

The World of Apple IDs

Kelly Guimont

Kelly is a Blogger and Talkcast Mistress for TUAW including coverage of Apple news and products.

By day, Kelly is a Support Jedi wielding mad keyboard skills as a remote support tech, answering questions of all sorts. Do you need this service? We should chat.

In addition, Kelly spends her time in social media, digital marketing, and evangelism on emerging technologies and social platforms.



What is an Apple 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 with Apple
- Account contains purchase history
 - <https://appleid.apple.com>

Why Care?

Apple Services, Stores, and iCloud

System Status as of 9:15 PM CDT

☒ Normal

☐ Maintenance

Services

☒ Apple ID

☒ iMessage

☒ Siri

☒ Game Center

☒ iChat

☒ Dictation

☒ Maps

☒ FaceTime

Stores

☒ App Store

☒ Mac App Store

☒ iTunes Store

☒ iBookstore

☒ Apple Online Store

☒ Photo Print Products

iCloud

☒ Mail

☒ Contacts

☒ Calendar

☒ Reminders

☒ Bookmarks & iCloud Tabs

☒ Notes

☒ Photo Stream

☒ Documents in the Cloud

☒ Backup

☒ Find My iPhone, iPad, iPod touch, and Mac

☒ Find My Friends

☒ Back to My Mac

☒ iTunes in the Cloud

☒ iTunes Match

☒ iPhoto Journals

☒ iCloud.com

☒ Account & Sign In

☒ Storage Upgrades

THIRTY TWO!?



