



MacTech Insight:

The Cloud, Apple Style

Andy Espo
Call Andy! Macintosh Consulting

Rich Warren
Freelance Mad Science Labs



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Please...



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Please...

Try to hold questions until the end



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Please...

Try to hold questions until the end

Or...if we're too brief and something doesn't make sense, ask for more detail and we'll try to accommodate



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Or...if we're too brief and something doesn't make sense, ask for more detail and we'll try to accommodate

We have a vague idea of upcoming topics in the presentation, so we may wait for a more full explanation.

Please...

Try to hold questions until the end

Or...if we're too brief and something doesn't make sense, ask for more detail and we'll try to accommodate

We have a vague idea of upcoming topics in the presentation, so we may wait for a more full explanation.

Please mute your iPhones (they're iPhones, right?)



Who are we?



Freelance Mad Science Labs

iOS Development, Technical Writing, Training and Consulting

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MACINTOSH CONSULTING

Who are we?

Andy Espo

Owner of Call Andy! Macintosh Consulting

Mac-focused consultancy since 1999

ACN since 1999

ACN Advisory Council 3 $\frac{1}{2}$ years

ACTC Certified since 2002

www.callandy.com

Who are we?



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Who are we?

Rich Warren

iOS Developer, Trainer and Technical Writer

Developed a broad range of iOS Apps

Wrote 17 articles for MacTech Magazine

Books

“Creating iOS Applications:
Develop and Design”

“Objective-C Bootcamp”

www.freelancemadscience.com

Why are you here?



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Why are you here?

- To understand what iCloud is and isn't



Why are you here?

- To understand what iCloud is and isn't
- To optimize your iCloud experience



Why are you here?

- To understand what iCloud is and isn't
- To optimize your iCloud experience
- To get the most out of your Macs and iOS Devices



Why are you here?

- To understand what iCloud is and isn't
- To optimize your iCloud experience
- To get the most out of your Macs and iOS Devices
- We're going to give you a quick overview of iCloud's components, then we'll focus on the primary areas of use and concern





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What iCloud is:



What iCloud isn't



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What iCloud isn't

- It isn't a backup of all your data on your Mac



What iCloud isn't

- It isn't a backup of all your data on your Mac
- No guarantee that purchased products will always be available



What iCloud isn't

- It isn't a backup of all your data on your Mac
- No guarantee that purchased products will always be available
- You can't store arbitrary documents



What iCloud isn't

- It isn't a backup of all your data on your Mac
- No guarantee that purchased products will always be available
- You can't store arbitrary documents
- Not designed for collaboration or communication



What iCloud isn't



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What iCloud isn't

- It isn't always dependable
 - Unexpected results - duplicate or missing data



What iCloud isn't

- It isn't always dependable
 - Unexpected results - duplicate or missing data
- No syncing with Android or other non-Apple devices



What iCloud isn't

- It isn't always dependable
 - Unexpected results - duplicate or missing data
- No syncing with Android or other non-Apple devices
- Security?
 - How secure is any “cloud” vendor?



What iCloud isn't



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What iCloud isn't

- Limited syncing with Windows
(only in supported apps)



A brief history of Apple's cloud services



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A brief history of Apple's cloud services



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Best practices



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Best practices

- You need to understand how these pieces work!



Best practices

- You need to understand how these pieces work!
- What to do before you start turning things on!



Best practices

- You need to understand how these pieces work!
- What to do before you start turning things on!
 - Back up your contacts

Best practices

- You need to understand how these pieces work!
- What to do before you start turning things on!
 - Back up your contacts
 - Back up your calendars



Best practices

- You need to understand how these pieces work!
- What to do before you start turning things on!
 - Back up your contacts
 - Back up your calendars
- You need to be running current versions of the Mac OS (10.8.2) and iOS (6.0.1)



When things go wrong



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When things go wrong

- Duplicate or missing contact or calendar data



When things go wrong

- Duplicate or missing contact or calendar data
- Concerns about contact and calendar syncing



iCloud Backup



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iCloud Backup

- iOS Backup
 - iOS devices can back up their data using either wired, wifi syncing or iCloud



iCloud Backup

- iOS Backup
 - iOS devices can back up their data using either wired, wifi syncing or iCloud
- Mac Backup
 - There isn't any in iCloud!



