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SMB

K-12

Deployment Strategy

Mac, iPhone, iPad, Watch

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Consultants Network

Apple IDs, VPP, DEP

How New Apple ID Requirements Impact You

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In 40 minutes

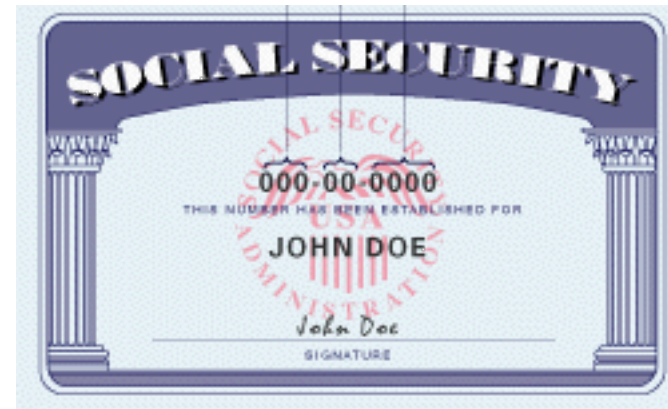
Understand how Apple IDs are used in Apple's ecosystem.

Understand and implement DEP & VPP.

“I love managing Apple IDs.”

- nobody

Apple ID =



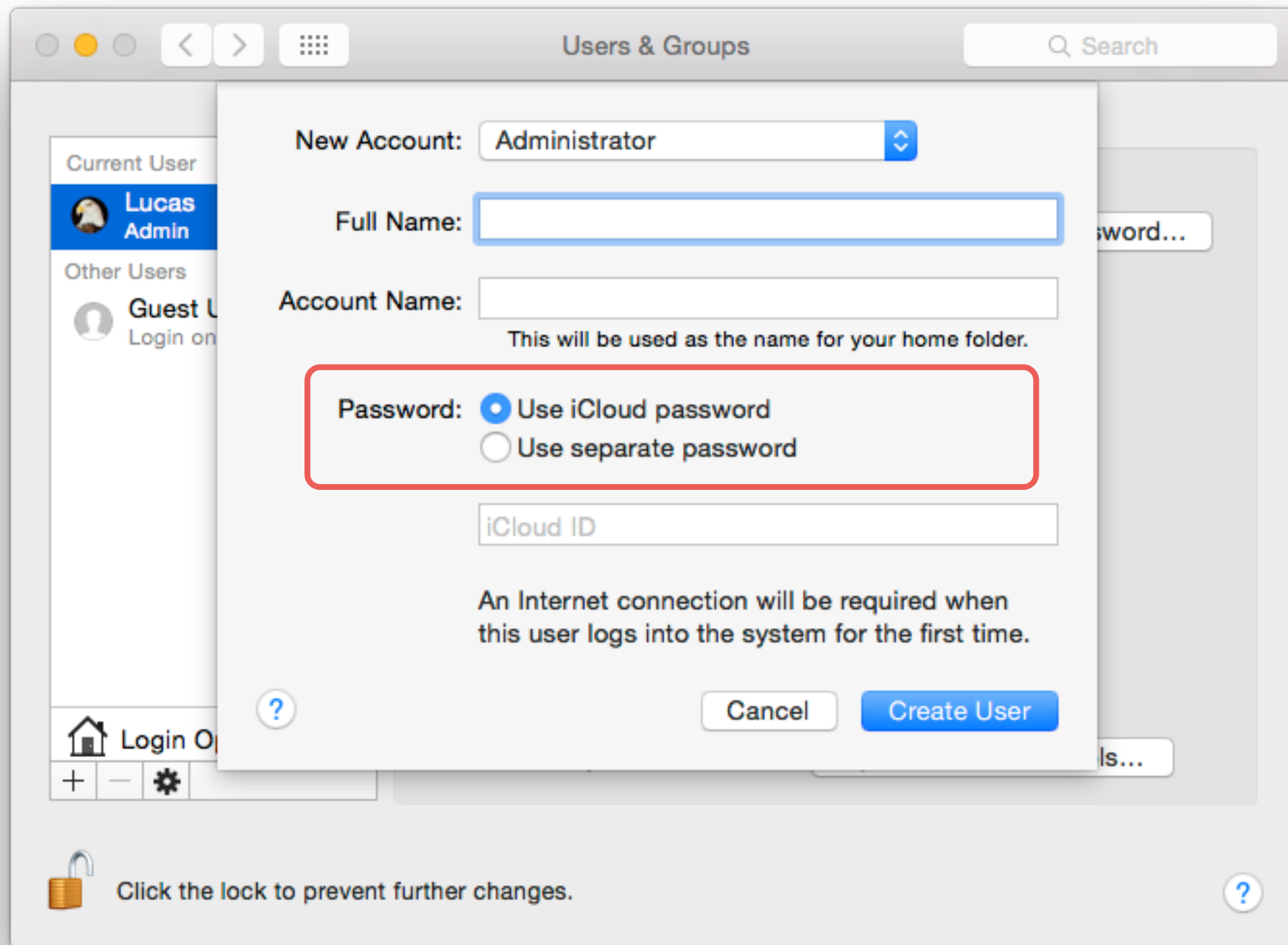


DEP



VPP





Apple ID

- Authentication for licensing
- Authentication for program management
- Authentication for your Mac

Authentication for Licensing

- End users need one
- Kiosks are per device
- Apple ID Automation Script

Apple ID EULA

As a registered user of the iTunes Service, you may establish an account ("Account"). Don't reveal your Account information to anyone else. You are solely responsible for maintaining the confidentiality and security of your Account and for all activities that occur on or through your Account, and you agree to immediately notify Apple of any security breach of your Account. Apple shall not be responsible for any losses arising out of the unauthorized use of your Account.

One Apple ID per person

Apple ID EULA

- (i) You may auto-download iTunes Eligible Content or download previously-acquired iTunes Eligible Content from an Account on up to 10 Associated Devices, provided no more than 5 are iTunes-authorized computers.
- (ii) An Associated Device can be associated with only one Account at any given time.
- (iii) You may switch an Associated Device to a different Account only once every 90 days.
- (iv) You may download previously-acquired free content onto an unlimited number of devices while it is free on the iTunes Service, but on no more than 5 iTunes-authorized computers.