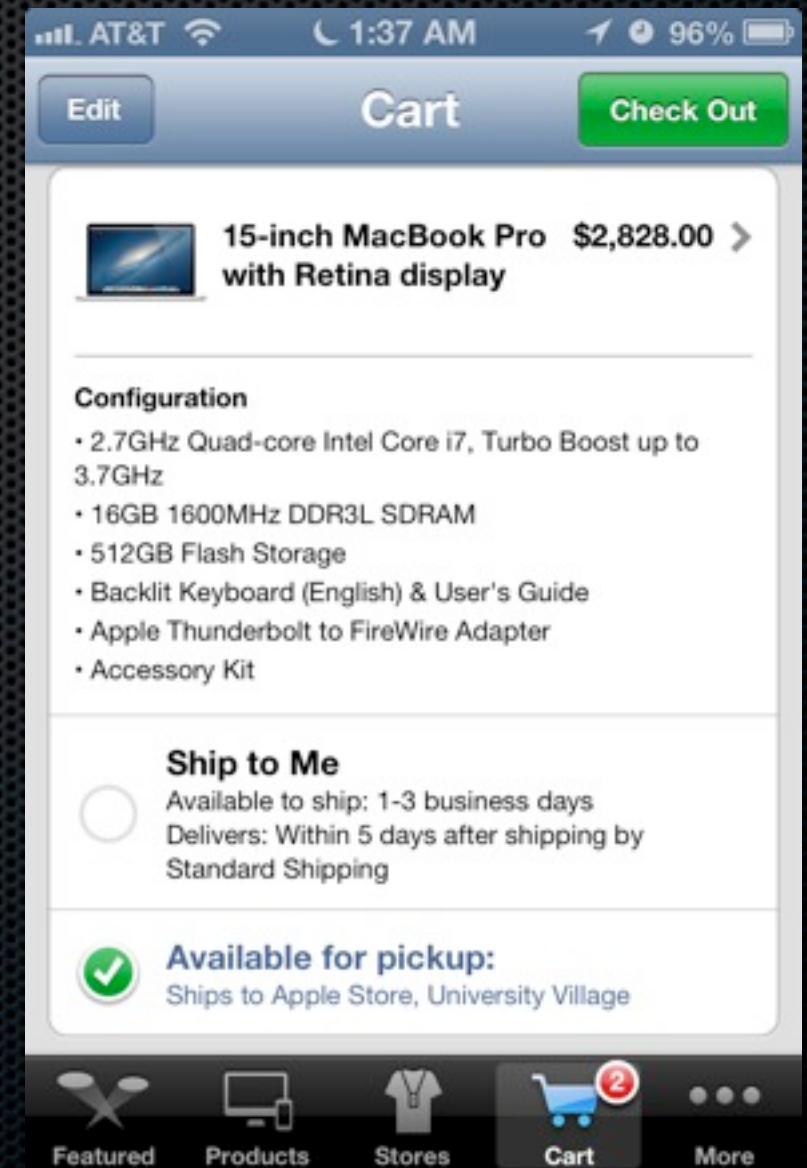
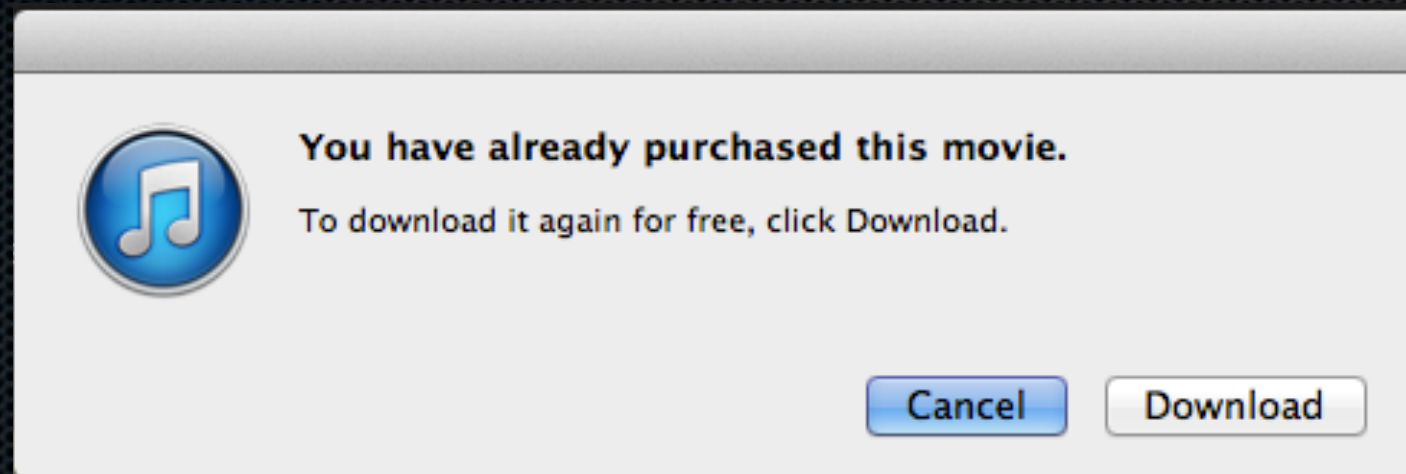
Uses for Apple IDs

- App Store
- Apple Developer programs
- Apple Online Store
- Apple Retail services and programs
 - Concierge
 - One to One
 - Joint Venture
 - Workshops
 - Youth programs
- Apple Store app
- Apple Support Communities
- Apple TV
- Cards
- FaceTime
- Find My Friends
- Find My iPhone
- Game Center
- iBooks Store
- iChat
- iCloud
- iMessage
- iTunes Genius
- iTunes Home Sharing
- iTunes Match
- iTunes Radio
- iTunes Store
- iTunes U
- Jobs at Apple
- Mac App Store
- My Apple ID
- My Support Profile
- Photo Print Products
- Product registration
- Volume Purchase Program
- Touch ID purchasing
- X.509 client certificate

The Power of your Apple ID

- iTunes / MAS / Online / Retail payments
- Personalize hardware with your Name/Address and other info associated with your ID
- Apple Discussions / AppleCare Registration
- FaceTime / iPhoto & Aperture Book Ordering
- Apple Developer Connection
- Reset your User Login Password on your Mac

