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APPLE BUSINESS MANAGER OVERVIEW

What is the Apple Business Manager (ABM) and why do I need it?

The Apple Business Manager is a free web-based portal for IT administrators to help automate and deploy iOS devices and help with the distribution of Apps for an organization. It is important to note that ABM does not replace mobile device management solutions. Instead, ABM requires an MDM solution, like **Notify's MobileRMM™**.

How do I sign up for an Apple Business Manager account?

The first step for an organization is that they will need to Apply for a D-U-N-S® Number if they do not already have one. Click [here](#) to look up an existing D-U-N-S® Number or to obtain a new one. Apple will cross-check program enrollees with the D&B database.

Once you have your D-U-N-S® Number you can visit the business.apple.com site to create your account. You will enter your organization details along with an additional company contact that will be used to complete the setup.

With Apple Business Manager successfully set up, you can start to take advantage of its features by linking it with Notify's MobileRMM.

Key benefits of the Apple Business Manager.

There are two main components that we will focus on. The first is the Apple Automated Device Enrollment (ADE) – formerly known as Apple Device Enrollment Program (DEP). The second is the Apple Volume Purchase Program or VPP

Apple Automated Device Enrollment (ADE).

Apple Business Manager enables automated device enrollment, giving organizations a fast, streamlined way to deploy corporate-owned Apple devices and enroll in an MDM platform without having to physically touch or prepare each device.

Simplify the setup process for users by streamlining steps in Setup Assistant, ensuring that employees receive the right configurations immediately upon activation.

Enable a higher level of control for corporate-owned devices by using **supervision**, which provides additional device management controls that are not available for other deployment models, including non-removable MDM profile.

► For a detailed walk-through on how to integrate your ADE devices with Notify's MobileRMM platform click [here](#).

Apple Volume Purchase Program (VPP)

Apple Business Manager enables organizations to easily buy content in volume. Purchase apps, books, and custom apps in bulk, including apps you develop internally. Easily transfer app licenses between locations and share licenses between purchasers within the same location. And see a unified listing of purchase history, including the current number of licenses in use with MDM.

Distribute apps and books directly to managed devices or authorized users, and easily keep track of what content has been assigned to which user or device. With managed distribution, control the entire distribution process, while retaining full ownership of apps. Apps that aren't needed by a device or user can be revoked and reassigned within the organization.

Distribute an app to devices or users in any country where the app is available, enabling multinational distribution. Developers can make their apps available in multiple countries through the standard App Store publishing process.

► For a detailed walk-through on how to integrate you VPP Apps with Notify's MobileRMM platform click [here](#).

