

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

Dusty Dorey
Technical Training Specialist
JAMF Software



Understanding and Using Apple ID's

- Anatomy of an Apple ID
- Apple ID's and Content
- Apple ID/Content Deployment Models



Anatomy of an Apple ID

- ID based on an email address
- Apple ID is related to an account
- Account contains purchase history
 - <https://appleid.apple.com>

Managing Apple ID's

- Changing an ID/email address
- Merging accounts?
- Not officially supported by Apple
 - <http://support.apple.com/kb/HT4895>

Apple ID Uses

Apple Online
Store

Apple Online
Support

Apple TV

Genius Bar Appt.

FaceTime

Find My iPhone

Game Center

iBooks and
iBookstore

iChat

iCloud

iMessage

iTunes Genius

iTunes Home
Sharing

iTunes Store

iPhoto and
Aperture
Purchases

iWork Publishing

Mac App Store

Mac OS X Lion

Mac OS X Mountain
Lion

MobileMe

My Support
Profile

APN Certificate

Developer ID



Apple ID Uses

iBooks and iBookstore

iCloud

iTunes Store

Mac App Store

Mac OS X Lion

Mac OS X Mountain Lion

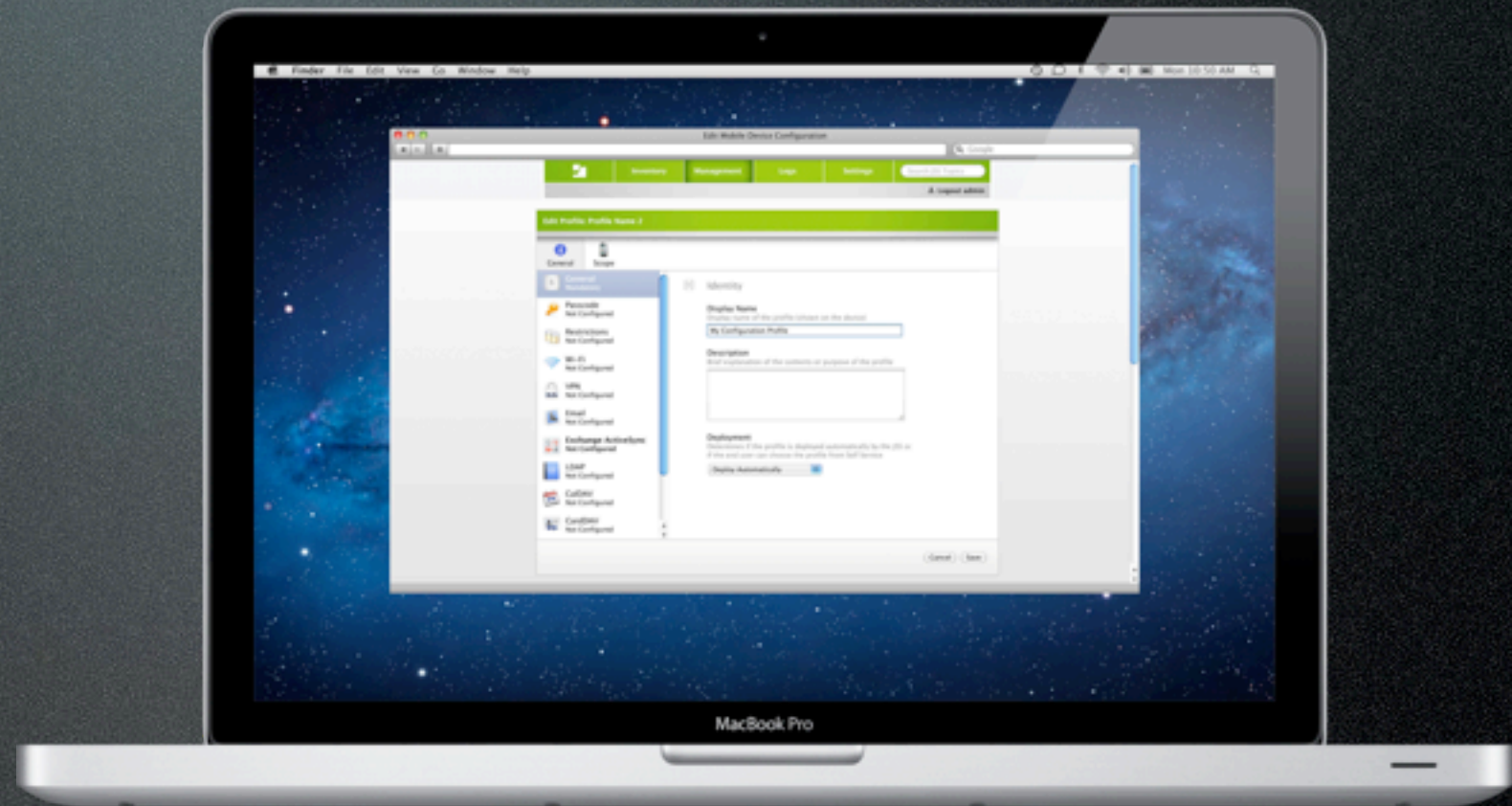
APN Certificate



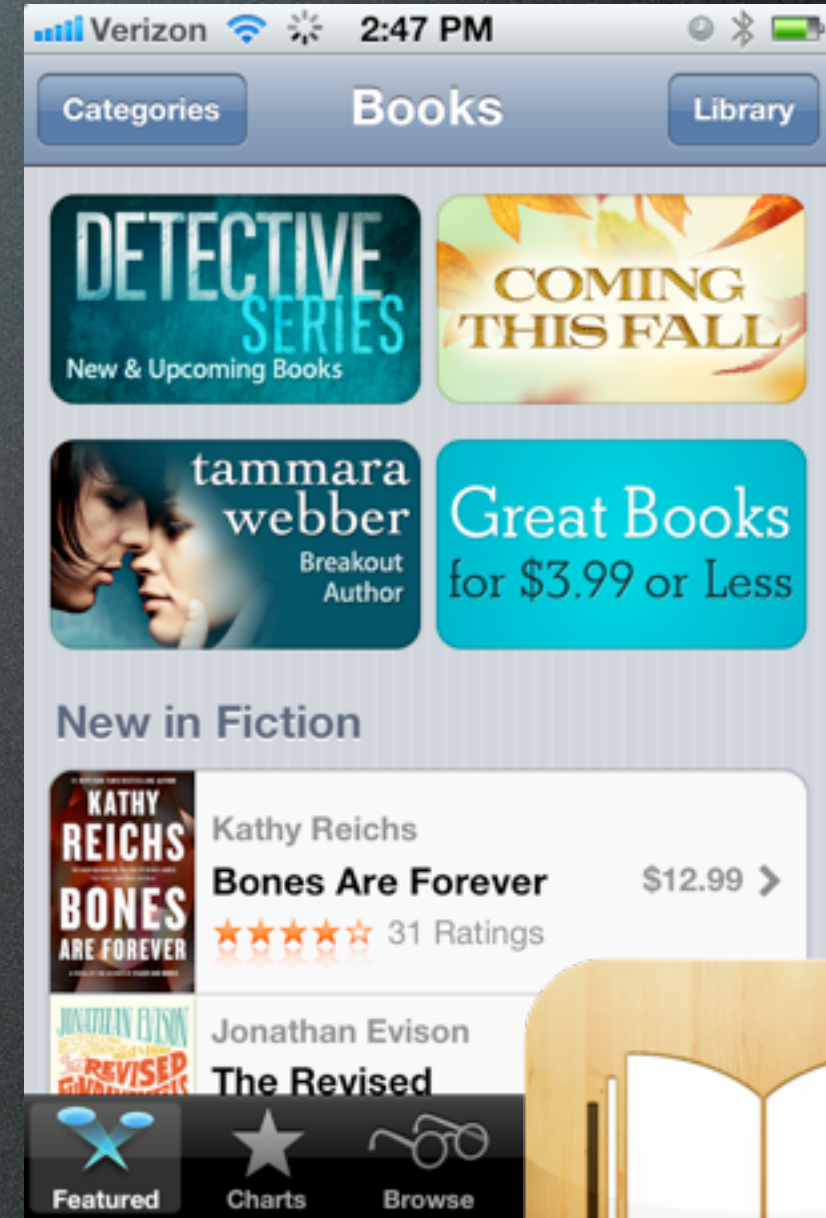
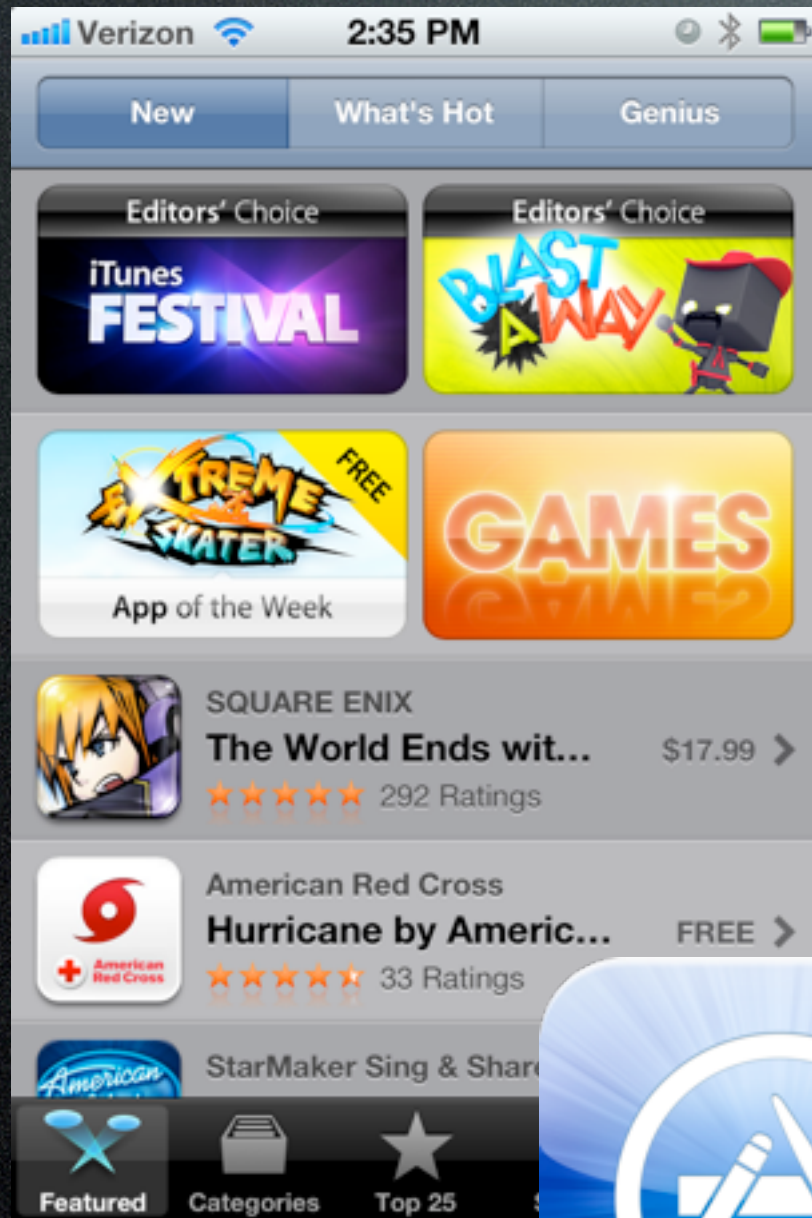
Apple ID's and Content