iCloud Backup



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iCloud Backup

- iOS Backup via Wired Sync
 - Technically not iCloud
 - Does not use any of your iCloud storage space
 - iOS backups can be done through iTunes in addition to the iCloud backup
 - Must physically connect to a computer to backup/restore
 - Not automatic!
 - Often requires multiple syncs when restoring



iCloud Backup



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iCloud Backup

- iOS Backup via Wifi Sync
 - Technically not iCloud
 - Same basic features as Wired Syncing, *only* over the wifi network
 - No need to physically connect to a computer
 - Automatically syncs when the following are true:
 - iOS device must be plugged into a power source
 - iTunes must be open on your computer
 - iOS device and computer must be on the same wifi network



iCloud Backup



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iCloud Backup

- iOS iCloud Backup
 - This one actually *is* iCloud backup
 - Able to backup and restore remotely
 - Automatically backs up your data
 - Off-site storage provides added security
 - May consume a significant portion of your free iCloud storage
 - Additional storage may be cheap given the guaranteed security



iCloud Backup



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iCloud Backup

- The following data is backed up:
 - Purchased Content (May not be available in all countries)
 - Photos and videos in the camera roll
 - Device settings
 - Application data and documents (Will vary based on the application)
 - Home screen and app organization
 - Messages (iMessage, SMS and MMS)
 - Ringtones



iCloud Backup



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iCloud Backup

- The following data is not backed up:
 - Applications (You can re-download them)
 - Media files synced from a computer (You can re-sync them)
 - Any large, downloaded application data
(e.g. video or audio files)
(You can re-download them)



Documents in iCloud



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Documents in iCloud

- What it does?



Documents in iCloud

- What it does?
 - You can stop working on one device & pick up where you left off on another



Documents in iCloud

- What it does?
 - You can stop working on one device & pick up where you left off on another
 - Files are “backed up” to the cloud



Documents in iCloud



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Documents in iCloud

- What it doesn't do



Documents in iCloud

- What it doesn't do
 - Collaborative sharing



Documents in iCloud

- What it doesn't do
 - Collaborative sharing
 - May not significantly save disk space



Documents in iCloud

- What it doesn't do
 - Collaborative sharing
 - May not significantly save disk space
 - You're still working on a "local" copy