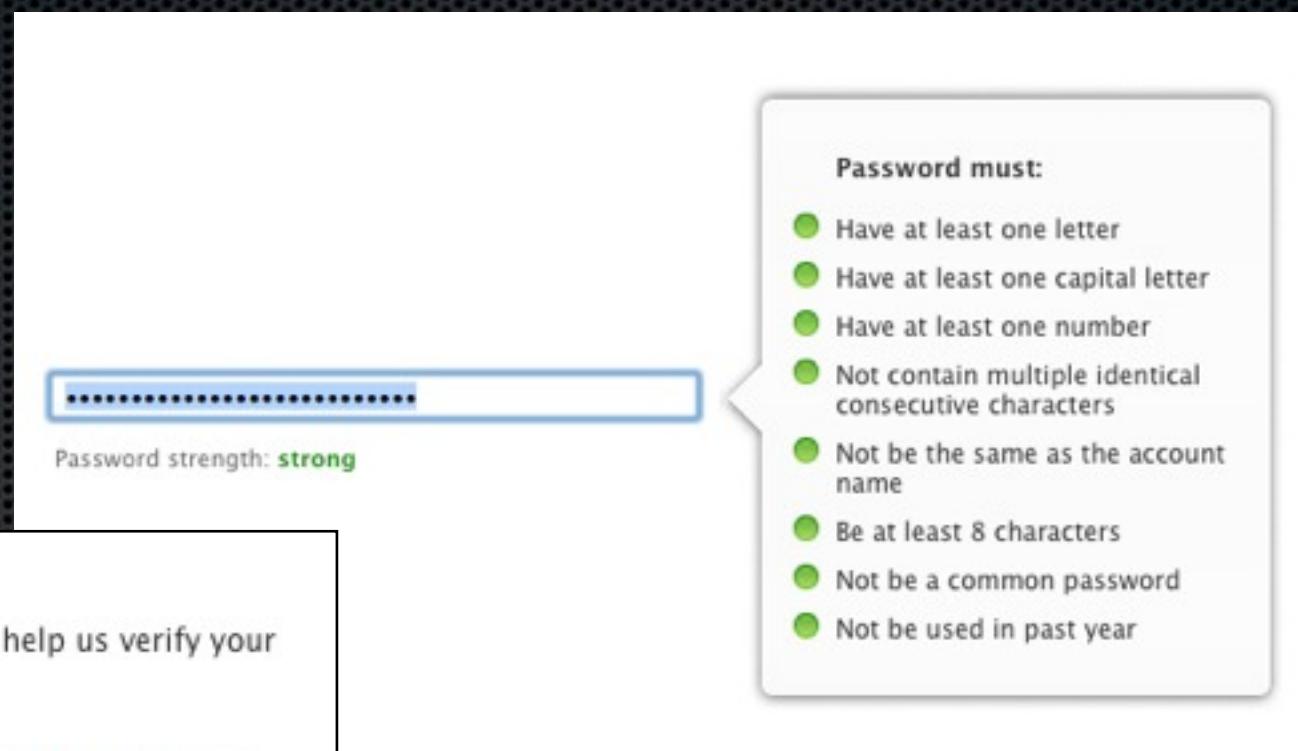
The Power of your Apple ID



Apple ID Rules

- Valid Email Address as your user name
- Secure Password Criteria
- 3 Security Questions
- Rescue Email Address [optional]
- 2 Step Verification [optional]
- Management Web Site is SSL encrypted

Apple Security



A screenshot of the Apple password strength indicator. It shows a blue progress bar that is nearly full, with the text "Password strength: strong" below it. To the right, a box titled "Password must:" lists eight requirements, each preceded by a green circle icon.

Password strength: **strong**

Password must:

- Have at least one letter
- Have at least one capital letter
- Have at least one number
- Not contain multiple identical consecutive characters
- Not be the same as the account name
- Be at least 8 characters
- Not be a common password
- Not be used in past year

Change your security questions.

Select three security questions below. These questions will help us verify your identity should you forget your password.



A screenshot of the Apple security question selection interface. It shows three rows, each with a "Security Question" dropdown menu and an "Answer" text input field. The first question is "Who was your favorite singer or band in high school?", the second is "What was the first album that you purchased?", and the third is "What was the first film you saw in the theater?". All answer fields are filled with asterisks.

Security Question: Who was your favorite singer or band in high school

Answer: *****

Security Question: What was the first album that you purchased?

