

# The World of Apple IDs

# Mostly Tech, A Little Bit of Counseling



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**Value Added Reseller**

# What is an Apple ID?

- Email address based. (legacy: username)
- @mac and @me Apple IDs cannot be renamed.
- Used for everything you do with Apple.
- Contains purchase history.
- Device data.

# Why so important?

## System Status as of 11:46 AM EDT

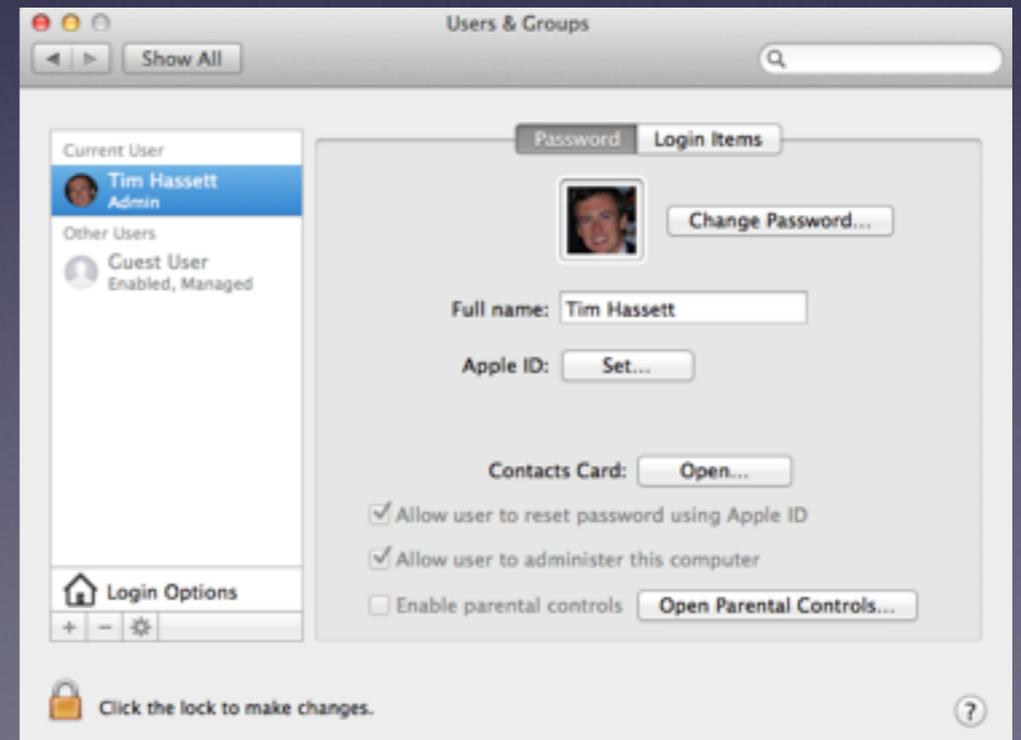
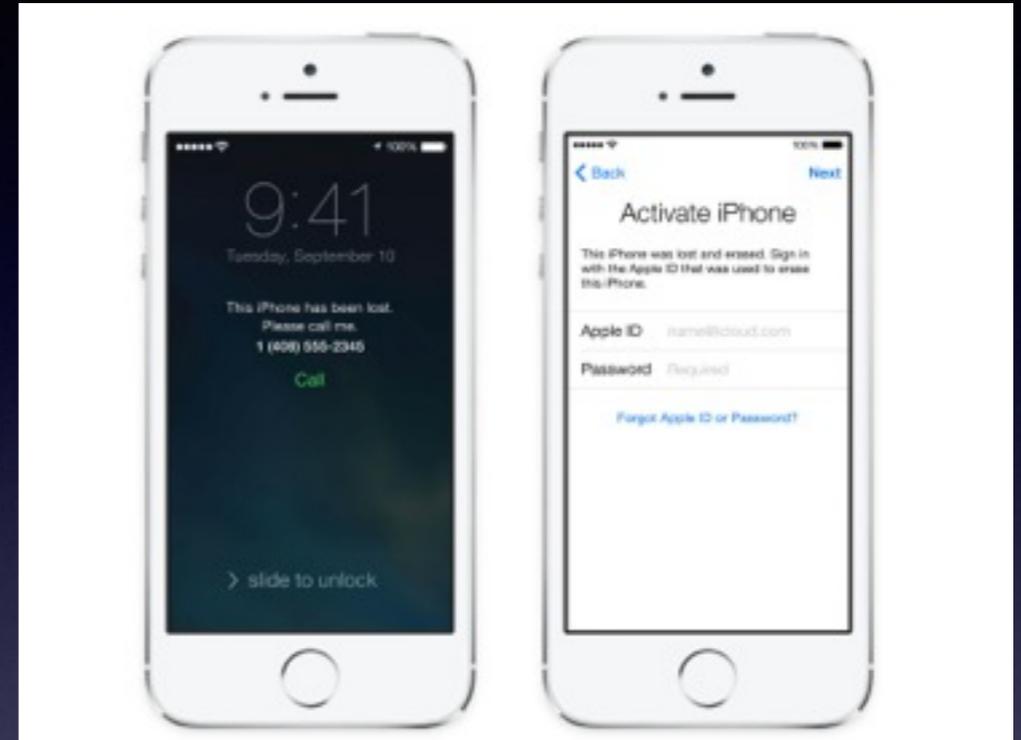
<input checked="" type="checkbox"/> App Store	<input checked="" type="checkbox"/> iCloud Account & Sign In	<input checked="" type="checkbox"/> iMovie Theater
<input checked="" type="checkbox"/> Apple ID	<input checked="" type="checkbox"/> iCloud Backup	<input checked="" type="checkbox"/> iOS Device Activation
<input checked="" type="checkbox"/> Apple Online Store	<input checked="" type="checkbox"/> iCloud Bookmarks & Tabs	<input checked="" type="checkbox"/> iTunes in the Cloud
<input checked="" type="checkbox"/> Back to My Mac	<input checked="" type="checkbox"/> iCloud Calendar	<input checked="" type="checkbox"/> iTunes Match