Content can be on up to 10 devices (max 5 computers).

Each device gets one Apple ID at a time, and can only switch every 90 days.

Free apps can go on unlimited iOS devices.

Apple ID EULA

Only persons age 13 years or older can create accounts. Accounts for persons under 13 years old can be created by a parent or legal guardian using Family Sharing or by an approved educational institution. Children under the age of majority should review this Agreement with their parent or guardian to ensure that the child and parent or legal guardian understand it.

Under 13 requires Family Sharing or
educational institution

After turning 13?

Apple ID for Students

1. School enrolls and completes CSV of students
2. Invitation is sent by Apple to parents
3. School requests Apple IDs via CSV
4. Verify status on portal

Apple ID for Students

Get Started

- https://www.apple.com/education/docs/u13_institution_guide_en__Feb14.pdf
- VPP required
- edu-appleid.apple.com/admin

Kiosks?



Apple ID Automation Script



Apple ID Automation Script

http://www.enterpriseios.com/wiki/Apple_ID_Automation_Builder

- Make as many Apple IDs as you want
- Great for kiosk environments! Not for humans
- Use at your own risk
- Rumor says Apple won't support "+" characters in the future



Apple ID Automation Script

Call (866) 752-7753 to whitelist your IP for 30 days

- Company
- Contact Phone Number
- Contact Email Address
- City
- Email address domain
- Number of Apple IDs to be created
- Example of naming scheme for Apple IDs



DEP

Device Enrollment Program



DEP

The DEP allows an organization to enroll and manage devices OTA without ever laying a finger on the device.

And user can't remove it.



What does it do?

- Proves the organization owns the device
- Ties ownership via purchase outlet*
- Links your devices to your MDM
- Allows for amazingly simple distribution
- Which devices are compatible?



