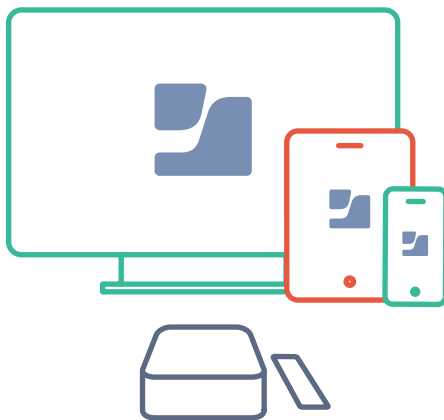




## Apple TV Management

### Moving business forward

If you think Apple TV devices are just for entertainment, think again. In a recent Jamf Nation survey, 95 percent of respondents report leveraging Apple TV devices in their environment, and for good reason. They enable wireless sharing without the need for adapters, all while delivering a modern conference room experience. Apple TV is also great for digital signage, wayfinding and specific industries, such as hospitality. But they haven't always been easy to set up and manage. That all changed with the introduction of tvOS 10.2, which enabled new management for all fourth-generation Apple TV devices. And now with tvOS 12, IT has even more ways to better manage and enable their Apple TV devices.



#### IN THIS WHITE PAPER, LEARN:

- Why Apple TV matters in the enterprise.
- How to make set up and management easy with mobile device management.
- How to leverage Apple TV beyond the board room.

# Why Apple TV in the enterprise

Like Mac and iPad, Apple TV is a powerful tool that can make a difference for organizations of any size. Twenty-five percent of businesses surveyed about their Apple TV usage have 11-25 Apple TV devices, with a further 11 percent citing 26-50 TV devices. From creating better experiences for employees and customers to fitting seamlessly within the Apple ecosystem, the use cases and benefits are vast. Before expanding on these, let's examine four core Apple TV fundamentals that are key to its appeal.



## GOODBYE DONGLES. HELLO AIRPLAY.

AirPlay is a wireless streaming technology. Introduced in 2004, it eliminates the need for display adapters, changing the way presentations are delivered and how people collaborate. By placing an Apple TV in a conference room, lobby, or even a hospital or hotel room, a Mac, iPad or iPhone user can enable AirPlay to wirelessly display their content on the connected screen. Because AirPlay is a built-in feature of Apple's modern operating systems, it is very simple for people of all technical abilities to leverage. When a Mac, iPad or iPhone detects an Apple TV on the network, AirPlay options are automatically made available.



## AIRPLAY FOR NON-APPLE DEVICES

While AirPlay is built into all Apple devices, Apple TV works with common non-Apple platforms and devices, such as Windows. With third-party solutions like AirParrot 2 or Ditto installed on a device, content can be streamed wirelessly to an Apple TV, creating a similar experience to AirPlay. And at a price point starting at \$149, Apple TV devices with AirPlay become an attractive way to share information and collaborate.



## BUILT FOR APPS

Apple TV is all about the apps. Apps give users control of what they want to watch and when. With the release of tvOS 12, businesses can deploy apps directly from the App Store to devices. Additionally, businesses can develop and deploy custom, in-house apps for tvOS. All it takes is an idea (or the ability to reimagine a custom in-house app for tvOS).



## EQUIPPED WITH ITS OWN OPERATING SYSTEM

tvOS is an operating system developed by Apple in late 2015 for the latest fourth-generation Apple TV. With a dedicated operating system purpose-built for Apple TV, Apple will develop both new and dedicated consumer and IT features for the platform and continue to bring it in line with its other operating systems. Based on iOS, tvOS inherited many of the same features and accessibility options users have come to know and expect from other Apple devices. Beyond user experience consistency, tvOS is now equipped with a mobile device management framework (like iOS), making robust over-the-air management with a mobile device management solution possible for the first time.

# Apple TV Management

Prior to fourth-generation Apple TV and tvOS 10.2, Apple TV devices lacked many of the streamlined enrollment and management features IT admins had grown accustomed to with macOS and iOS devices. However, with tvOS 10.2 for the first time, IT admins has access to new management capabilities for Apple TV including, zero-touch setup, over-the-air configuration, remote commands and in-house app distribution—making the set up process as seamless as setting up their Mac or iPad. This allowed for scalable mass deployments and an interconnected experience between Apple devices.

Additional management capabilities released with tvOS 11 made it possible for IT to strengthened AirPlay security by assigning passwords to specific devices and associate them with an Apple TV. This ensured information can only be shared with the intended room. tvOS 11 also allowed IT to modify and lock Apple TV device names for easier inventory reporting.

