

# The New World of Apple IDs, iTunes, and Mac App Store

Chad Swarthout  
CEO, Alectrona LLC  
email: [chad@alectronaLLC.com](mailto:chad@alectronaLLC.com)






# Original Uses of Apple ID


- iTunes/Mac App Store Purchases
- Apple Store Purchases
- AppleCare/Repairs, Registration



## Edit your Apple ID.

You can make changes to your Apple ID at any time. Change your Apple ID and password, change your name and email address, or update your contact information.

Name, ID, and Email Addresses 

Password and Security 

Addresses 

## Manage your Name, ID, and Email Addresses.

Below are the name and email addresses on file for your account.

### Your Name

John Appleseed

[Edit](#)

### Apple ID

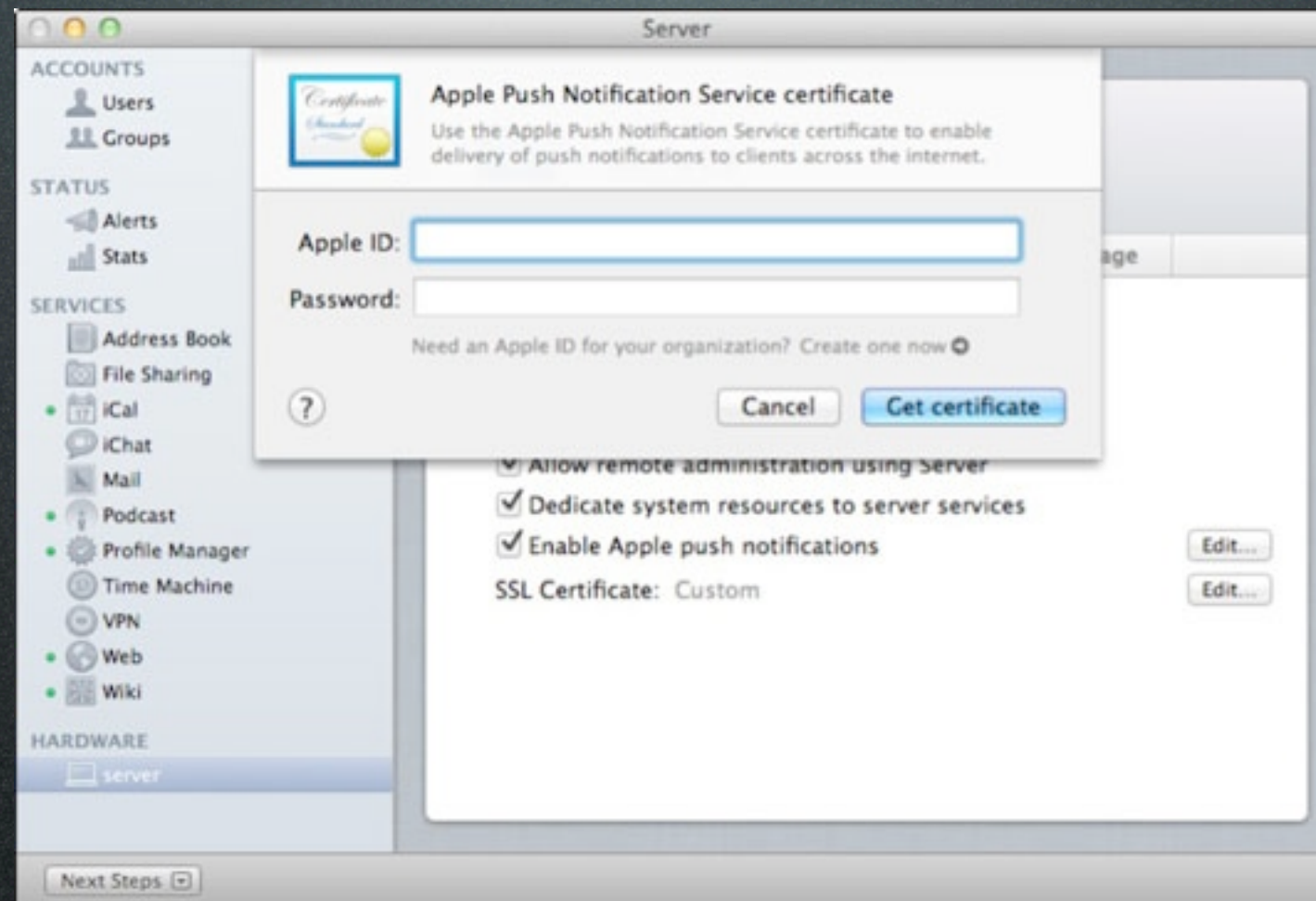
john.appleseed

[Edit](#)

- **Must use email address Apple ID:**
- iCloud
- Find my iPhone/iPad/Mac/Friends
- FaceTime, iMessage/Messages.app



# Mac OS X Server



- APNS - Apple Push Notification Server





- Sync Contacts, Calendars, Mail
- Works across iOS & Mac Devices

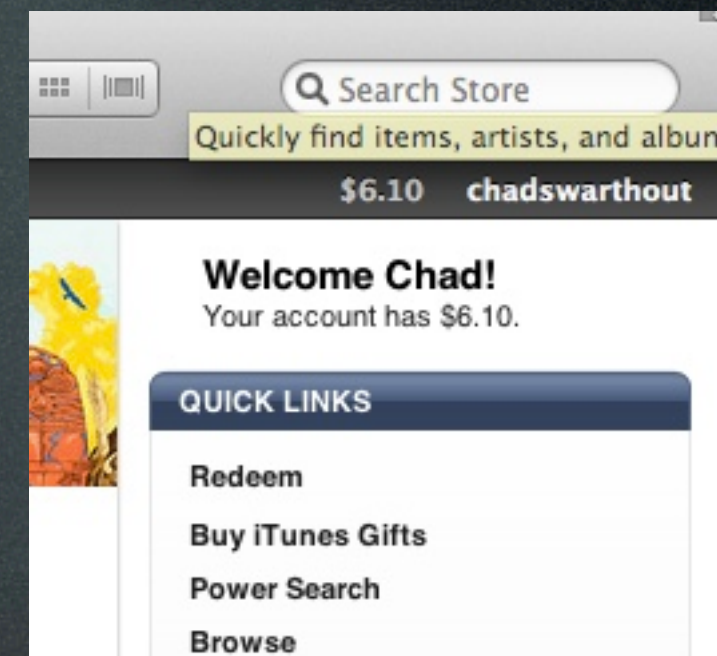
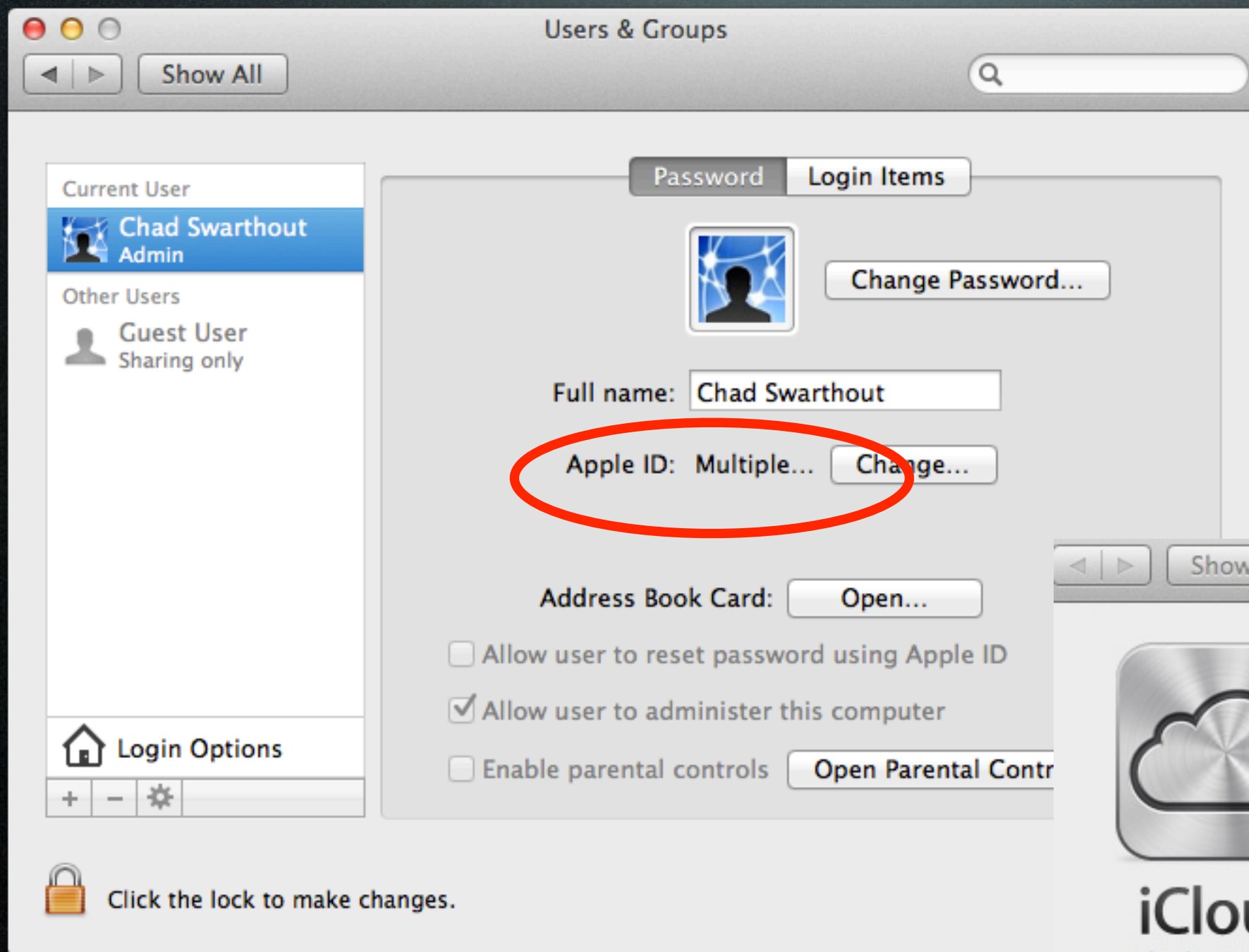


