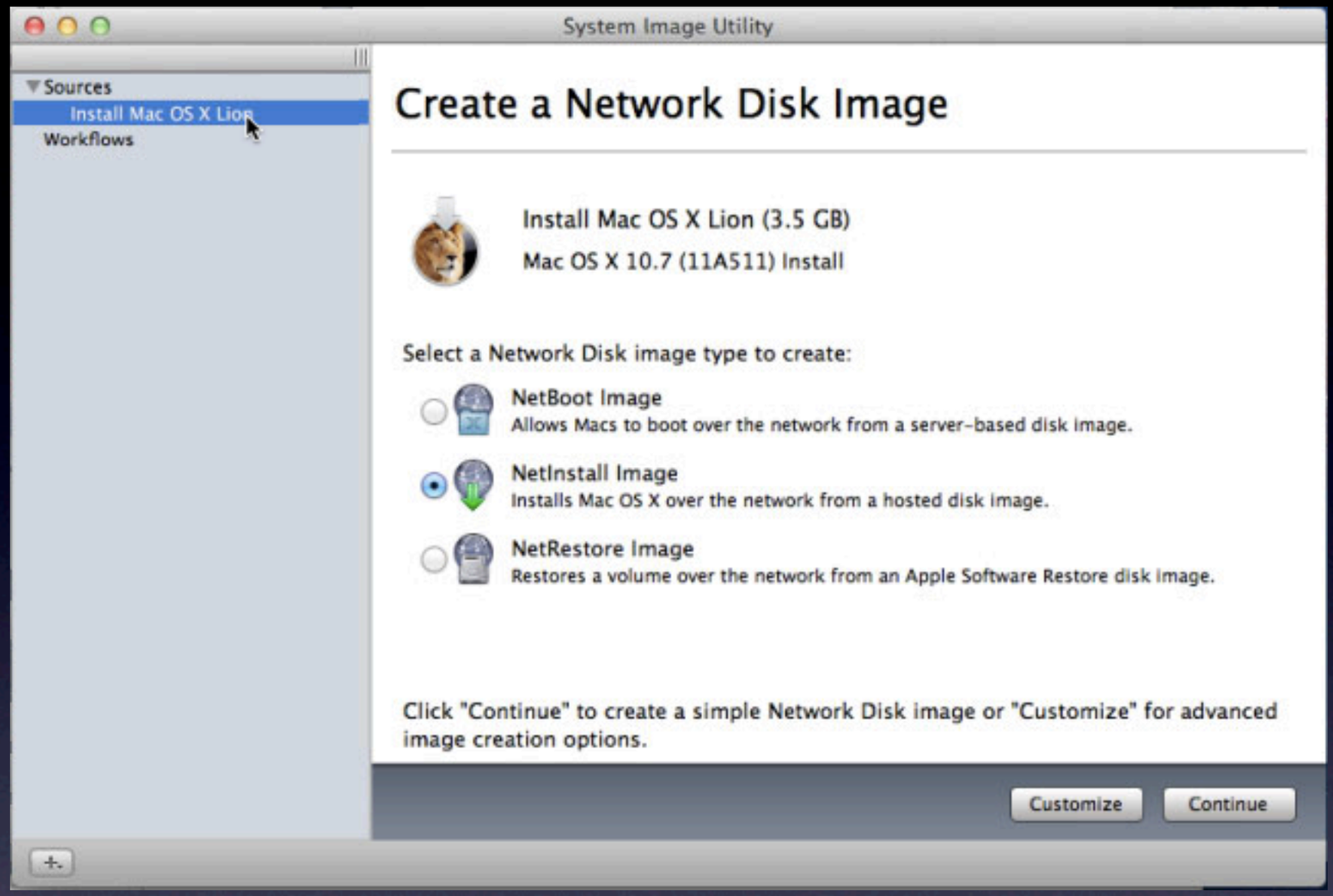
FILEWAVE

Absolute Software

ABSOLUTE


NetRestore
Source:
Select a configuration
Browse...
Drag a disk image (or type its path) here
Target:
NetRestore
Options:
Description:
Erase Target Disk
Verify restored disk
Restart when finished
Set target as boot disk
Restore
ASR version: 62.1

NETRESTORE



SYSTEM IMAGE UTILITY

That was then...

