



Apple Deployment Programs

Device Enrolment Program Guide

Overview

The Device Enrolment Program (DEP) is part of the Apple Deployment Programs (ADP), which help businesses and educational institutions easily deploy and configure iOS devices and Mac computers. The DEP provides a fast, streamlined way to deploy institution-owned iOS devices and Mac computers purchased directly from Apple, or from participating Apple Authorised Resellers or carriers. This guide will give you an overview of the program features, explain how to enrol and help you get started.

Program features

The DEP simplifies initial setup by automating Mobile Device Management (MDM) enrolment and supervision of devices during setup, and enabling you to configure the devices without touching them. To further simplify the process, you can skip certain Setup Assistant screens so users can start using their devices straight out of the box.

Mandatory and lockable MDM enrolment

Your iOS devices can be preconfigured to require automatic enrolment in MDM. Automatic enrolment ensures that devices are configured based on your organisation's requirements, and guarantees that all users receive those configurations on their devices. You can also lock users' devices into MDM for ongoing management.

Wireless supervision

Supervision provides a higher level of device management for institution-owned iOS devices. It allows additional restrictions — such as turning off iMessage, AirDrop or Game Center — and it provides additional device configurations and features, such as web content filtering and single-app mode. With the DEP, you can wirelessly enable supervision mode on a device as part of the setup process.

Zero-touch configuration for IT

With the DEP, large-scale deployments of iPad, iPhone and Mac are seamless. Once users activate their devices, you can immediately configure account settings, apps and access to IT services over the air. You don't need to use staging services or physically access each device to complete the setup.

Streamlined Setup Assistant

The DEP also makes it easier for users to set up their own iOS devices and Mac computers. Using an MDM solution to configure your devices, users are guided through the activation process with the built-in Setup Assistant. You can streamline the Setup Assistant even further by specifying that certain screens be skipped.

Availability

The DEP is available in the following countries or regions: Australia, Belgium, Canada, Denmark, Finland, France, Germany, Greece, Hong Kong, Ireland, Italy, Japan, Luxembourg, Mexico, the Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, Taiwan, Turkey, the United Arab Emirates, the United Kingdom and the United States.

Enrolling in Apple Deployment Programs

To begin using the DEP, you'll first need to enrol in ADP. You must have the signing authority to enrol on behalf of your business or institution, as you'll be responsible for agreeing to the terms and conditions for each program you access within ADP. You'll also be able to set up additional administrators for your organisation.

The DEP is available to qualifying businesses, K–12 public and private schools, colleges and universities that purchase iOS devices or Mac computers directly from Apple, or from participating Apple Authorised Resellers or carriers.

Step 1: Create an agent account. To begin the enrolment process, go to deploy.apple.com and create your program agent account. You'll need to provide an email address associated with your business or institution. Consumer email addresses such as Gmail or Yahoo Mail will not be accepted. This email address will be used to create your ADP Apple ID, which is required before signing in to the DEP.

Important information about existing Volume Purchase Program accounts

- If you've already enrolled your business or institution in the Volume Purchase Program (VPP), you can use that same program agent account to enrol in the DEP. This agent account qualifies as an existing ADP Apple ID, so you are not required to create a new one.
- Simply log in to deploy.apple.com with your VPP Apple ID, click Enrol next to the Device Enrolment Program, and fill in the required information.
- **Note:** If your VPP for Education account was created before 26 February 2014, you will not be able to use your existing agent account to enrol in the DEP. You must create a new account and Apple ID at deploy.apple.com.

Step 2: Enable two-step verification. Before continuing the enrolment process, you'll need to verify your email address and enable two-step verification through the My Apple ID website. Simply follow the instructions at appleid.apple.com/au to enable and verify two-step verification. You'll be given a recovery key, which you need to keep in a safe place, in case you forget your password or lose access to your trusted devices. You'll receive an email when two-step verification is enabled.

Step 3: Provide additional business or institution information. Once you have an account and have enabled two-step verification, you can continue with enrolment by providing the following information:

- **Verification contact.** Enter contact information for an individual who can verify that you have the authority to enrol your business or institution in the program, and has the legal authority to sign for and bind your organisation to the DEP terms and conditions.

If you're a third-party service provider, you must have the business or institution you're working with enter into this agreement and then add you as an administrator. The entity that owns the authorised devices must enrol in the program directly.

- **Business or institution information.** Enter your organisation's address, including the postcode. For educational institutions, choose your institution from the list provided. If it isn't listed, enter the legal name of your institution. For businesses, enter 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. Your business or institution name will appear on supervised devices, so the organisation's complete legal name is required. Apple will cross-check program enrollees with the D&B database. Visit developer.apple.com/ios/enroll/dunsLookupForm.action to look up an existing D-U-N-S number or to obtain a new one.

