

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

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What is an Apple ID?

A Little Bit of History...

- iTunes IDs began before the days of mobile devices (early generation iPods).
- First utilized to purchase media (primarily music) on the iTunes store.
- Media was purchased online via iTunes desktop app
- Media “synced” between Mac/PC and iTunes desktop app via USB or FireWire cable.



What is an Apple ID?

A Little Bit of History...

- Apple further develops cloud-based services/apps
- Existing cloud-based services evolve

.Mac > MobileMe > iCloud (today)

- Introduces iPhone and iPad mobile devices



Multiple services and devices...



iCloud



- Created the need to have all pieces of the puzzle work together under a single user account. Thus...

iTunes ID > Apple ID



What is an Apple ID?

- Provides the keys to the Apple kingdom
- Gateway to a variety of Apple services
- Ties in all devices associated with an Apple ID Account by content synchronization
- Allows access to purchased content

An Apple ID allows services and functionality to your Devices

- iTunes Store
- iOS App Store
- Mac App Store
- iCloud
 - Backup and Storage
 - Reminders and Calendars
 - Notes
 - Contacts
- iTunes Match
- iTunes in the Cloud
- iTunes Genius
- iMessage/iChat
- TV Shows
- Movies

...and a whole lot more

(but not limited to)

- Find My iPhone
- Game Center
- iBookstore
- iTunes Home Sharing
- Apple Online Support (apple.com/support)
- Apple TV
- Apple Product Registration (register.apple.com)
- Volume Purchase Program
- iTunes Genius
- iTunes Home Sharing
- iPhoto and Aperture Purchases
- Game Center

Anatomy of an Apple ID

- Apple ID must be a valid email address
 - Non-Apple domain email: username@gmail.com
 - Apple domain email: ...@mac.com, @me.com or @iCloud.com
- Supposed to be unique to the individual user or business

Creating an Apple ID is Easy

- New devices will prompt user to enter an existing ID. Else...
- If user doesn't have one, he can sign up for a new Apple ID
- Apple offers a free Apple ID username@iCloud.com *via devices*
- Can also sign up online at appleid.apple.com

What is a Device?

- Mac no longer the center point for device management. They are now a device themselves.
- iPhones
- Mac Desktop and Notebook Computers
- iPads
- iPod Touch
- Apple TV
- And yes! PCs, too!



