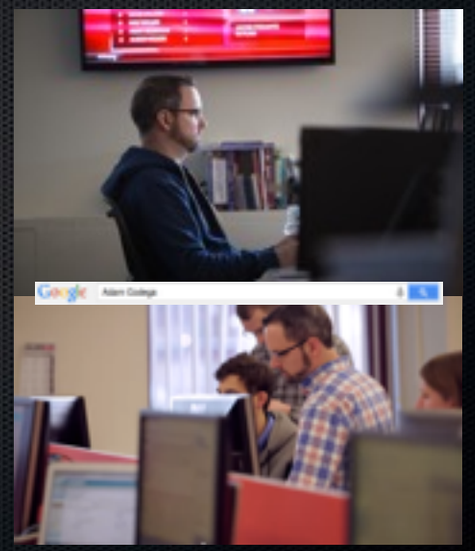
Adam Codega

Adam Codega has worked in IT for four years as a consultant and sysadmin before becoming a Macadmin a year ago.

At Swipely, a SaaS startup in Providence, RI Adam uses DEP and VPP to save himself time and provide solutions to his co-workers

He joined Swipely a year ago without legacy systems in place, so he quickly started piloting the Apple programs we'll talk about today

His technology scope includes around 150 1:1 laptops and a dozen iPads used for a variety of kiosks



MACTECH PRO EVENTS

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

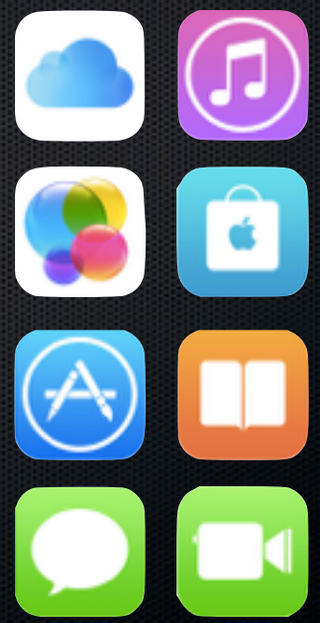
MACTECH PRO EVENTS



We're going to be talking about three programs today.. but first we need to talk about Apple IDs

What's Apple IDs Purpose?

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



MACTECH PRO EVENTS

We all know the connection our Apple ID gives us to Apple

What's Apple IDs Purpose?

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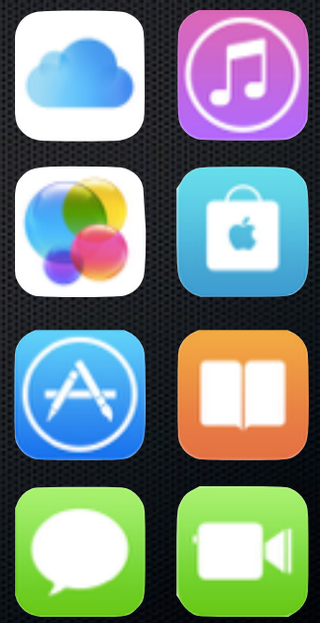
  - **... and more!**



The "and more" part we'll be talking about today. Apple programs designed for EDU and business, for you.

... and more!

Apple ID for Students
Volume Purchase Program
Device Enrollment Program

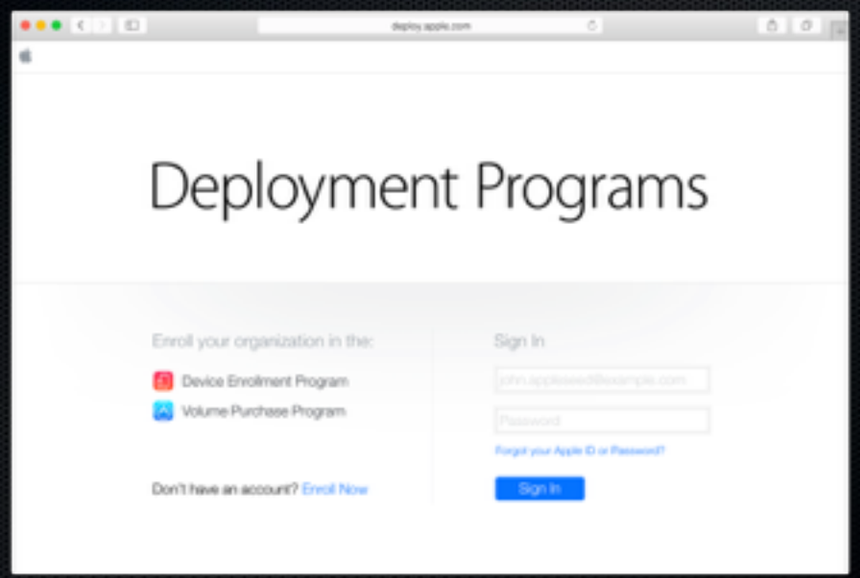
Legal compliance (EULA, T&C)

