



# Apple Deployment Programmes

## Device Enrolment Programme Guide

### Overview

The Device Enrolment Programme (DEP) is part of the Apple Deployment Programmes (ADP), which help businesses and educational institutions easily deploy and configure iOS and OS X devices. DEP provides a fast, streamlined way to deploy institutionally owned iPad and iPhone devices and Mac computers that are purchased directly from Apple or participating Apple Authorised Resellers or carriers. This guide will give you an overview of programme features, explain how to enrol and help you get started.

### Programme Features

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 into 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 in MDM for ongoing management.

#### **Wireless supervision**

Supervision provides a higher level of device management for institutionally 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 DEP, you can wirelessly enable supervision mode on a device as part of the setup process.

#### **Zero-touch configuration for IT**

With 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**

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**

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

## Enrol in Apple Deployment Programmes

To begin using 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 programme you access within ADP. You'll also be able to set up additional administrators for your organisation.

DEP is available to qualifying businesses, schools, colleges and universities that purchase iPad or iPhone devices or Mac computers directly from Apple or participating Apple Authorised Resellers or carriers.

**Step 1: Create an Agent account.** To begin the enrolment process, go to [deploy.apple.com](https://deploy.apple.com) and create your programme 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 DEP.

### Important Information About Existing Volume Purchase Programme Accounts

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

**Step 2: Enable two-step verification.** Before continuing the enrolment process, you'll need to verify your email and enable two-step verification through the My Apple ID website. Simply follow the instructions on the website to enable and verify two-step verification. You'll be given a recovery key, which you need to save 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 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 programme 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 programme directly.
- **Business or institution information.** Enter address information, including a postcode, 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 business or institution name will appear on supervised devices, so the organisation's complete legal name is required. Apple will cross-check programme enrollees with the D&B database. Visit [developer.apple.com/ios/enroll/dunsLookupForm.action](https://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 of each.

**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 programme. Providing the DEP Reseller ID alone is insufficient to enrol your devices in DEP.

- **DEP Customer ID.** Once enrolled in the programme, 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 provide this number to the reseller or carrier in order to connect your device purchases 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 a DEP Reseller ID is required at the time of enrolment to verify the eligibility of your business or institution for the programme.

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

## Getting Started with the Device Enrolment Programme

Once your enrolment is complete, you can go to [deploy.apple.com](https://deploy.apple.com) to prepare settings for your institutionally owned devices. 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 Volume Purchase Programme (VPP) or the Apple ID for Students programme, you may assign new administrators to manage these programmes as well. 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 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 of 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 programme website. You can search for orders you placed directly with Apple after 1 March 2011, by order or by serial number. If you've placed orders from 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 programme, 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. By designating an MDM server as the default, you may automatically assign newly purchased devices to it.

**Note:** If a device is sold, lost, returned to the reseller or damaged beyond repair, it should be permanently removed from your organisation's list of managed devices using the DEP website per the terms of the agreement. However, once a device is removed from DEP, it can't be added back.

**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 the 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 the Apple Deployment Programmes and the Device Enrolment Programme, access online help at [help.apple.com/deployment/programs](http://help.apple.com/deployment/programs).

For more information about deploying and managing iOS devices, explore the following websites:

- Apple Deployment Programmes. [deploy.apple.com](http://deploy.apple.com)
- iOS Deployment Reference. [help.apple.com/deployment/ios/](http://help.apple.com/deployment/ios/)
- OS X Deployment Reference. [help.apple.com/deployment/osx/](http://help.apple.com/deployment/osx/)
- Education IT Resources. [www.apple.com/uk/education/it](http://www.apple.com/uk/education/it)
- Education Device Enrolment Programme. [www.apple.com/uk/education/it/dep](http://www.apple.com/uk/education/it/dep)
- Business IT Resources. [www.apple.com/iphone/business/it](http://www.apple.com/iphone/business/it) and [www.apple.com/ipad/business/it](http://www.apple.com/ipad/business/it)
- Business Device Enrolment Programme. [www.apple.com/business/dep/](http://www.apple.com/business/dep/)
- Apple Products and Services Support. [www.apple.com/uk/support/business-education/](http://www.apple.com/uk/support/business-education/)
- Apple Deployment Programmes Help. [help.apple.com/deployment/programs](http://help.apple.com/deployment/programs)