

# Sam Valencia

Sam Valencia spent the last 16 years building the Connecticut branch of The HCS Technology Group. After a decade as an Apple Certified Trainer, Sam opened up InstructUs Training Centers, an Apple Authorized Training Center where he serves as lead trainer and managing partner.

Sam also co-hosts a weekly podcast called Command Control Power with two other members of the Apple Consultants Network. Joe & Jerry are also speaking here today!

Find some of Sam's training videos at Peachpit:

<http://tinyurl.com/svalencia>





# VPP, DEP, and Under 13: How New Apple ID Requirements Impact You and Your Clients



# What's Apple ID's purpose?

- An Apple ID is your user name for everything you do with Apple
- Services include: iTunes Store, enable iCloud on all your devices, Apple Online Store, Apple Retail Store reservations, Apple Support website access, ... *and more.*
- Apple ID(s) for Program Administration (Clean/ Unused)
- Apple ID(s) for redemption/ BYOD

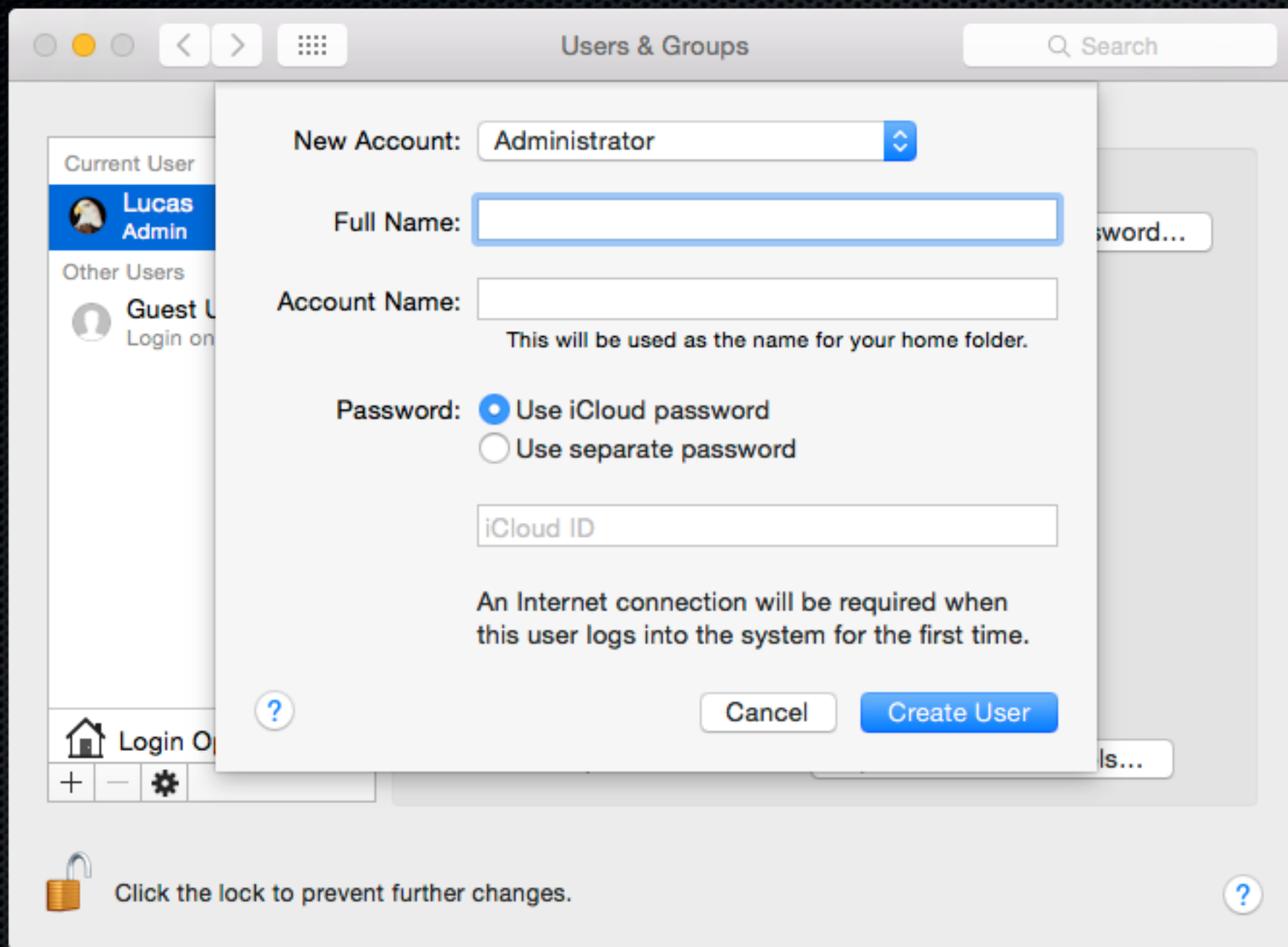


# Why Do We Need Apple IDs?

- Your connection to Apple
  - App Store
  - iCloud
  - iTunes
  - Game Center
  - Apple Store reservations
  - ... and more









# Legal compliance (EULA, T&C)

- Student safety
  - COPPA & Online Accounts
- Software licenses
  - One Apple ID per person
  - Content can be on up to 10 iOS devices (5 OS X)
  - One Apple ID at a time per device, every 90 days
  - Free apps can go on unlimited iOS devices



# What's New with Apple IDs?

## Family Sharing (Up to 6 users):

- Share apps, books, music, & movies
- Create Child Apple IDs
- “Ask to buy” feature
- Share items like Calendars & Photos
- Location tracking
- Hiding Purchases
- Requires iOS 8 & OS X Yosemite



# Apple Deployment Programs

- Volume Purchase Program (VPP)  
Bulk purchase store content for clients
- Device Enrollment Program (DEP)  
Automatic MDM enrollment for devices
- Apple ID for Students  
Apple ID creation for students under 13