iCloud Apps

Feature can be turned on by
device settings or system
preferences



iPhone
Settings: iCloud

iCloud Apps



iTunes



Photo Stream



Documents
in the Cloud



Safari



Calendar,
Contacts, and Mail



Apps



iBooks



Backup and Restore



Find My iPhone

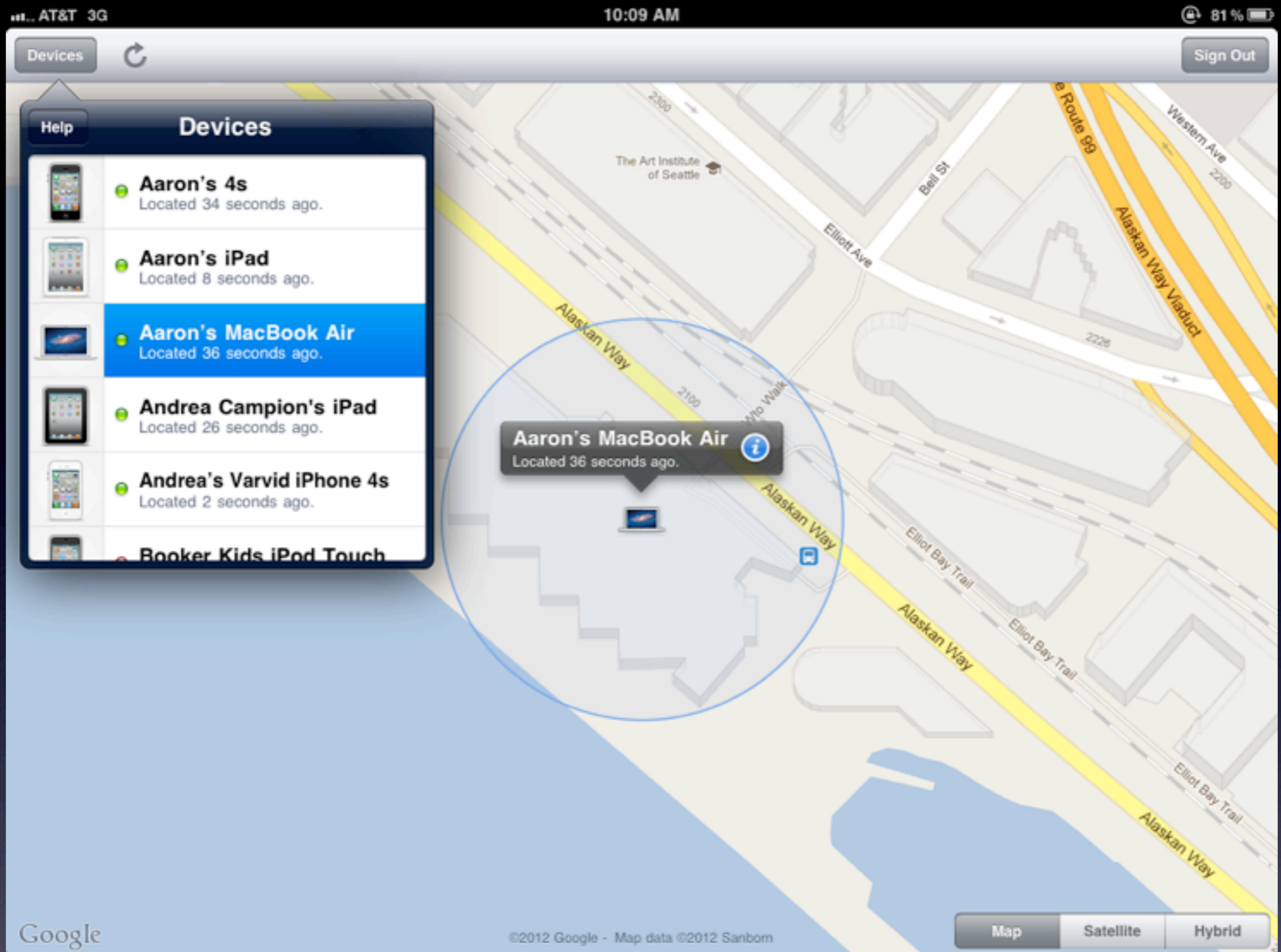


Find My Friends

iCloud Storage Includes

- Notes and Reminders
- Photo Stream
- Documents & Data (for iWork apps, e.g. Numbers, Work, Keynote, GarageBand, and Preview files)
- Device backup to iCloud
- 5 GB storage free of charge
- Additional storage for a fee





Find My iPhone App

2 or More Apple IDs?

- Possible, but not recommended
- It is suggested to have your clients use a single Apple ID.
- However, companies should have a separate Apple ID

Merging Apple IDs?

- Apple does not allow merging of Apple IDs
- Possible to use more than 1 Apple ID.
 - 1 for iCloud apps/data
 - 1 for iTunes purchases
- You can add an alternate to an Apple ID.

Syncing Devices

Once a device is registered with an Apple ID, syncing is seamless over the air.