Answer: *****

Security Question: What was the first film you saw in the theater?

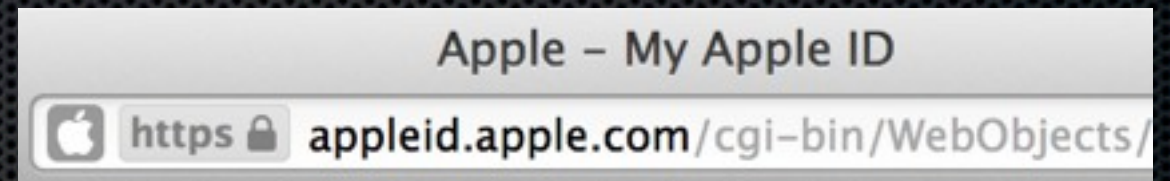
Answer: *****

What Email to Use?

- Starting Anew - Go with Plus Tagging Support
- Gmail and OSX Mail support Plus Tagging
- One email to admin them all
 - sample@gmail.com / sample+apns@gmail.com /
 - sample+dev@gmail.com / sample+edu7@gmail.com

Need to Make a Change?

- AppleID.Apple.Com
 - change the primary email address
 - update contact and security questions
 - associate additional email address with existing ID
- iForgot.Apple.Com
 - reset Apple ID password



My Apple ID

What's an Apple ID?

An Apple ID is your user name for everything you do with Apple: Shop the iTunes Store, enable iCloud on all your devices, buy from the Apple Online Store, make a reservation at an Apple Retail Store, access the Apple Support website, and more.

[Learn more about Apple ID ▶](#)



Manage your Apple ID

Change preferences, edit privacy settings, and keep your details current.

[Reset your password ▶](#)

Create an Apple ID

Signing up is quick, easy, and gives you access to all things Apple.

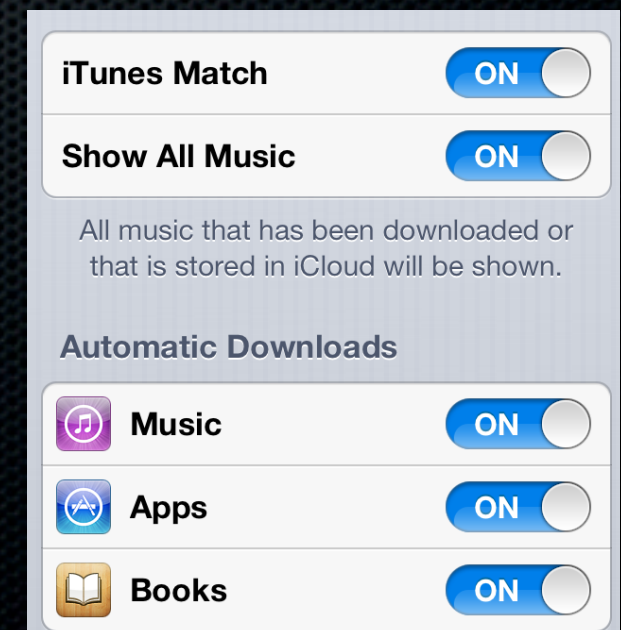
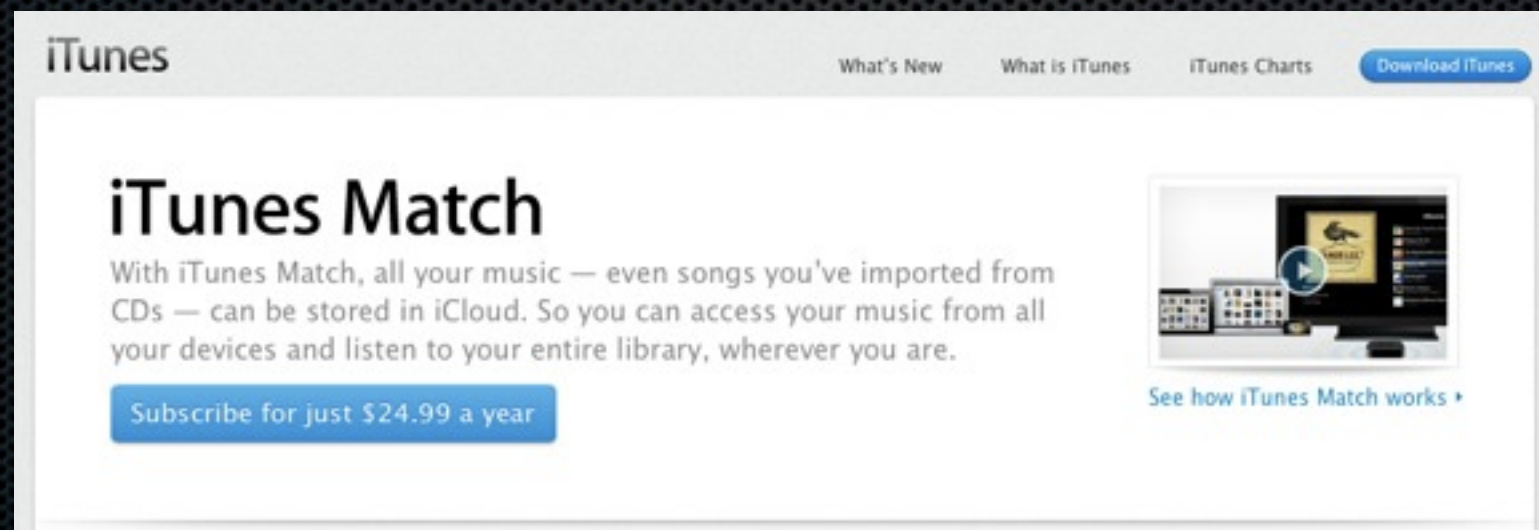
[Find your Apple ID ▶](#)