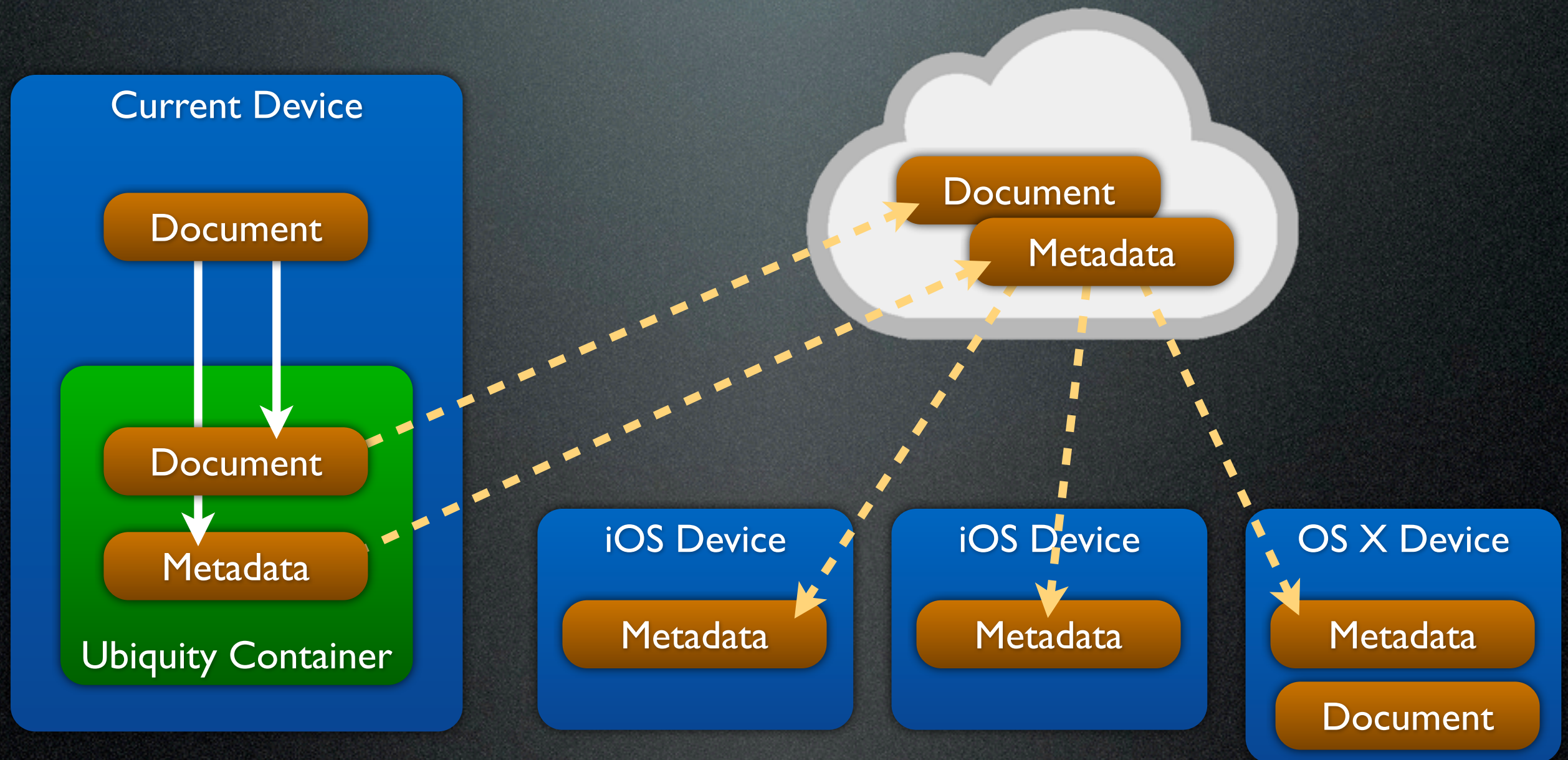


Documents in iCloud

- What it doesn't do
 - Collaborative sharing
 - May not significantly save disk space
 - You're still working on a "local" copy
- Most applications don't yet support iCloud syncing



Documents in iCloud



Documents in iCloud



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Documents in iCloud

- OS X always has the latest version of every file



Documents in iCloud

- OS X always has the latest version of every file
- iOS devices can request to download and use a document



Documents in iCloud

- OS X always has the latest version of every file
- iOS devices can request to download and use a document
- Always works from a local copy



Documents in iCloud

- OS X always has the latest version of every file
- iOS devices can request to download and use a document
- Always works from a local copy
 - Available when offline



Documents in iCloud

- OS X always has the latest version of every file
- iOS devices can request to download and use a document
- Always works from a local copy
 - Available when offline
- iOS can automatically delete unused documents to free disk space



Documents in iCloud



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Documents in iCloud

- OS X displays iCloud files in the standard File > Open... window



Documents in iCloud

- OS X displays iCloud files in the standard File > Open... window
- Stores everything in “~/Library/Mobile Documents/”



Documents in iCloud

- OS X displays iCloud files in the standard File > Open... window
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- Each iOS app decides how (or if) it will display these documents



Documents in iCloud

- OS X displays iCloud files in the standard File > Open... window
- Stores everything in “~/Library/Mobile Documents/”
- Each iOS app decides how (or if) it will display these documents
- Each app can only see its own iCloud directory



