

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

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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

iBooks and iBookstore

iWork Publishing

Apple Online Support

iChat

Mac App Store

Apple TV

iCloud

Mac OS X Lion

Genius Bar Appt.

iMessage

Mac OS X Mountain Lion

FaceTime

iTunes Genius

MobileMe

Find My iPhone

iTunes Home Sharing

My Support Profile

Game Center

iTunes Store

APN Certificate

iPhoto and Aperture Purchases

Developer ID



Apple ID Uses

iBooks and iBookstore

iCloud

iTunes Store

Mac App Store

Mac OS X Lion

Mac OS X Mountain Lion

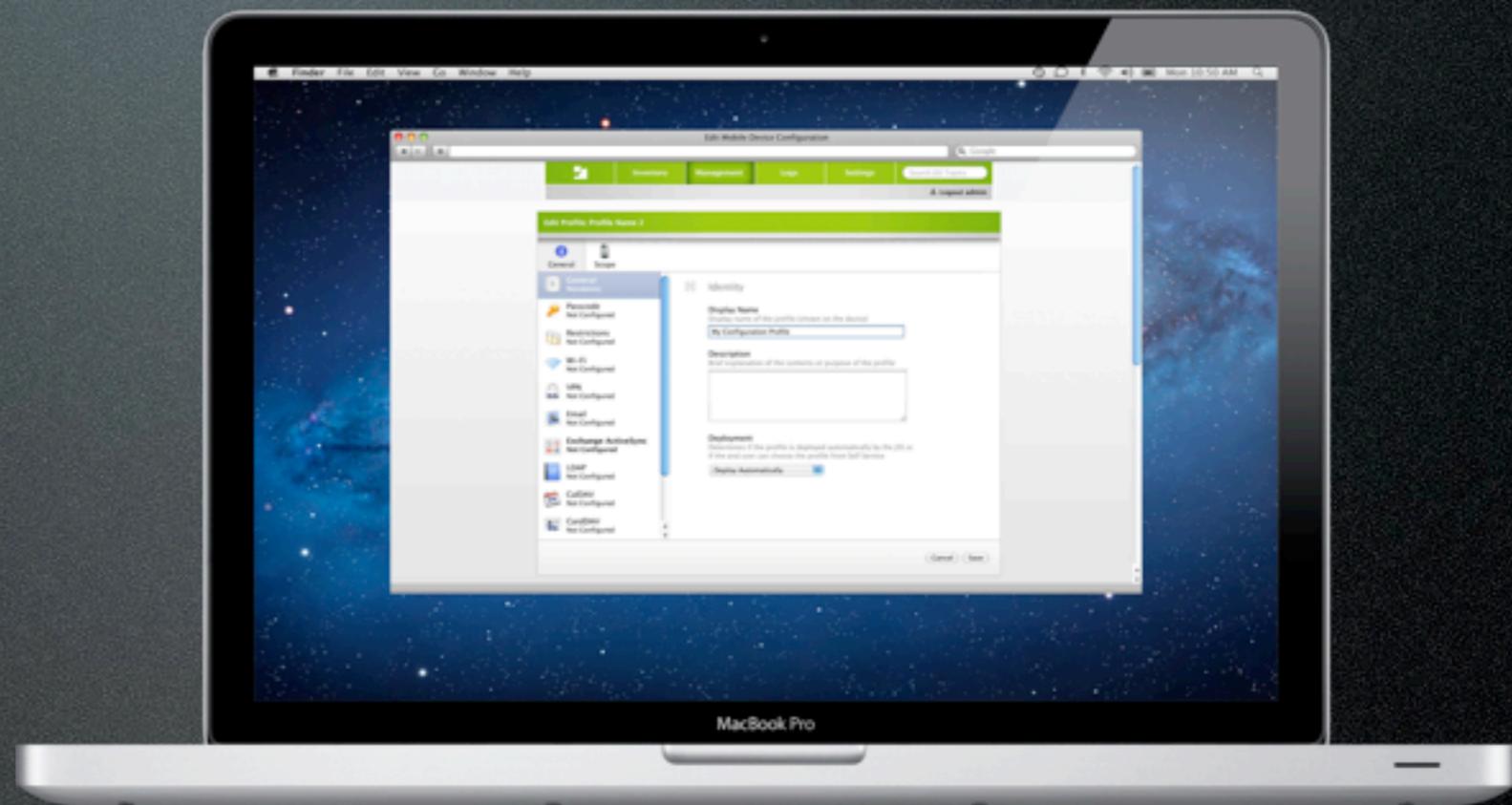
APN Certificate



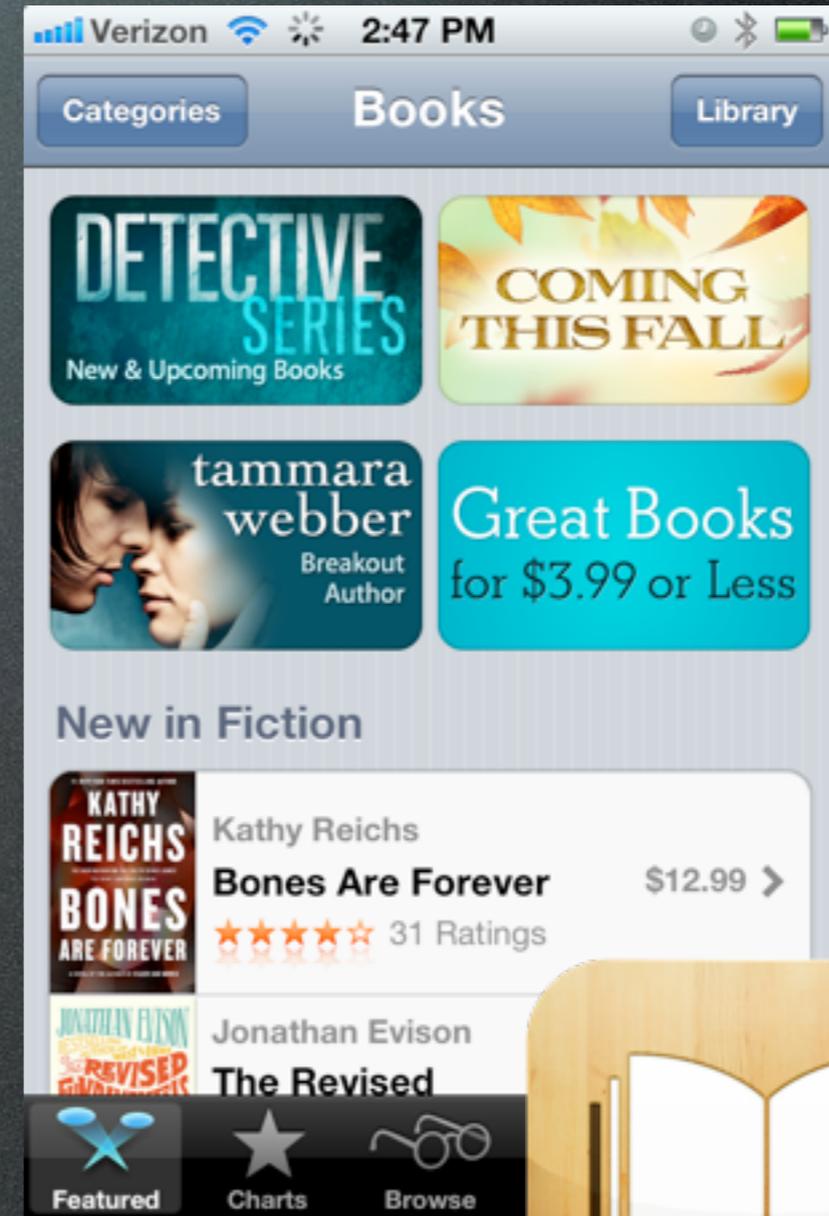
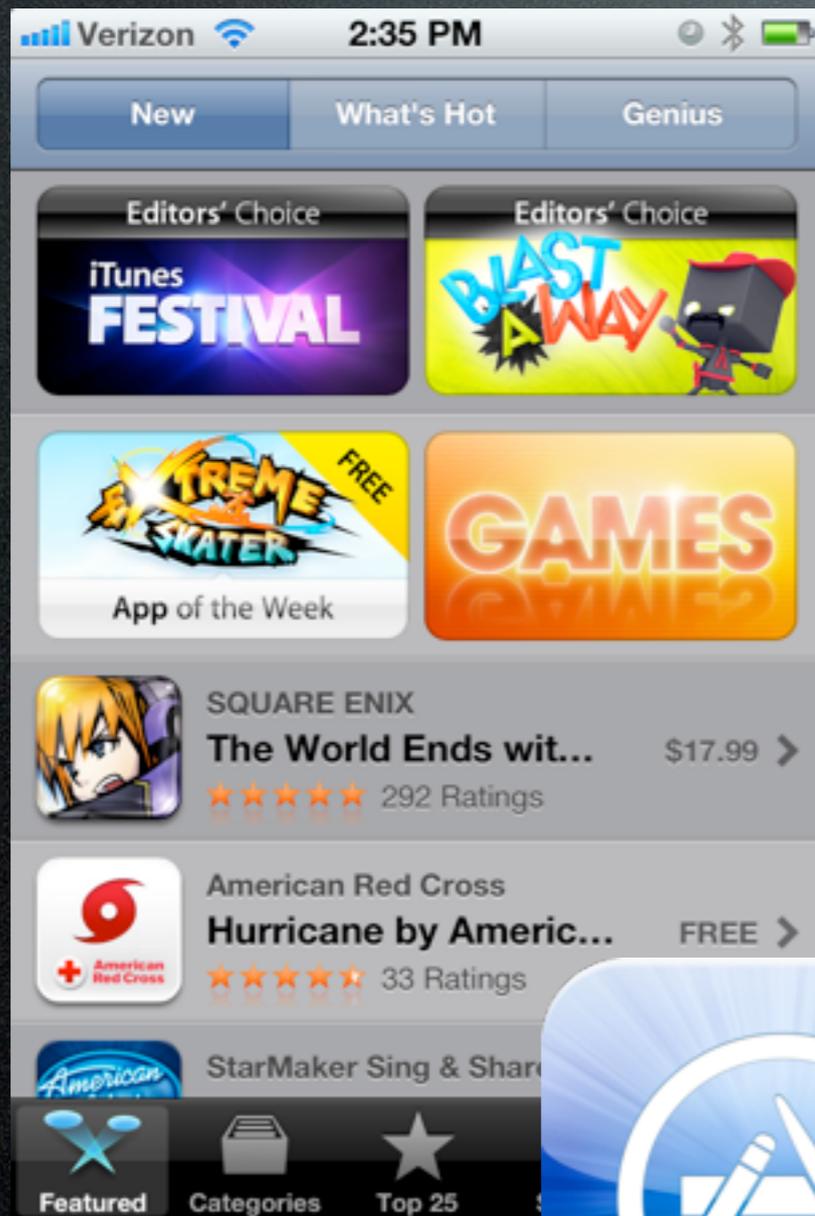
Apple ID's and Content



