

The New World of Apple IDs

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Apple IDs

- What are they and why do I care?
- Anatomy of an Apple ID
- “Devices”
- Content Distribution
- Deployment Models

What is an Apple ID?

- ID based on an email address (or username)
- Note: @mac.com and @me.com Apple IDs can not be renamed.
- Apple ID is related to an account
- Account contains purchase history
 - <https://appleid.apple.com>

Merging Apple IDs

- Old .Mac accounts & Multiple IDs
- Officially **not possible** to merge
<http://support.apple.com/kb/HT5622>
- Can change Apple ID (email address)

Original Uses of Apple IDs

- iTunes Store Purchases
- Apple Store Purchases
- AppleCare/Repairs, Registration
- Apple Employee Single Sign On (SSO)

Apple ID Uses

Apple ID Uses

Apple Developer
Connection

Apple Online Store

Apple Online
Support

Apple Push
Notification Service

Apple TV

Genius Bar Appt.

Express Lane

FaceTime

Find My Friends

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

MobileMe

My Support Profile

OS X

OS X Server



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](#)

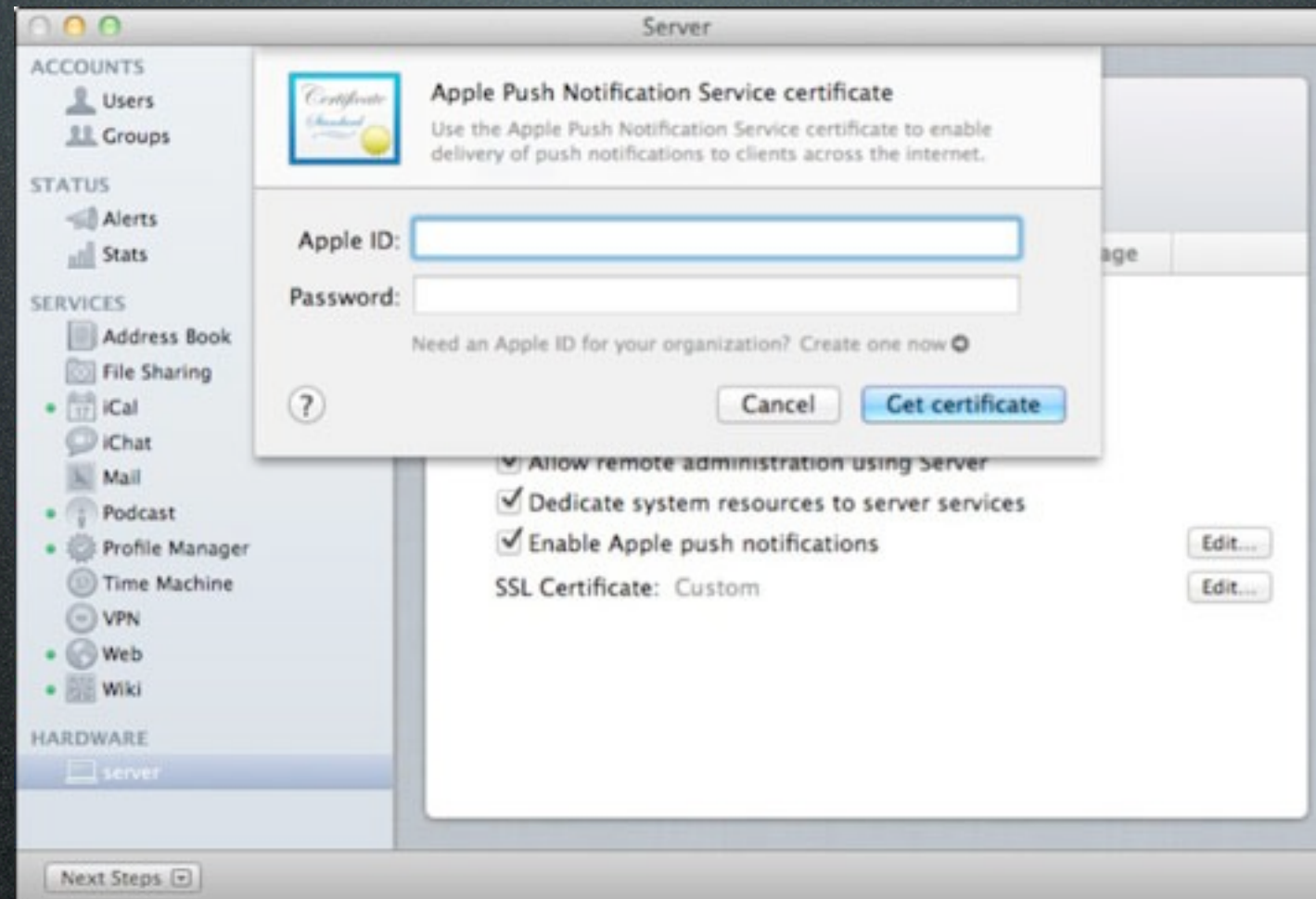
Apple ID

john.appleseed

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- **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

