



Apple Deployment Programs

Volume Purchase Program Guide

Overview

The Volume Purchase Program (VPP) makes it easy for businesses to purchase, distribute, and manage their apps and books in bulk. Whether your workforce uses iPhone, iPad, or Mac, you can provide great content that's ready for work with flexible and secure distribution options. This guide will give you an overview of program features, explain how to enroll, and help you get started.

Program Features

VPP provides a simple, scalable solution to find, buy, distribute, and manage apps and books. Purchase world-class apps in volume for iOS devices and Mac computers. You can also get custom B2B apps for iOS built specifically for your business by third-party developers and procured privately through the VPP store.

Volume purchases

Choose from thousands of apps on the App Store or the Mac App Store across a broad range of categories, from business and productivity to finance and travel, and so much more. In addition to apps, a selection of books from the iBooks Store is also available for purchase through the program.

Custom B2B apps for iOS

To expand the capabilities of iPhone and iPad, you can also work with third-party developers who will design and build a custom app that meets your specific business needs. Custom B2B apps for iOS are distributed privately and securely through the VPP store, and can be free or for purchase. Your developers can submit custom B2B apps to the VPP store through the standard App Store. Once approved, they're available to your VPP account so that only you can access them. Learn more in the "Custom B2B Apps for iOS" section of this guide.

Managed distribution

Managed distribution is a feature of VPP that lets you 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. To take advantage of managed distribution, use mobile device management (MDM) or Apple Configurator 2 when distributing purchased apps. Control the entire distribution process from start to finish, while retaining full ownership of apps. And when apps are no longer needed by a device or a user, they can be revoked and reassigned to different devices or users within your organization. But once books are distributed, they remain the property of the recipient and cannot be revoked or reassigned.

Multiple payment options

When you make a purchase on the VPP store, multiple payment options are available. You can use a purchase order to get VPP Credit that can be redeemed on the VPP store. Or complete your transaction with a credit card.

Organizations buying content on the VPP store can get VPP Credit using a purchase order just as they can when buying any other Apple product: directly from Apple or from an Apple Authorized Reseller.¹ You can purchase VPP Credit in specific dollar amounts to be delivered electronically to the VPP account holder.

Multinational support

VPP apps can be assigned to devices or users in any country where the app is available, enabling multinational distribution for your enterprise. Developers can make their apps available in multiple countries through the standard App Store publishing process in iTunes Connect, so purchases must be made in a country where the VPP store is available.

Availability

The Volume Purchase Program is available in the following countries or regions: Australia, Austria, Belgium, Brazil, Canada, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Ireland, Italy, Japan, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Turkey, United Arab Emirates, United Kingdom, and United States.

Enroll in Apple Deployment Programs

Enrollment is simple and takes only a few minutes, so you can start making your content purchases quickly. Any business is eligible to participate, subject to the VPP terms and conditions. To get started, complete the online enrollment process and create an Apple Deployment Programs (ADP) account. You'll also need to verify that you have signing authority and can act as an agent for the program on behalf of your company before completing the enrollment process. Program agents are responsible for agreeing to the terms and conditions for each program they enroll in. They're also responsible for setting up additional administrators, as needed, to make purchases on behalf of your company. Apple reserves the right to determine eligibility.

Step 1: Create an agent account. To begin the enrollment process, go to deploy.apple.com and create your program agent account. You'll need to provide an email address associated with your business. Consumer email addresses such as Gmail or Yahoo Mail will not be accepted. This email address will be used to create your Apple ID for ADP, which is required before signing in to VPP.

Important Information about Existing Device Enrollment Program (DEP) Accounts

- If you've already enrolled your business in DEP, you can use that same program agent account to enroll in VPP. This agent account qualifies as an existing Apple ID for ADP, so you are not required to create a new one.
- Simply sign in to deploy.apple.com with the Apple ID you use for DEP, click Enroll next to the Volume Purchase Program, and fill in the required information.

Step 2: Enable two-step verification. Before continuing the enrollment process, you'll need to verify your email and enable two-step verification through the [My Apple ID website](#). Follow instructions on the website to enable two-step verification. You'll be given a recovery key; save it in a safe place in case you forget your password or lose access to your trusted devices. You'll receive email when two-step verification is enabled.