- Student safety
  - COPPA & Online Accounts
- You're accepting EULA/T&C on behalf of users
- Software licenses
  - 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

MACTECH PRO EVENTS

Why do we use these programs? To be legally compliant. Apple ID for Kids/Students allows children under the age of 13 to have an Apple ID and meet legal limitations. We also need to consider software licensing. We can't purchase an app on one Apple ID and install it on 30 computers.

Getting Started



deploy.apple.com

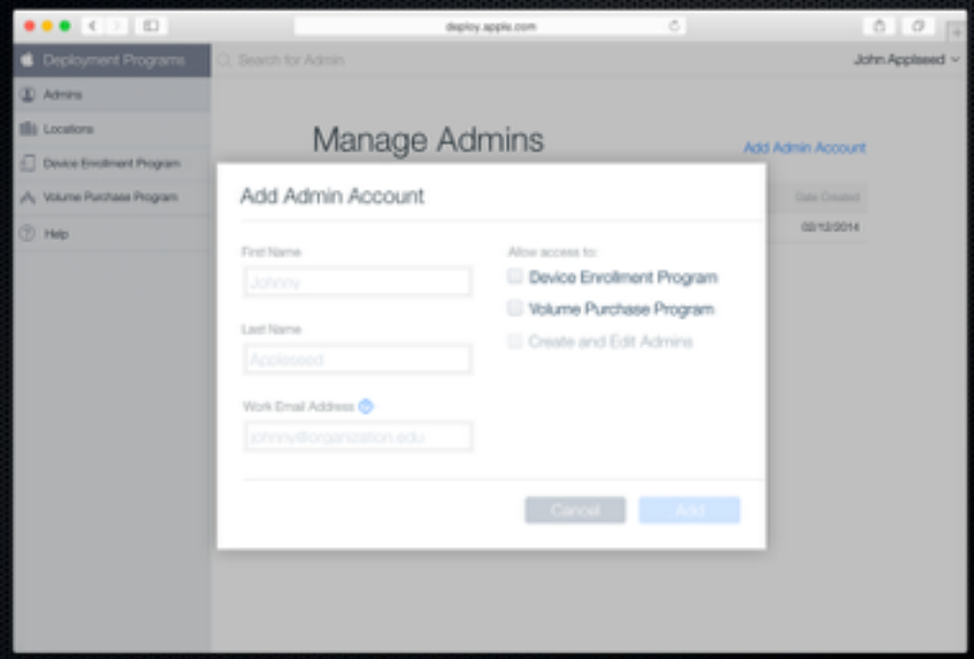
To get started, you simply sign up your organization at deploy.apple.com. You do all of your paper work online as well as some basic program management through this website.

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



Setup Additional Administrators



Setup Additional Administrators

- Login with two-step authentication
- Add administrators
  - Co-administrators
  - Program-specific admins
  - Software purchasers
- Non Consumer Apple ID
- Administrator completes setup of Apple ID



Apple requires 2 Factor authentication on administrator accounts, so each administrator should have their own account. Administrators can be limited to only manage certain programs, this is convenient for staff who will assist on software purchases. Administrators can not use a consumer Apple ID...

Consumer Apple ID?

- Apple ID for Under 13
  - Apple ID for Kids
  - Apple ID for Students
- Institutional Apple ID
  - Quasi concept
- Service Apple ID
  - IT Techs/Departments only

Consumer Apple IDs are what we all use for iCloud, iTunes/App Store purchases and etc. Apple ID for Students is also available for families, called Apple ID for Kids. Now, institutional Apple ID is a slang term for one Apple ID that's used for all app purchases. As we discussed this isn't legitimate. Finally, Service or Program Apple IDs are non consumer accounts used for IT programs such as Deployment Program portal and Global Service Exchange.

