A COMPREHENSIVE GUIDE

Basics of Apple Device Management

FOR SMALL AND MEDIUM BUSINESSES

With a renewed focus on mobile devices in the work environment, Apple has become the device of choice in small and medium businesses.

From the first iteration of the Mac to the release of the latest iPhone, Apple has a storied history of being consumers' brand of choice. Recently, businesses of all sizes have started to recognize the value of enabling their employees to do work on the devices they're already familiar with and using at home.

Whether you're a mobile device management (MDM) rookie about to dive in for the first time or a seasoned IT pro just looking for a refresher on Apple management, this guide is a valuable overview of the power of MDM.

Mobile Device Management 101

If you're reading this, you probably just purchased some new Apple hardware for your business. Congratulations! If this is your first time dipping into the world of Apple devices, you're in for a real treat. On the other hand, if you've been using Apple in your organization for years, you know exactly how effective and beneficial it can be to empower employees with the technology they feel most comfortable working with in other areas of their lives.

What is MDM?

Apple devices have long been the gold standard for easy-to-use hardware and software. As Steve Jobs famously said, "It just works." But even Apple devices can be time-intensive to deploy if you're manually configuring, managing and securing every device in your organization.

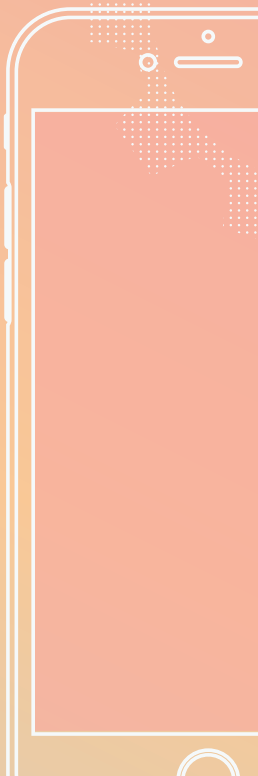
That's where an MDM solution comes in. An MDM tool like **Jamf Now** gives you access to a number of workflows that help make device management more efficient than ever.

Configurations

Configurations are at the core of mobile device management. With the power to specify settings and tell a device how to (and how not to) function, configurations are the most powerful way to prescribe apps, set minimum security standards and even disable built-in functionality like iTunes and Safari.

Commands

Organizational device management demands the flexibility to dynamically change your environment over time. With the ability to remotely send commands to locate, lock, wipe and even update a device's operating system, commands empower you to address new concerns in real time.



Leveraging Apple Business Services

With the increase in Apple adoption in small and medium business, companies began to seek out best practices for deploying Apple hardware at scale. It's one thing to manage one or two devices at home, but quite another to try to efficiently manage 5, 10 or 100+ devices in a business setting.

That's where Apple services and programs come into play. Apple empowers small- and medium-sized organizations to take control of all aspects of their device deployment with a number of free programs.

Zero-Touch Deployments

Apple's automated enrollment system allows organizations of any size to pre-configure devices purchased from Apple or an authorized Apple reseller without ever having to touch the device. By leveraging the power of zero-touch deployments (formerly Apple's Device Enrollment Program), you no longer need to be the only person receiving, unboxing and configuring new hardware. Instead, you can ship new devices directly to individual employees – no matter if they are in the office, in the field or across the world – and let them unbox it. Apple will take care of the rest. The first time the device is turned on, it will automatically reach out to Apple and Jamf Now and pull down relevant configurations, settings and management.

Apple IDs

Anyone who wants to take advantage of Apple's products and services will create an Apple ID, the centralized account that grants access to things like iTunes, the App Store, iCloud and iMessage.

Depending on the needs of your organization, your end users can use their own Apple ID or can choose to not use an Apple ID at all.

Apps and Books

With Apple's business-centric purchasing system, organizations can centrally manage all the applications from iTunes and the App Store that they need to make their business run. This is all thanks to Apple's unique way of acquiring applications via license (rather than individual downloads). Whether the app is free or paid, you can acquire as many licenses as you need, distribute them to employees and even reassign those licenses as needed.

