



Getting Started Guide

# **Apple Business Manager**

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# Overview

Apple Business Manager is a new place for IT teams to automate device deployment, purchase and distribute content, and manage roles in their organizations. Working seamlessly with your mobile device management (MDM) solution, Apple Business Manager makes it easy to enroll devices, deploy content, and delegate administrative privileges.

The Device Enrollment Program (DEP) and the Volume Purchase Program (VPP) are seamlessly integrated into Apple Business Manager, so now you can bring together everything needed to deploy iOS devices, Mac computers, and Apple TV in your organization.

## Devices

Device enrollment is now part of Apple Business Manager, giving you a fast, streamlined way to deploy corporate-owned Apple devices.

- Automatically enroll devices in MDM without having to physically touch or prep each device before users get them. This ensures that all users receive your organization's configurations immediately when they activate their device.
- Simplify the setup process for users by removing specific steps in Setup Assistant, so users are up and running quickly. And by using supervision, a higher level of device management options become available for iOS and tvOS devices, including non-removable MDM.
- More easily manage default MDM servers by setting a default server that's based on device type. And you can now manually enroll iOS devices and Apple TV using Apple Configurator 2, regardless of how you acquired them.

## Content

The Apps and Books section of Apple Business Manager enables organizations to more easily buy content in volume. Whether your workforce uses iPhone, iPad, or Mac, you can provide great content that's ready for work with flexible and secure distribution options. Note: Book purchases in Apple Business Manager are not available in certain countries. To learn which features and purchasing methods are available where, visit [support.apple.com/HT207305](https://support.apple.com/HT207305).

- Purchase apps, books, and custom apps in bulk. Easily transfer app licenses between locations and share licenses between purchasers within the same location. And see a unified listing of purchase history, including the current number of licenses in use via MDM.
- Distribute apps and books directly to managed devices or authorized users, and easily keep track of what content has been assigned to which user or device. With managed distribution, you control the entire distribution process, while retaining full ownership of apps. And apps that aren't needed by a device or user can be revoked and reassigned within your organization.
- Pay using multiple payment options, including credit cards and purchase orders. Organizations can buy Volume Credit (where available) directly from

Apple or from an Apple Authorized Reseller in specific dollar amounts, which is delivered electronically to the account holder as store credit.

- Distribute an app to devices or users in any country where the app is available, enabling multinational distribution. Developers can make their apps available in multiple countries through the standard App Store publishing process.

### Roles

Apple Business Manager allows you to create accounts that your organization owns and manages for additional administrators. It also introduces some changes to the roles you assign to your users.

- Add additional accounts for managing devices or content, delegate privileges, and easily transfer responsibility if someone leaves the organization.
- Designate roles within Apple Business Manager on a granular level, so you can assign privileges for managing devices or content to specific people or locations.
- Deactivate and delete user accounts so that the selected users can't sign in.

In Apple Deployment Programs, the highest level of administrative access was an Agent. The Agent was able to accept terms and conditions on behalf of your organization. This role is now called Administrator. Your organization can have up to five Administrators in Apple Business Manager.

Apple Deployment Programs included Admins for DEP and VPP. Admins are now called Managers in Apple Business Manager. Upon upgrading, DEP Admins are converted to Device Managers and VPP Admins are converted to Content Managers. Any Apple Deployment Programs Admin who was able to create other Admins becomes a People Manager.

A user can have multiple roles in Apple Business Manager. Any of your users who were Admins for more than one program will be assigned all roles that apply in Apple Business Manager. The Administrator can add, remove, or change Manager roles after you upgrade. People Managers can also make changes to other Manager roles, but not to Administrators.

When your previous Agent and Admins sign in to Apple Business Manager for the first time, their Apple IDs are converted to Managed Apple IDs. If their accounts weren't previously set up with two-factor authentication, they will now be required to set up two-factor authentication.

Managed Apple IDs are for use primarily by IT administrators to manage functionality within Apple Business Manager. They shouldn't be used for services like iCloud or by standard employees who don't manage functions in Apple Business Manager.

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## Upgrading to Apple Business Manager

If your organization is already enrolled in Apple Deployment Programs, you can upgrade by logging in to [deploy.apple.com](https://deploy.apple.com) using your Apple Deployment Programs Agent account and following the onscreen instructions. The upgrade process takes only a few minutes. After you upgrade, Apple Business Manager will have your accounts, MDM servers, devices, server tokens, device orders, and other items associated with your account.

Your organization might have one or more separate VPP accounts. If you have VPP Purchasers that were not included when you upgraded to Apple Business Manager, learn how to invite them into Apple Business Manager [here](#).

