

Craig Cohen

As the President & CEO of HCS Technology Group, Craig is a creative decision maker with skills in business development, personnel and project management. He has been very successful in developing HCS' consulting/professional services, managing software development lifecycle projects, commercial software releases, growth-oriented organizations and training for many Fortune 100 companies.

- Apple Authorized Trainer for iPhone and iPad Technical Training for Enterprise
- Apple Certified Mobile Technical Coordinator
- Apple Certified Systems Administrator
- Apple Certified Master Trainer
- Apple Consultants Network
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VPP, DEP, and Under 13: How New Apple ID Requirements Impact You and Your Clients

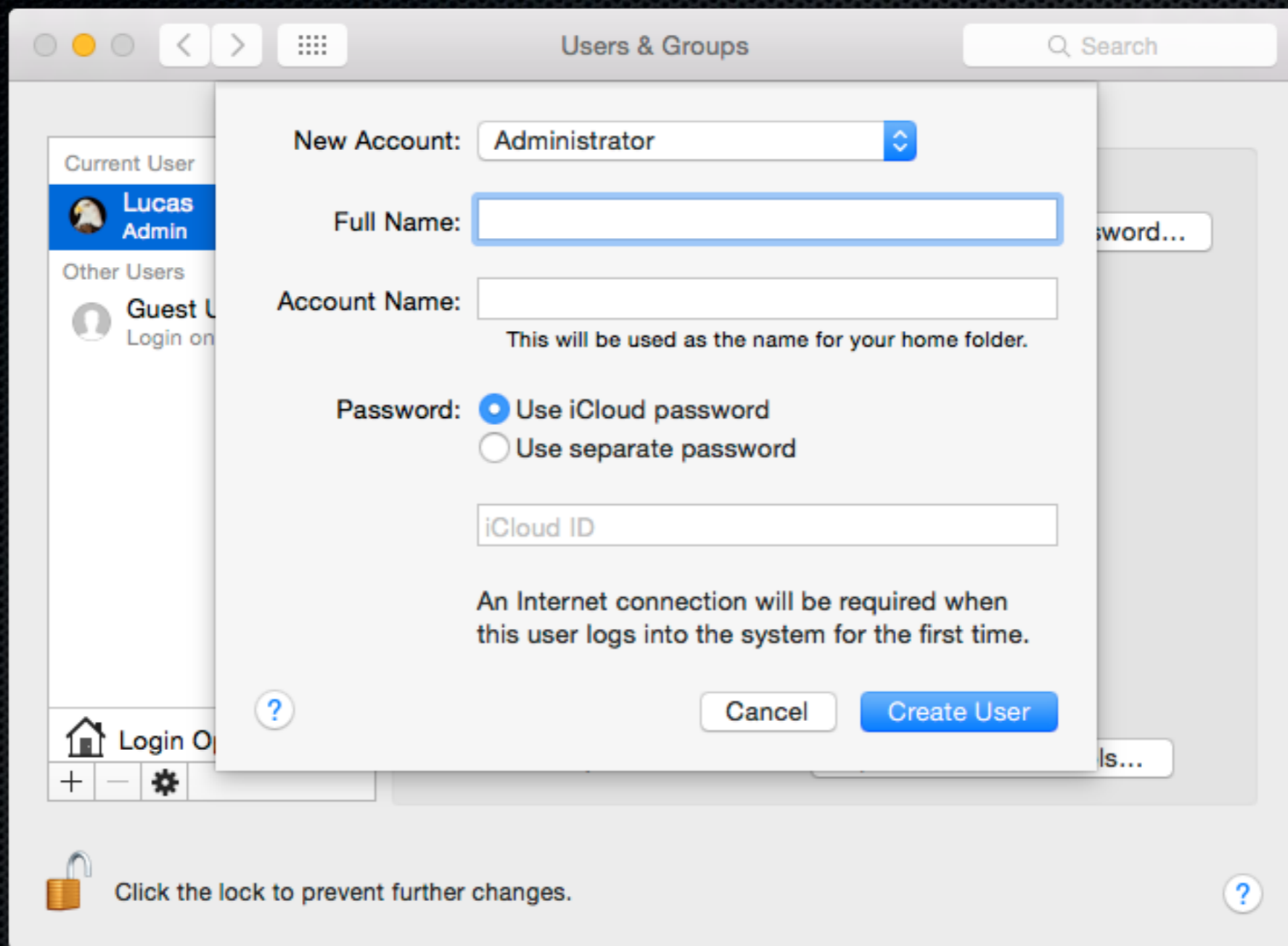
What's Apple ID's purpose?