Small and medium businesses that utilize Apps and Books (previously Apple's Volume Purchase Program) are able to leverage process improvements and cost savings. On one hand, Apple enables you to centrally manage and push vital applications that your employees need to get business done. You no longer need to hope that they download the correct application from the wider app market. On the other hand, employers that use paid applications — like per-license accounting software — are able to make all of their purchases from a single centralized account. This eliminates the pain of expensing and reimbursing each individual purchase and gives the Jamf Now admin the ability to instantly purchase more licenses for any given product.

Complete Device Management

More than just enabling app deployment or purchasing programs, MDM brings real value to the entire lifecycle of your devices. Whether you're deploying iOS, iPadOS or macOS devices, an MDM solution gives you quick access to important device data throughout its provisioning and life.

1 Deployment | Get Apple devices into the hands of end users quickly and efficiently.

2 Configuration | Apply the settings that your users need to succeed.

3 App management | Fuel your business with the software and applications that employees trust and your industry needs.

4 Inventory | Report on the current statuses of your devices and effectively plan for hardware refresh cycles in the future.

5 Security | Rest easy knowing you've taken steps to secure company hardware and sensitive customer data against loss and theft.

1 Deployment

The first step to a successful rollout of Apple devices in your organization starts with enrollment. Jamf Now offers two tiers of device management: **Enrollment** and **Supervision**.

Enrollment	Supervision
Recommended for employee-owned devices	Recommended for company-owned devices
Lighter form of management	Higher form of management
Basic device control	Total device control
User can remove management at any time	Only admin can remove management
	Gain access to powerful, Supervision-only features

	Description	User experience	Supervision (iOS and iPadOS only)	Best used for
Zero-Touch Deployment	Automatic wireless enrollment over the air	User receives a still-in-the-box Apple device that will automatically configure when first powered on	Yes, wirelessly	• Company-owned devices • Streamlining the onboarding process • Shipping new devices directly to employees • Giving users that new Apple device experience
Open Enrollment	Manually enroll wirelessly	Administrator opens an enrollment portal and sends the URL to the user to enroll their devices	No	• Employee-owned devices • Only supports enrollment, the lower form of management with Jamf Now
Apple Configurator (iOS and iPadOS only)	Enrollment of existing devices in Apple via a Mac app and a USB cable	Administrator handles device setup, then hands enrolled devices to user	Yes, wired	Existing Apple devices that were not purchased through an Apple program

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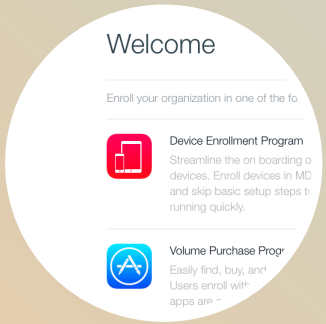
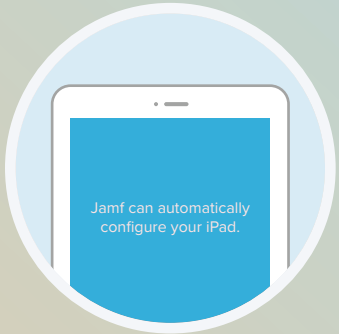
Zero-Touch Deployments



1. Sign up via Apple's website and add your MDM server to the Apple portal.

2. Purchase devices and link them to your Apple account. Ship them directly to users.



3. As a user turns the device on for the first time, it will automatically enroll – no additional interaction needed.

4. Device enrolls with the MDM server. If you are using Jamf Now, make sure you have a Blueprint ready with the settings and apps this device will need.

5. Device will download appropriate settings and apps. If you use Jamf Now, your Blueprint will determine what settings and configurations your device needs. That's it! The device is now managed and configured without IT support needed.

2 Configuration

When it comes to configuring Apple devices, MDM makes it easy to tell devices how to function to best serve your business needs. You can tailor the behavior and functionality of a single device, group of devices or all devices in your ecosystem, all with just a few clicks.

Don't know where to start? Check out the deployment guides and support documentation in the **Jamf Now Help Center**. Still have questions? Reach our helpful support team at **support.jamfnow@jamf.com**.

Blueprints

These recipe cards are the core of how Jamf Now enables you to tell devices how (and how not) to function. Group devices, assign apps and set up security settings all within Blueprints.