Apple ID Basics (Links)

- <http://www.apple.com/support/appleid/basics/>
- Creating an Apple ID
- Using your Apple ID for Apple services
<http://support.apple.com/kb/HT4895>
- Security and your Apple ID
<http://support.apple.com/kb/HT4232>
- Changing your password
<http://support.apple.com/kb/HT5624>
- Two-step verification
<http://support.apple.com/kb/HT5570>
- Changing your Apple ID
<http://support.apple.com/kb/HT5621>

iTunes Match

- All your music on All your devices
 - 25,000 songs from your library
 - count does not include music purchased from iTunes
- up to 10 devices including your Apple TV
- streaming vs playing directly from device
- No ads in iTunes Radio



Mac App Store

- Apps for your Mac
 - MacBook Air
 - MacBook Pro
 - iMac
 - MacMini
 - MacPro























iTunes App Store

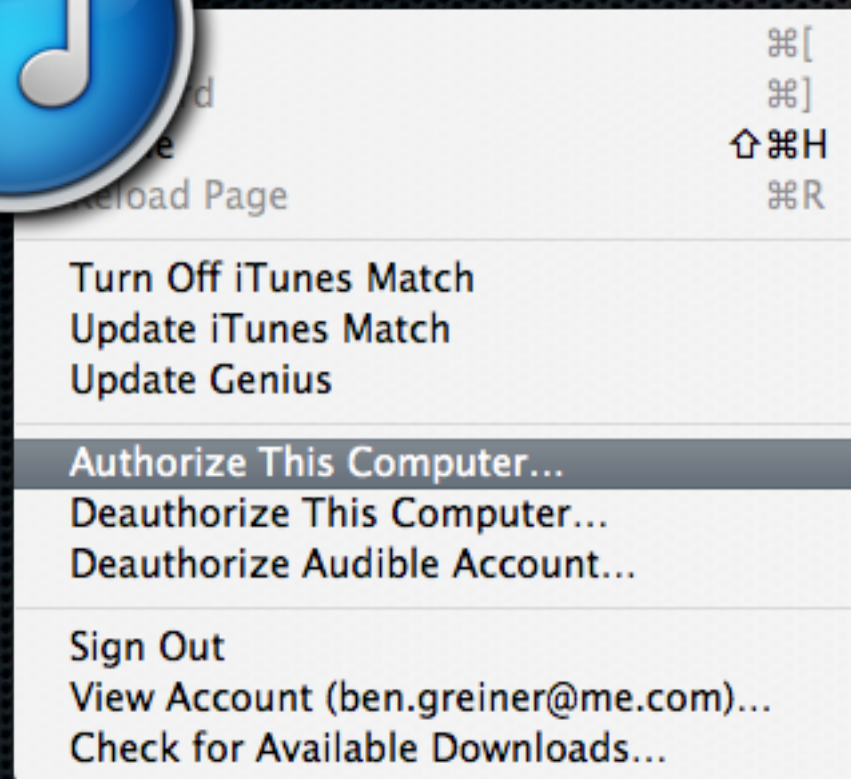
- Music! Because, y'know, iTunes.
- Apps for your iOS Devices
 - iPod Touch
 - iPhone
 - iPad
 - iPadMini