- **Apple customer number.** If you purchase hardware or software directly from Apple, you'll receive an account number assigned to your business or institution. This number is required to connect eligible orders and devices to your DEP account. If you don't know this number, contact your purchasing agent or finance department. Your organisation might also have multiple Apple customer numbers, which you can add during enrolment or on the DEP website once you're approved.
- **DEP Reseller ID.** If you purchase hardware or software directly from a participating Apple Authorised 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 for each one.

Note: In addition to providing your reseller's DEP Reseller ID, you must tell your reseller that you want your device purchases submitted to the DEP. Providing the DEP Reseller ID alone is insufficient to enrol your devices in the DEP.

- **DEP Customer ID.** Once you're enrolled in the program, you'll be assigned a DEP Customer ID, found on the DEP website in the menu in the upper-right corner, next to your name under "Institution Details." If you purchase Apple devices from a participating Apple Authorised Reseller or carrier, you will need to give this number to the reseller or carrier before you can connect the purchased devices with your DEP account.

If your organisation purchases directly from Apple and from a participating Apple Authorised Reseller or carrier, you should enter both your Apple customer number and the reseller's DEP Reseller ID. An Apple customer number or DEP Reseller ID is required at the time of enrolment to verify whether your business or institution is eligible to participate in the program.

After you submit your enrolment application, Apple will review the information provided. You'll be notified when verification is complete, or contacted by Apple if additional information is needed.

Getting started with the Device Enrolment Program

Once your enrolment is complete, you can go to deploy.apple.com to prepare settings for your institution-owned devices. You will then need to complete the following steps:

Step 1: Add administrators. You can add administrator accounts for individuals who are authorised by your business or institution to access the website. Log in to the ADP website and choose Admins from the menu on the left. Choose "Add Admin Account" and enter a name, an email address and a location, if applicable, for your new administrator. You can create as many administrator accounts as you like.

Note: If you've also enrolled your organisation in the VPP you may assign new administrators to manage these programs. You may also allow an administrator to assign other administrators.

Important information about administrator accounts

You must provide an email address for each administrator account you create. The email address you provide will be used to create a new Apple ID.

If the email address provided is already in use for an existing Apple ID, you'll be asked to provide a new email address.

Do not use an existing personal Apple ID to administer an account. An administrator Apple ID can't be used to sign in to the iTunes Store or any other Apple service.

Step 2: Link your MDM solution. From the DEP website, you'll establish a virtual server for your MDM server or servers. Virtual servers in the DEP are linked to your physical MDM servers. You can add servers at any time.

Create a new virtual server by giving it a name and authorising it. Each server must be known to Apple and authorised to manage your devices. A two-step verification process is used to securely authorise an MDM server. Your MDM vendor can provide documentation on the specifics for its particular setup.

Step 3: Assign devices. You can assign devices to your virtual MDM servers by order number or serial number. Only eligible devices will be available on the program website for assignment to your MDM server. You can search by order or by serial number for orders you placed directly with Apple after 1 March 2011. If you've placed orders with a participating Apple Authorised Reseller, your look-back period will be at the discretion of the reseller. Within 24 hours after the reseller successfully posts your order to the DEP, it will be available on the DEP website. You can also download a comma-separated value (CSV) file that contains the full list of all unassigned devices in a specific order. Devices are listed by serial number in the CSV file. You can automatically assign new devices to an MDM server by designating it as the default.

Note: If a device is sold, lost, returned to the reseller or damaged beyond repair, you should permanently remove it from your organisation's list of managed devices using the DEP website, in accordance with the terms of the DEP agreement. Remember, once a device is removed from the DEP it can't be added again.

Step 4: Review assignments. Once you've set up your virtual MDM servers and assigned devices to them, you can review several aspects of your device assignment, including:

- Date of assignment
- Order numbers
- Name of the MDM server to which the devices are assigned
- Total number of devices, separated by device type

You can also download a CSV file containing all the serial numbers of the devices assigned to each MDM server.

Resources

For more detailed information about ADP and the DEP, see help.apple.com/deployment/programs.

For more information about deploying and managing iOS devices, see:

- Apple Deployment Programs: deploy.apple.com
- iOS Deployment Reference: help.apple.com/deployment/ios/
- OS X Deployment Reference: help.apple.com/deployment/osx/
- Education IT Resources: www.apple.com/au/education/it/
- Education Device Enrolment Program: www.apple.com/au/education/it/dep/
- Business IT Resources: www.apple.com/au/iphone/business/it and www.apple.com/au/ipad/business/it
- Business Device Enrolment Program: www.apple.com/business/dep/
- Apple Products and Services Support: www.apple.com/au/support/business-education/
- Apple Deployment Programs Help: help.apple.com/deployment/programs