Step 3: Complete the enrollment process. Once you have an account and have enabled two-step verification, you can continue enrollment by providing the following information:

- **Verification contact.** Enter contact information for an individual who can verify that you have the authority to enroll your organization in the program and has the legal authority to sign for and bind your organization to the VPP terms and conditions.
- **Business information.** Enter address information, including a zip or postal code, and 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. [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. 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 and correct it. If you feel the information you provided is accurate, please contact D&B to ensure its database records are up to date.

- **Tax registration information, where applicable.** If you are a business in the European Union (EU), you'll need to provide your VAT registration number to make tax-exempt purchases. For Canada, you'll need to provide your existing Apple Customer Number or supporting documentation to be exempt from tax. Any tax registration information you provided will be verified based on your region's specific requirements.

After you submit your program enrollment form, Apple will review the information provided. During the review process, you and your verification contact may be contacted by phone or email and asked for additional information before your enrollment is approved. Make sure that any mail filters allow mail from all apple.com domains, and return any missed phone calls or emails quickly so the enrollment process can proceed smoothly.

Step 4: Agree to the terms and conditions. When your business is approved, you'll receive an email from Apple Deployment Programs with the subject line, "You're Approved." Before completing the enrollment process, you must agree to the Administrator Terms agreement.

Getting Started with the Volume Purchase Program

Once your enrollment is complete, you'll need to create administrator accounts for individuals within your business who are authorized to purchase apps and books through the VPP store on behalf of your organization. Then you can distribute apps and books purchased through VPP to devices and users so they have everything they need to be productive.

Add administrators

Sign in to the ADP website and choose Admins from the menu on the left. To add an administrator, choose Add Admin Account. You'll be asked to provide a name and an email address for your new administrator. You can create as many administrator accounts as you like, and you can also allow administrators to create other administrators.

Note: If you have also enrolled your business in DEP, you can enable these new administrators to manage those services as well.

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.

Select and purchase content

The VPP store provides a streamlined purchasing process. You can search for content, specify the quantity you want to purchase, and quickly complete the transaction using VPP Credit or a corporate credit card. Using the Admin Apple ID created for the program, log in to access the VPP store from your Mac or PC at vpp.itunes.apple.com.

Step 1. Search for an app or a book. Select media type iOS apps, Mac apps, or Books to narrow your search options. You can also type the name of the content or paste an iTunes link into the Search field to find specific content. Click the Category pull-down menu to find apps and books by category. Universal apps that work on both iPhone and iPad are identified with the universal badge (📱).

Step 2. Enter the quantity. Once you've found the content you're interested in, select the name in the search list, review the content details, and enter the quantity you want to purchase.

Step 3. Select distribution type. Select Managed Distribution to assign, revoke, and reassign apps to devices and users—and assign books to users—through your MDM solution. Or select Redeemable Codes to download a spreadsheet of codes.² Learn more in the "Distribute and download" section of this guide.

Step 4. Enter payment and billing information. Complete your transaction with VPP Credit or a corporate Gcredit card. You'll receive a confirmation email from Apple telling you that your order has been processed.

Purchase history. Your purchase history is stored on the program website under your Account Summary. You can track the status of each transaction, refer to past purchases, view content you've purchased, or download the current spreadsheet of redeemable codes. The purchase history also contains other helpful order information, such as your order date, order number, purchase price, and number of apps or books procured.

Distribute and download

To distribute content to users, choose from two simple distribution methods at time of purchase: managed distribution or redeemable codes.

Using managed distribution

With managed distribution, use your MDM solution or Apple Configurator 2 to manage apps and books purchased from the VPP store in any country where the app is available.

Step 1. Link your MDM solution. To use MDM for distribution, you must first link your MDM solution to your VPP account using a secure token. When you're logged in to the VPP store, go to your account summary and download a token to link your MDM server with your VPP account; upload this token to your MDM server to establish the link. You'll need to install a new token on your MDM server once a year.

If you are using Apple Configurator 2 to manage devices and content, simply sign in to your VPP account in Apple Configurator. With iOS 10 and macOS Sierra, you can also preload apps for all your deployments with Apple Configurator 2 and save network bandwidth and time.