# Volume Purchase Program Device Enrollment Program Apple ID for Students



# Volume Purchase Program



- Centrally purchase apps, books, ePubs and PDFs
- Control spending
- Redeemable Codes OR
- Managed Distribution



# VPP - Redeemable Codes



- Codes downloaded on spreadsheet
- Distributed manually - “one and done”
- Institutional Apple IDs OR personal Apple IDs (collateral damage)
- Apple Configurator (mostly education)
  - Re-use VPP code
  - Helpful with carts





# VPP - Managed Distribution



- Mobile Device Management Server required
  - MDM is registered through VPP portal
- Token/certificate creates trust with Apple
- Enroll devices in MDM
- Purchase apps through portal
- Assign apps (to users...soon devices)
- Apps can be revoked (not iBooks content)





PDF Expert 5 - Fill forms, annotate PDFs, sign documents on the App Store on iTunes

StoreMaciPadiPhoneWatchMusicSupport

Volume Purchase Program

\$0.00

Search

pdf expert

Media Type


iOS Apps

Category

All

Search

Purchase Details

	PDF Expert 5 - Fill forms, annotate PDFs, sign documents by Readdle	Price \$9.99 ea.	Quantity <input type="text"/>	Subtotal \$--.--
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Distribution Type

☐ Redeemable Codes: Download a spreadsheet containing redeemable codes which you can then provide to your users. Ownership of the app or book is given to the Apple ID that redeems the code. Codes will only be redeemable in the U.S. store.

☐ Managed Distribution: Assign apps to users on iOS 7 or later or on OS X 10.9 or later using a Mobile Device Management (MDM) solution, such as the latest version of Apple Profile Manager. You retain ownership of apps only, allowing you to revoke and reassign them as needed.

Review Order

PDF Expert 5 - Fill forms, annotate PDFs, sign documents

By Readdle

Essentials



# New for VPP 2015

- <https://developer.apple.com/videos/wwdc/2015/?id=301>
- **Device App Assignments**
- **No more Apple IDs needed for Supervised Devices!**
  - Requires iOS 9 or 10.1.1 and a updated app