After you upgrade to Apple Business Manager, you'll no longer have access to the Apple Deployment Programs website. To upgrade with a Mac, use Safari version 11 or later. For PC users, make sure that you have Microsoft Edge version 25.10 or later.

## Signing Up for Apple Business Manager

Enrollment is simple and takes only a few minutes, so you can get started with Apple Business Manager quickly. Any business is eligible to participate, subject to the service terms and conditions. Apple reserves the right to determine program eligibility for each organization.

To get started, complete the online enrollment process and provide information about your organization, including name, phone number, and a valid D-U-N-S number for your company. D-U-N-S numbers are assigned to qualified businesses by Dun & Bradstreet (D&B), and are maintained in the D&B database.

Click [here](#) to look up an existing D-U-N-S number or to obtain a new one. Apple will cross-check program enrollees with the D&B database. If any information you provide doesn't match the information on file with D&B, you'll be notified so you can check and correct it. If you feel the information you provided is accurate, please contact D&B to ensure its database records are up to date.

You'll need to provide an email address that's associated with your business. Consumer email addresses from services such as Gmail or Yahoo Mail won't be accepted. The account associated with this email address will become the initial Administrator for Apple Business Manager and can't be associated with an existing Apple ID or any other Apple services.

Provide a verification contact who can confirm the initial site administrator and verify that they have the authority to bind your organization to the Apple Business Manager terms and conditions. This administrator will also be responsible for accepting the terms and conditions and for setting up additional administrators to manage the service on behalf of your company.

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Apple will review the information you submit on your program enrollment form. During the review process, you and your verification contact may be asked for additional information by phone or email before your enrollment is approved. Make sure that filters allow mail from all apple.com domains. Return missed phone calls or emails quickly so the enrollment process can proceed smoothly.

When your business is approved, the verification contact will receive an email requesting that they confirm the initial administrator or delegate administration. After confirmation, the administrator will be asked to create the initial administrator Managed Apple ID and agree to the Apple Business Manager agreement and any additional terms and conditions.

# Configuration

Now that your organization has enrolled in Apple Business Manager, you can add additional accounts, enter purchase information, and assign roles to begin managing devices and content.

## Create additional administrators and assign roles

At first login, the initial administrator will be alerted that only one administrator account exists. To create additional administrators:

1. Click Accounts in the sidebar.
2. Click the Add a new account button at the top of the window.
3. Enter the required information, which includes first and last name, Managed Apple ID, administrator role and location, and email address.
4. If necessary, enter the middle name, which is optional.
5. Click Save at the bottom right of the window.

Every Apple Business Manager account has one or more roles assigned to it, which define what the user of the account can do. For example, an account might have the roles of both Device Manager and Content Manager.

In addition, certain roles can manage other roles. For example, an account with the role of People Manager can act on an account that has the role of Content Manager. In this way, the People Manager role can also buy apps and books. It's a good idea to plan role assignments and review role types before creating accounts and assigning privileges.

## Enter purchase information

To use device enrollment, you'll need to review and update the information regarding how you purchase devices. Select Device Purchase under Settings, then add your Apple Customer Number or DEP Reseller ID. If your organization purchases directly from Apple and from a participating Apple Authorized Reseller or carrier, you should enter both your Apple Customer Number and the reseller's DEP Reseller ID.

- **Apple Customer Number.** If you purchase hardware or software directly from Apple, your organization is assigned an account number. This number is required to connect eligible orders and devices to Apple Business Manager. If you don't know the number, contact your purchasing agent or finance department. Your organization might have multiple Apple Customer Numbers, which you can add into Apple Business Manager once you're approved.
- **DEP Customer ID.** Once enrolled in the program, you'll be assigned a DEP Customer ID, found in Apple Business Manager in the Settings section. If you purchase Apple devices from a participating Apple Authorized Reseller or carrier, you'll need to provide this number to the reseller or carrier to enroll your device purchases into Apple Business Manager.

- **DEP Reseller ID.** If you purchase hardware or software directly from a participating Apple Authorized Reseller or carrier, you'll need to provide your reseller's DEP Reseller ID. If you don't know this number, contact your reseller. If you purchase from multiple resellers, enter the DEP Reseller ID of each. You must also provide your DEP Customer ID to your reseller so that they can submit your device purchases. Providing the DEP Reseller ID alone is insufficient to enroll your devices in Apple Business Manager.
- **Apps and Books.** To enable app and book purchases, go to Apps and Books under Settings. Follow the steps to agree to the Apps and Books terms and to update billing information. You can also review purchase history and transfer purchases from one location to another in Apps and Books settings.