This is now

This is now
The New Face of IT?

Proof: Apple Has Been Moving Our Cheese For Years.

Recent Changes (Supporting Arguments)

Consumerization

iOS is leading the way

Safari File Edit View History Bookmarks Window Help
Profile Manager
John Appleseed

Profiles

Carrot and Stick

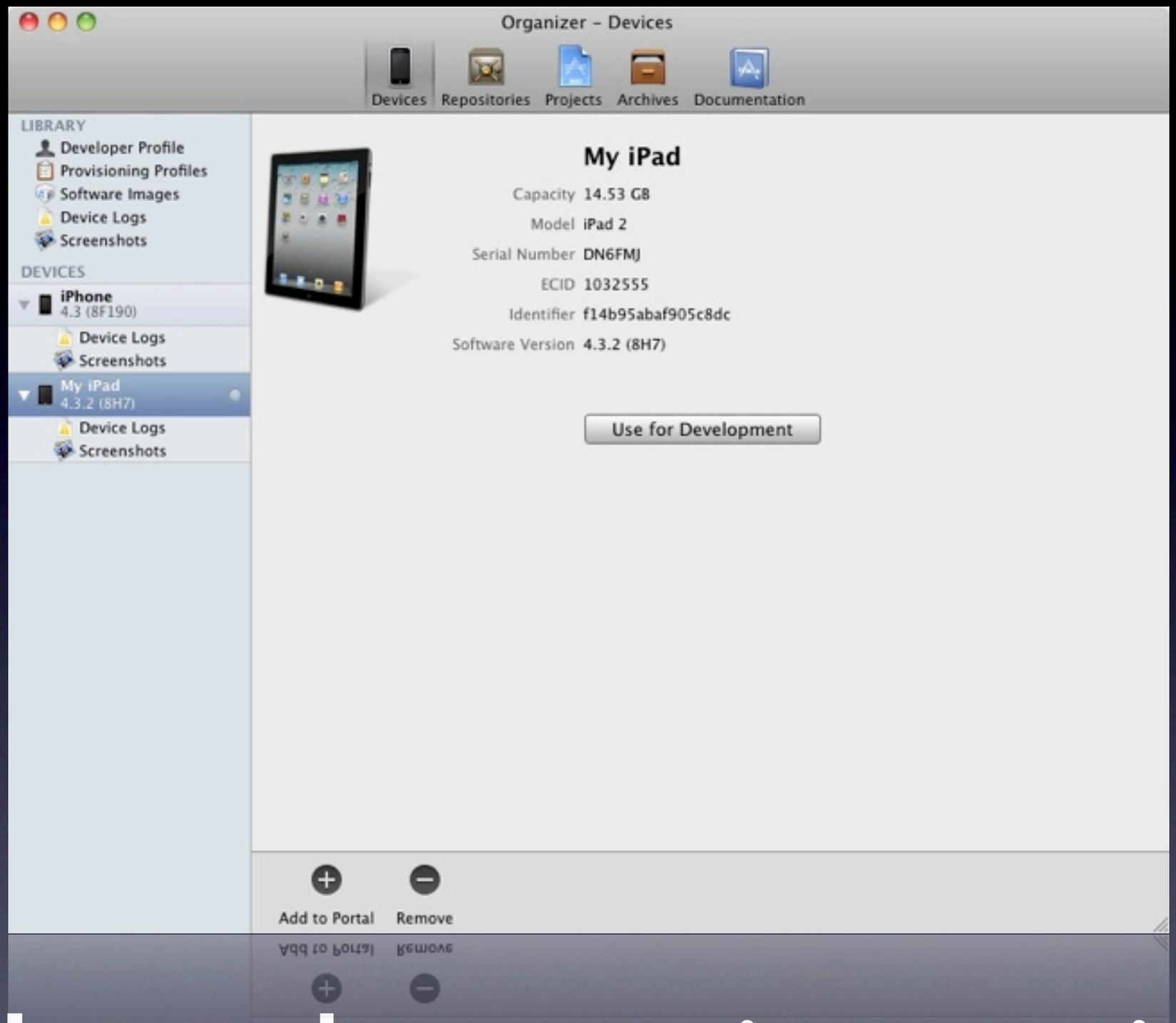
Carrot and Stick

```
#include
#include
#include
#include

int main()
{
int sb, fh;
char **errbuf;
char rtxt[255];
char wtxt[255] = "Sandboxed you aren't\n\n";

// init our sandbox, if we don't return 0 then there's a
problem
sb  =  sandbox_init(kSBXProfileNoWrite,  SANDBOX_NAMED,
errbuf);
if ( sb != 0 ) {
        printf("Sandbox failed\n");
return sb;
};

fh = open("test.txt", O_RDONLY);
if ( fh == -1 ) {
perror("Read failed");
} else {
read(fh, rtxt, 255);
close(fh);
printf("FileContents:\n %s\n", rtxt);
};

fh = open("test.txt", O_RDWR | O_CREAT, 0000644);
if ( fh == -1 ) {
perror("Write Failed");
} else {
write(fh, wtxt, strlen(wtxt));
close(fh);
printf("Successfully wrote file!\n");
}

return 0;
}
```