Step 2. Assign and distribute content. Once connected to your MDM server, you can assign apps and books—including newly assigned apps and app updates—in a variety of ways to devices and users, even if the App Store is disabled.

Assign VPP apps to devices. If your organization needs to retain full control over managed devices and content, or if it's not practical for every user to obtain an Apple ID, you can assign apps directly to devices using your MDM solution or Apple Configurator 2. After an app is assigned to a device, it's pushed to that device via MDM or added by Apple Configurator 2—no invitation is required. Anyone using that device has access to the app. To assign apps to devices, you'll need one managed distribution license per device.

Assign VPP apps and books to users. Use your MDM solution to invite users through email or a push notification message. To accept the invitation, users sign in on their devices with a personal Apple ID. The Apple ID is registered with the VPP service, but remains completely private and not visible to the administrator. Once users agree to the invitation and accept the iTunes Store terms and conditions, they're connected to your MDM server and can download assigned apps and books. Or you can silently install the app on supervised iOS devices. Assigned apps are automatically available for download on all of a user's devices, with no additional effort or cost to you. To assign apps and books to users, you'll need one managed distribution license per user.

Note: If you previously assigned apps to users, MDM solutions can perform a silent migration from per-user VPP assignments to per-device VPP assignments. The device must be enrolled in an MDM solution. Refer to your MDM solution's documentation for support of this feature.

Step 3. Revoke and reassign apps. When apps you've assigned are no longer needed by a device or a user, you can revoke and reassign them to different devices or users. If the app is assigned to a user, the user will have the opportunity to buy a personal copy. If the app was deployed as a managed app with MDM for iOS, the administrator has the additional option of removing the app and all data immediately. In this case, it's a best practice to give users some notice or a grace period before removing apps from their devices. Once distributed, books remain the property of the recipient and cannot be revoked or reassigned.

Important Information about App Assignment

- VPP account admins can assign apps to devices in any country or region where the app is sold through the App Store. For example, an app purchased from a VPP account in the United States can be assigned to devices or users in France as long as the app is available through the App Store in France.
- You can use an MDM solution to assign apps only to users with devices that are running iOS 7.0 or later, or macOS 10.9 or later. Assigning apps directly to devices, without an Apple ID, requires iOS 9.0 or macOS 10.10 or later.

Using redeemable codes

You can also distribute content using redeemable codes. This method permanently transfers an app or a book to the Apple ID that redeems the code. This Apple ID can be created and used on devices controlled by your company, or it can be the user's personal Apple ID. Redeemable codes are delivered in a spreadsheet format. A unique code is provided for each app or book in the quantity purchased. Each time a code is redeemed, the spreadsheet is updated on the VPP store, allowing you to view the number of redeemed codes at any time. The spreadsheet also includes a redemption URL with the redeemable code embedded in the link. It's best to send users the redeemable URL, so they don't have to type or enter the redeemable code manually when downloading content. If you provide the codes via email or through an internal website, you should include the applicable one-paragraph "Authorized End User Terms and Conditions" in the email or on the website. You can find it in the VPP Terms and Conditions, under the Content Codes section, available at www.apple.com/legal/internet-services/itunes/vppbusiness/ww.

Distributing codes to users can be accomplished in a few ways:

- **Third-party MDM solutions.** Use MDM to distribute redeemable codes to users by uploading the spreadsheet provided by VPP onto your MDM server. MDM can use a push notification message to prompt a user to redeem a code. MDM can also keep track of how many users have redeemed the codes.
- **Email.** Send the redemption code URL to users. They can simply click or tap the URL for each app or book, either from their iOS devices or from a Mac or PC. The redeemable code is part of the redemption URL, enabling users to immediately download the content after authenticating with their Apple IDs.
- **Internal website.** A secure website within your company's intranet can provide a convenient, centralized location where users can access redemption URLs. Simply notify users when content is available, then direct them to the dedicated internal web page where they can download content on demand. You can also build an internal app for employees to install content directly from an iPhone, iPad, or Mac.
- **Apple Configurator 2.** Another option for distributing apps is to use Apple Configurator 2 on a Mac. Spreadsheets of redeemable codes acquired through the VPP store can be imported by Apple Configurator 2, which tracks the number of apps installed on each device. The content is associated with the administrator's Apple ID, so each device needn't be configured with the user's Apple ID. To update deployed content using Apple Configurator 2, you must reconnect to the same Mac from which the content was installed. Learn more at help.apple.com/configurator/mac.