Document Conflicts in iCloud



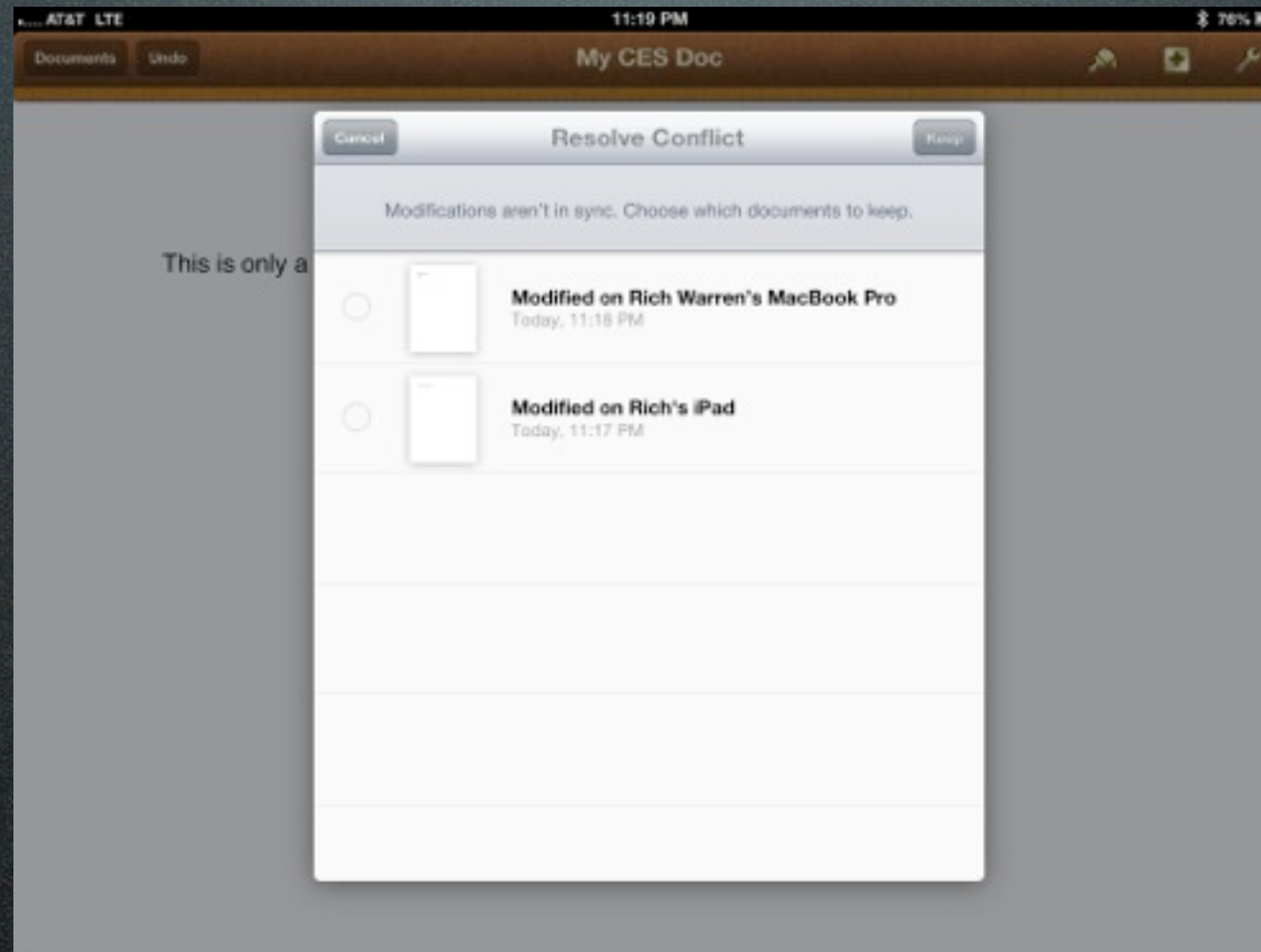
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Document Conflicts in iCloud



Where are my files?