Apple ID for Students
Volume Purchase Program
Device Enrollment Program

Apple ID for Students

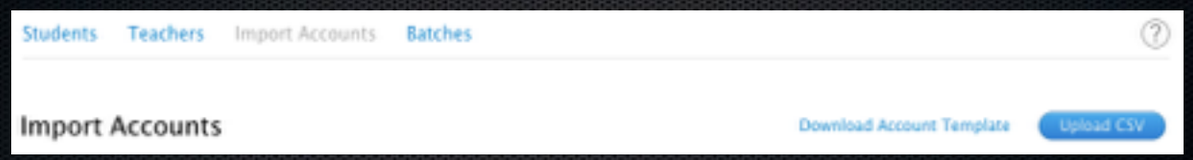
- Students can’t opt-in to receive marketing materials
- Limit Ad Tracking
- Students can't change certain account settings
- Parent/guardian notification
- A credit card isn't required to use the Apple ID with the iTunes Store (iTunes U, App Store, iBooks, etc)
- Apple ID converts to a full account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

Apple ID for Students

- Educational institutions can automate the creation of Apple IDs for students under the age of 13
- Collect emails of parents/guardians
- Fill out template spreadsheet with guardian emails and student account information (names, birthdays, email addresses)
- Emails are sent to parents
- On approval, Apple ID is created

Apple ID for Students

The Apple ID for Students website has an account creation template CSV file:



Each field in the CSV must be populated.

Apple ID for Students

- Batch ID: arbitrary name for this batch of students
- Language
- First Name, Last Name, Date of Birth (*must* be under the age of 13 - it calculates)
- Parent Email Address: parent/guardian will receive the consent request here
- Apple ID: desired Apple ID for student (must be unique across all Apple IDs, standard rules)

This is the information that will be in your uploaded spreadsheet.

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

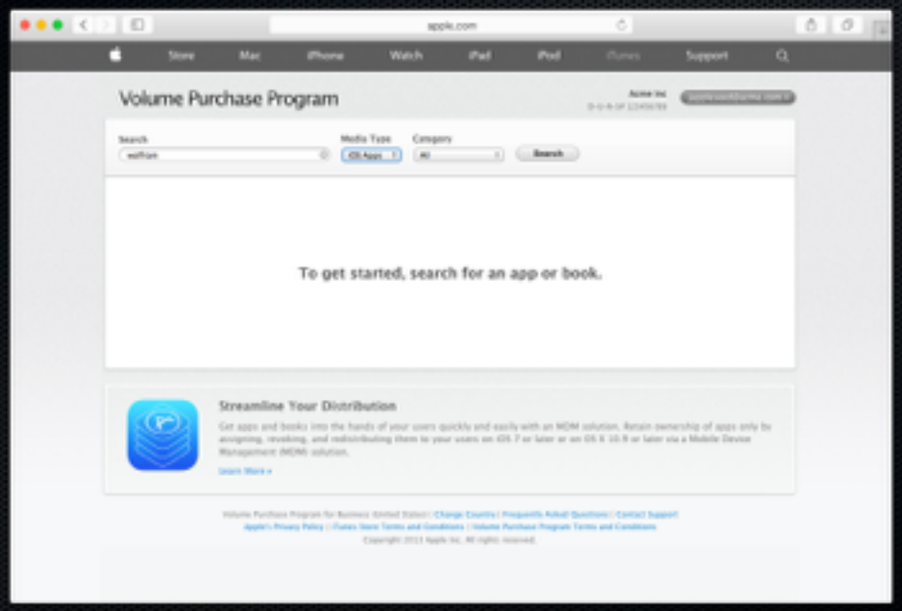
If any errors occur, the CSV will contain info about them.

"Resend Email" will resend confirmation emails to any parent/guardian email addresses that haven't already fulfilled the approval process.

You will need to work with clients to make sure all users are accounted for with the invitation process.

