Apple Deployment Programs
Device Enrollment Program Guide

Overview

The Device Enrollment Program (DEP) helps businesses easily deploy and configure Apple devices. DEP provides a fast, streamlined way to deploy organization-owned iPad and iPhone devices, Mac computers, and Apple TV purchased directly from Apple or participating Apple Authorized Resellers or carriers. This guide will give you an overview of program features, explain how to enroll, and help you get started.

Program Features

DEP simplifies initial setup by automating mobile device management (MDM) enrollment and supervision of devices during setup, which enables you to configure your organization's 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 enrollment

All iOS, macOS, and tvOS devices added to DEP will be enrolled automatically in MDM. Automatic enrollment ensures that devices are configured based on your organization's requirements, and guarantees that all users receive those configurations on their devices. Your users' devices are also locked in MDM for ongoing management.

Wireless supervision

Supervision provides a higher level of device management for organization-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, supervision is wirelessly enabled on a device as part of the setup process.

Zero-touch configuration for IT

With DEP, large-scale deployments of iPad, iPhone, Mac, and Apple TV are seamless. Once devices have been activated, 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 your users to set up their iOS devices, Mac computers, and Apple TV. Using an MDM solution to configure your organization's 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.

Manual device enrollment

You can also manually enroll iOS devices and Apple TV in DEP using Apple Configurator, regardless of how you acquired them. With manual device enrollment, a 30-day provisional period begins once a device is activated. During that period, users can remove their devices from enrollment, supervision, and MDM.

Availability

DEP 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

To begin using DEP, you'll first need to enroll in Apple Deployment Programs (ADP). You must have the signing authority to enroll on behalf of your business, 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.

DEP is available to qualifying businesses that purchase iPad, iPhone, Mac, or Apple TV directly from Apple or participating Apple Authorized Resellers or carriers.

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 DEP.

> **Important Information about Existing Volume Purchase Program (VPP) Accounts**
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> - If you've already enrolled your business in VPP, you can use that same program agent account to enroll in DEP. 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 VPP, click Enroll next to the Device Enrollment 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. Simply follow the instructions on the website to enable two-step verification. You'll be given a recovery key, which you should 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: 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 legal authority to sign for and bind your organization to the DEP terms and conditions.

  If you're a third-party service provider, the organization you're working with must enter into this agreement and then add you as an administrator. The entity that owns the authorized devices must enroll in the program directly.

- **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.

- **Apple Customer Number.** If you purchase hardware or software directly from Apple, you'll receive an account number assigned to your organization. This number is required to connect eligible orders and devices to your DEP account. If you don't know the number, contact your purchasing agent or finance department. Your organization might have multiple Apple Customer Numbers, which you can add during enrollment 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. In addition to providing your reseller's DEP Reseller ID, you must also tell your reseller to submit your device purchases to the DEP program. Providing the DEP Reseller ID alone is insufficient to enroll your devices in DEP.

  Note: 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.to verify the eligibility of your organization for the program.

- **DEP Customer ID.** Once enrolled in the program, 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 Authorized Reseller or carrier, you will need to provide this number to the reseller or carrier in order to enroll your device purchases into your DEP account.

When 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 Device Enrollment Program

Once your enrollment is complete, you can go to deploy.apple.com to prepare settings for your organization-owned devices. Complete the following steps:

Step 1: Add administrators. You can add administrator accounts for individuals who are authorized by your organization 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 organization in VPP, you may assign new administrators to manage this program 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 authorizing it. Each server must be known to Apple and 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 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. By designating an MDM server as the default, you may automatically assign newly purchased devices to it.

If you've acquired devices outside of Apple or participating Apple Authorized Resellers or carriers, they can also be added to DEP using Apple Configurator. When you set up a device that has been manually enrolled, it behaves like any other enrolled device, with mandatory supervision and MDM enrollment. However, the user has a 30-day provisional period to remove the device from enrollment, supervision, and MDM. Learn more about how to manually enroll you devices.

Note: If a device is sold, lost, returned to the reseller, 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 Apple Deployment Programs and the Device Enrollment Program, access online help at help.apple.com/deployment/business.

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

- 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

- Business Device Enrollment Program: www.apple.com/business/dep

- Business Support: www.apple.com/support/business