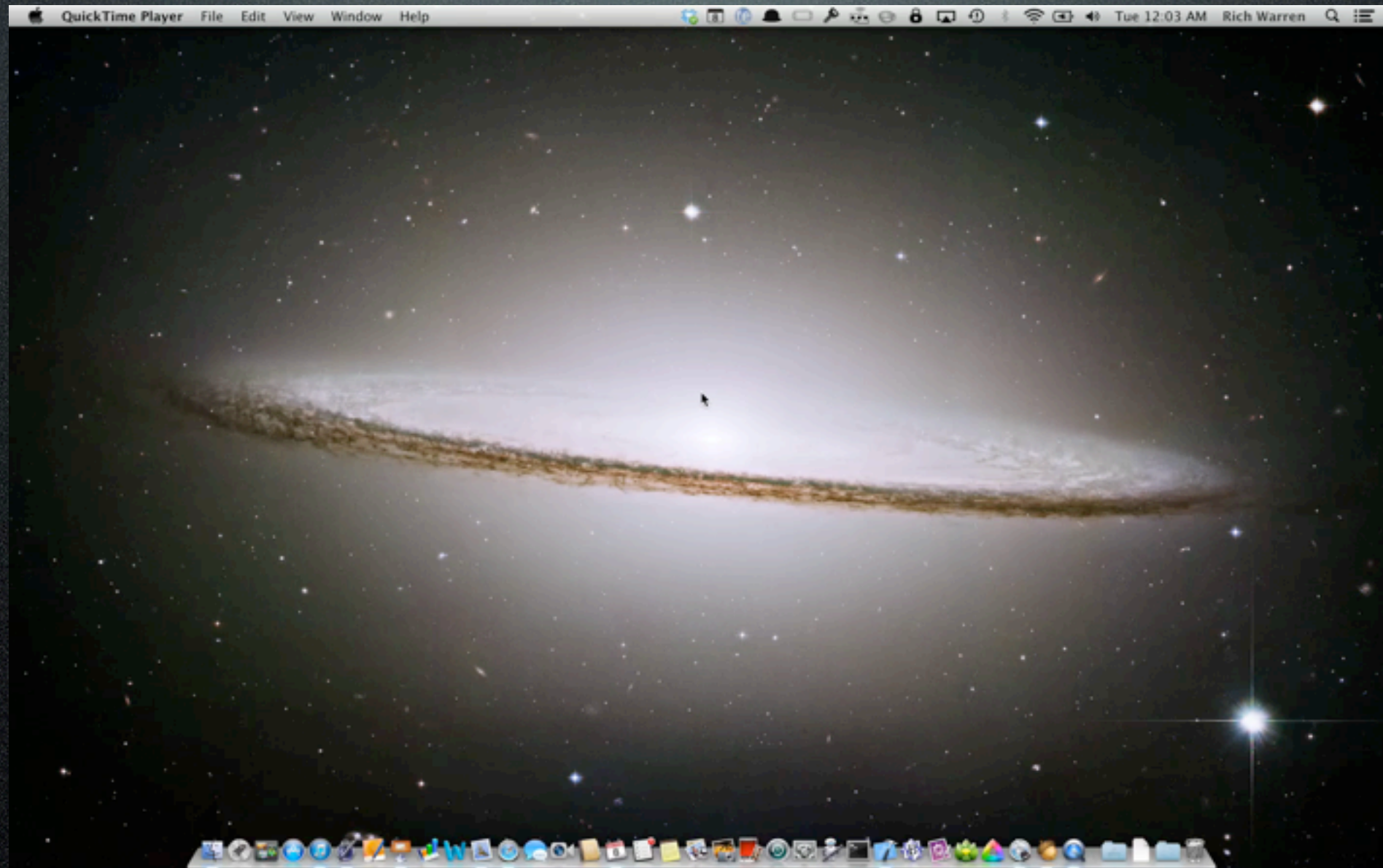


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Where are my files?



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Storage in iCloud



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Storage in iCloud

- iCloud Storage



Storage in iCloud

- iCloud Storage
 - You get 5GB free for:



Storage in iCloud

- iCloud Storage
 - You get 5GB free for:
 - iOS Device backups



Storage in iCloud

- iCloud Storage
 - You get 5GB free for:
 - iOS Device backups
 - Document storage