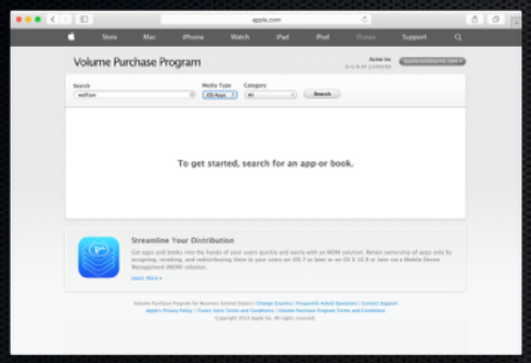
Apple ID for Students
Volume Purchase Program
Device Enrollment Program

Volume Purchase Program



Purchase apps through the portal

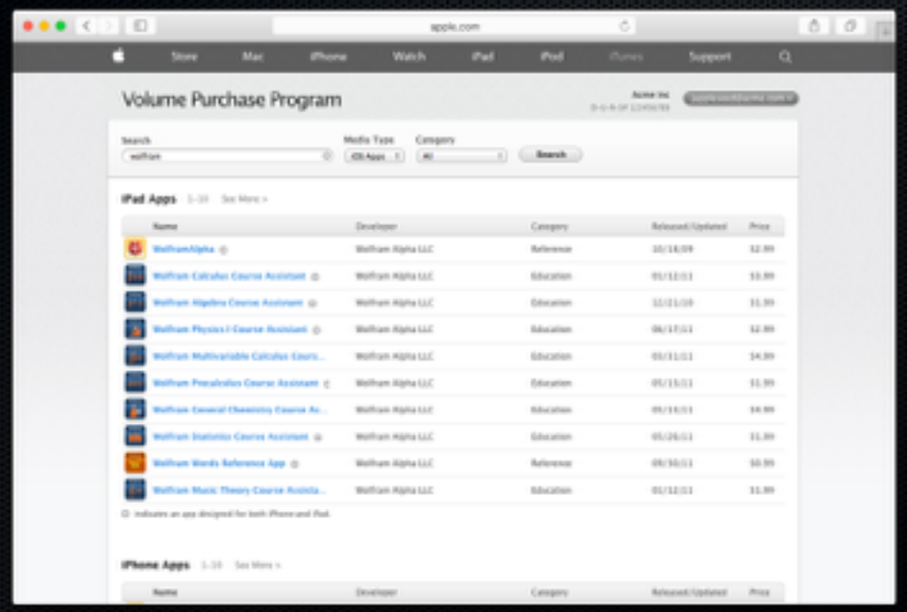
Volume Purchase Program



- Purchase Order (VPP Credit)
- Credit Card
- PayPal

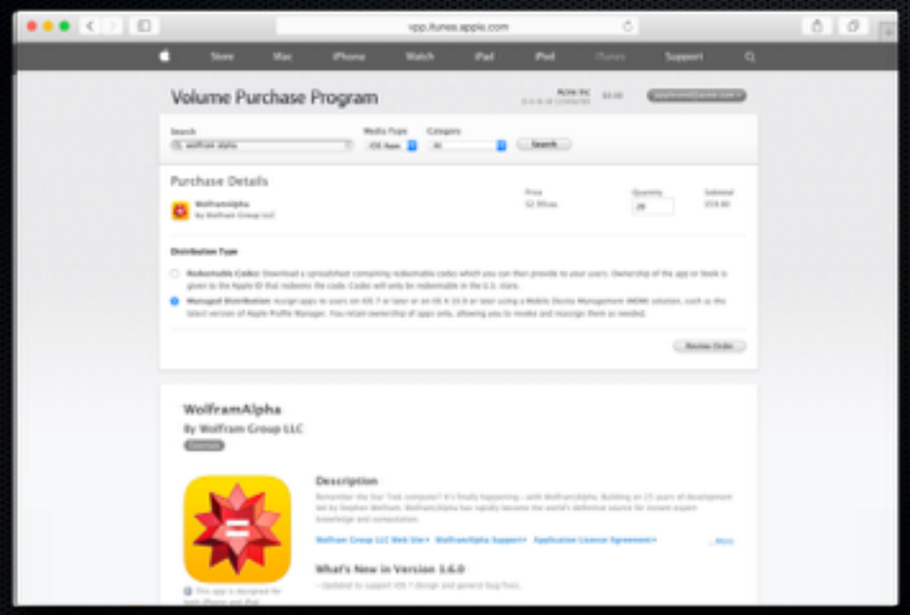
Purchase apps through the portal

Volume Purchase Program



Search and find your app..