Sandbox

Can you break iOS?

Can you break iOS?



How do you image it?

Proof: We are Moving Towards iOS.

Product Changes

Xserve RAID

- Xserve RAID
  - Filled a gap
  - Lots of products now
- Xserve

iCloud

- Suppress dialog
- Personal technology
- Consumer vs. Enterprise

Infrastructure

- Mail
- Filers
- Web Services
- WebDAV
- Profile manager

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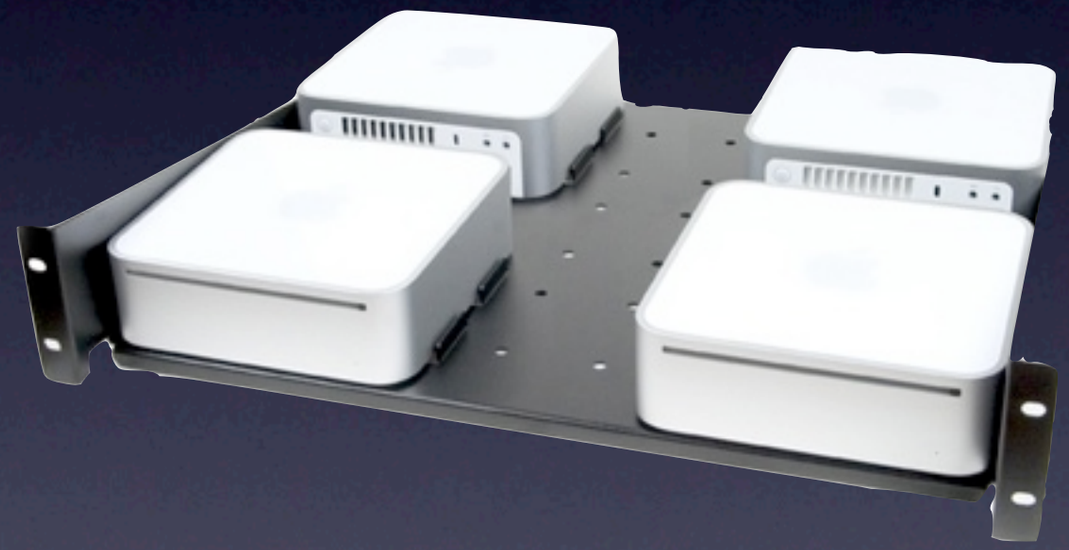