iTunes Store

- What is a device in Apple lingo
- Multiple Apple ID Management
- Multiple devices and multiple users
- What is Apple's new treatment of "devices"
 - How does this affect what software you are buying

iTunes Store

- iTunes: Computers & Devices



2011 and Beyond

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



iTunes Match

**\$24.99
a year**



**25,000
Songs**

- Syncs non-purchased music
- DRM-free previously purchased songs
- Streaming available in iOS 6 and beyond
- Ad-free iTunes Radio (iOS 7)



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

iCloud/Apple ID Limitations

- Limitation of 3 iCloud accounts per device
- **iCloud is a consumer product!**
- Problem of device reuse in organization
- Also, limit of Apple IDs created per unique IP address in a 24 hour period
- Bulk creation not best practice

Solution: Multiple Apple IDs?



- Purchased content needs to be purchased multiple times?

Mac App Store

- What's the same as the iTunes Store
- Only works on Macs
- How many Macs can you put things on?

More Mac App Store

- What is the volume purchase program about?
- What is the kosher way for doing deployment and imaging?
- Multiple installations of the same piece of software

Volume Purchasing Program

- Create specific Apple ID's for Organizations
- Purchasing Apps
- App Deployment

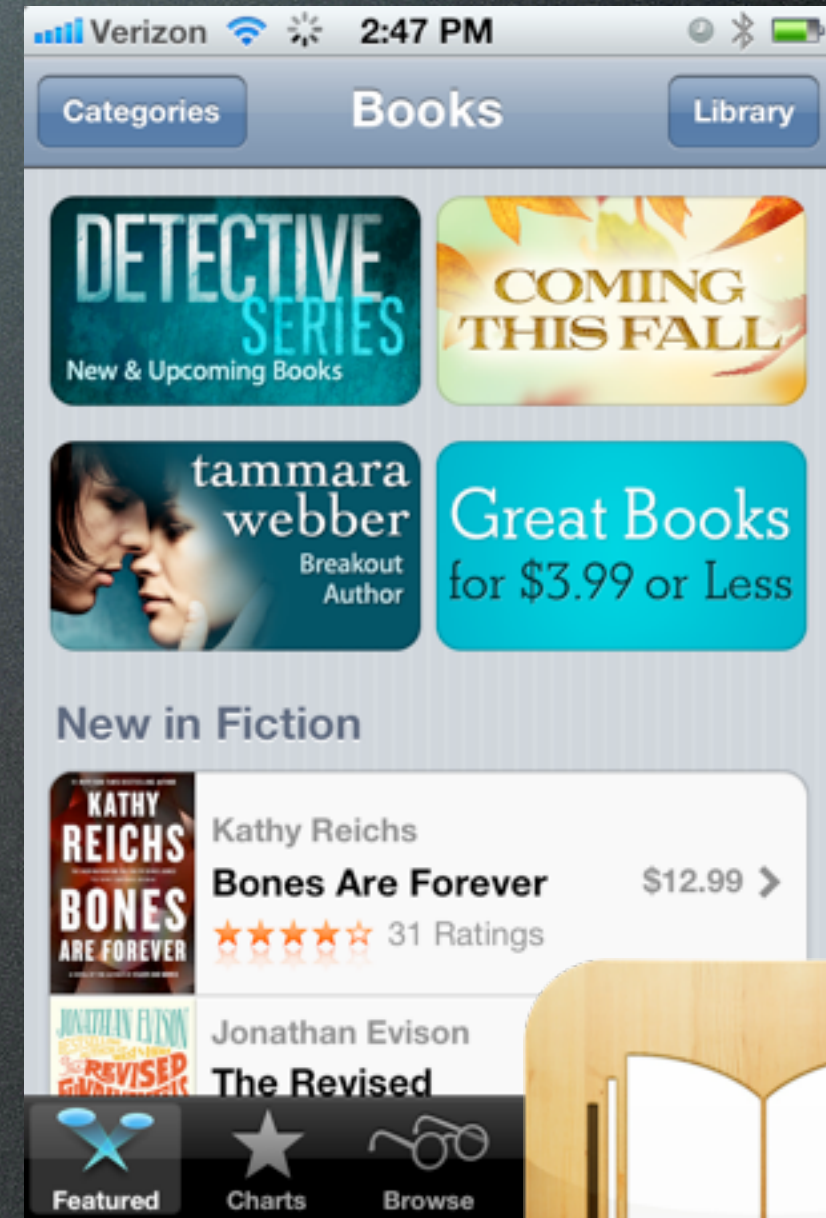
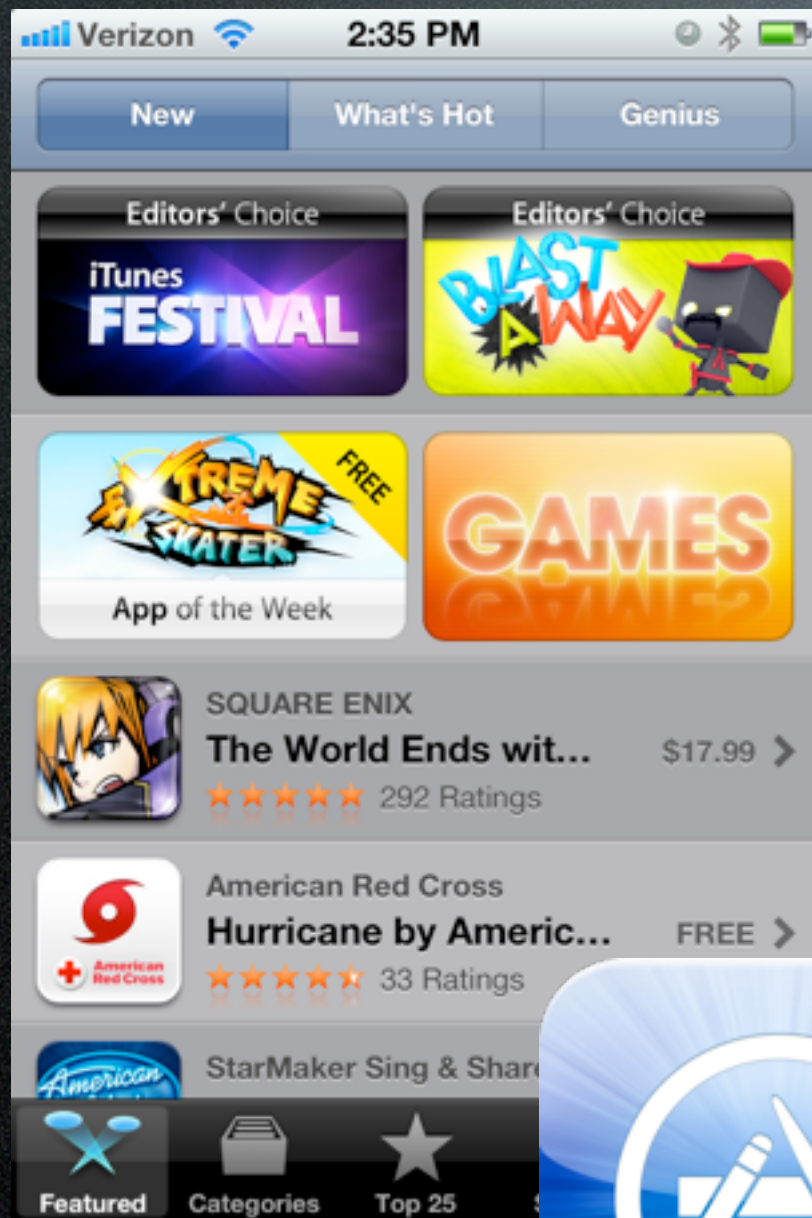
The Apple Store App

- Now you can use your Apple ID to purchase computers and other expensive resources on the Apple Store App.
- This increases the exposure of Apple ID's that are associated with high credit limit credit cards, so you need to educate your customers