Storage in iCloud



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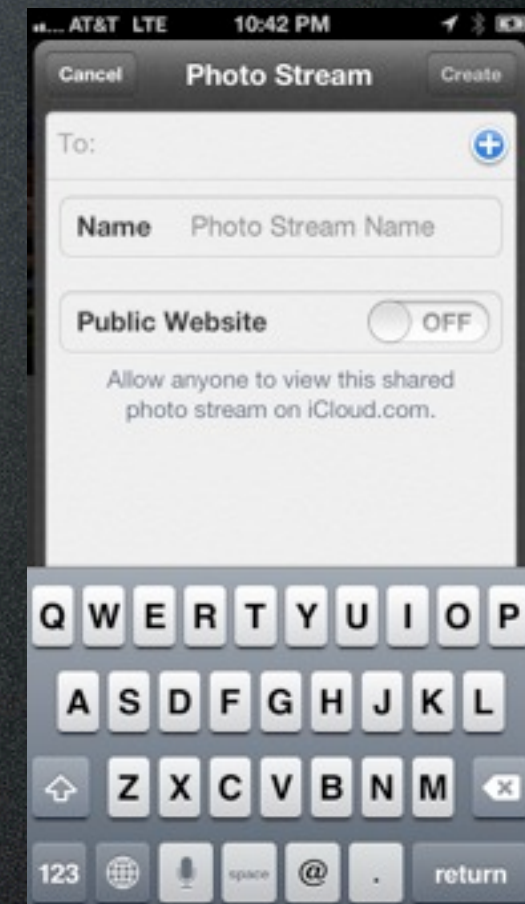
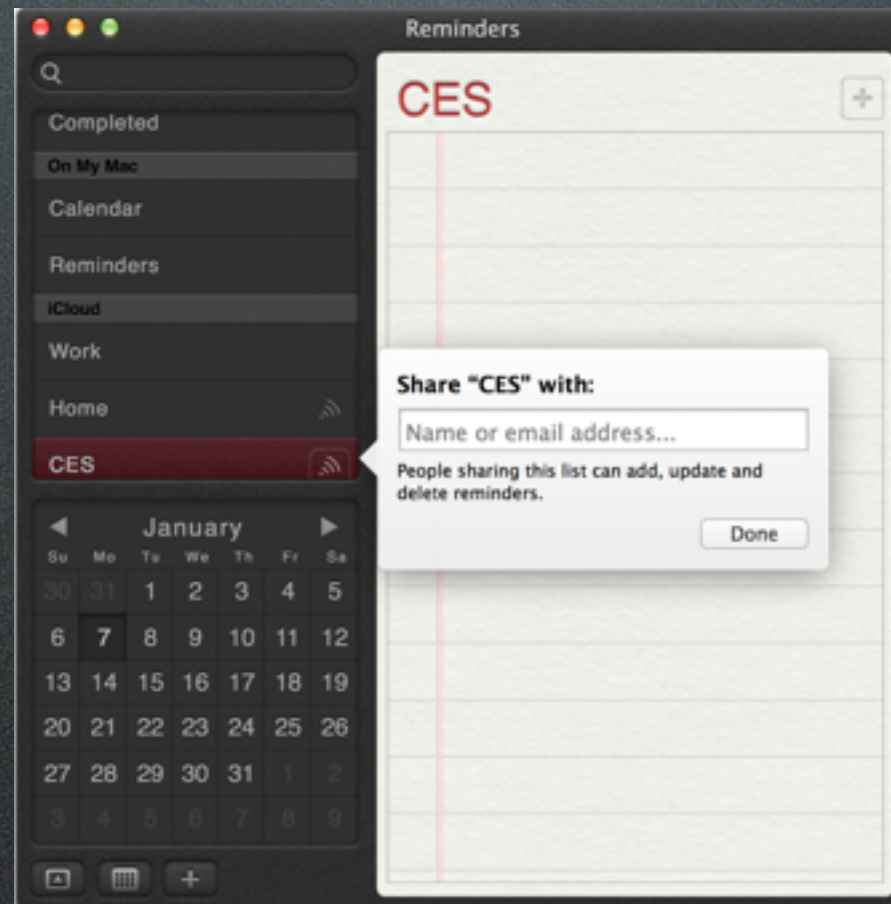
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Storage in iCloud