Where do you start?

- deploy.apple.com
- Requires Apple ID*
- Requires Two-Step Verification
- Business information & D-U-N-S Number
- Theoretically takes 1/2 day, plan 1 week



DEP

Add Reseller

Management Program **Manage Servers**

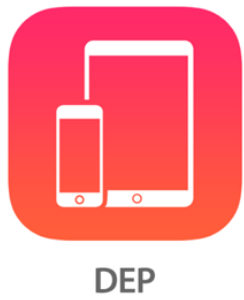
Organization Details

DEP Customer ID ?	Devices Purchased From	Status
53	VERIZON WIRELESS	Active
Institution Name		
Inc	SHI	Active
Address		
Atlanta, GA 30339		
USA		

[Add Reseller / Supplier](#)

Note: It can take up to 24 hours for new devices to reach your account.

OK



Add Reseller

Organization Details

DEP Customer
[Redacted]

Institution Name
[Redacted]

Address
[Redacted]

Devices Purchased From
Reseller

DEP Reseller ID [?](#)
[Redacted]

Verify

Cancel OK

OK

Status
Active
Active



DEP

Add MDM

Add “Test MDM”

2. Upload Your Public Key.

[Choose File...](#)

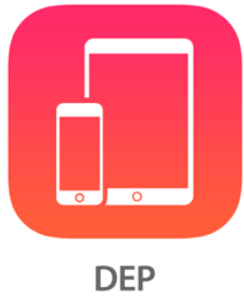
No file selected

The public key certificate is used to encrypt the Authentication Token file for secure transfer to your MDM Server.

Previous

Cancel

Next



Add Devices

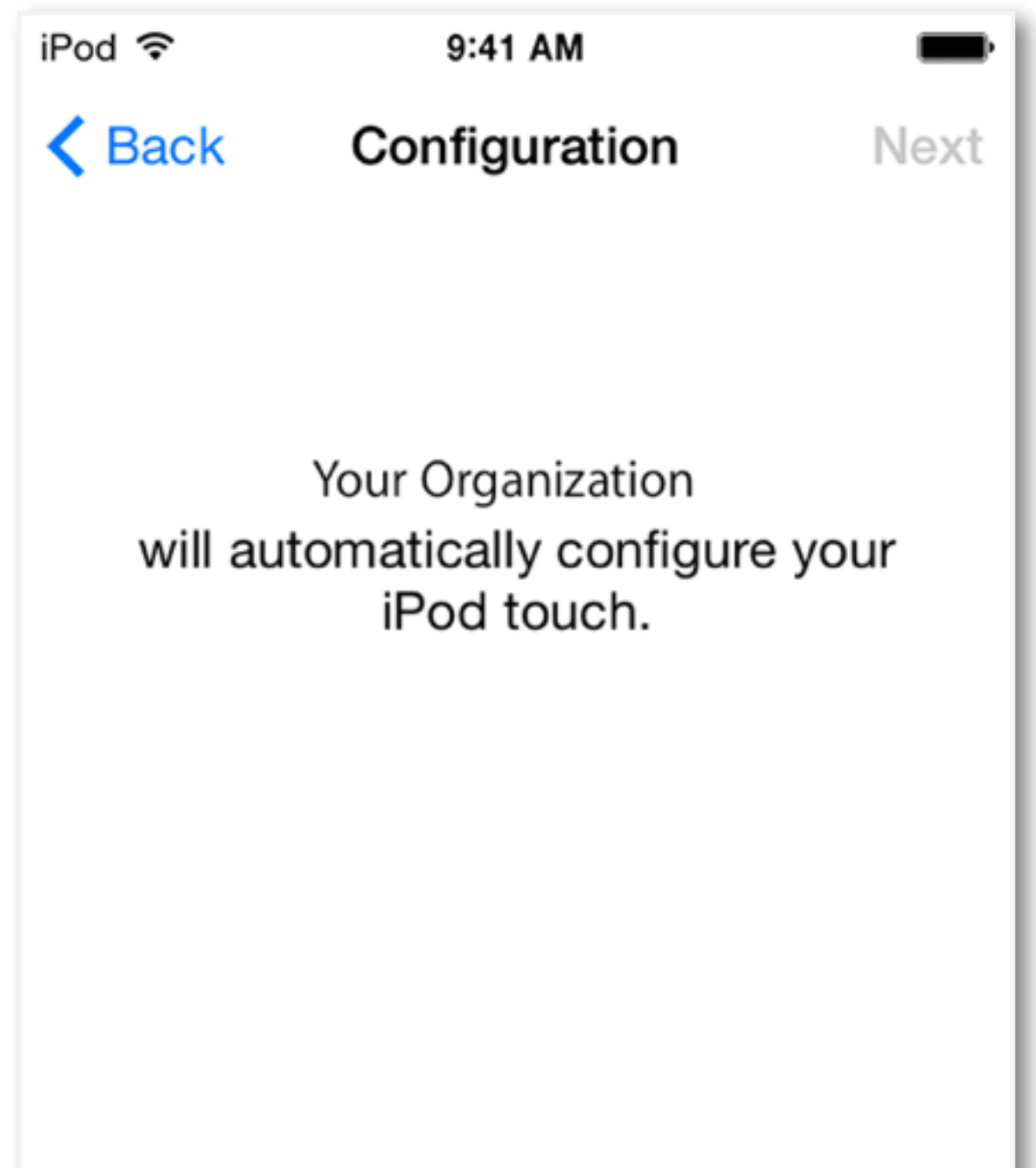
- Add by Serial Number
- Add by Order Number
- Upload CSV File
- Choose to assign to MDM server