- 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





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

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

Juggling Apple IDs

PAST:

Distributing VPP codes was the way for an organization to provide App Store content to employees or students

VPP codes are “one and done” in most cases

Organizations had two options: Institutional Apple IDs (to retain ownership) OR allow users to redeem with personal Apple IDs (collateral damage)

Juggling Apple IDs

PRESENT:

Managed Distribution model (using MDM) allows for assigning apps to devices (invitations no longer needed!)

You don't need to care what the Apple ID of the user is, even if it's a personal one

Organizations can revoke apps (books cannot be revoked) and reassign to a different Apple ID

Apple Deployment Programs

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



Device Enrollment Program

Volume Purchase Program

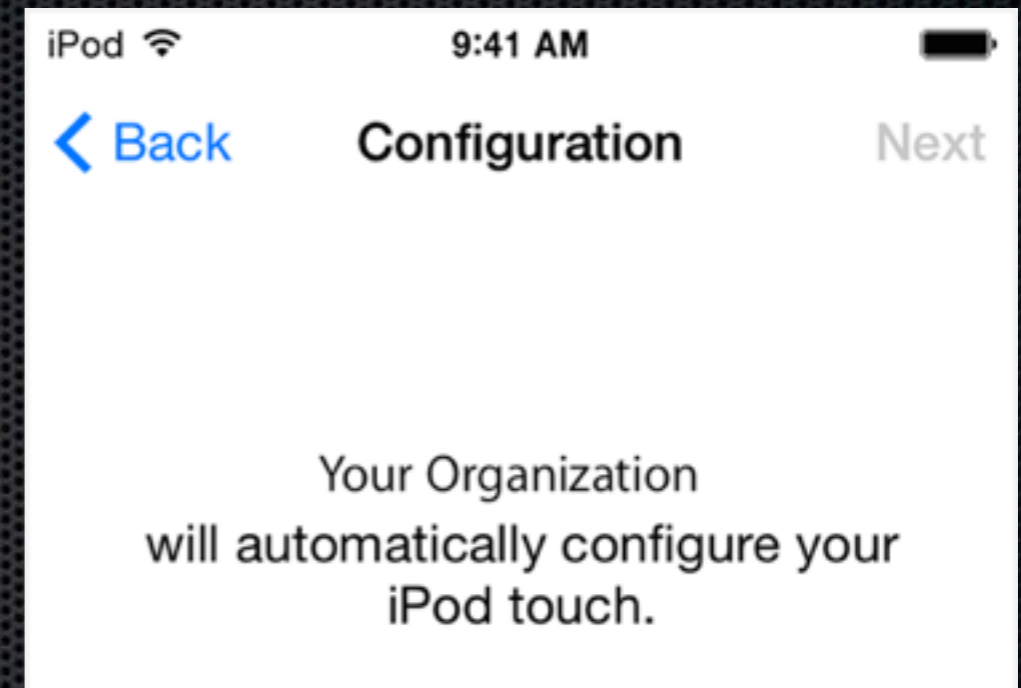
Apple ID for Students



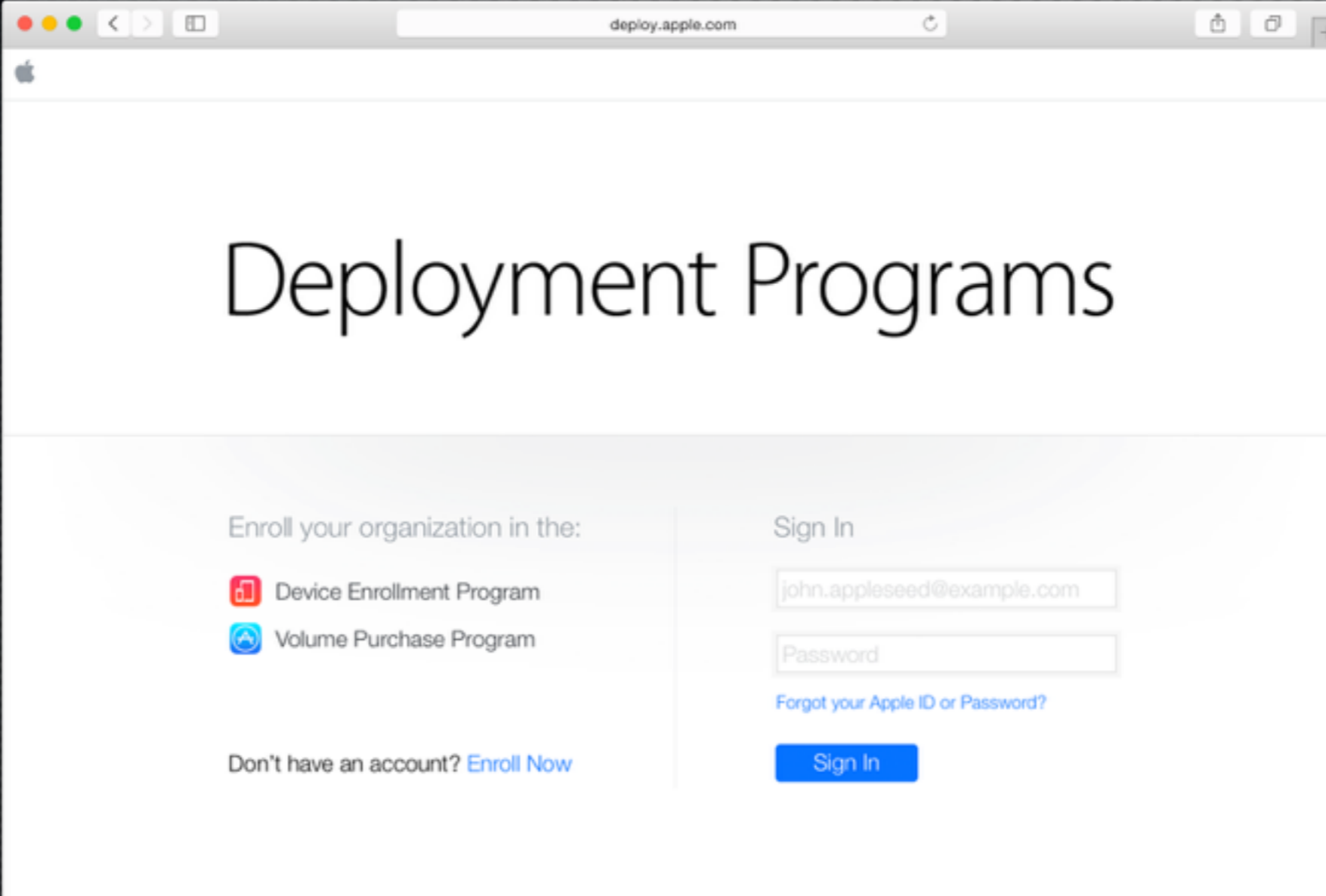
Device Enrollment Program

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 'Enroll' section lists two options: 'Device Enrollment Program' and 'Volume Purchase Program'. Below these, there is a link 'Don't have an account? Enroll Now'. The 'Sign In' section has two input fields: one for an email address (containing 'john.appleseed@example.com') and one for a password (containing 'Password'). Below the password field is a link 'Forgot your Apple ID or Password?' and a blue 'Sign In' button.