- Additional Storage can be purchased:
 - 10GB - \$20 / year
 - 20GB - \$40 / year
 - 50GB - \$100 / year
 - Aggregates with your 5GB free



iCloud Sharing



iTunes in the Cloud



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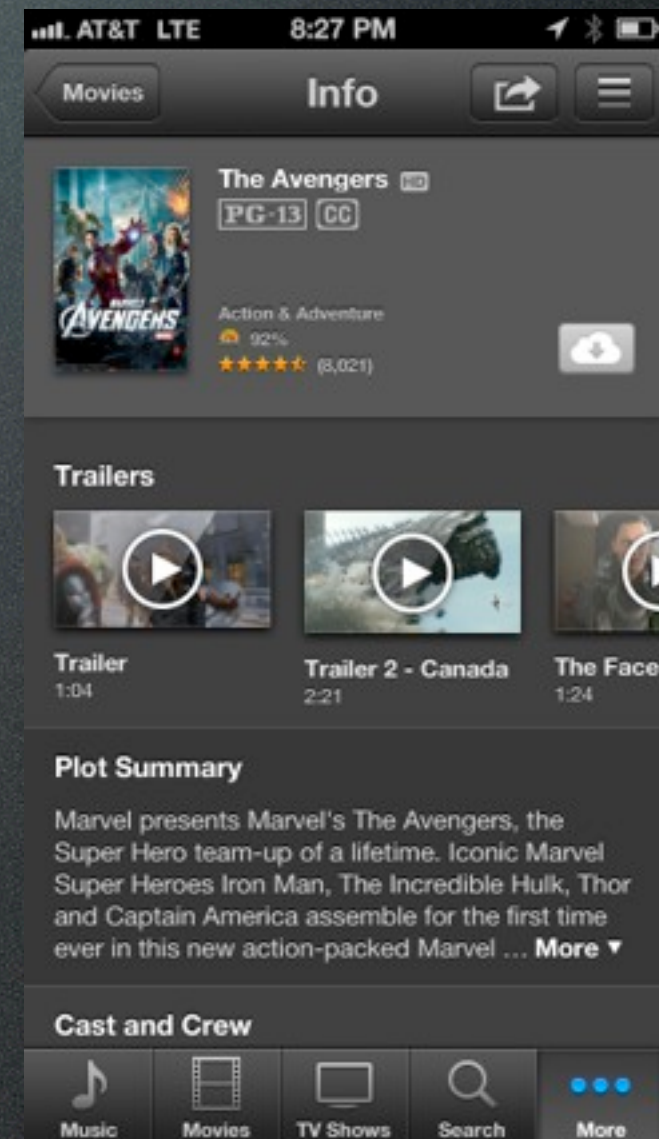
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iTunes in the Cloud

- Download purchased music, movies and TV shows
- View/Listen to content while it downloads
- Upload music purchased elsewhere using iTunes Match



Options to iCloud



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Options to iCloud

- Mail, Contacts & Calendars
 - Hosted Kerio
 - Hosted Exchange
 - Google Docs



Options to iCloud



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Options to iCloud

- Document storage/sync
 - DropBox
 - Soonr
 - LogMeIn File Transfer & File Sharing
 - SugarSync
 - SkyDrive
 - Google Drive



Options to iCloud



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Options to iCloud

- Find My iPhone/iPad/iPod Touch/Mac



Options to iCloud

- Find My iPhone/iPad/iPod Touch/Mac
 - Many MDM solutions



Options to iCloud

- Find My iPhone/iPad/iPod Touch/Mac
 - Many MDM solutions
 - Maas360



Options to iCloud

- Find My iPhone/iPad/iPod Touch/Mac
 - Many MDM solutions
 - Maas360
 - MobileIron



Options to iCloud

- Find My iPhone/iPad/iPod Touch/Mac
 - Many MDM solutions
 - Maas360
 - MobileIron
 - Others



Options to iCloud

- Find My iPhone/iPad/iPod Touch/Mac
 - Many MDM solutions
 - Maas360
 - MobileIron
 - Others
- Back to My Mac



Options to iCloud

- Find My iPhone/iPad/iPod Touch/Mac
 - Many MDM solutions
 - Maas360
 - MobileIron
 - Others
- Back to My Mac
 - LogMeIn



Options to iCloud

- Find My iPhone/iPad/iPod Touch/Mac
 - Many MDM solutions
 - Maas360
 - MobileIron
 - Others
- Back to My Mac
 - LogMeIn
 - GoToMyPC



Thank you!



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Q & A



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Q & A

Resources

- <http://www.apple.com/icloud/setup/>
- <http://en.wikipedia.org/wiki/ICloud>

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Rich Warren -
rich@freelancemadscience.com