DEP

User Experience

- Enrollment on Activation
- Receives Profiles, Policies, & Apps





Tidbits

- Automatically disables Activation Lock
- “Disown” is a bad word. Breaks Trust.
- Check with your Reseller (up to 16)
- Apple Retail purchases do not qualify
- Free service!



DEP

A DEP device can be linked with an MDM, and receive profiles, apps, and policies all before they see the home screen.



VPP

Volume Purchase Program



What does it do?

- Centrally purchase apps, books, ePubs and PDFs
- Control spending
- Redeemable Codes (one-time use) or
- Managed Distribution
- Discounts of 50% for 20+ licenses for EDU



Managed Distribution

- Re-assign apps to new users*
- *Not iBooks
- Purchase apps & books via MDM
- Manage and re-assign entirely with MDM



Where do you start?

- deploy.apple.com
- Requires Apple ID, **can be the same** as DEP
- Business information & D-U-N-S Number
- Theoretically takes 1/2 day, plan 1 week



About Apple IDs

- Create administrators for locations or departments
- Don't tie them to real people, but make an alias (msapps@school.edu)
- Cannot be pre-existing Apple IDs



Create Admins

Apple Inc.

Deployment Programs

Admins

Device Enrollment Program

Volume Purchase Program

Terms and Conditions

Search for Admin

Add Admin Account

First Name

Johnny

Last Name

Appleseed

Work E-mail ?

johnnymappleseed@institution.org

Allow access to:

☐ Device Enrollment Program

☒ Volume Purchase Program

Allow Admin to:

☐ Create and Edit Admins



Add MDM

- Download token from VPP site
- Upload to your MDM “App Catalogue”



Resources

help.apple.com/deployment/ios

help.apple.com/deployment/osx/

[http://images.apple.com/education/docs/](http://images.apple.com/education/docs/VPP_Education_Guide_EN_Aug14.pdf)

[VPP_Education_Guide_EN_Aug14.pdf](http://images.apple.com/education/docs/VPP_Education_Guide_EN_Aug14.pdf)

[http://images.apple.com/business/docs/](http://images.apple.com/business/docs/VPP_Business_Guide.pdf)

[VPP_Business_Guide.pdf](http://images.apple.com/business/docs/VPP_Business_Guide.pdf)



Imaging



DEP



VPP



Who looks like a champ?

Q&A

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Apple Strategy

Business & K-12

Mac, iPhone, iPad, Watch

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