# Solution: Multiple Apple IDs?



- Purchased content needs to be purchased multiple times?

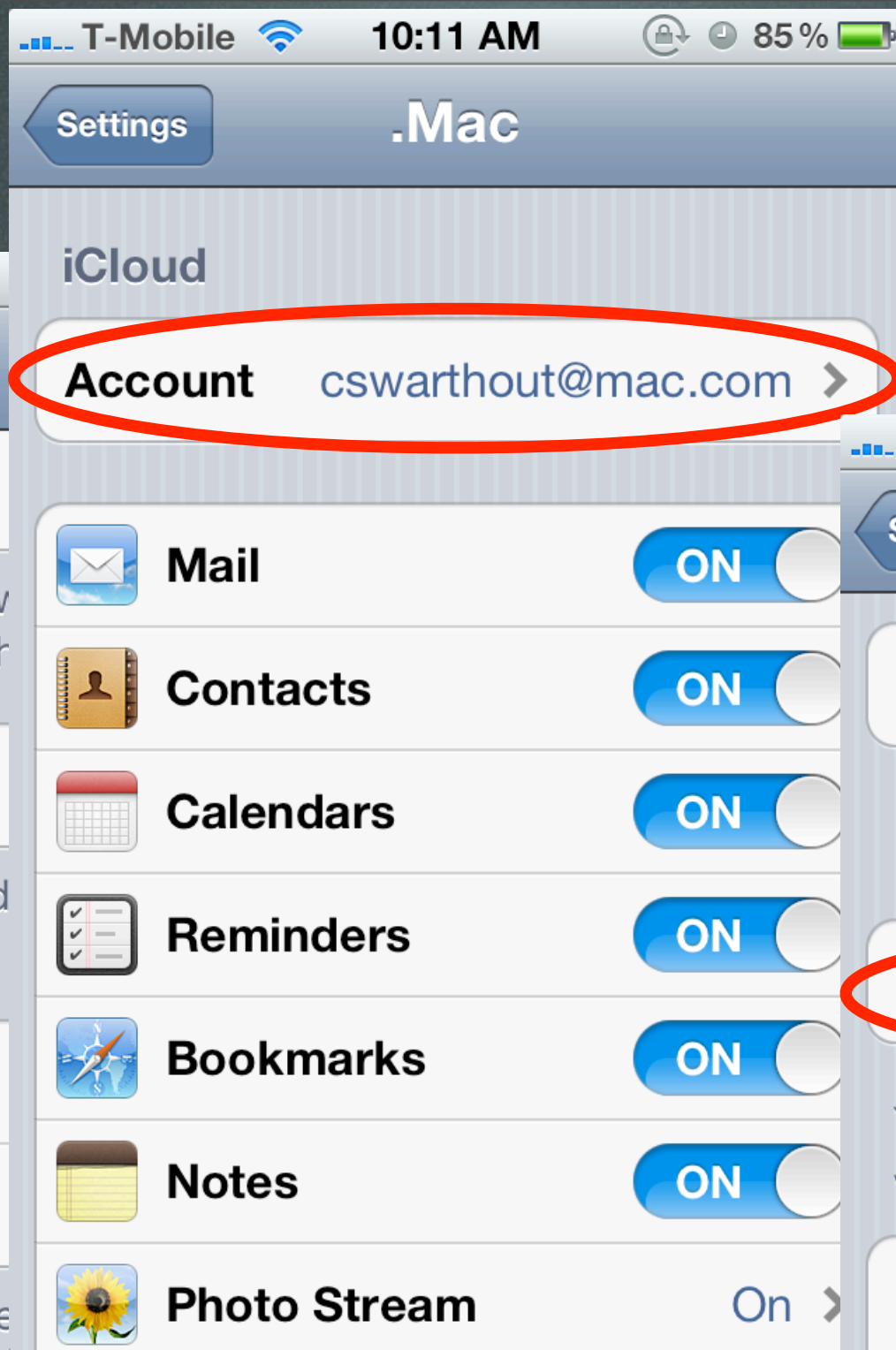
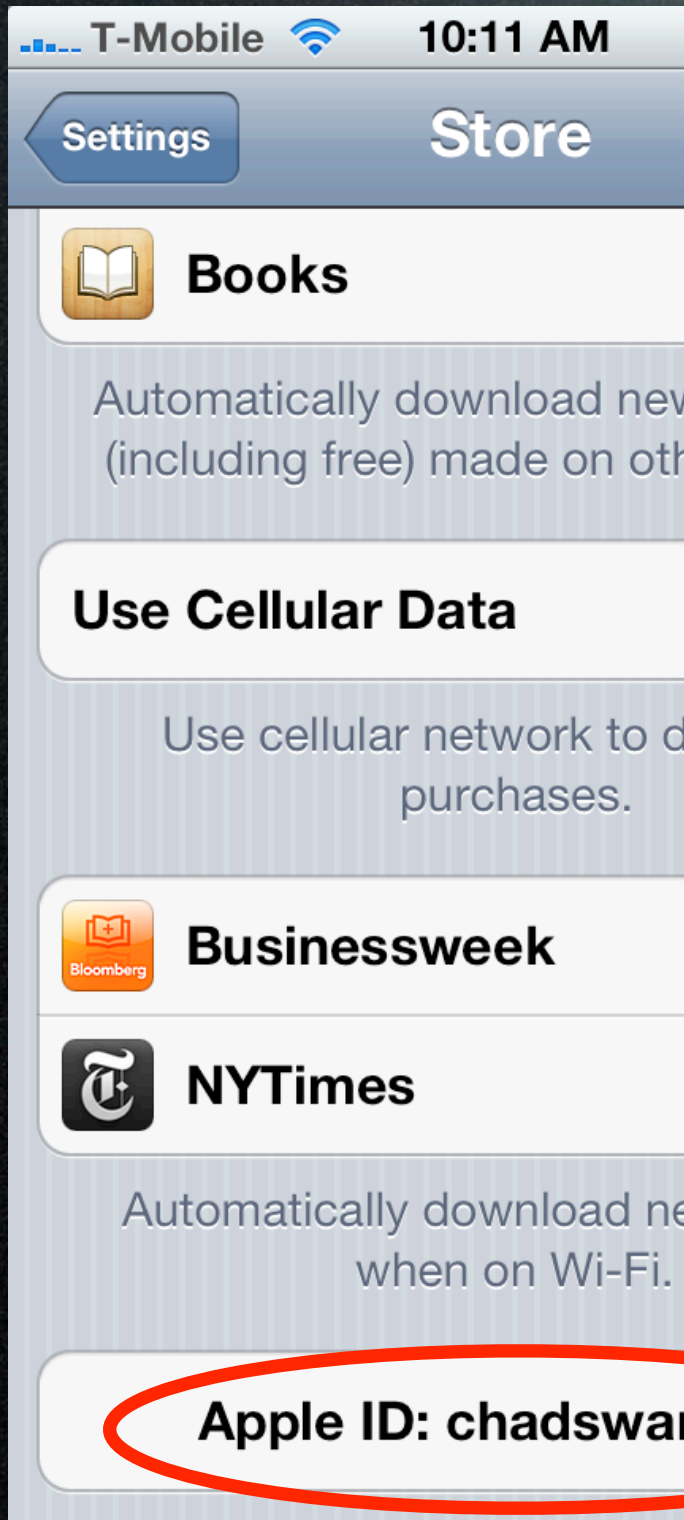