<input checked="" type="checkbox"/> Dictation	<input checked="" type="checkbox"/> iCloud Contacts	<input checked="" type="checkbox"/> iTunes Radio
<input checked="" type="checkbox"/> Documents in the Cloud	<input checked="" type="checkbox"/> iCloud Keychain	<input checked="" type="checkbox"/> iTunes Store
<input checked="" type="checkbox"/> FaceTime	<input checked="" type="checkbox"/> iCloud Mail	<input checked="" type="checkbox"/> iWork for iCloud beta
<input checked="" type="checkbox"/> Find My Friends	<input checked="" type="checkbox"/> iCloud Notes	<input checked="" type="checkbox"/> Mac App Store
<input checked="" type="checkbox"/> Find My iPhone, iPad, iPod touch, and Mac	<input checked="" type="checkbox"/> iCloud Reminders	<input checked="" type="checkbox"/> Maps
<input checked="" type="checkbox"/> Game Center	<input checked="" type="checkbox"/> iCloud Storage Upgrades	<input checked="" type="checkbox"/> Photo Print Products
<input checked="" type="checkbox"/> iBooks Store	<input checked="" type="checkbox"/> iCloud Web Apps (iCloud.com)	<input checked="" type="checkbox"/> Photos
<input checked="" type="checkbox"/> iChat	<input checked="" type="checkbox"/> iMessage	<input checked="" type="checkbox"/> Siri

