Apple Deployment Programs
Device Enrollment Program Guide

Overview

The Device Enrollment Program is part of the Apple Deployment Programs that help businesses and education institutions easily deploy and manage iPad, iPhone, and Mac. The Device Enrollment Program provides a fast, streamlined way to deploy institutionally owned iPad and iPhone devices and Mac computers that are purchased directly from Apple. This guide will give you an overview of program features, explain how to enroll, and help you get started.

Program Features

The Device Enrollment Program simplifies initial setup by automating mobile device management (MDM) enrollment and supervision of devices during setup and enabling you to manage the devices without touching them. To further simplify the process, it's now even easier to skip certain Setup Assistant screens so users can start using their devices right out of the box.

Zero-touch configuration

With the Device Enrollment Program, large-scale deployments of iPad, iPhone, and Mac are seamless for IT. You can automate MDM enrollment for every device, so upon activation you can immediately configure account settings, apps, and access to IT services over the air. There's no need for staging services, and no need for IT to physically access each device to complete the setup.

Mandatory and lockable MDM enrollment

The Device Enrollment Program enables you to automatically manage all your institutionally owned devices. While completing the Setup Assistant, the device can be preconfigured to require automatic enrollment into MDM. This ensures that devices are configured based on your institution's requirements, and guarantees that all users get the same setup on their devices. You can also lock users' device in MDM for ongoing management.

Wireless supervision

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

Streamlined Setup Assistant

The Device Enrollment Program makes it even easier to set up users on iPad, iPhone, or Mac. After you've configured devices through your MDM solution, 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. See the Deploying Devices section below for a complete list of screens that can be skipped during the Setup Assistant.

Enroll

The Device Enrollment Program is available to qualifying businesses, K–12 public and private schools, colleges, and universities in the United States that purchase iPad, iPhone, or Mac directly from Apple.

You must verify that you are authorized to enroll on behalf of your business or institution. You are responsible for agreeing to the terms and conditions for each program you access within the Apple Deployment Programs and for setting up additional administrators for your organization.

To begin the enrollment process, go to deploy.apple.com and provide the following information:

- **Business or institution phone number and email address.** The email address you provide should be associated with your business or institution. Consumer email addresses such as Gmail or Yahoo! Mail will not be accepted. This email address will also be used to create your Apple Deployment Programs Apple ID that is required before signing into the Device Enrollment Program.

- **Verification contact.** Enter contact information for an individual who can confirm you have the legal authority to sign for and bind your organization to the Device Enrollment Program terms and conditions. The verification contact is a principal or administrator who has the authority within your organization to verify that you are authorized to enroll and participate in the program.

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

- **Business or institution information.** Enter address information, including a zip or postal code, for your business or institution. For educational institutions, choose your institution from the list provided. If not 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 institution or business name will appear on supervised devices, so the organization's complete legal name is required. Apple will cross-check program enrollees with the D&B database. To look up an existing D-U-N-S number or obtain a new one, visit developer.apple.com/ios/enroll/dunsLookupForm.action.

- **Apple customer number.** This is the account number assigned to your business or institution when you purchase hardware or software directly from Apple. It is required to verify the eligibility of your business or institution for enrollment. If you don't know this number, contact your purchasing agent or finance department.

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

Getting Started with the Device Enrollment Program

Once your enrollment is complete, you can go to deploy.apple.com, where you can prepare settings for devices purchased directly from Apple using your Apple customer number. Complete the following steps to enroll in the Device Enrollment Program:

Step 1: Add administrators. You can add administrator accounts for individuals who are authorized by your business or institution to access the website. Sign in to the Apple Deployment Program website and choose Admins from the menu on the left. Choose Add Admin Account, and enter a name, email address, and location (education only) for your new administrator. You can create as many administrator accounts as you like.

Note: If you have also enrolled your organization in the Volume Purchase Program or the Apple ID for Students program, you may assign new administrators to manage these programs as well. You can also allow an administrator to create 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 cannot be used to sign in to the iTunes Store or any other Apple service.

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

Create a new virtual server by giving it a name and authorizing it. Each server must be known to Apple and be 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.

Step 3: Assign devices. You can assign devices to your virtual MDM 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 during the three years prior to the date of your program enrollment by order or serial number. After new orders ship, you can search for them on the Device Enrollment Program website. You can 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.

Note: If a device is sold, lost, or damaged beyond repair, it can be permanently removed from your organization's list of managed devices via the Device Enrollment Program website. However, once a device is removed from the Device Enrollment Program, it cannot be added back.

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

- The date of the assignment
- The order number(s)
- The name of the MDM server to which the devices are assigned
- The 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.

Deploying Devices

You can assign profiles to devices and additional settings, policies, and restrictions from your organization's physical MDM server. These features can provide increased control and device functionality.

Here are additional features you can manage:

- Device supervision
- Mandatory configuration
- Lockable MDM settings
- Setup screens

  Setup Assistant screens that can be skipped include:

  - **Passcode**. Hides and disables the passcode pane.
  - **Location.** Does not enable Location Services.
  - **Restore from backup.** Disables restoring from backup.
  - **Apple ID.** Does not allow you to sign in with an Apple ID.
  - **Terms of Service.** Skips the Terms of Service.
  - **Siri.** Disables Siri.
  - **Sending diagnostics.** Disables automatically sending diagnostic information.

Please consult your MDM vendor's documentation for the specific implementation of these features.

Once you've set your configuration information, devices will be automatically enrolled into MDM when they go through the Setup Assistant. After each user has completed the Setup Assistant, the device is automatically enrolled in MDM and configured with the settings and services you've specified.

Resources

- Apple Deployment Programs website: deploy.apple.com
- Education IT Resources website: apple.com/education/it
- Education Device Enrollment Program website: apple.com/education/it/dep
- Business IT Resources website: apple.com/iphone/business/it, apple.com/ipad/business/it
- Apple Products and Services Support website: apple.com/support