Apple IDs and Content Distribution



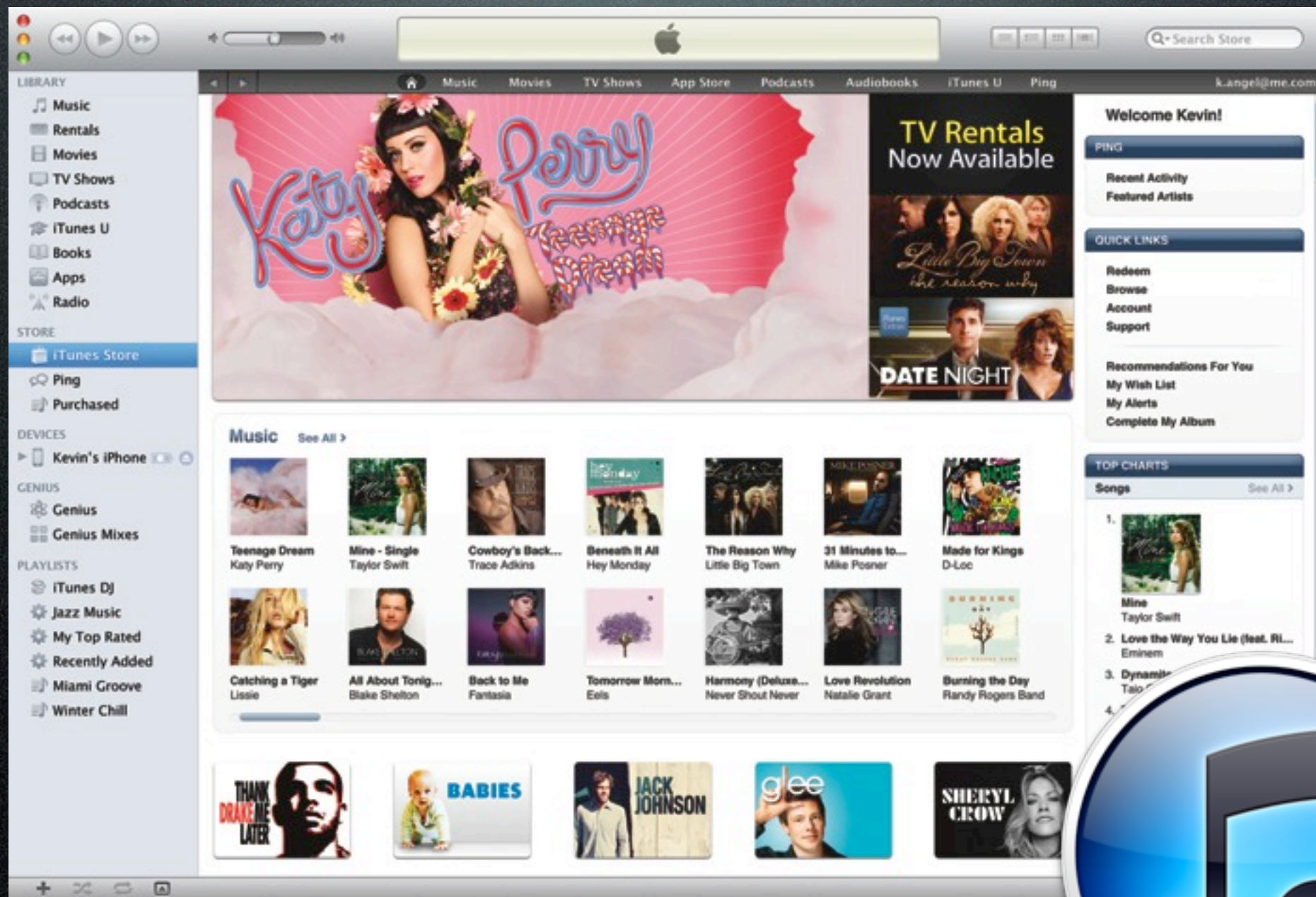
Obtaining iOS Content



Obtaining OS X Content



Obtaining Multi-Device Content



Syncing and Migrating



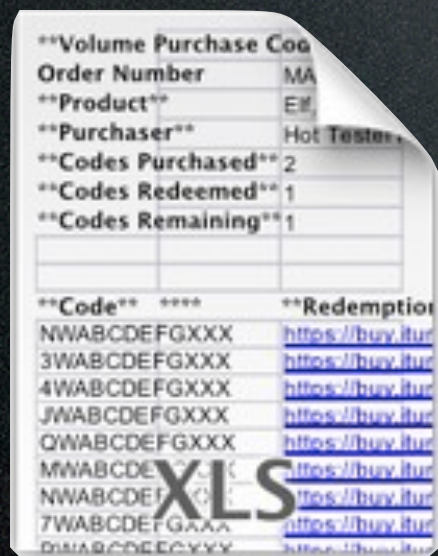
Volume Purchase Program

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



Volume Purchase Program

Volume Purchase Program



Volume Purchase Code	
Order Number	MA
Product	EM
Purchaser	Hot Tester
Codes Purchased	2
Codes Redeemed	1
Codes Remaining	1
Code	**Redemption**
NWABCDEFQXXX	https://buy.itur
3WABCDEFQXXX	https://buy.itur
4WABCDEFQXXX	https://buy.itur
JWABCDEFQXXX	https://buy.itur
QWABCDEFQXXX	https://buy.itur
MWABCDEFQXXX	https://buy.itur
NWABCDEFQXXX	https://buy.itur
7WABCDEFQXXX	https://buy.itur
8WABCDEFQXXX	https://buy.itur