Volume Purchase Program



and choose your method of distribution

Two means of distribution, redeemable codes or the new managed distribution. Redeemable codes are great especially for carts while managed distribution works well when frequently assigning and taking back licenses and allowing employees to manage their own devices.

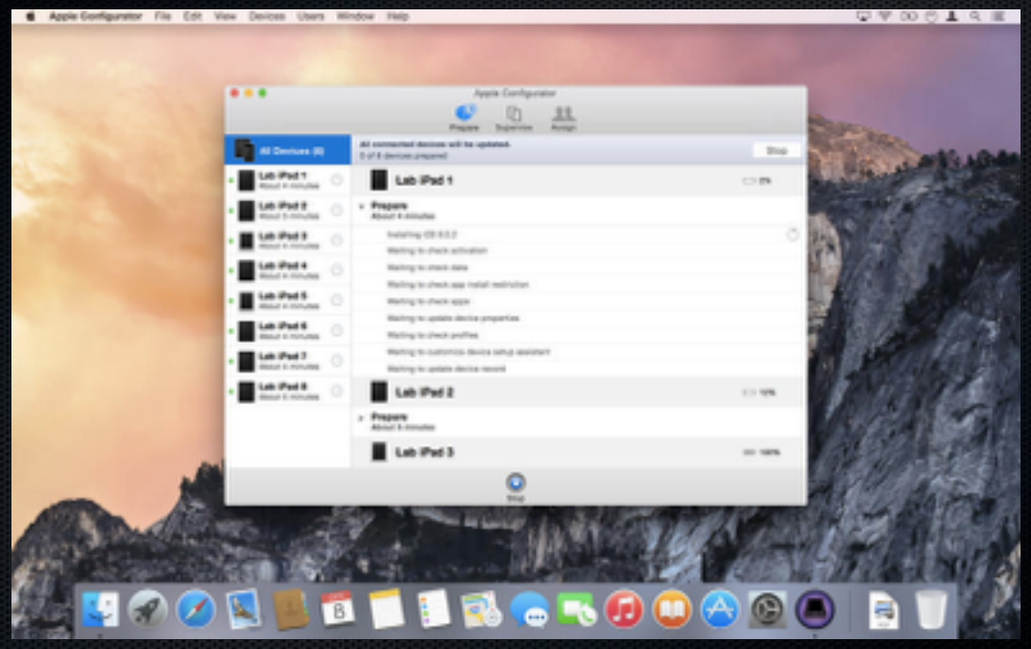
Old Versus New

Redeemable Codes

- Codes downloaded on spreadsheet
- Distributed manually
- Or installed via Apple Configurator
  - Returnable this way
  - Helpful with carts
- Portal will show unredeemed codes



Apple Configurator



Apple Configurator is only a desktop app..

Apple Configurator



...and requires physical connection with your iPads.

Apple Configurator

- Installs iOS updates and apps, profiles, and supervises iOS devices in bulk
- Requires USB connection to the computer running Configurator
- Must be backed up
  - **If your database is lost, your devices will be very sad**
- Can install and take back VPP apps

Managed Distribution

- MDM Server required
  - MDM is registered through portal
- Purchase apps through portal
- MDM emails invites to users
- Invitee signs in with any Apple ID to receive Apps (under Purchases)



Managed distribution is the other method we talked about.

MDM Server

- Mobile Device Manager
  - Your server, Apple's systems
  - Apple Push Notification System
- Receives purchased app information
- Assigns apps to users
- Configures devices
  - Can also lock and wipe



MDM Server? It's your connection to Apple. The MDM Server is limited by the framework Apple designs, so no remotely accessing iPads until Apple gives us a way.

Managed Distribution

- You don't care which Apple ID
- Developer doesn't care
  - (10 iOS devices, 5 OS X devices)
- Any app can be taken back
  - Excludes iBooks



As a reminder, you invite your users to your organization's VPP, but you don't care, or even know, which Apple ID they accept the invite with.