# Volume Purchase Program Device Enrollment Program Apple ID for Students

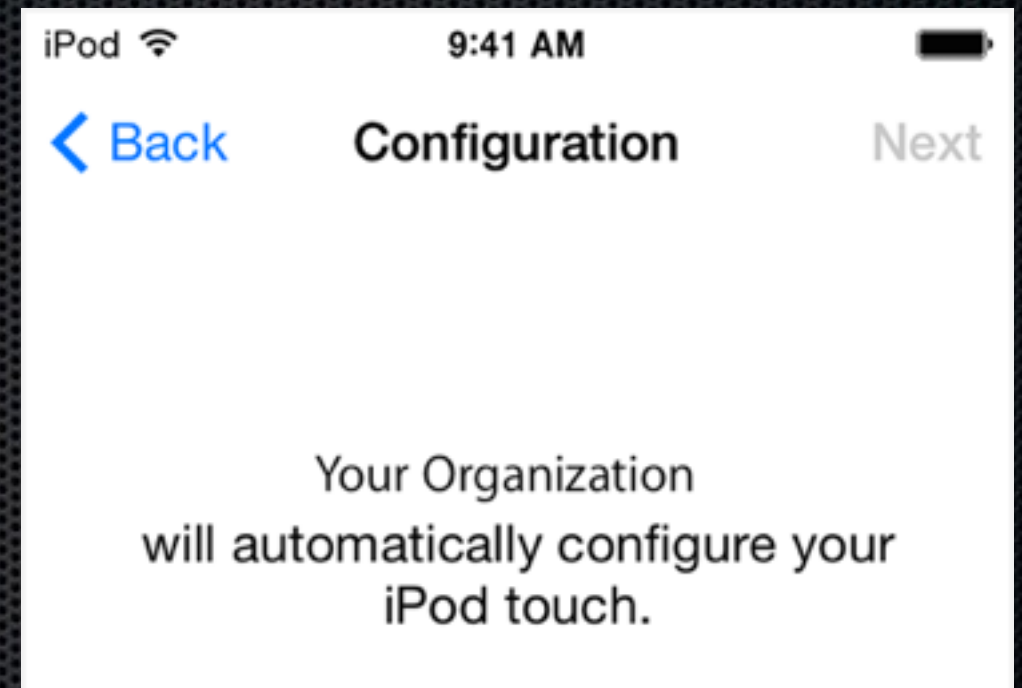




# Device Enrollment Program

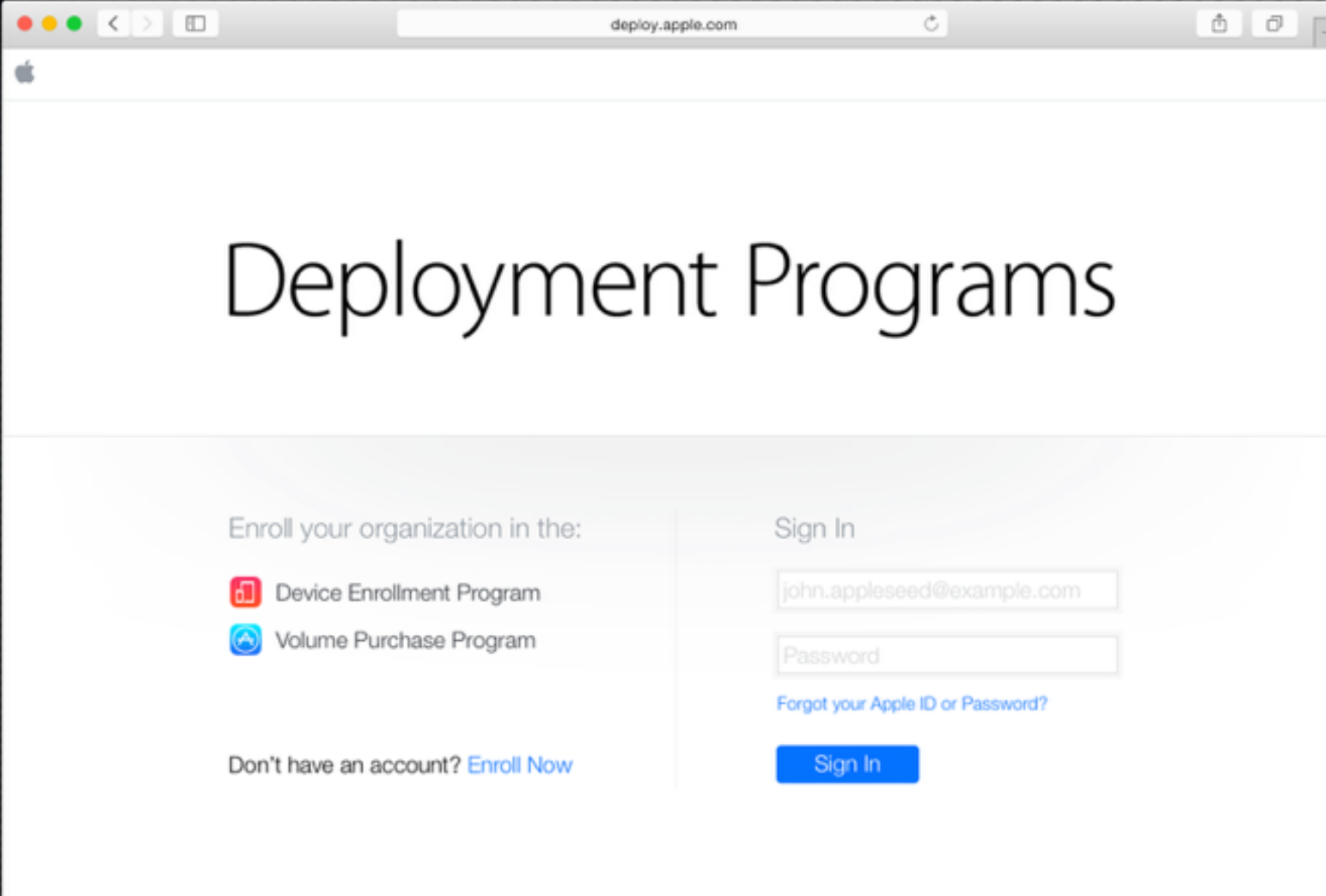
## What is DEP?