MACTECH

chad@alelectronallc.com





MACTECH



# Merging Apple IDs

- Officially **not possible**
- Can change Apple ID (email address)



# iTunes Store

- iTunes: Computers & Devices





# 2011 and Beyond

- Apple's **NEW** Definition of **Devices**





# iTunes Match



- Syncs non-purchased music
- DRM-free previously purchased songs
- Streaming available in iOS 6



# Device Limitations

Your Apple ID can have up to 10 devices and computers (combined) associated with it. Each computer must also be [authorized using the same Apple ID](#). Once a device or computer is associated with your Apple ID, you cannot associate that device or computer with another Apple ID for 90 days. You can view which devices or computers are currently associated, remove unused devices or computers, and see how long before they can be associated with a different Apple ID from the Account Information page in iTunes on your computer:

- Limit of 10 devices / 90 days.
- Applies ONLY to Purchased Content from iTunes & iTunes Match, **not Apps!**



chad@electronallc.com





# Edu/Corp. VPP

- User owns App/Media
- May be considered compensation
- Licensing requirements

## App Store Volume Purchasing for Business

Unleash the App Store to your entire workforce.

Whether you're providing apps to ten employees or ten thousand, the Volume Purchase Program makes it simple to find, buy, and distribute the apps your business needs.

The Volume Purchase Program also provides a way to get custom B2B apps built by third-party developers to meet the unique needs of your business.

The Volume Purchase Program is currently available in the US only.

Get started.

[Enroll in the US Program ▶](#)

Learn more.

[Download the Guide ▶](#)





# iOS Deployment Methods

- In House Apps (100 devices per Developer Account)
- Profile Manager, MDM Providers
- Redemption codes - 1 per Apple ID



# Mac App Store

- As many Macs as you personally **own**
- Preinstalled Software
- What about for business?
- Volume Licensing (>20)





# Where to Find More Help?

- ACN Mobility Program
- Deployment Vendors: JAMF, MaaS, etc.



[chad@alelectronallc.com](mailto:chad@alelectronallc.com)