Apple ID for Students
Volume Purchase Program
Device Enrollment Program

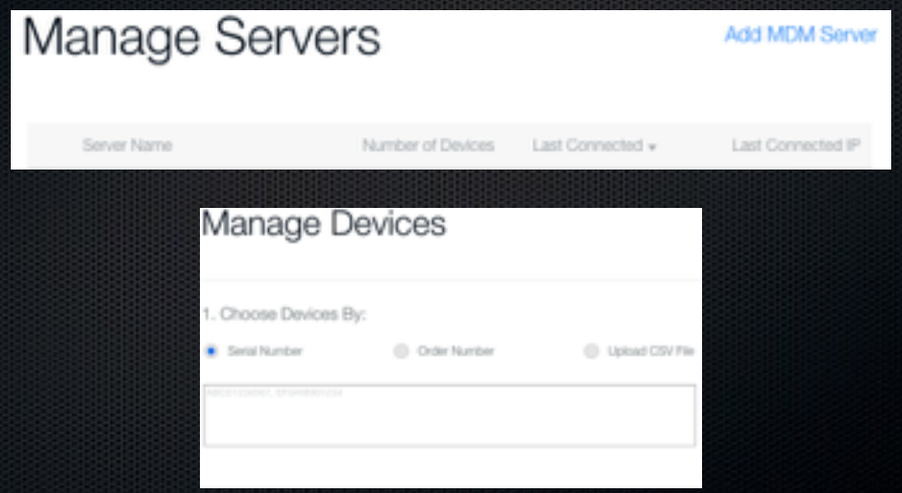
Device Enrollment Program

- Zero touch configuration for IT
- Immediately configure devices when unboxed and turned on
- Require users to automatically enroll in MDM
- Automatic re-enrollment if device is reset



Device Enrollment Program

A supported MDM is a requirement for using DEP



Purchases made with your Apple Customer Number since March 1, 2011
DEP available on leased devices now

iOS vs OS X





- Begins after Wi-Fi
- Mandatory enrollment

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

DEP enrollment occurs at device startup/reset. There are some "gaping holes" in the OS X implementation some would say, expect an evolution to DEP the same as we've seen with VPP.

Requirements and Details

- Does not cover over the counter Apple Store purchases
- Can also add devices via serial or order number
- Devices can be disowned, permanent
- Replaced, repair devices are eligible for DEP
- Apple Configurator not allowed (HT201092)

Rolling up your sleeves

- Zero-touch (DEP, Managed Distribution)
- Light-touch (DEP, VPP Codes)
- Direct Management (Configurator, VPP Codes)
- No Management (retail model)
- VPP in EDU
  - Staff submits an app to IT, vets it for student safety

Let's look at ways to get started. Apple would love if you went zero-touch, students are enrolled in Apple ID for Students, they turn on an out of the box iPad, sign into the App Store and get all their apps, and the iPad is enrolled to your MDM. That works best for 1:1 deployment. You can also get your feet wet with light-touch, and send codes out via email or etc. If you're managing iPads in a cart then Direct Management will be better, no Apple IDs are needed on those devices making this work in a multi user environment. (You will need to update apps yourself) As an extra tip, if you're in EDU and do VPP, setup a form for staff to ask for apps to be purchased, have them vet the app for student safety to save you time.

Transitioning

- VPP 1 to 2: Claim apps back in Apple Configurator
  - Redeem your redemption codes for managed distribution
- DEP: Unsupervise devices (They will be wiped)
  - DEP: Do not iCloud restore

If you've drank the Kool-aid and now need to move to managed distribution, you'll want to use Apple Configurator to pull back your apps, then redeem your codes for managed distribution via Program portal. Apple Configurator will also need to unsupervise any of your iPads, effectively resetting them, and then you can start from scratch with DEP. If you are doing this on staff iPads, you can not restore from an iCloud backup because you'll be restoring the old Apple Configurator MDM profile.

Deciding on an MDM solution

- Experiment with Profiles (OS X Server)
- Do your research
  - Understand your needs
- Ask for demos
- Ask the community

Don't worry, you're not alone. Come out and talk the community. We're all facing the same problems and working the same solutions.

More Resources

- Deploying iOS: http://help.apple.com/deployment/ios/
- Deploying OS X: https://help.apple.com/deployment/osx/
- Knowledge base Articles
  - Volume Purchase Program: HT202995
  - Device Enrollment Program: HT6231
  - Transitioning to DEP: HT202977
  - Apple ID Under 13: HT202967
- MacEnterprise & Freenode IRC

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Join the MacEnterprise mailing list and meet your fellow Macadamias on the Freenode IRC network.

Questions?



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