# Used everywhere!

- 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 Store
- iTunes U
- Jobs at Apple
- Mac App Store
- My Apple ID
- My Support Profile
- Photo Print Products
- Product registration
- Volume Purchase Program

# Powerful

- iOS Activation Lock.
- Personalize Mac Hardware and iOS devices with your Name/Address and other info associated with your ID
- Apple Discussion Group / Apple Care Registration
- FaceTime / iPhoto & Aperture Book Ordering
- Apple Developer Connection
- Reset your User Login Password on your Mac



# Creation

- 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
- Optimal = One Apple ID for everything.

# More Security

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

Security Question: Who was your favorite singer or band in high school  
Answer: [Redacted]

Security Question: What was the first album that you purchased?  
Answer: [Redacted]

Security Question: What was the first film you saw in the theater?  
Answer: [Redacted]

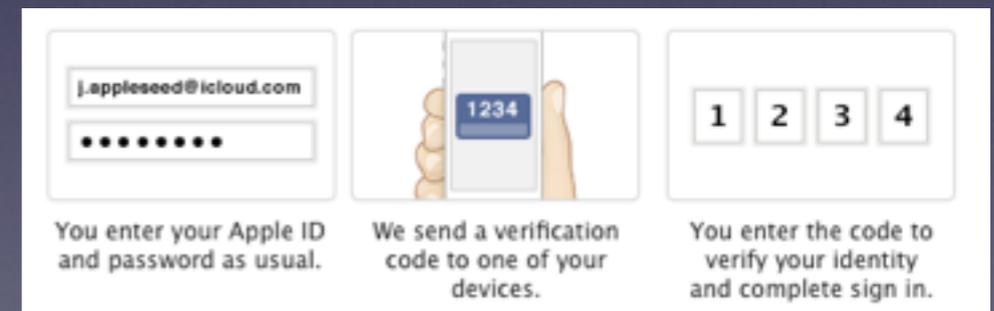
Password strength: **strong**

