



App Store Volume Purchase Program for Business



The App Store features thousands of great business apps designed to deliver immediate benefits for your company. With the App Store Volume Purchase Program, your business can tap into the potential of these world-class apps and offer a broad range of solutions for your employees to make them even more productive. Whether you're purchasing apps for iPhone, iPad, or both, the Volume Purchase Program offers a simple and efficient method to purchase iOS apps from the App Store in volume for distribution within your organization.

In addition to offering apps from the App Store, the Volume Purchase Program enables businesses to buy custom B2B apps developed for their unique needs. Businesses can work with third-party app developers and business partners to procure these custom B2B apps securely and privately through the program. The Volume Purchase Program is available in the US only.

Volume Purchasing of Apps

With the Volume Purchase Program you can search for apps, determine the quantity needed, and easily complete the purchase with a corporate credit card or procurement card. To start buying apps in volume, you'll need to enroll in the program and create a volume purchasing account with Apple. Once you're enrolled in the program you can go to the program website to purchase apps. Any business in the US can participate and there's no limit to the number of apps or the quantity of a particular app you can purchase at any time.

Only paid apps are available for volume purchasing. Free apps can be downloaded directly by users via the App Store on their device or on a Mac or PC.

Enrollment

To begin the enrollment process, go to www.apple.com/business/vpp. You'll need to provide the following:

- **A Dun & Bradstreet (D-U-N-S) number for your company.** D-U-N-S numbers are assigned to each business by Dun & Bradstreet (D&B) and maintained in their database. The D&B database is a widely used tool for identifying, organizing, and consolidating information about businesses. 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 iupdate.dnb.com.
- **Your contact information including your business phone number and email address.** The email address you provide should be a work email address associated with your company. Consumer email addresses will not be accepted (for example, Gmail or Yahoo).
- **A valid business address for your company.** The work address you provide must match an address on file in the D&B database for your company.

After you submit your company's enrollment information, Apple verifies it against the D&B database. If any information you've provided doesn't match the information on file with D&B, you'll be alerted immediately so you can check the information or correct it. If you feel the information provided is accurate, please contact Dun & Bradstreet to ensure their database records are up to date.


Important information about your Apple ID

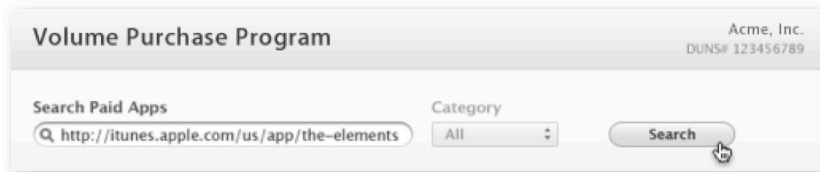
- Once your enrollment information has been verified, you'll be asked to create a new Apple ID specifically for the Volume Purchase Program. This Apple ID will be used solely for the Volume Purchase Program and cannot be used with other Apple programs or services.
- If you're already using your email address for an existing Apple ID, you'll be asked to provide a new one.
- This Apple ID is also the ID developers will use to identify your account for custom B2B app distribution within the program.
- Do not use this Apple ID to log in to the iTunes Store or any other Apple service.

Purchasing

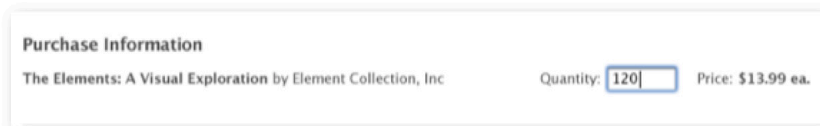
The Volume Purchase Program provides a single destination for purchasing apps in volume. Using the Apple ID you created during enrollment, log in to access the program website from your Mac or PC at vpp.itunes.apple.com/us/store.

The program website provides a streamlined purchasing process. You can search for apps, specify the quantity you want to purchase, and quickly complete the transaction by providing your corporate credit card or PayPal information.

Step 1. Search for apps. Search for apps by entering a name or by copying and pasting a link from the iTunes App Store in the search field. Universal apps that work on both iPhone and iPad are identified with the universal badge .