Infrastructure

- Mail
- Filers
- Web Services
- WebDAV
- Profile manager

Infrastructure

-
-
-
-

Infrastructure

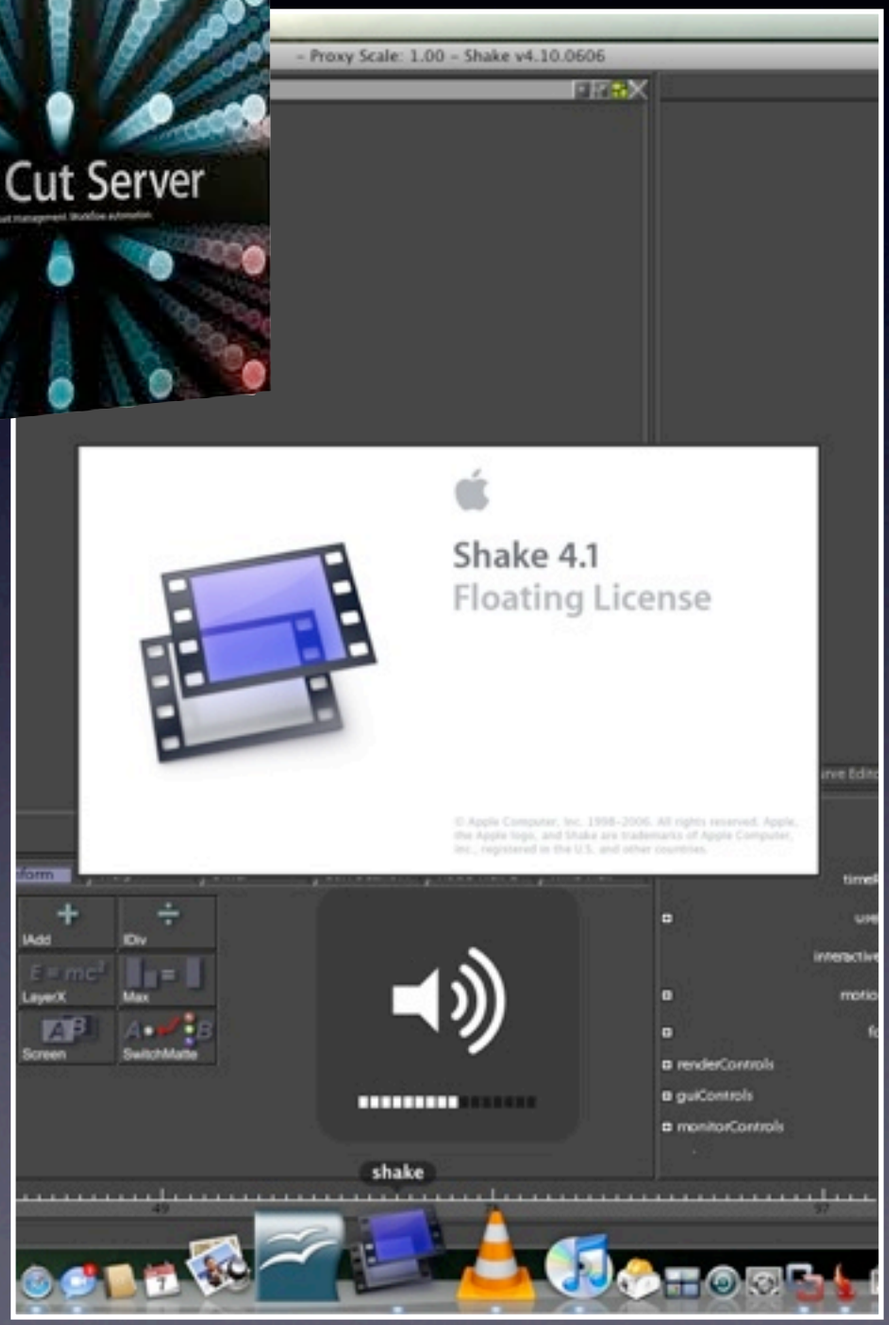
- Mail
- Filer
- Web
- Web
- Profi

Final Cut Pro X

- Prosumer?
- Adoption in...