- Allows zero touch for IT
- Users get “out of the box” experience
- Pre-configure settings on iOS & OS X devices
- Over-the-air supervision!
- Restrictions previously only possible via Apple Configurator







# Getting Started



The screenshot shows a web browser window with the address bar displaying 'deploy.apple.com'. The page title is 'Deployment Programs'. Below the title, there are two main sections: 'Enroll your organization in the:' and 'Sign In'. The enrollment section lists two options: 'Device Enrollment Program' and 'Volume Purchase Program'. The sign-in section includes input fields for an Apple ID (email) and a password, a link for 'Forgot your Apple ID or Password?', and a 'Sign In' button.

Enroll your organization in the:

-  Device Enrollment Program
-  Volume Purchase Program

Don't have an account? [Enroll Now](#)

Sign In

[Forgot your Apple ID or Password?](#)

[Sign In](#)

deploy.apple.com



# Getting Started

- Create a program-specific Apple ID
  - `applemgmt@school.edu`
- Provide organization information
- Address/email
- D-U-N-S number
- Apple customer number or DEP reseller ID
- Need to be legally authorized organization agent





# Getting Started

The screenshot displays the Apple Deployment Programs web interface. The left sidebar contains navigation links: Deployment Programs, Admins, Locations, Device Enrollment Program, Volume Purchase Program, Apple ID for Students, and Terms and Conditions. The main content area shows a 'Welcome back, [blurred]' message followed by three program cards: Device Enrollment Program, Volume Purchase Program, and Apple ID for Students, each with a 'Get Started >' link. An inset window titled 'Manage Admins' is open, showing a search bar and a table of admin accounts. A modal dialog 'Add Admin Account' is also present, with fields for First Name (Johnny), Last Name (Applesseed), and Work Email Address (johnny@organization.edu). The 'Allow access to:' section includes checkboxes for Device Enrollment Program, Volume Purchase Program, and Create and Edit Admins.

Deployment Programs

Admins

Locations

Device Enrollment Program

Volume Purchase Program

Apple ID for Students

Terms and Conditions

Welcome back, [blurred]

Device Enrollment Program [Get Started >](#)

Volume Purchase Program [Get Started >](#)

Apple ID for Students

Manage Admins

Add Admin Account

First Name: Johnny

Last Name: Applesseed

Work Email Address: johnny@organization.edu

Allow access to:

- ☐ Device Enrollment Program
- ☐ Volume Purchase Program
- ☐ Create and Edit Admins

Cancel Add



# DEP Eligibility

- iOS devices running iOS 7 or later and OS X devices running OS X Mavericks or later are eligible for assignment.
- Devices purchased from Apple after March 1, 2011 with a valid customer number. (Terms Account)
- Devices purchased directly from a participating Apple Authorized Reseller or carrier and linked to that reseller's DEP Reseller ID.