Apple ID's and Devices



Obtaining iOS Content

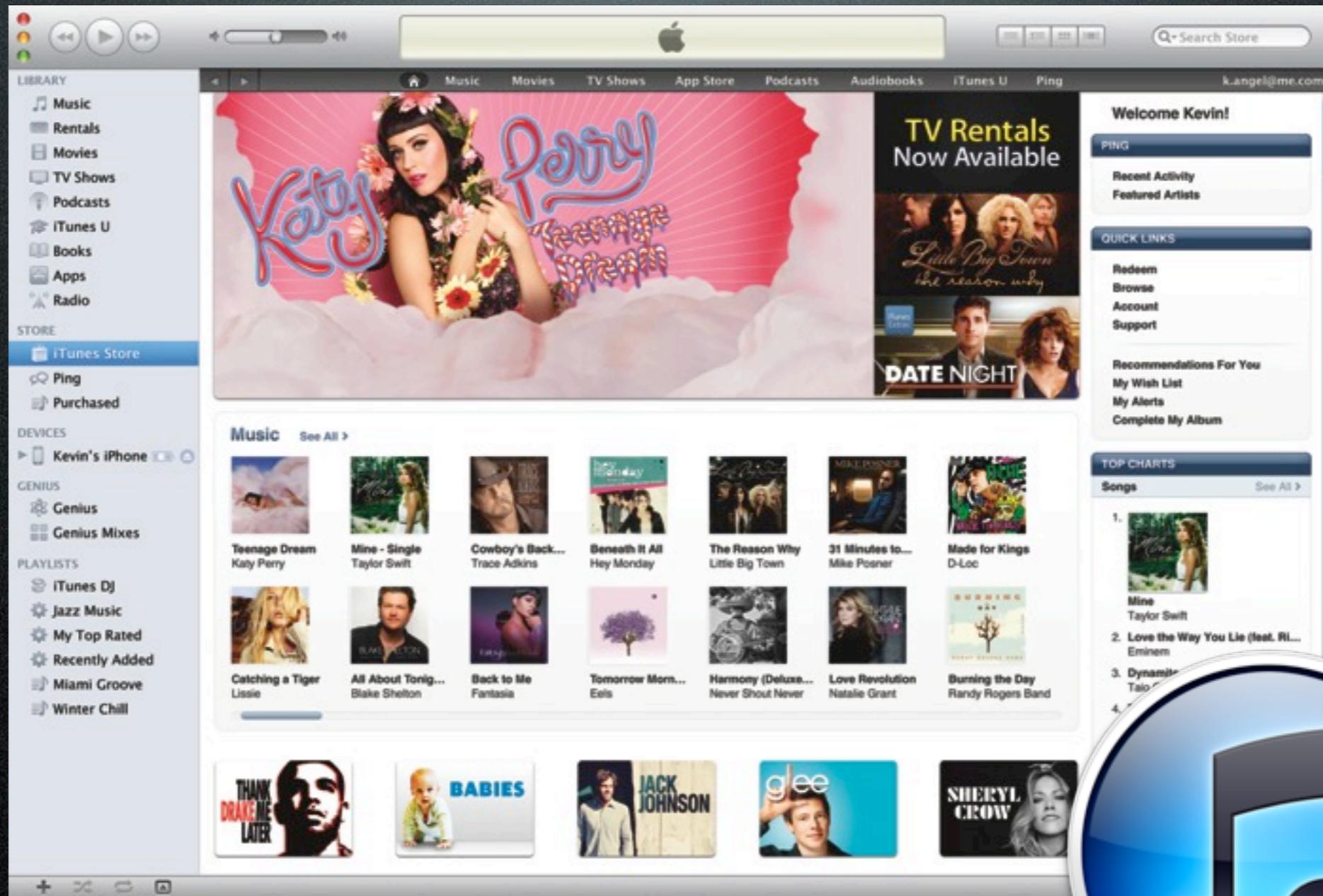


MACTECH

Obtaining OS X Content

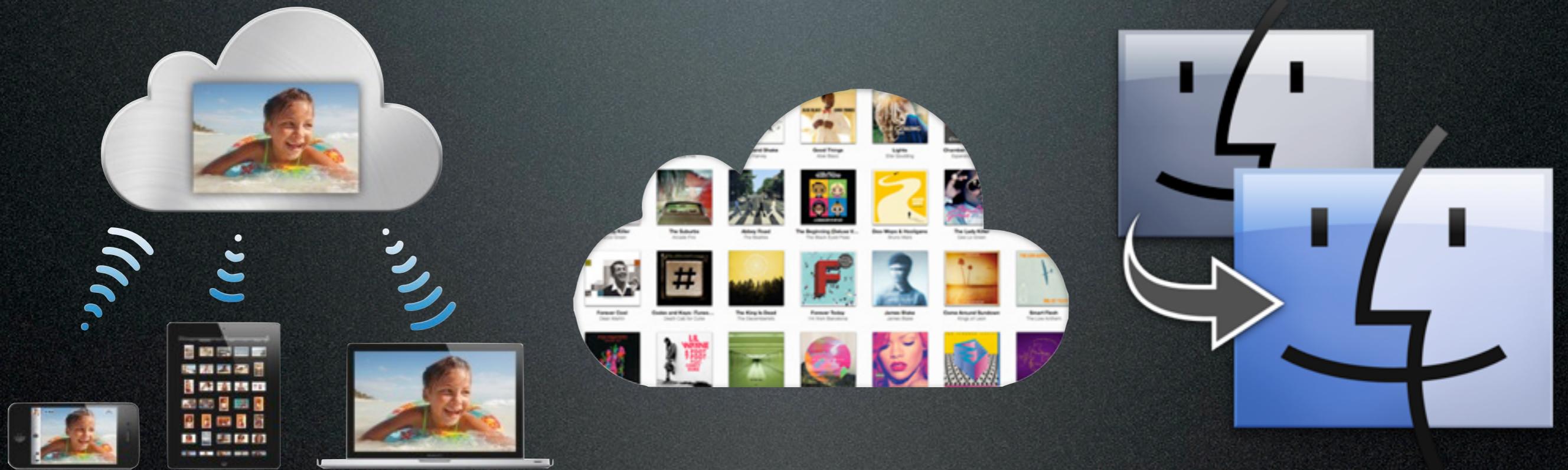


Obtaining Multi - Device Content



MACTECH

Syncing and Migrating



MACTECH

Volume Purchase Program

- Business

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

- Education

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



MACTECH

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.com
3WABCDEFXXXX		https://buy.itunes.com
4WABCDEFXXXX		https://buy.itunes.com
JWABCDEFXXXX		https://buy.itunes.com
QWABCDEFXXXX		https://buy.itunes.com
MWABCDEFXXXX		https://buy.itunes.com
NWABCDEFXXXX		https://buy.itunes.com
7WABCDEFXXXX		https://buy.itunes.com
8WABCDEFXXXX		https://buy.itunes.com

XLS



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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