Step 2. Define the quantity. Once you've found an app you want to purchase, select the app name in the search list and review the details. If it's the right app, enter the quantity you would like and click Continue to proceed to checkout. Before you complete the transaction, you'll have the option to review the final price and change the quantity of apps.



Step 3. Complete the transaction with a corporate credit card or PCard. Enter your credit card details to complete the transaction. Paypal is also accepted.

After the purchase is complete, you'll receive an email from Apple telling you that your order has been processed. When you receive this information, log in to the program website to download a spreadsheet of redemption codes for the apps you purchased.

Recent Purchases [Edit Payment Information](#)

Codes for your most recent purchase are now processing. This can take several minutes. When they are ready for download, the status in the Code column below will change to a Download link, and an email notification will be sent to you. If you remain on this page while you wait, you will need to refresh the page to see status updates. Note that each code may only be redeemed once.

Order Date	Order Number	Description	Order Total	Licenses	Get Codes
06/16/2010	M3NSKNJDZV	The Elements: A Visual Exploration	\$838.80	120	Processing
06/12/2010	RO09HOL4IA	Keynote	\$59.94	12	Download
06/12/2010	NE6HUN7YUV	Pages	\$59.94	12	Download
06/12/2010	YA3DRAD7KE	Numbers	\$59.94	12	Download
06/08/2010	OY54SHOUR9	Mathboard	\$179.40	120	Download
06/08/2010	BILM4OV2ID	Star Walk for iPad - Interactive Astronomy Guide	\$299.40	120	Download
05/14/2010	EID7CHAC9C	Wheels on the Bus HD	\$179.40	120	Download
05/14/2010	F09HEAB9DA	Da Vinci HD	\$59.40	120	Download
05/14/2010	PHRAJ3E8OD	Graphing Calculator HD	\$119.40	120	Download
05/11/2010	BAC6MOLD8E	Pocket Universe: Virtual Sky Astronomy	\$179.40	120	Download
05/11/2010	RIS5WAJ3YA	Muscle & Bone Study	\$299.40	120	Download
05/10/2010	TRAHQIOT2	Body Systems Anatomy Quiz - iPad edition	\$119.40	120	Download
05/10/2010	PYILJ6YOD6	World Atlas HD	\$119.40	120	Download
05/10/2010	ED2IF7PD9	WolframAlpha	\$119.40	120	Download
05/08/2010	OM3NA3HIAW	US Historical Documents for iPad	\$59.40	120	Download
05/08/2010	WUD5UN8COY	Presidents of the United States for iPad	\$59.40	120	Download
05/08/2010	NH4ONSBI4G	NOAA Buoy Data Reader	\$179.40	120	Download
05/08/2010	YIN2YAT5CO	PCalc: RPN Calculator	\$599.40	120	Download
05/08/2010	QUID6JAC5	Note Taker HD	\$299.40	120	Download
05/05/2010	LIAV8KAV5F	WIRED Magazine	\$299.40	120	Download

Your purchase history is stored in the program website under your account information so you can track the status of each transaction, refer to past purchases, or download the current spreadsheet for the apps you've purchased. The purchase history also contains other helpful order information, such as your order date, order number, purchase price, and number of licenses (codes) procured.

Distribution

Distributing apps purchased through the Volume Purchase Program is easy. For each app you purchase you'll receive a redemption code to authorize the app download. The program website delivers these redemption codes in a spreadsheet format that contains multiple codes, one for each app in the quantity purchased. Each time a code is redeemed, the spreadsheet is updated on the program website so you can track the number of codes that have been redeemed by your users.