### Manage devices

Apple Business Manager integrates all the existing features from the Device Enrollment Program (DEP). Additionally, MDM servers can now be set as default based on device type, enabling you to set one server as default for Mac and another as default for iPhone and iPad.

**Link your MDM solution.** From Apple Business Manager, you'll establish a connection to your MDM server or servers. Servers listed in Apple Business Manager are linked to your physical MDM servers. You can add servers at any time.

Add a new MDM server connection by providing a name and authorization information. Each server must be known to Apple and authorized to manage your devices. A two-step verification process is used to securely authorize an MDM server. Your MDM vendor can provide documentation on the specifics for its particular implementation.

**Assign devices.** You can assign devices to your servers by order number or by serial number. Only eligible devices will be available for assignment to your MDM server on the program website.

You can search for orders you placed directly with Apple after March 1, 2011, either by order or by serial number. If you've placed orders from a participating Apple Authorized Reseller or carrier, your look-back period will be at the discretion of the reseller. Your order will be available in Apple Business Manager within 24 hours after the reseller successfully posts it.

You can also download a comma-separated value (CSV) file that contains the full list of all devices in a specific order or orders. Devices are listed by serial number in the CSV file. By typing 'All Available' in the order field, a complete listing of all of the devices will be available. By designating a MDM server as the default, you can automatically assign newly purchased devices to it.

If you've acquired devices from sources other than Apple or participating Apple Authorized Resellers or carriers, they can also be added to Apple Business Manager using Apple Configurator 2. Manually enrolled devices you set up behave like any other enrolled device, with mandatory supervision and MDM enrollment. However, the user has a 30-day provisional period to remove the device from enrollment, supervision, and MDM.

Learn more about how to manually enroll devices: [help.apple.com/deployment/ios/#/ior5761b421e](https://help.apple.com/deployment/ios/#/ior5761b421e)

**Note:** Per the terms of the agreement, devices that are sold, lost, returned to the reseller, or otherwise retired from service should be permanently removed from your organization's list of managed devices using Apple Business Manager. However, once a device is removed, it can't be added back again, unless it is enrolled manually through Apple Configurator 2 for iOS and tvOS devices.

**Review assignments.** Once you've set up your MDM servers and assigned devices, you can review several aspects of your device assignment, including:

- Assignment date
- Order numbers
- Name of the MDM server to which the devices are assigned
- Total number of devices, listed by device type

### Purchase content

Apple Business Manager provides a streamlined purchasing process. You can search for content, specify the quantity you want to purchase, and quickly complete the transaction using VPP Credit or a corporate credit card.

**Search for an app or a book.** To narrow your search options, select media type iOS apps, Mac apps, or Books. Click the Category pull-down menu to find apps and books by category. Universal apps that work on both iPhone and iPad are identified with the universal badge.

**Enter the quantity.** Once you've found the content you're interested in, select the name in the search list, review the content details, and enter the quantity you want to purchase.

### Distribute and download content

With managed distribution, use your MDM solution or Apple Configurator 2 to manage apps and books distribution.

**Link your MDM solution.** To use MDM for distribution, you must first link your MDM solution to a location in Apple Business Manager using a secure token. To download your token, go Settings > Apps and Books and select the appropriate location token. Upload this token to your MDM server to establish the link.

**Note:** Token expire after one year.

If you're using Apple Configurator 2 to manage devices and content, simply sign in with the applicable Content Manager account using the Account menu. With iOS 10 and macOS Sierra and later, you can save time and network bandwidth by preloading apps for all your deployments through this method.

Once connected to your MDM server, you can assign apps and books—including newly assigned apps and app updates—in a variety of ways to devices and users, even if the App Store is disabled.



**Assign apps to devices.** If your organization needs to retain full control over managed devices and content, or if it's not practical for every user to obtain an Apple ID, you can assign apps directly to devices using your MDM solution or Apple Configurator 2. After an app is assigned to a device, it's pushed to that device by MDM or added by Apple Configurator 2; no invitation is required. Anyone using that device has access to the app. To assign apps to devices, you'll need one managed distribution license per device.

**Assign apps and books to users.** Use your MDM solution to invite users through email or a push notification message. To accept the invitation, users sign in on their devices with a personal Apple ID. Although your business can assign apps and books to a user's Apple ID, the Apple ID remains completely private and not visible to the administrator. Once users agree to the invitation and accept the iTunes Store terms and conditions, they're connected to your MDM server and they can download assigned apps and books. Or you can install the app silently on supervised iOS devices. Assigned apps are automatically available for download on all of a user's devices, with no additional effort or cost to you. To assign apps and books to users, you'll need one managed distribution license per user.