- OTA Syncing includes:
 - Bookmarks
 - Contacts
 - Calendars & Reminders
 - Notes

Syncing Devices

Other Methods

- Mobile Device connected via **USB** to iTunes
 - For
- Mobile Device connected to **WiFi**
 - Allows syncing without cellular data exchange
- Mobile Device connected to **WiFi +Auto Sync**
 - Allows Mobile Device connected to same WiFi network to sync wirelessly to iTunes desktop application (music?)

iTunes Match



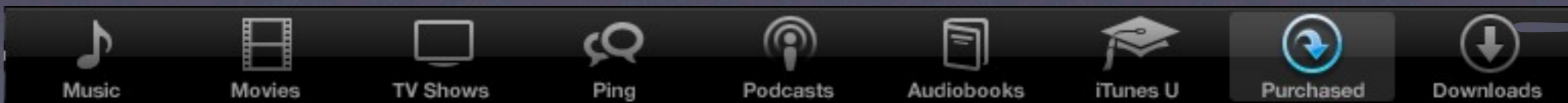
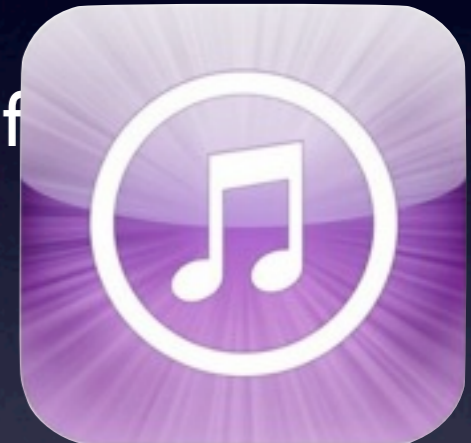
iTunes Match

- Paid service \$24.99 year.
- Entire iTunes music library available on-the-go
 - Includes all previous iTunes song purchases
 - Even songs not purchased in iTunes. Up to 25,000 (Music from CDs or other vendors (Amazon.com))
- Downloads content to all devices signed on to Apple ID with iTunes Match enabled.

iTunes in the Cloud

iTunes in the Cloud

- Previously purchased media can be downloaded into any of your devices .
- Album, movie or song at a time.
- Limited to iTunes purchases