iCloud

Item	Mac	iOS	Apple TV	PC	Limits	\$
iTunes & App Stores					5 different computers, 10 Devices	FREE
▶ iTunes Match					25,000 songs, 10 devices	\$24.99 per year
▶ Music (Media)						FREE
▶ Apps (iOS)						FREE
▶ Books (& more)						FREE

Limitations



- Limit of 5 computers (Mac or PC) authorized for iTunes with a single Apple ID. (Legacy DRM)
- Limit of 10 authorized devices. (New iCloud)
- Sync unlimited number of devices.
- Limit of 3 Apple IDs tied to iCloud *created* on a given device through the device's *lifetime!*

NOT SURE...

- Limit of content from 5 different accounts on a single device.

Personal vs. Institutional/Enterprise

- Personal = Buy it once and put it on all your personal devices
- Schools and Business need a way to get paid content on devices.
- VPP Store
 - Unique Apple ID - Web Based store
 - App Code delivery systems: email / configurator / MDM's
- Volume Apps for Mac
 - Biz: 1-800-854-3680 / Edu: 1-800-800-2775

[Store](#)[Mac](#)[iPod](#)[iPhone](#)[iPad](#)[iTunes](#)[Support](#)

Volume Purchase Program

Education

Volume Purchase Program



[Go to the Education Store ▶](#)

Business

Volume Purchase Program



[Go to the Business Store ▶](#)

Combining Apple IDs

appleID1@sample.net

appleID3@example.com



You can't.