**Note:** If you previously assigned apps to users, MDM solutions can perform a silent migration from per-user assignments to per-device assignments. The device must be enrolled in an MDM solution. Refer to your MDM solution's documentation for support.

**Revoke and reassign apps.** When apps you've assigned are no longer needed by a device or a user, you can revoke and reassign them to different devices or users. If the app is assigned to a user, the user will have the opportunity to buy a personal copy. If the app was deployed as a managed app with MDM for iOS, the administrator has the additional option of removing the app and all data immediately. In this case, it's a best practice to give users some notice or a grace period before removing apps from their devices. Once distributed, books remain the property of the recipient and can't be revoked or reassigned.

### **Important Information about app assignment**

Admins can assign apps to devices in any country or region where an app is sold through the App Store. For example, an app purchased from an account in the United States can be assigned to devices or users in France as long as the app is available through the App Store in France.

You can use an MDM solution to assign apps only to users whose devices are running iOS 7 or later and macOS 10.9 or later. Assigning apps directly to devices without an Apple ID requires iOS 9 or later and macOS 10.10 or later.

### **Purchase and distribute custom apps**

By collaborating with a third-party developer, you can have unique iOS apps tailored to your business needs, then distribute them at scale to your organization along with off-the-shelf App Store apps—further extending the use of iPhone and iPad. Whether you outsource development to an independent contractor or a commercial developer, distributing custom apps through Apple Business Manager is the simplest method for both you and your developer.

Custom apps built for your business are made available to only you; no other organization can see or get them, making the transaction both secure and private. Apple reviews custom before they're available to your account, so you can be assured that they've been verified technically and checked for quality. Pricing for custom apps is set by the developer or designated as free.

Common ways to customize apps include incorporating company branding into the user interface or adding unique capabilities that are pertinent to a business process or workflow. Developers can also add a specific configuration for your environment or add features tailored to a business partner, dealer, or franchise.

**Work with your developer.** To get started, get in touch with a developer.

Developers who are registered in the Apple Developer Program and who have agreed to the latest Program License Agreement can submit apps for custom app distribution through App Connect. If your preferred developer or business partner isn't registered in the Apple Developer Program, refer them to [developer.apple.com/programs](https://developer.apple.com/programs) to enroll. Once the developer has created an app and identified you as the authorized purchaser, they can offer the app for free or set a price just for you. Provide your developer with either the DEP Customer ID from Apple Business Manager or the Managed Apple ID of your administrator.

**Obtain the custom app.** Your developer will need to associate the custom app to your organization and will notify you when it's available for download. When you sign in to Apple Business Manager, you'll see a new Custom Apps section in the sidebar below Content. Custom apps are available only to the businesses specified by the developer and are not visible to other organizations.

### Important Information about custom apps

- **App review.** Each app, as well as each version (update) of the app, submitted for custom app distribution goes through an app review process with Apple. The same app review guidelines for App Store apps apply to custom apps.
- **App security.** If your app contains sensitive business data, you might want to include an authentication mechanism within the app. Custom apps by themselves are not secured by Apple, and the security of data within the app is the responsibility of the developer. Apple highly recommends using iOS best practices for in-app authentication and encryption. For more information on secure coding best practices for iOS, visit the [iOS Developer Library](#).
- **App verification.** To verify that custom apps meet the review guidelines, Apple needs to be able to sign in and operate the app. Work with your developer or business partner to determine how to meet this requirement with appropriate handling of proprietary or sensitive business data. You might want to provide generic test accounts or sanitized sample data to protect confidentiality for the app review.

# Resources

For more detailed information about Apple Business Manager, visit help at [help.apple.com/businessmanager](https://help.apple.com/businessmanager).

Explore the following for additional information on Apple Business Manager:

- Apple Business Manager: [business.apple.com](https://business.apple.com)
- Apple Business Manager release notes: [support.apple.com/HT208802](https://support.apple.com/HT208802)
- iOS Deployment Reference: [help.apple.com/deployment/ios](https://help.apple.com/deployment/ios)
- macOS Deployment Reference: [help.apple.com/deployment/macos](https://help.apple.com/deployment/macos)
- IT Resources: [www.apple.com/business/](https://www.apple.com/business/)
- Business Support: [www.apple.com/support/business](https://www.apple.com/support/business)

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