deploy.apple.com

Deployment Programs

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](#)

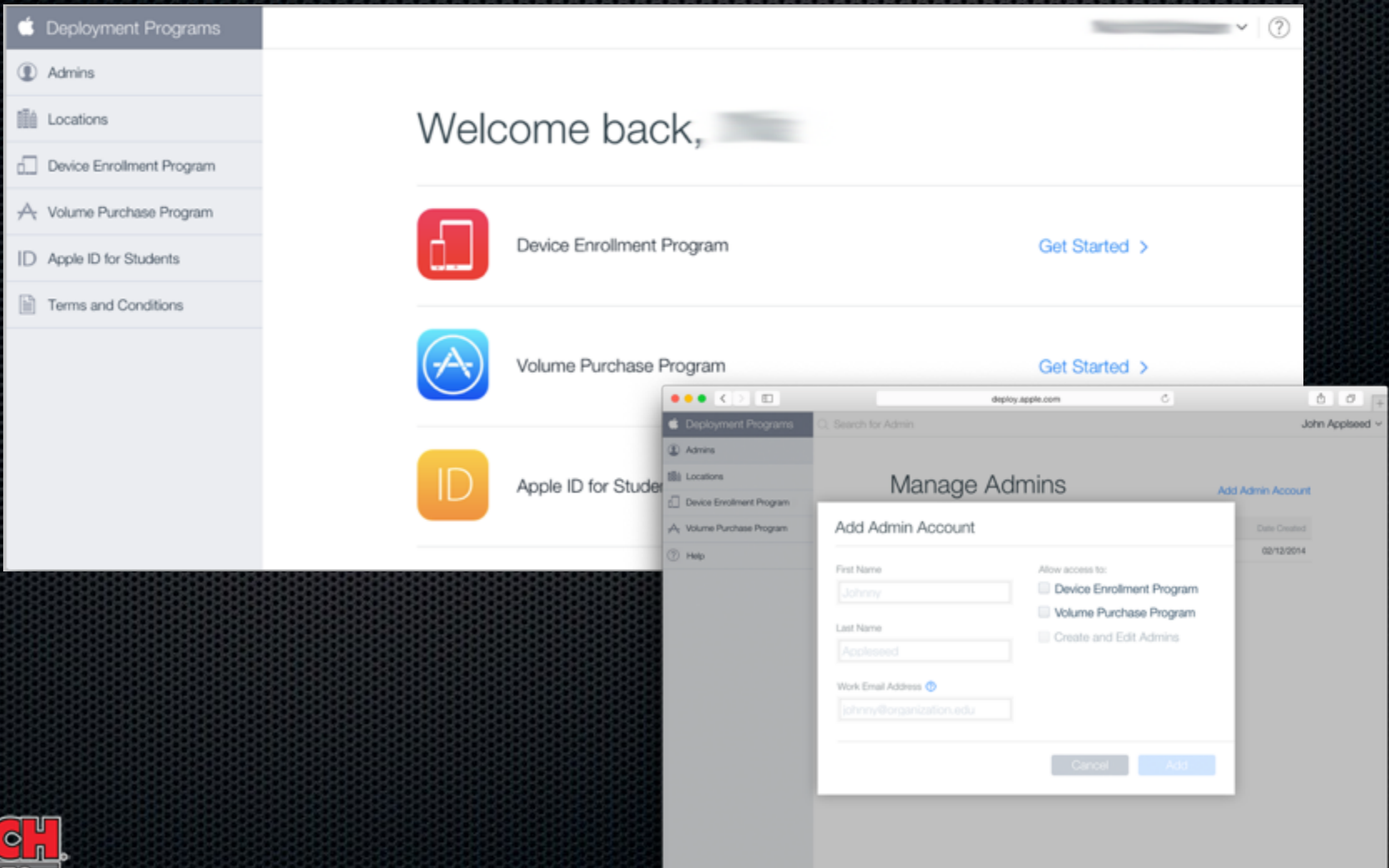
deploy.apple.com

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



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.