# New for DEP 2015



- OS X:
- Create Service Account during Setup Assistant
- You can hide the account, and force user as standard
- Optimized enrollment ensures this happens during Setup Assistant





# DEP - iOS vs OS X



- Begins after Wi-Fi
- Mandatory enrollment
- Required Supervision



- New user created
- Begins after Wi-Fi
- Can be skipped, on purpose or not



# Device Enrollment Program (DEP)

- Devices can also be disowned from DEP - for sale, donation, disbursement, etc.
- Disowning a device is permanent. It cannot be re-enrolled in DEP after being disowned.
- Replaced / repaired devices can also be enrolled in DEP.



# Volume Purchase Program Device Enrollment Program Apple ID for Students





# Apple ID for Students

Educational institutions can automate the creation of Apple IDs for students under the age of 13.

1. Collect emails of parents/guardians
2. Fill out Template spreadsheet with guardian emails and student account information (names, birthdays, email addresses)
3. Emails are sent to parents, who must manually approve
4. On approval, Apple IDs are created (must be unique)





# Apple ID for Students

- Students can't opt-in to receive marketing materials
- Limit Ad Tracking
- Students can't change certain account settings
- Parent/guardian notification
- A credit card isn't required to use the Apple ID with the iTunes Store (iTunes U, App Store, iBooks, etc)
- Apple ID converts to a full account with full rights and privileges





# Apple ID for Students

- Account creation template CSV file:



- Each field in the CSV must be populated
- Use school provided email if possible
- Work with parents/guardians to make sure all users are accounted for with the invitation process



For Your Consideration...



# Transitioning to New Programs

Useful documentation about transitioning to DEP:

<https://support.apple.com/en-us/HT202977>

Things to consider:

- Who will be the Program Agent, Program Administrator?
- Who will directly interact with iOS devices?
- What are the technical expertise levels of the employees responsible for managing / interacting with the iOS devices directly?



# Plan & Conquer

Understand Apple's programs to be aware of the best tools for managing iOS deployments.

Clients should decide how involved they want to be:

- **Zero-touch** (MDM, Managed Distribution)
- **Light-touch** (MDM, VPP Codes)
- **Direct Management** (Configurator, VPP Codes)
- **No Management** (retail model)



# Plan & Conquer

Relative implementation times:

- **Zero-touch, Light-touch:** Choose an MDM, set up MDM server, configure Managed Distribution or prepare VPP code distribution method
- More initial setup, easier to make changes in the future, & won't require IT to touch the devices



# Plan & Conquer

Relative implementation times:

- **Direct Management:** Configurator is easy to install, but requires careful management of access, storage and backup of the host computer. All devices require tethering to that host machine
- Easy initial setup, but updating devices after initial deployment is a lot of physical work



# Plan & Conquer

Relative implementation times:

- **No Management:** Users are responsible for their own handling of all iOS devices and content
- Involves no immediate work for IT, but lose out on providing value-added services to end-users



# Deciding on a MDM solution

- Think about size, needs, features, and support
  - Apple provides OS X Server with Profile Manager (\$30)
  - 3rd party options provide more comprehensive solutions
- JAMF CasperSuite
  - Airwatch
  - Bushel
  - Absolute
  - RobotCloud
  - MaaS360
  - Centrify
  - MobileIron
  - FileWave

<http://www.enterpriseios.com>



# Resources

- <http://help.apple.com/deployment/ios/>
- <http://help.apple.com/deployment/osx/>
- <https://developer.apple.com/videos/wwdc/2015/?id=301>

## Knowledge base Articles

- Volume Purchase Program: HT202995
- Device Enrollment Program: HT6231
- Transitioning to DEP: HT202977
- Apple ID Under 13: HT202967



# More Resources

- [http://www.enterpriseios.com/wiki/Comparison\\_MDM\\_Providers](http://www.enterpriseios.com/wiki/Comparison_MDM_Providers)
- <http://www.apple.com/business/vpp/>
- [https://www.apple.com/business/docs/VPP\\_Business\\_Guide.pdf](https://www.apple.com/business/docs/VPP_Business_Guide.pdf)
- [https://www.apple.com/education/docs/Apple\\_ID\\_for\\_Students\\_Parent\\_Guide\\_US\\_0514.pdf](https://www.apple.com/education/docs/Apple_ID_for_Students_Parent_Guide_US_0514.pdf)
- [https://www.apple.com/education/docs/u13\\_institution\\_guide\\_en\\_Feb14.pdf](https://www.apple.com/education/docs/u13_institution_guide_en_Feb14.pdf)



# Questions?



Sam Valencia  
[svalencia@hcsonline.com](mailto:svalencia@hcsonline.com)