Note: If you previously purchased redemption codes through VPP, you can request to migrate them for use with managed distribution if the codes are unredeemed or were redeemed through Apple Configurator. Previously purchased redemption codes that have been redeemed by users cannot be migrated.

To learn more about migrating codes, see [Migrate from redemption codes to managed distribution with the Volume Purchase Program](#).

Custom B2B Apps for iOS

Overview

The Volume Purchase Program lets you get custom B2B apps for iOS through the VPP store. By collaborating with a third-party developer, you can get unique iOS apps tailored to your business needs, then distribute them at scale to your organization alongside off-the-shelf App Store apps—further extending the use of iPhone and iPad. Whether you outsource development to an independent contractor or a commercial developer, distributing custom B2B apps through the VPP store is the simplest distribution method for both you and your developer.

Custom B2B apps built for your business by a third-party developer are made available only to you. No other VPP participant can see or get your custom apps, making the transaction both secure and private. And since custom B2B apps are reviewed by Apple before they are available to your VPP account, you can be assured that they've been verified technically and checked for a quality user experience. Pricing for custom B2B apps is set by the developer or designated as free.

Customizing apps for your business provides a number of benefits, since app features and functionality can be designed to fit with your organization's specific environment or way of working. Common ways that apps can be customized include:

- Custom user interface with company branding
- Unique capabilities pertinent to a business process or workflow
- Specific configuration for your IT environment
- Features tailored to a business partner, dealer, or franchise

How to get and distribute custom B2B apps

Step 1. Connect with your developer. Because custom B2B apps are created and distributed 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 Apple 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 Apple Developer Program, please refer them to developer.apple.com/programs to enroll.

Once the developer has created an app and has identified you as the authorized purchaser, they can offer the app for free or set a price just for you.

Step 2. Provide your developer with your Apple Deployment Programs Apple ID. If your business is receiving a custom B2B app, be sure to give your developer or business partner the email address used to create your Apple Deployment Programs 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. Obtain the custom B2B app through the VPP store. The developer should notify you when the app is available for download. Once notified, log in to the VPP store to see the custom B2B apps 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. They can be purchased at the price set by the developer (or sometimes are free).

Step 4. Distribute the app to your users. Distribute custom B2B apps just as you would any apps purchased through the VPP store. Custom B2B apps can be managed by MDM or distributed using redeemable codes.

Important Information about Custom B2B Apps

- **App review.** 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.
- **App security.** If your app contains sensitive business data, you might 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](#).
- **App verification.** To verify that custom B2B apps meet the review guidelines, Apple needs to log in and operate the app. Work with your developer or business partner to determine how to meet this requirement with appropriate handling of proprietary or sensitive business data. You might want to provide generic test accounts or sanitized sample data to protect confidentiality for the purposes of app review.

Resources

For more detailed information about Apple Deployment Programs and the Volume Purchase Program, access online help at help.apple.com/deployment/business.

Explore the following websites for additional information on VPP:

- Apple Deployment Programs: deploy.apple.com
- iOS Deployment Reference: help.apple.com/deployment/ios
- macOS Deployment Reference: help.apple.com/deployment/macos
- Business IT Resources: www.apple.com/business/resources
- Volume Purchase Program for Business: www.apple.com/business/vpp
- VPP Terms and Conditions: www.apple.com/legal/internet-services/itunes/vppbusiness/ww
- VPP Support: www.apple.com/support/itunes/vpp
- Business Support: www.apple.com/support/business

¹VPP Credit can be purchased by Apple Authorized Resellers on behalf of their customers in Australia, Canada, France, Germany, Italy, Japan, New Zealand, Spain, the United Kingdom, and the United States.

²Once distributed, books remain the property of the recipient and are not revocable or reassignable.