Device Enrollment Program Volume Purchase 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 time use
- Or installed via Apple Configurator
 - Re-use VPP code
 - Helpful with carts
- Configurator will show unredeemed codes

VPP - Managed Distribution



- MDM Server required
 - MDM is registered through portal
- Token/certificate creates trust with Apple
- Purchase apps through portal
- Apps can be revoked (not iBooks content)

VPP - Managed Distribution



- Mobile Device Manager (MDM)
 - Your server, Apple's systems
 - Apple Push Notification System
- Receives purchased app information
- Assigns apps
- MDM can configure devices
 - Send lock & wipe commands

Downloaded from <http://www.jco.org/> on July 10, 2015. For personal use only.

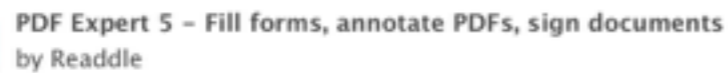
Q pdf expert

iOS Apps

All

Search

Price	Quantity	Subtotal
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- ☐ **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

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

Device Enrollment Program Volume Purchase 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—Parent/Guardian Information

Apple [appleid@id.apple.com]

Sent: Mon 1/12/2015 5:12 PM

To: Angie Kilcrease

that provides easy access to school materials, like documents and textbooks.

For students under the age of 13, we must obtain your verifiable parental consent before we can create an Apple ID for your student. This is in compliance with the Children's Online Privacy Protection Act (COPPA). You will provide your parental consent by agreeing to the Parent Privacy Disclosure and Consent online.

For students under 13, the following features will apply:

- No credit card is required to set up the account.
- Limit Ad Tracking is turned on for the account to ensure the student does not receive targeted advertising from Apple.
- The accounts are unable to opt in to receive marketing materials from Apple.
- Parents and guardians are notified of material changes to the service or issues with the account.

For more information on the privacy features of Apple IDs For Students, please see the [Parent Guide](#).

Creating an Apple ID

To create an Apple ID for your student, go to our [online consent form](#).

You will be asked to enter the following temporary password: P6t0tts2@i

Provide the information requested, and you will then be asked to review and agree to the iOS, iCloud, Game Center, and iTunes Store terms and conditions, Apple Limited Warranty as well as the Apple Privacy Policy and the Parent Privacy Disclosure and Consent notice. We will use the parent or guardian email address you provide during this process to contact you about important changes to our policies or services, to notify you of issues with your student's account, or to verify a reset to your student's password.

Parental restrictions

An iPad or Mac can give your student access to a wealth of information. However, there may be times when you want to limit your student's access to certain types of content or resources. On your student's device, you can set restrictions, such as preventing in-app purchases and designating allowable content. Please refer to the [Parent Guide](#) to learn more about setting device restrictions. We strongly encourage you to set device restrictions promptly after creating your student's Apple ID.

For more information about Apple's education programs, please see [apple.com/education](#).

Regards,
Apple Inc.



Apple ID for Students

- Account creation template CSV file:



- Each field in the CSV must be populated
- Use school provided email if possible



Apple ID for Students

Batch	No. of Accounts	Last Modified	Download	Consent Email
Test	6	09/05/2014 12:43 PM PDT	Download CSV	Resend Email

- CSV will contain error details, if any
- "Resend Email" - resends confirmation emails to parent/guardian that haven't completed the approval process
- 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?

VPP Managed Distribution



The migration from redemption codes to managed distribution is permanent and cannot be reversed.

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.apple.com/business/vpp/>
- 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/u13_institution_guide_en_Feb14.pdf

Questions?



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