Apple Deployment Programs
Device Enrolment Program Guide

Overview

The Device Enrolment Program (DEP) is a part of the Apple Deployment Programs (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 Authorized Resellers or carriers. This guide will give you an overview of program features, explain how to enrol, and help you get started.

Program 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 right out of the box.

Mandatory and lockable MDM enrolment

Your iOS devices can be preconfigured to require automatic enrolment into MDM. This ensures that devices are configured based on your organization's requirements, and guarantees that all users get 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 a 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. There's no need for staging services, and no need for you to physically access each device to complete the setup.

Streamlined Setup Assistant

DEP makes it even 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 Programs

To begin using DEP, you'll first need to enrol in ADP. You must be authorized 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 organization.

DEP is available to qualifying businesses, K–12 public and private schools, colleges, and universities that purchase iPad, iPhone, or Mac directly from Apple or participating Apple Authorized Resellers or carriers.

Step 1: Create 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 into 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 Device Enrolment Program. This agent account qualifies as an existing Apple Deployment Programs Apple ID. Therefore, 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 listed below.
- **Note:** For Volume Purchase Program for Education accounts created before February 26, 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.

Step 2: Enable two-step verification. Before continuing enrolment, 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 will need to be saved 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 confirm you have the legal authority to sign for and bind your organization to the DEP 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 enrol and participate in the program.

  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 authorized devices must enrol 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 business or institution name will appear on supervised devices, so the organization's complete legal name is required. Apple will cross-check program enrolees 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 organization may 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 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. Once enrolled in the program, you'll be assigned a DEP Customer ID, found on the DEP website. You must provide this number to all resellers you purchase from in order to connect device purchases to your DEP account.

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. 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 program.

After you submit your enrolment, 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 Program

Once your enrolment is complete, you can go to 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 authorized 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, email address, and location, if applicable, for your new administrator. You can create as many administrator accounts as you like.

Note: If you've also enrolled your organization in the Volume Purchase Program (VPP) 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 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 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 after March 1, 2011, by order or by serial number. If you've placed orders from a participating Apple Authorized 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 program, 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.

Note: If a device is sold, lost, or damaged beyond repair, it should be permanently removed from your organization'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 Programs and the Device Enrolment Program, access online help at help.apple.com/deployment/programs.

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

- Apple Deployment Programs. deploy.apple.com
- Education IT Resources. apple.com/education/it
- Education Device Enrolment Program. apple.com/education/it/dep
- Business IT Resources. apple.com/iphone/business/it and apple.com/ipad/business/it
- Apple Products and Services Support. apple.com/support
- Apple Deployment Programs Help. help.apple.com/deployment/programs

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