Currently no way to combine Apple IDs

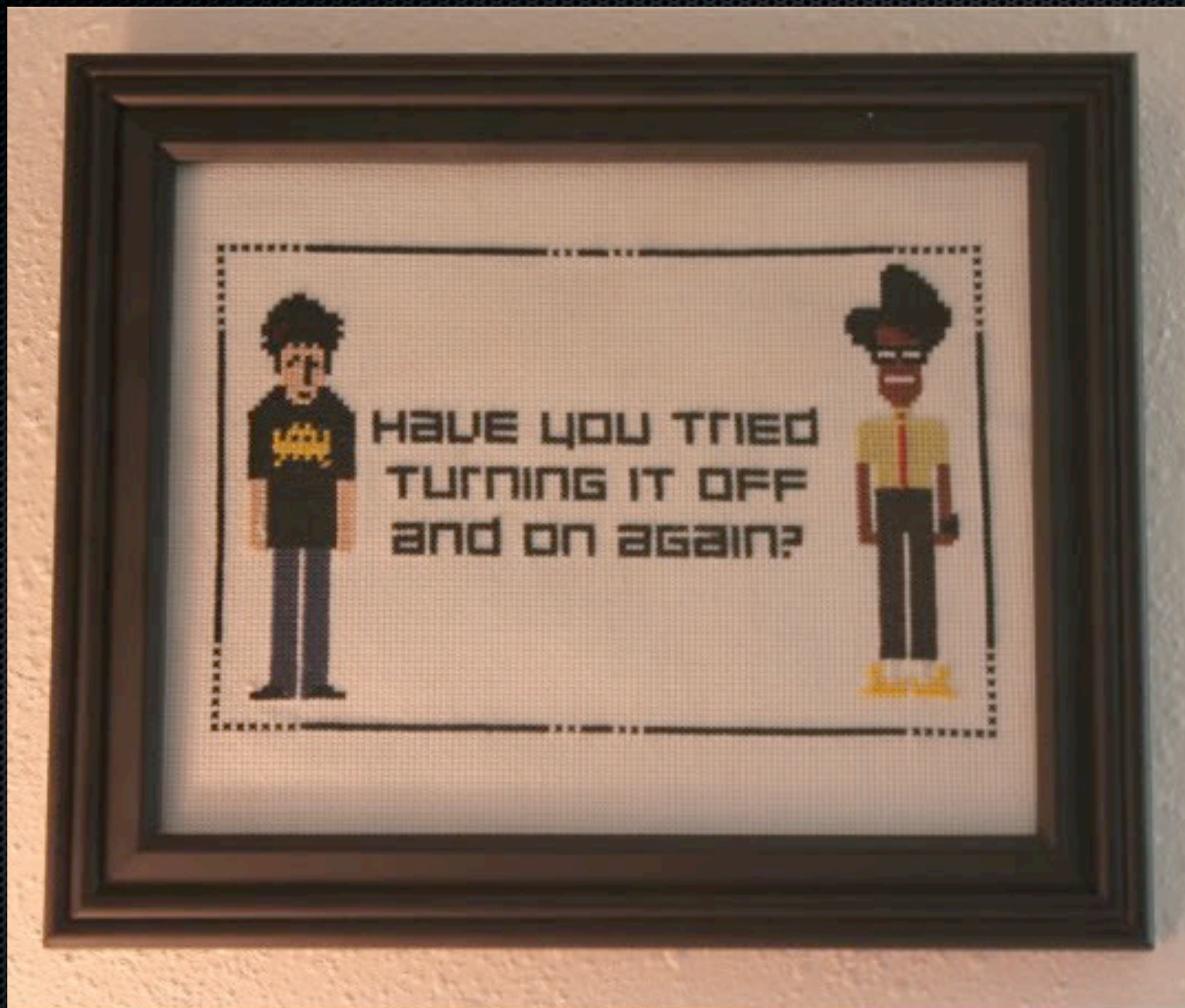
Troubleshooting

- Email address has changed, but your AppleID hasn't
 - Log into appleid.apple.com
 - Authenticate
 - Remove the old email address. Save the change.
 - Log out, then log back into appleid.apple.com
 - Add a new email address as the primary, it will send a verification, go to the new email account and verify the email address.
 - Go back to appleid.apple.com and verify that the email address is verified.
- Changing a Credit Card Free AppleID to a credit card enabled AppleID and back again.

Troubleshooting



Troubleshooting



Helpful Links

- Managing your Apple ID:
 - <https://appleid.apple.com>
 - <https://iforgot.apple.com>
- iTunes Match:
 - <http://www.apple.com/itunes/itunes-match/>
 - <http://support.apple.com/kb/HT4914>
- Apple ID Security:
 - <http://support.apple.com/kb/HT4232>
- 2 Step Verification:
 - <http://support.apple.com/kb/HT5570>
- Create a Developer ID:
 - <https://developer.apple.com/programs/start/safari/create.php>
- iTunes Support Devices:
 - <http://www.apple.com/support/itunes/devices/>
- Changing Your Apple ID Email Address:
 - http://support.apple.com/kb/HT5621?viewlocale=en_US&locale=en_US
- FAQ on Apple IDs:
 - http://support.apple.com/kb/HT5622?viewlocale=en_US&locale=en_US
- VPP Portal and Info:
 - <https://volume.itunes.apple.com/?l=en>
 - <http://www.apple.com/business/vpp>
 - <http://vpp.itunes.apple.com/faq>
 - <http://www.apple.com/education/volume-purchase-program/faq.html>
- Volume Licensing for Mac Apps:
 - <http://www.apple.com/mac/volume-licensing/>
 - 1-800-854-3680

Additional Resources

- Forget Computers:
Best Practices for Creating Apple IDs Article
- frgt.co/apple-ids

Questions?



Kelly Guimont
verso@mac.com