Apps

From free productivity tools to paid business support apps, any app found in the App Store and the B2B App Store can be linked to your Jamf Now account. Once linked, assign and deploy them automatically over the air in the Blueprints menu.

Restrictions

Sometimes it makes sense to reduce the number of features and apps available to your users. Restrictions are an easy way to turn off core functionality – like Messenger or Safari – and protect against accidental wipes by disabling that command from the Settings menu.

Single App Mode

In some cases, a single application is all you need to accomplish a critical task. Single App Mode enables you to lock iOS and iPadOS devices into a single application. Retail stores, trade shows and lobbies are all popular use cases for this feature. Find and configure Single App Mode inside each Blueprint.

3 App management

Apple devices are wildly popular among consumers because of the native communication, learning and productivity tools available right out of the box, but also the rich library of apps in the App Store, which are what set the Apple ecosystem apart. With a device management solution in place to manage your app deployments, you ensure users have the apps they need — configured for their use case and secured for your environment. Whether your organization is choosing to utilize Apple's built-in apps or one (or many) of the millions of apps from the App Store, you need to ensure users have all the apps they need and that apps are properly secured within your environment.

When deploying App Store apps via MDM, you gain extra security and configurations for that app (iOS and iPadOS only). Here's what's possible:

What is a Managed App?

Introduced in iOS 5, managed apps differ from a standard app because they are flagged as owned by an organization. Specifically, managed apps are distributed via MDM technology and can be configured and reassigned by MDM.

Managed Open In

Managed Open In takes the concept of managed apps a step further by controlling the flow of data from one app to another. With MDM, organizations can restrict what apps are presented in the iOS and iPadOS share sheet for opening documents. This allows for truly native data management without the need for a container.

App Configurations

Sometimes deploying an app isn't enough and you would like to pre-customize some of the settings. This is the premise for app configurations. App developers can define what settings can be pre-configured by an MDM server for their app. For example, you could deploy the Box app with the server URL pre-populated, so users only need to enter their username and password to get the app up and running.

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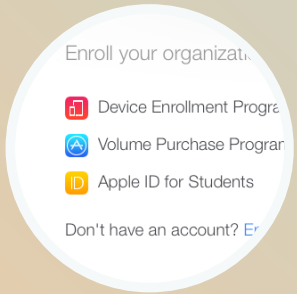
Deploying Apps in Bulk in Business



1

Sign up for an account on Apple's website and link your account to your MDM server.

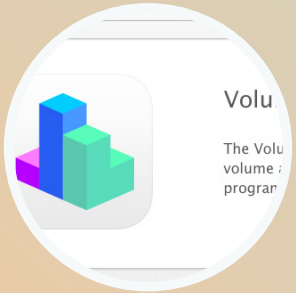
3

Add your app licenses to your MDM server, including free apps.

5

Apps are deployed directly to the device. No interaction or Apple ID required.

2



Find and purchase app licenses from the Apple App Store. You will also need to "purchase" licenses for apps that are free.

4

Invite users to participate in your app deployment.

4 Inventory

Whether you're currently tracking hardware assets in a spreadsheet or aren't tracking them at all, moving your inventory management inside an MDM solution gathers all the relevant information you need in one central place.

Hardware Details

- Device Type
- Device Model
- Device Name
- Serial Number
- Asset Number (optional)

Software Details

- OS Version
- Installed Apps
- Total Storage Capacity
- Available Capacity

Management Details

- Managed Status
- Supervised Status
- Enrollment Method
- Security Status
- Teammates Active (Jamf Now)

Additional Details

- Settings Configurations
- Volume Purchasing Integration
- APNs Integration
- Auto-Enroll Integration
- Export .csv Available

5 Security

Device security continues to take on new importance as employees rely on a greater number of devices to support business operations. Where an employee had previously relied on a single iPhone to carry them through a day, they might now carry an iPhone for company email, an iPad for sales documentation and also have a Mac at their desk.