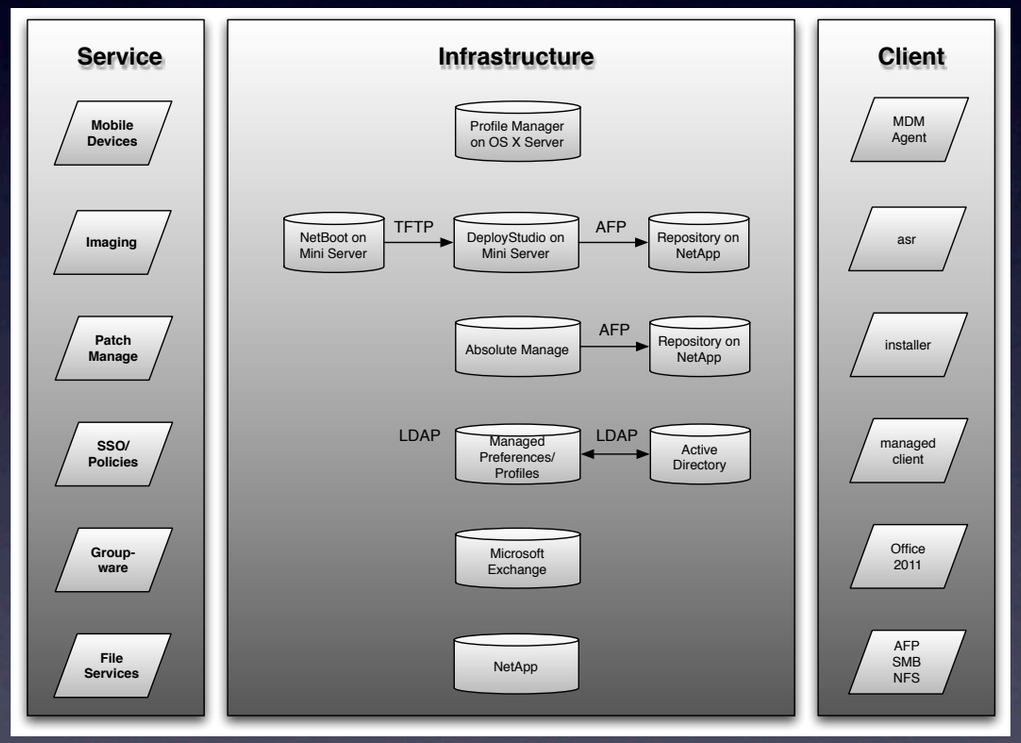
Other Video Tools

- Shake
- Final Cut Server
- Clustering in Compressor?



Commitment

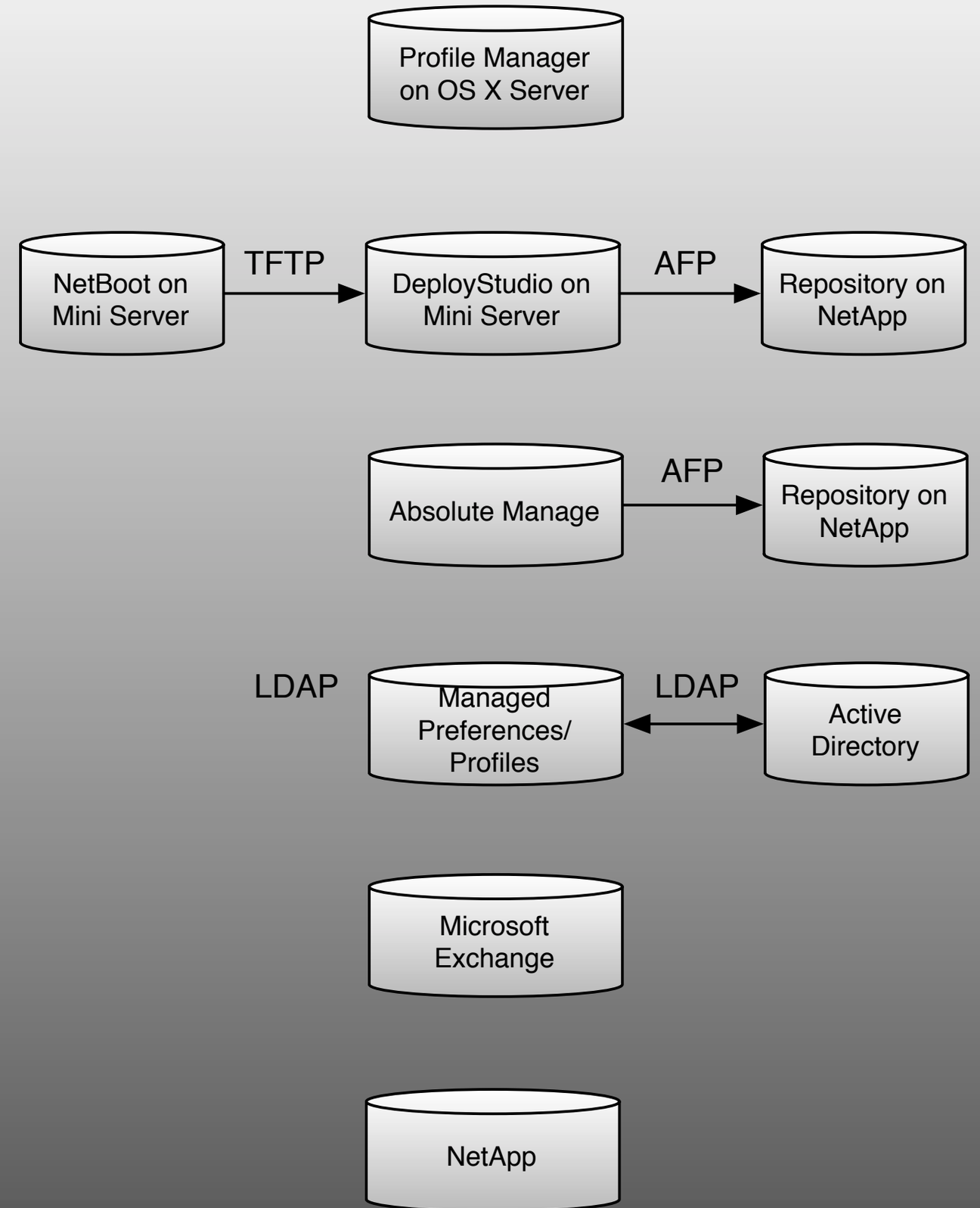
- Quality Products
- Great User Experience
- The Enterprise?