**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

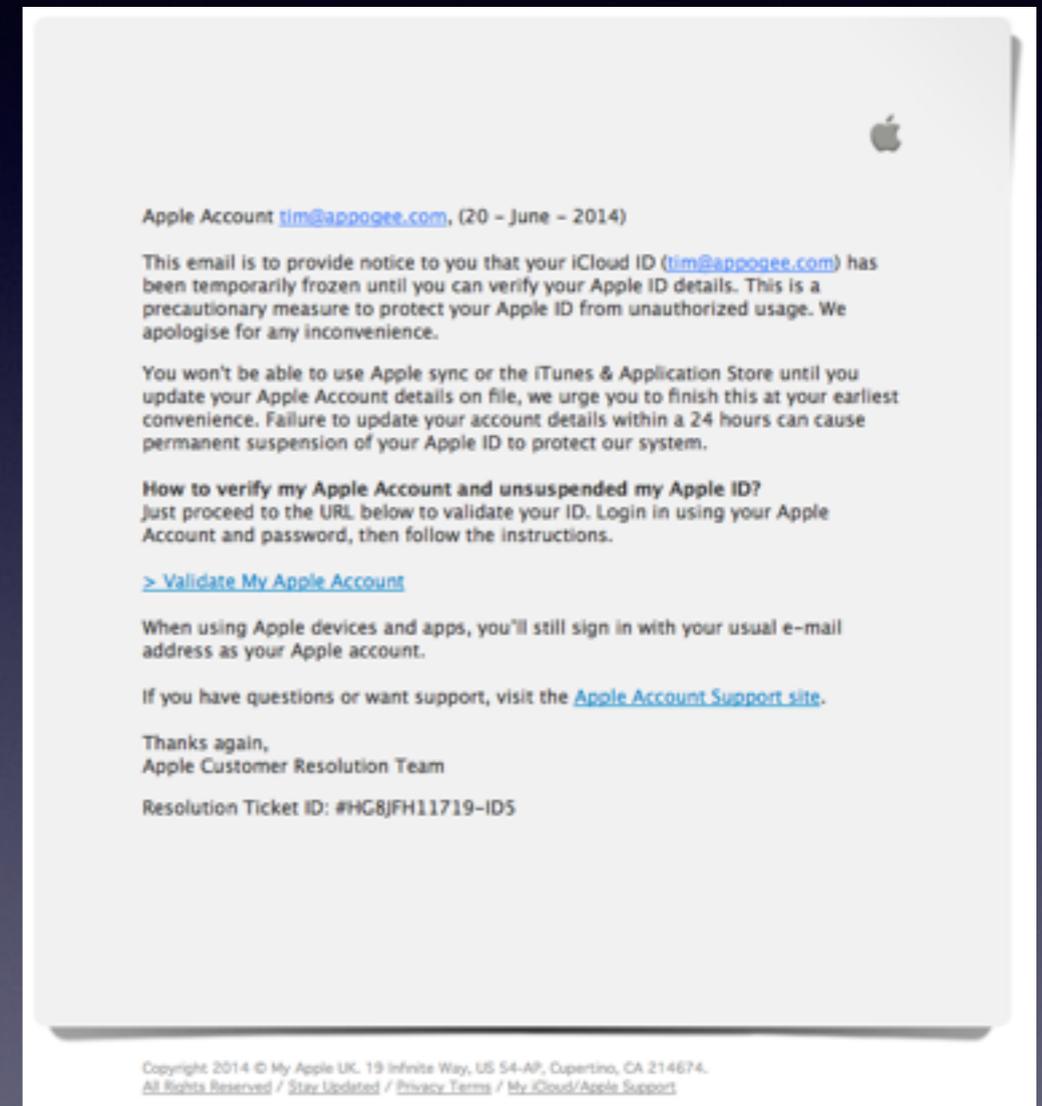
## Two-step Verification

- Optional.
- Available in 44 countries. **\*\*NEW\*\*** Now 59! (Sep 3rd)
- Adds a 4 digit verification code as an additional layer of security.
- Issued a 14 digit recovery key. Treat like your SSN card.
- Why do it? No remembering security questions!
- <http://support.apple.com/kb/HT5570>



# Two-Step Verification Details

- A code is sent to the trusted device.
- Random verification code must then be entered to manage Apple ID, make purchases, get Apple ID help.
- Added security. Need to know password and code.
- 14 digit recovery key if device is lost or password forgotten. Print multiples.
- SMS capable phone required.
- Waiting period if many changes made.
- **\*\*NEW\*\*** Now also for iCloud web apps.

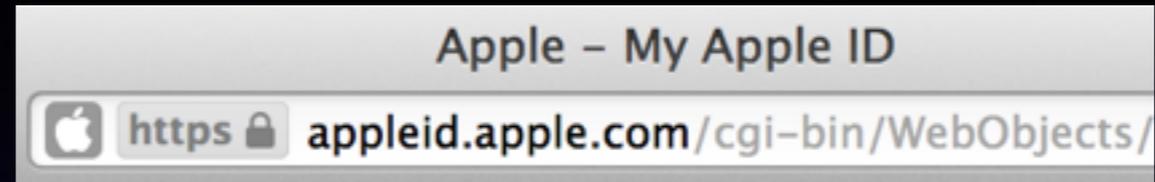


# One more thing...

## ...about security.

- Now sending notifications upon restoration of iCloud data.
- Two factor now also can work when accessing via a browser.
- iOS 8 will more strongly encourage two-factor.