The spreadsheet also includes a redemption URL with the redemption code embedded in the link so users don't have to type or enter the redemption code manually when downloading apps. Redemption URLs can be distributed to users in a few ways:

- **Email the redemption URL directly to users.** Users simply click the URL, either from their mobile device or from a Mac or PC. iTunes opens the app page in the App Store. The redemption code is automatically entered, enabling users to immediately download the app after authenticating with their Apple ID.
- **Post the redemption codes and URLs to an internal website, such as a company intranet page.** Your business can also create websites to manage the distribution of redemption codes and URLs. Notify your users that the app is available, then direct them to an internal website hosted on your company intranet to initiate the download. You can also build an internal app catalog that provides a web-based portal for employees to install apps directly from their device.
- **Use a third-party Mobile Device Management (MDM) solution to centrally manage codes.** Many third-party MDM solutions provide tools for IT administrators to upload the spreadsheets into a management console. These solutions help distribute codes to authorized users and keep track of how many devices have redeemed the codes provided. Check with your preferred MDM partner to see if these features are supported. To learn more about Mobile Device Management solutions for iOS visit www.apple.com/iphone/business/integration/mdm.



Custom B2B Apps for Business

In addition to offering volume purchasing of apps in the App Store, the Volume Purchase Program provides your business with an easy way to procure custom B2B apps built by third-party developers. Custom B2B apps are built to address a unique business need, and therefore are not available to the general public for purchase. Unlike enterprise in-house apps, these apps are not developed internally within your organization, but in collaboration with a third-party developer or business partner.

Custom B2B apps are designed to provide tailored solutions that extend the possibilities of iPhone and iPad in business. For example, a custom B2B app could offer:

- A customized user interface including company logo or branding
- Unique features or capabilities specific to a business process or workflow
- Extra privacy protection to handle sensitive data
- A specific configuration to meet the customer's server/back-office environment or IT environment
- Features targeted to a limited audience, such as a business partner, dealer, or franchise

Businesses can buy custom B2B apps from developers in a private transaction through the Volume Purchasing Program. The minimum price for a custom B2B app is \$9.99.

Custom B2B Purchasing Process

Step 1. Connect with your developer. Because custom B2B apps are created and sold in collaboration with a third-party developer or business partner, you'll need to contact your developer directly to see if they can build a unique application to address your specific business needs.

Developers registered in the iOS Developer Program (App Store program) who have agreed to the latest Program License Agreement can submit apps for custom B2B distribution via iTunes Connect. If your preferred developer or business partner isn't registered in the iOS Developer Program, please refer them to developer.apple.com/programs/ios to enroll.

Once the developer has created an app for you, they set the price of the app (\$9.99 minimum for custom B2B apps) and identify you as the authorized purchaser.

Step 2. Provide your developer with your email address. If your business is buying a custom B2B app, be sure to give your developer or business partner the email address associated with your Volume Purchase Program Apple ID. *Important: Do not disclose your Apple ID password.* The developer will use this email address to identify you as an authorized business purchaser for the custom B2B app they submit.

Step 3. Purchase the custom B2B app through the program website. The developer you're working with should notify you when the app is available for purchase. After you've been notified, log in to the Volume Purchase Program website to see the custom B2B apps that have been created for your business. Custom B2B apps are available only to the businesses specified by the developer and are not visible to other businesses in the program.

Step 4. Distribute the app to your users. You can distribute redemption codes purchased for custom B2B apps just as you would for redemption codes purchased for App Store apps. Simply distribute the redemption URL provided in the order spreadsheet to your users.

Important information about custom B2B apps

- Each app, as well as each version (update) of the app, submitted for custom B2B distribution goes through an app review process with Apple. The same app review guidelines for App Store apps apply to custom B2B apps.
- If your app contains sensitive business data, you may want to include an authentication mechanism within the app. Custom B2B apps by themselves are not secured by Apple, and the security of data within the app is the responsibility of the developer. Apple highly recommends using iOS best practices for in-app authentication and encryption. For more information on secure coding best practices for iOS, [visit the iOS Developer Library](#).
- To verify that custom B2B apps meet the review guidelines, Apple will need to log in and operate the application. Work with your developer or business partner to determine how to meet this requirement with appropriate handling of proprietary or sensitive business data. You may want to provide generic test accounts or sanitized sample data to protect confidentiality for the purposes of app review.

Apps for Every Business

With thousands of great apps available in the App Store, the ability to build your own in-house apps, and now with volume purchasing, iPhone and iPad have never been more productive. Enroll in the Volume Purchasing Program and expand how your users work with iPhone and iPad.