APPLE BUSINESS MANAGER

What Is Apple Business Manager (ABM)

ABM is an easy web based portal for IT administrators to automate device deployment, purchase and distribute content and manage roles in an organisation.

ABM has combined to provide a unified platform for what was formerly known as DEP (Device Enrollment Programme) and VPP (Volume Purchase Programme) for bulk and zero-touch deployment.

Working together with a Mobile Device Management (MDM) solution, ABM allows the enrolment of devices easily, the ability to deploy content and delegate administrative privileges.

The Device Enrolment Programme (DEP) and Volume Purchase Programme (VPP) are now integrated in to ABM, so IT can bring together everything needed to deploy iOS devices, MAC and Apple TV.

Three Key Areas Of Benefits:

Devices
- Automatically enrol devices in MDM for easy start up
- Speed up the set-up process by removing steps in Setup Assistant
- Manage easily, default MDM servers by setting a default server by device type

Content
- Purchase and distribute apps in bulk and via MDM & manage licences for users
- Control the entire distribution process
- Distribute apps to devices or users in any country

Roles
- Companies can create Apple IDs for IT staff to manage device enrolment and content purchasing within ABM
- Add additional users and transfer responsibilities at anytime
- Easily deactivate and delete user accounts

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Key Objectives

1 Increase customer awareness of ABM and how it provides a fast, streamlined way to deploy Apple devices purchased by an organisation.

2 Drive digital sales through offering MDM and license upgrades.

3 Provide a better customer proposition by offering a full wrap of services (MDM & ABM).

4 Acquisition of new customers.

5 Drive Apple sales and growth.

Target Customers:
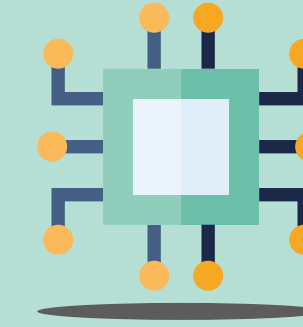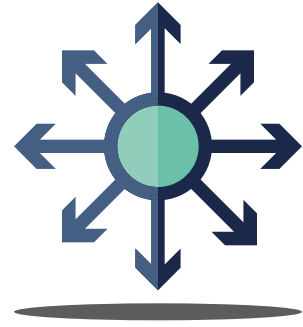

Technology Managers

IT Administrators

Security Managers

Business Managers/Directors

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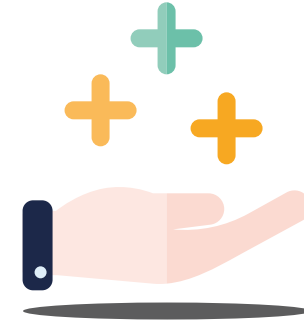**BUSINESS**

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Customer Benefits

One portal to manage all devices.

Update device settings and configure.

Deploy applications and books in bulk — recalling when required.

Zero touch configuration for IT.

Deploy applications and books in bulk — recalling when required.

Increase support functions reducing costs.

Monitor policy compliance such as encryption and app usage.

Compatibility with many MDM and EMM solutions.

Remotely lock or wipe devices if lost.

Automatic MDM enrolment if phone is restored.

Need To Know:

To deploy with ABM, IT admins initially need: Devices bought from Apple Authorised Reseller, an ABM Account & DUNS Number and an MDM solution that supports Apple Business Manager, like MaaS360.

Apple Business Manager requires a supported browser (Safari in iOS 12 or later or iPad OS 13.1 on iPad, Safari 9 or later on macOS, Google Chrome 35.0 or later Microsoft Edge on Windows), an initial account and verification contact, and details about your organisation.

DEP reached end of life in December 2019, so ensure any customers will need to upgrade to Apple Business Manager if they have a DEP account.

Apple Business Manager itself is free to use. However other costs, such as device costs, subscription costs for the MDM solution and perhaps the membership costs for the Apple Developer Program (if you are looking to distribute custom apps to businesses in Apple Business Manager) will need to be considered.

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