# Making Changes, Managing

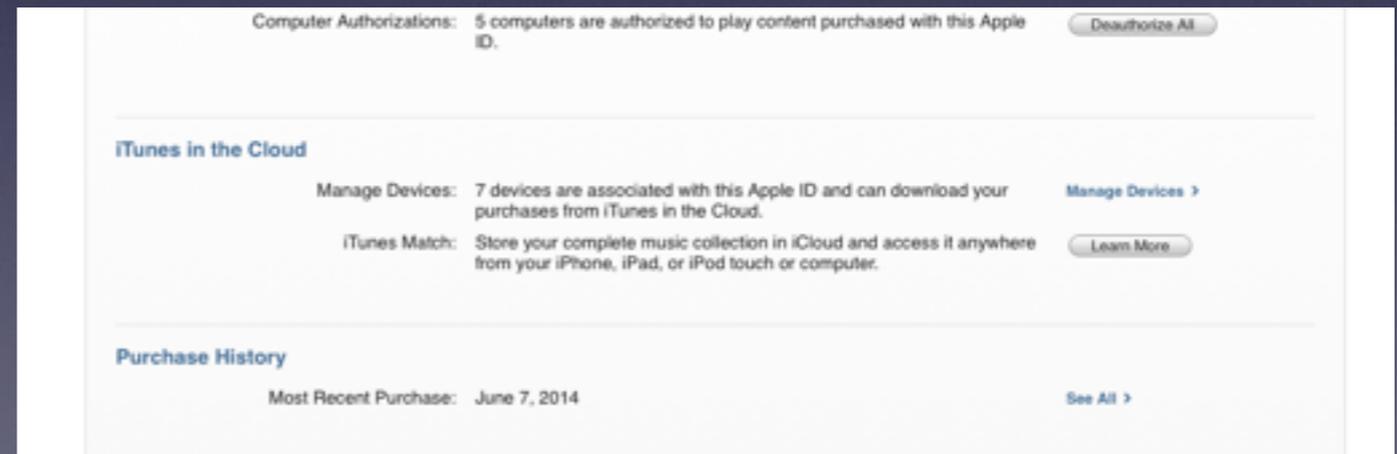
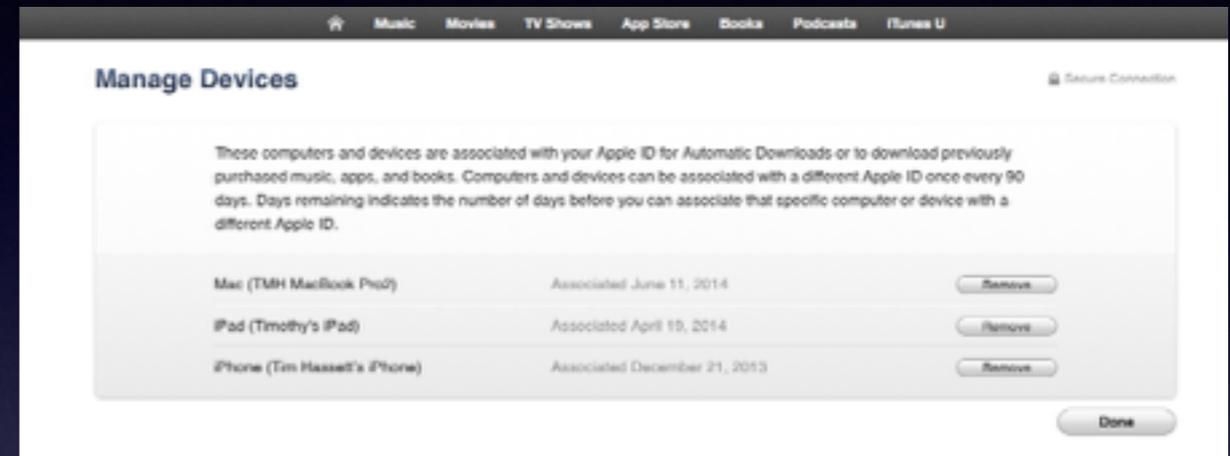


- No merging.
- Email change? Change it at the main account.
- Update contact info and security questions.
- Turn off two-step verification.
- Associate an additional email.
- Reset a forgotten password.



# More Management

- 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!
- <http://support.apple.com/kb/ht4914>
- <http://support.apple.com/kb/HT4627>
- Once a device or computer is associated with your Apple ID, you cannot associate that device or computer with another Apple ID for 90 days.