Service

- **Mobile Devices**
- **Imaging**
- **Patch Manage**
- **SSO/ Policies**
- **Group-ware**
- **File Services**

Infrastructure



Client

- MDM Agent
- asr
- installer
- managed client
- Office 2011
- AFP SMB NFS

App Store in Enterprise

- Volume Purchase Program
- App Store for Business
- A little work to do:
  - Needs CLI
  - Needs international presence
  - Needs a bit of maturity

Proof: Trimming Down Products Based on Profit.

What's in store?

Up Next?

- Firewire?
- Mac Pro?
- Spinning Drives?
- OS X?
- Packages?
- A File System?

More iOS

More iOS

The New York Times
Obama Orders Improvements in Security Policies
Alabama Holds on to Win Championship
E.P.A. Seeks Stricter Rules for Pollutants Causing Smog

More iOS

- Rumors of iTV
- AppleTV
- iOS5
- Back to the Mac

Even less OS X

Even less OS X

10.8 --- Snow Lion?

10.8: Steps Toward Unification?

10.8: Steps Toward Unification?

- All Apps Sandboxed?
- Packages?
- File System Access?
- Command Line?
- Scripting?

10.8: Steps Toward

- All Ap
- Packag
- File Sy
- Comr
- Script

Developer

Sandboxing and the Mac App Store.

Sandboxing your app is a great way to protect systems and users by limiting the resources apps can access and making it more difficult for malicious software to compromise users' systems.

As of March 1, 2012 all apps submitted to the Mac App Store must implement sandboxing. Enabling the default sandbox environment is as simple as checking the Enable Entitlements checkbox in Xcode target settings, allowing you to begin sandboxing your app.

If your app requires access to sandboxed system resources you will need to include justification for using those entitlements as part of the submission to the Mac App Store. Apps that are being re-engineered to be sandbox compatible may request additional temporary entitlements. These entitlements are granted on a short-term basis and will be phased out over time.

Learn more

Consultants

- Apple Sales Training
- Apple Consultants Network Training
- MDM

Enterprises

- Maturity in Waves
- Custom Applications
- White Label Apps
- Application Distribution?
- In-App Purchase Distribution?