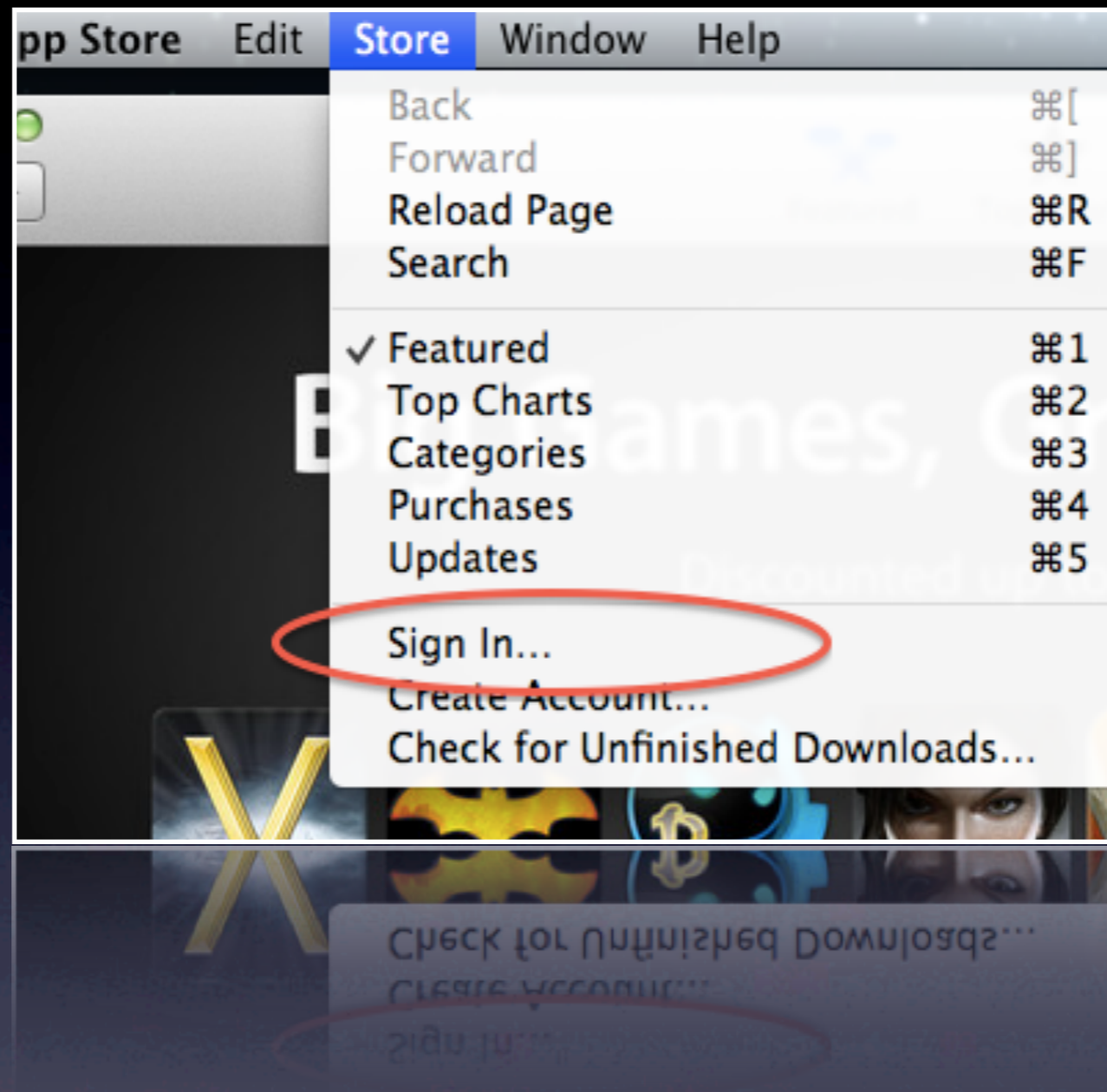
The Mac App Store

- Thousand of software Mac titles can be purchased using your Apple ID
- Only for Macs. Sorry PCs :(
- Software automatically downloads to your Mac