Volume Purchase Program

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QWABCEFGXXX		https://buy.itunes.com
MWABCEFGXXX		https://buy.itunes.com
NWABCEFGXXX		https://buy.itunes.com
7WABCEFGXXX		https://buy.itunes.com
8WABCEFGXXX		https://buy.itunes.com

XLS



Volume Purchase Program

Volume Purchase Code		
Order Number	MA	
Product	EM	
Purchaser	Hot Tester	
Codes Purchased	2	
Codes Redeemed	1	
Codes Remaining	1	
Code	****	**Redemption**
NWABCEFGXXX		https://buy.itunes.apple.com/lookup?redemption_code=NWABCEFGXXX
3WABCEFGXXX		https://buy.itunes.apple.com/lookup?redemption_code=3WABCEFGXXX
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8WABCEFGXXX		https://buy.itunes.apple.com/lookup?redemption_code=8WABCEFGXXX



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8WABCEFGXXX		https://buy.itunes.apple.com/lookup?redemption_code=8WABCEFGXXX



Multiple Apple IDs?

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

Multiple Apple IDs 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 IDs 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



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Layered Ownership

- Schools (8-12), Teachers
- Temporary Employee Assigned Devices
- MDM (JAMF, AirWatch, etc.)



Organization Based Apple IDs

- What is the best practice for organization based Apple IDs
- How does this apply to Mountain Lion Server and Mobile Device Management
- Issues with App Deployment

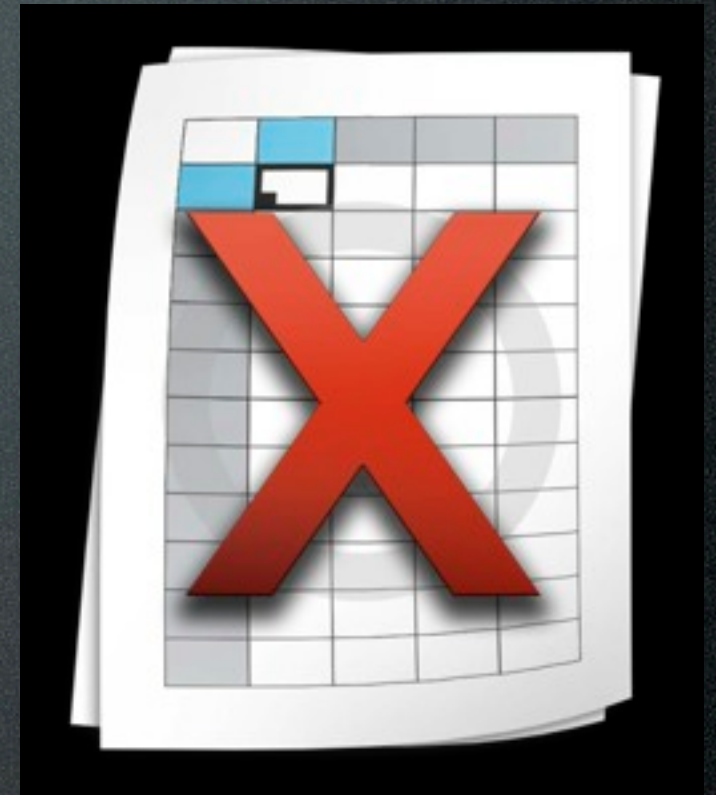


More Information

- appleid.apple.com
- iOS 6 Education Deployment Guide
 - http://images.apple.com/education/docs/ios_6_education_deployment_guide.pdf

iOS 7/OS X Mavericks Update

- Licenses instead of codes
- Check-in/Check-out
- Linked Apple ID to License
- <http://www.apple.com/ios/ios7/education/>
- <http://www.apple.com/ios/ios7/business/>



Resources

- <http://support.apple.com/kb/HT2534>
- <http://support.apple.com/kb/HT5622>
- <http://support.apple.com/kb/HT4627>
- <http://support.apple.com/kb/HT4895>
- http://images.apple.com/education/docs/ios_6_education_deployment_guide.pdf
- <http://www.apple.com/ipad/business/it-center/deployment.html>