Hardware Repair

- Largely unchanged
  - Apple Authorized repair
  - Apple Stores
- But...

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- Largely unchanged
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  - Apple Stores
- But...
  - iOS Repair at Starbucks

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Hi im Jeff i am willing to help people with they're cell phone needs. Have a bad screen Need to jailbreak that iphone? Want to root your android device? Well i can do it all. Most of my services cost under 50 bucks.
Im laid back fun and friendly please call me anytime if you have any questions about what i can do.

Call me or text anytime 763-234-4[illegible] four Jeff D

For I-phone questions call my expert Chris at 763-792-216 six

If Chris or myself doesn't answer please leave a short message.

Business Unit

Business Unit

MacWorld and WWDC

MacWorld and WWDC

Navigating the Waters

Infrastructure

Infrastructure

Virtualization

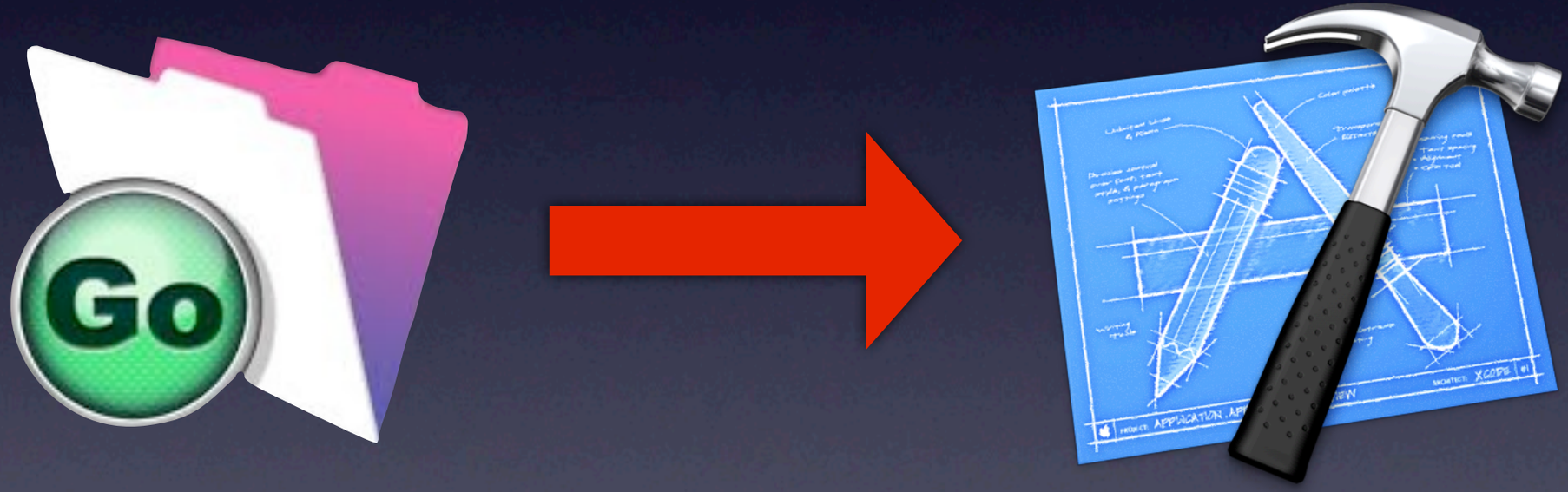
iOS + Lion Server

=‘s l10.0?

MDM

Development

Development



What Am I doing?

- Book on OS X Server for consumers (O'Reilly)
- eBook on Time Machine (krypted)
- 318:
  - A lot of iOS consulting
  - Maintaining OS X environments

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- Book on OS X Server for consumers (O'Reilly)
- eBook on Time Machine (krypted)
- 318:
  - A lot of iOS consulting
  - Maintaining OS X environments
  - DevOps work

HEDGING BETS

And I'll be doing it on a MacBook Air

for now...

Who directed the 1984 commercial?

Apple CEO that replaced John Sculley and was replaced by Gil

Value of Microsoft's investment in Apple in 1997?

Designer of the iMac then iPod then iPhone?

Thanks for Sitting through MacTech's Cheesiest Presentation