Apple ID's and Devices



Obtaining iOS Content



MACTECH

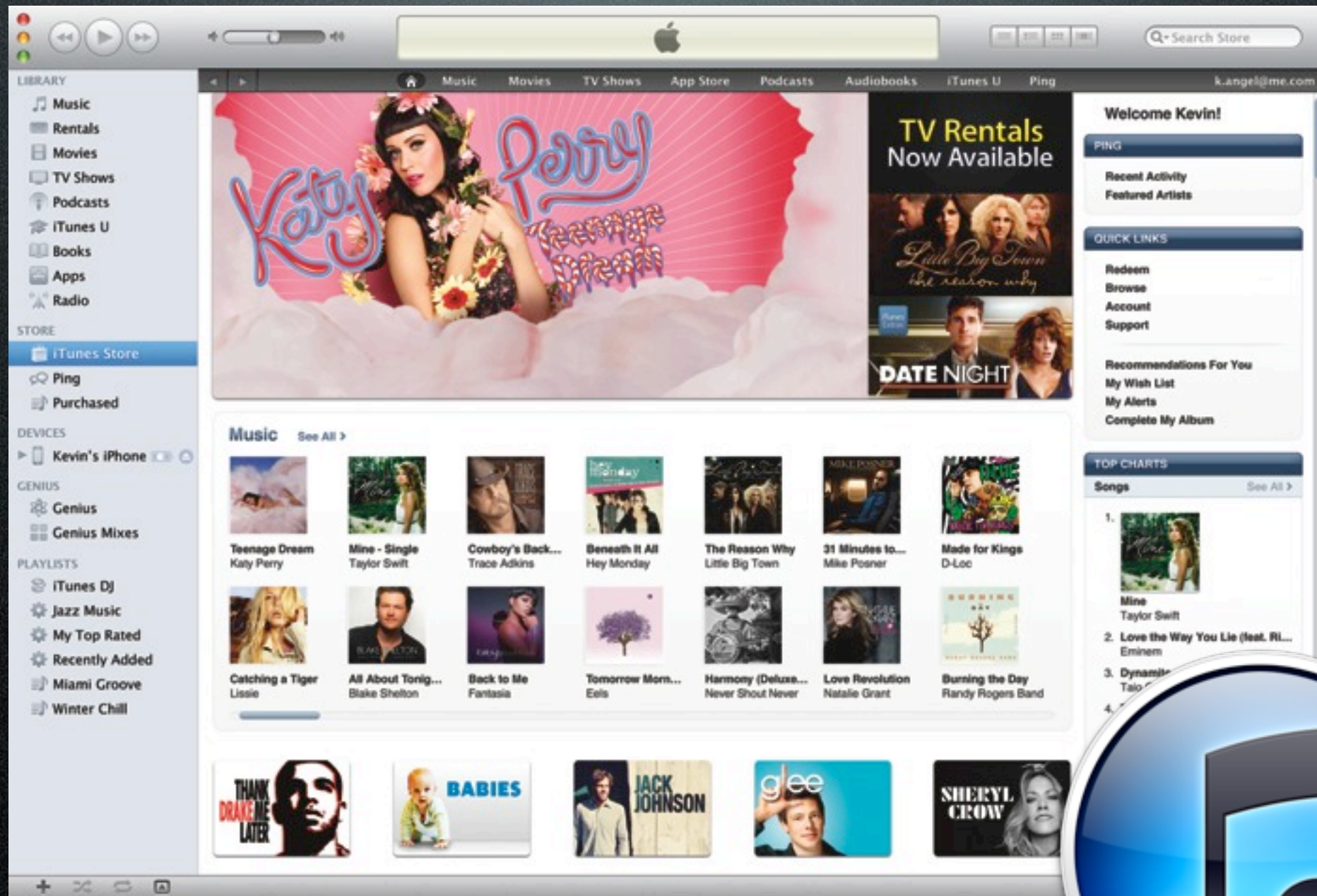


Obtaining OS X Content



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Obtaining Multi - Device Content



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Syncing and Migrating



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Volume Purchase Program

- Business

- <http://www.apple.com/business/vpp/>

- Education

- <http://www.apple.com/education/volume-purchase-program/faq.html>



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Volume Purchase Program

Volume Purchase Code		
Order Number	MA	
Product	ES	
Purchaser	Hot Tester	
Codes Purchased	2	
Codes Redeemed	1	
Codes Remaining	1	
Code	****	**Redemption**
NWABCDEFXXXX		https://buy.itunes.apple.com/lookup?redemption_code=NWABCDEFXXXX
3WABCDEFXXXX		https://buy.itunes.apple.com/lookup?redemption_code=3WABCDEFXXXX
4WABCDEFXXXX		https://buy.itunes.apple.com/lookup?redemption_code=4WABCDEFXXXX
JWABCDEFXXXX		https://buy.itunes.apple.com/lookup?redemption_code=JWABCDEFXXXX
QWABCDEFXXXX		https://buy.itunes.apple.com/lookup?redemption_code=QWABCDEFXXXX
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7WABCDEFXXXX		https://buy.itunes.apple.com/lookup?redemption_code=7WABCDEFXXXX
6WABCDEFXXXX		https://buy.itunes.apple.com/lookup?redemption_code=6WABCDEFXXXX



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Multiple Apple ID's?

- Content Purchases
 - Personal, Work & Family
- VPP Administration
- APNs Certificate Creation
- Developer Account



Multiple Apple ID's Impact on Multiple Devices

- Service Accounts like APNs, VPP and Development accounts are a non-issue
- Five Computer Authorization Limit
- Device limit dependent on activated features
 - e.g. WiFi Syncing & Automatic Downloads



Multiple Apple ID's Impact on a Single Device

- One active at a time
- Content from multiple can be present
 - Previous Apple ID association, Apple Configurator installation etc...
- Updating Content requires purchasing Apple ID Authorization



Deployment Models



All about the Content

- Who will set up & activate the device
- Who will install & update the content
- Who will own the content



Personal Ownership

- BYOD Model
 - Traditional BYOD
 - Organization owned hardware & Personally owned content



Organizational Ownership

- Schools, Cart based model (K-8)
- Shared Use devices
 - Concierge Services
 - Retail Employees
 - Point of Sale systems



Layered Ownership

- Schools (8-12), Teachers
- Temporary Employee Assigned Devices



More Information

- www.appleid.apple.com
- iOS 5 Education Deployment Guide
 - http://images.apple.com/education/docs/IOS_5_Education_Deployment_Guide.pdf



Thank You!

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