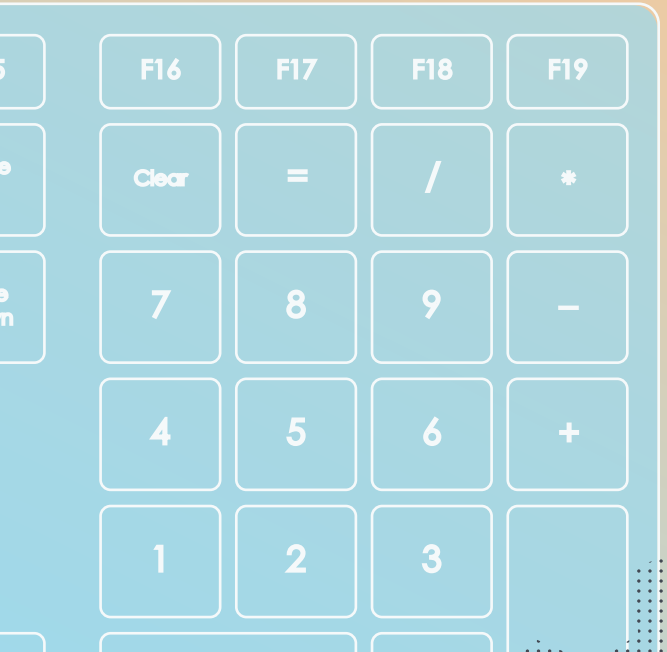
A distributed device ecosystem is an opportunity to leverage some of the best features in iOS, iPadOS and macOS, including:

iOS and iPadOS Security Features

- Software Updates
- App Store
- Touch ID
- Supervision
- Passcode Requirement
- Remote Lock & Wipe

macOS Security Features

- Software Updates
- App Store
- FileVault 2 Encryption
- Privacy
- Passcode Requirement
- Remote Lock & Wipe



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5 Ways to Boost Your iOS, iPadOS and macOS Security

Get familiar with Lost Mode (iOS and iPadOS only)

It's the stuff of nightmares: A team member reports that they misplaced a device that has access to your customer database, sensitive patient data or financials. Thankfully, an MDM tool like Jamf Now will allow you to engage Lost Mode for iOS and iPadOS devices, remotely locking down a misplaced or stolen device. Lost Mode will disable the device, display a custom lock screen message and send the last known location to your administrator.

Stay on the cutting edge of iOS, iPadOS and macOS

Apple continually sets the standard of hardware support by investing each year in new versions of their iOS, iPadOS and macOS operating systems. Traditionally released in the fall, new OS versions bring new features and deep security updates to you and your team. Make sure that the whole organization is on the cutting edge by using an MDM tool to monitor which operating system version your users are running. your users are running. Then update to the latest version if you find any that are still running outdated software.

Enforce password best practices

We all know someone that still walks around without a password set on their device. Whether it's "swipe to unlock" without any password set at all, not enforcing any kind of password standard exposes an organization to unnecessary risk. Leverage an MDM tool to make sure that everyone is using a password on devices that interact with business applications and data. Take it to the next level by enforcing a password that is alphanumeric, of a certain complexity and at least a certain number of characters.

Dynamically change device configuration

With more employees comes a need to have more granular oversight of which applications and settings employees are using. Don't wait for individual employees to update applications and device settings when they change teams or leave the company. Instead, make those changes instantly with the power of an MDM tool. Most MDM platforms have profiles that allow you to quickly swap out apps and access or remove a device entirely.

Enforce full disc encryption with FileVault 2 (Mac only)

There are few easier ways to step up your security game than to enforce FileVault 2 encryption with Jamf Now. With a single click, you can ensure that sensitive business data is protected with an added layer of security.

Next Steps

Whether you began this guide as a device management rookie or a seasoned veteran, we hope the information and workflows we went over have empowered you to feel like an MDM pro.

Going forward, Jamf has a number of resources to help make the next steps in your device management journey as easy as possible.

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The Standard for Apple Management

Sign up

The easiest way to learn more about **Jamf Now** is to kick the tires yourself. Sign up for a Jamf Now account in minutes and start managing three devices for free for life.

Get Started

Demo

Want to try before you signup? Get behind the wheel immediately with our live demo environment.

Try Now

Help Center

If you're already a part of the **Jamf Now** family and want to dig into deployment guides, release notes and knowledge base articles, the Help Center is the place for you.

Learn More