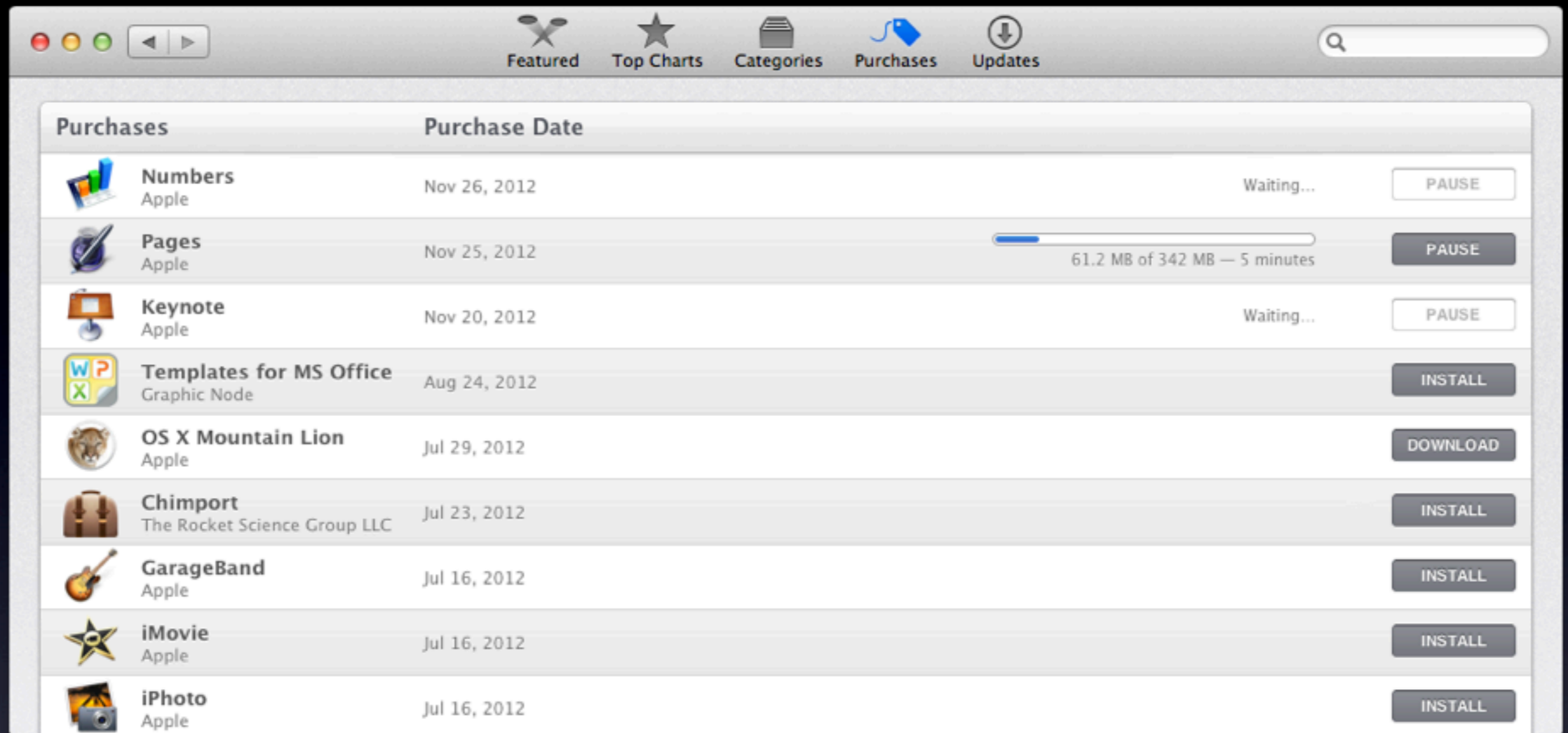


Device Authorization

	iTunes	iTunes Match (10 max.)	iCloud	App Store
Mac & PC 	up to 5	up to 5	∞	∞
iOS Devices 	∞	up to 10	∞	∞