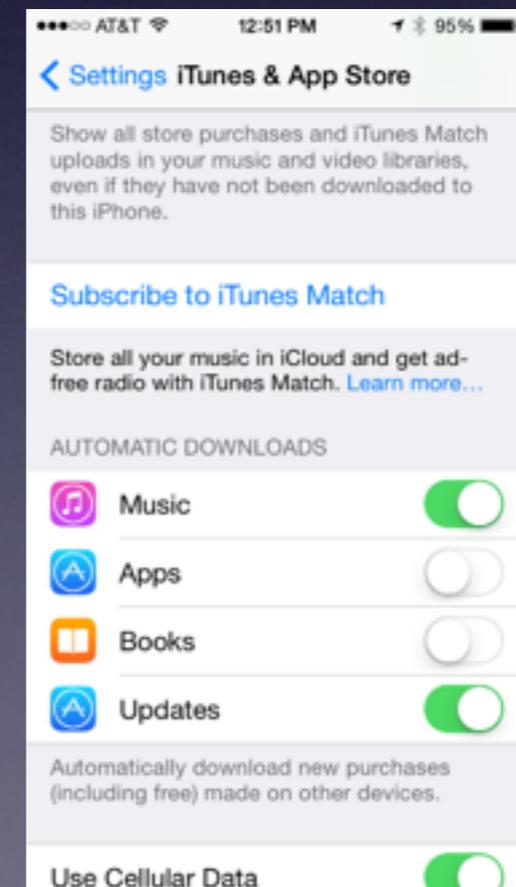


# iTunes Match

Making “Rip, Mix, Burn” Available Everywhere



- All music, on all devices.
- Up to 25,000 songs from your library. (not counting iTunes purchases)
- Up to 10 devices, including AppleTV.
- Streaming from Apple’s cloud. (not from the device itself)
- \$25 per year.
- Download higher quality versions of your ripped music files. (which you can keep)
- No ads in iTunes radio.
- Playlists also sync. (provided no PDFs, voice memos, etc)



# Mac App Store

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



# iTunes App Store

- Apps for your iOS Devices
  - iPod Touch
  - iPhone
  - iPad
  - iPad mini





# VPP, DEP, MDM, and More

1

## Enroll.

Enroll in the Volume Purchase Program by creating an Apple Deployment Programs account. You'll be asked to create a dedicated Apple ID for administering the program and provide basic information about your business.

[Enroll now >](#)

3

## Purchase.

Purchase through the program in three simple steps. First, log in to the VPP store and search for the content you need. Second, enter the quantity you want to buy. And third, complete the transaction with a corporate credit card or VPP Credit.

[Log in to the VPP store >](#)

2

## Set up.

Set up program administrators who are responsible for purchasing and distributing content for your organization. A program-specific Apple ID will be created for these new administrators.

[Sign in >](#)

4

## Distribute.

Distribute content to individual users by providing them with redeemable codes for each app or book. Or streamline company-wide distribution by assigning apps directly to users or groups using an MDM solution. Content can only be distributed to users in the same country where the app or book was purchased.

# Enroll and Purchase

## Important Information About Your Apple Deployment Programs Apple ID

- This Apple ID is unique to programs listed under the Apple Deployment Programs website and cannot be used to log in to the iTunes Store or any other Apple service.
- If you're already using your email address for an existing Apple ID, you'll be asked to provide a new email address.
- This Apple ID is also the ID that developers will use to identify your account for custom B2B app distribution within the program.
- Apps can now be purchased using a PO through a Reseller.

# Distribute

- **Third-party mobile device management (MDM) solutions.** Use MDM to distribute redeemable codes to users by uploading the spreadsheet provided by VPP onto your MDM server.
- **Email.** Send the redemption code URL to users.
- **Internal website.** A secure website within your company's intranet can provide a convenient, centralized location where users can access redemption URLs.
- **Apple Configurator.** Another option for distributing apps is to use Apple Configurator on a Mac. Learn more at [help.apple.com/configurator/mac/1.4](https://help.apple.com/configurator/mac/1.4).



# Device Enrollment Program

Another Important Use of Apple ID

## Setup Requirements

- **Initial Account.** Use the name of an individual. This is known as the Program Agent.
- **A work email address** that is not associated with an iTunes or iCloud account and that hasn't been used as an Apple ID for any other Apple services or website.
- DUNS number.
- Then enroll, setting up two-step verification with your Apple ID.

# Great 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](http://support.apple.com/kb/HT5621?viewlocale=en_US&locale=en_US)
- FAQ on Apple IDs:
  - <http://support.apple.com/kb/HT5622>
- 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>
- Device Enrollment and VPP
  - [https://deploy.apple.com/enroll/files/dep\\_help.pdf](https://deploy.apple.com/enroll/files/dep_help.pdf)
  - <http://www.apple.com/business/vpp/>

Thank You