Mac App Store Sign In



Installing Previous Downloaded Content to Another iMac

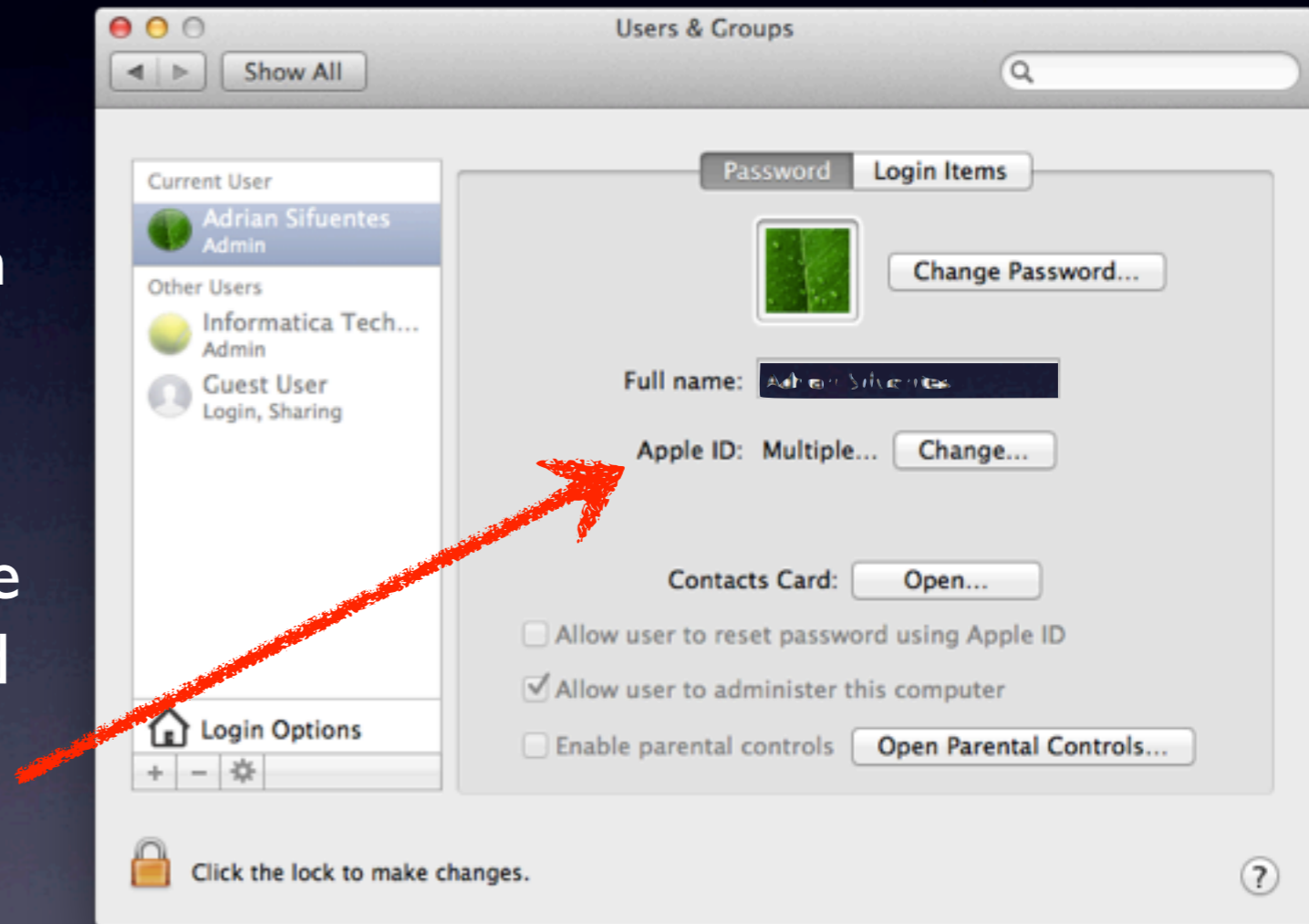
Deploying Devices

Important Questions

- Whose Apple ID?
Who will own the content?
- Who will set up and activate?
- How many devices?
- Who owns the device (BYOD)?

Deploying Devices

- Mac Computers
 - Imaging/ghosting Software can save time for larger scale deployment
 - Using a unique company Apple ID on master image suggested (content ownership, administration)



Deploying Devices

- Mobile Devices
 - A MDM management solution can be used for larger scale deployments can use MDM
 - MDM can push or pre-configure mobile device with pre-selected apps.
 - Can address content management in BYOD scenarios.

Volume Purchase Programs

- For Education and Business
- Apps can be downloaded and deployed via tools i.e. NetInstall or Apple Remote Desktop
- Can also be distributed via redemptions codes to user using an Apple ID.
(Apple ID account owner retain ownership of app.)
- Educational institutions must be registered with Apple
- Business must have or apply for a Dun and Bradstreet number (DUNS).

Additional Info/ Reference

- iTunes Match
<http://www.apple.com/itunes/itunes-match/>
- Open and Manage an Apple ID
<https://appleid.apple.com/>
- Downloading past purchases from App Store, iBookstore and iTunes Store
<http://support.apple.com/kb/HT2519>
- Authorizing Devices
http://support.apple.com/kb/HT1420?viewlocale=en_US&locale=en_US
- iTunes Authorization/Deauthorization
<http://support.apple.com/kb/HT1420>
- Education Deployment
http://images.apple.com/education/docs/IOS_5_Education_Deployment_Guide.pdf
- Volume Purchase Program
<http://www.apple.com/business/vpp/>

Questions



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