With the most recent tvOS update, tvOS 12, IT has the ability to purchase and distribute Apple TV App Store apps (in bulk) directly to devices as well as deploy in-house custom apps. Additionally, IT can now install software update commands and block proximity password requests.

## Third-generation Apple TV?

Don't have fourth-generation Apple TV devices? That's OK. While earlier models won't have all of the management functionality of the newest device, the third-generation Apple TV devices still have functionality important to transforming the educational experience for students and enhancing other areas of educational organizations. See the chart below for a side-by-side comparison of key functionality that's available with third- and fourth-generation Apple TV devices.

	3rd Generation Apple TV	4th Generation Apple TV and later
AirPlay	Built-in	Built-in
AirPlay Permissions	●	●
AirPlay Restrictions		●
Apple Configurator Enrollment	●	●
Device Enrollment Program (DEP)		●
Conference Display Mode	Manually	●
Custom App Deployment		●
Single App Mode		●
MDM Commands (remote wipe and restart)		●
Show/Hide Apps		●
Define Home Screen Layout		●
Assign Passcode to Specific Devices		●
Restrict Age Inappropriate Media Content		●

## WITH APPLE'S LATEST TV OPERATING SYSTEM AND A MDM SOLUTION, IT CAN ACHIEVE:



### ZERO-TOUCH DEPLOYMENT

tvOS 12 and later supports Apple Business Manager to power a completely automated setup experience. Businesses purchasing Apple TV devices through Apple, or an authorized reseller under Apple Business Manager, can configure their newly purchased devices with an MDM solution. When the Apple TV is powered on, connected to Ethernet and displayed through HDMI, all configurations, settings and apps deploy automatically without the need for any manual configuration. With this in mind, IT can leverage faculty to unbox the Apple TV, plug in the power and Ethernet, and the management solution does the rest – all in under 60 seconds.



### CONFIGURATION PROFILES

Using an MDM solution, IT can define settings with tvOS configuration profiles and distribute them to Apple TV devices. As a result, Wi-Fi, restrictions and AirPlay settings are more easily applied over the air. Further, Apple TV devices can be put in Single App Mode to customize the Apple TV experience by class or Conference Display Mode for an intuitive presentation workflow.



### SMART TARGETING

With the ability to automatically collect inventory details, including Apple TV device names from all managed devices, IT can quickly and accurately identify which devices require action. Based on this inventory information, IT can build targeted groups to trigger automatic device management tasks. For example, IT can now find all Apple TV devices without AirPlay settings configured and then deploy that configuration.



### AIRPLAY MANAGEMENT

IT can mass associate and configure iOS devices with Apple TV. This empowers professors to easily display content. This functionality exempts IT from troubleshooting display issues, freeing them up to focus on other, more strategic projects. IT also has more control over AirPlay security with the latest tvOS update, IT is now able to set passwords for specific Apple TV devices to share automatically to associated iPad devices.



### WIPE AND RESTART

With the ability to remotely wipe and re-boot an Apple TV anywhere and at any time, IT can easily troubleshoot Apple TV devices without having to go to the device's physical location. Further, wiping and re-enrolling devices at the end of use ensures the security and privacy of usernames, passwords or other personal information by removing them from the Apple TV.



### APP AND DISPLAY SUPPORT

IT can leverage MDM to deploy both custom in-house and App Store apps directly to Apple TV devices. Additionally, IT can set a Home Screen layout, show/hide apps as well as restrict media content based on age guidance.



## Apple TV in the enterprise

By coupling MDM for tvOS with apps, Apple TV is proving its value in the enterprise. Jamf Nation Apple TV survey participants in this space cited at least three unique use cases, which can be summarized as: conference room, digital signage or health and hospitality applications.

### WIRELESS CONFERENCE ROOM

Apple TV allows businesses of any size to have cost-efficient wireless displays in their conference rooms. Enabling Conference Display Mode transforms the consumer Apple TV experience with AirPlay. Companies can create a customized welcome message in Conference Display Mode to include additional instructions or information for each conference room or meeting area. Additionally,

to eliminate confusion, Conference Display Mode hides everything else on the screen, so AirPlay, with the pertinent instructions on how to use it, is the default screen. It's all users see when they enter a conference room. The adapter-free wireless conference room is modern, intuitive and allows users to experience streamlined interconnectivity with all of their Apple devices.



## DIGITAL SIGNAGE

Whether it's promoting an event, sharing company information with clients or providing way finding, there are a number of ways companies can use Apple TV as digital signage in their environments. Apple TV makes digital signage more affordable, accessible, scalable and manageable. And, with an MDM software, companies can easily control what is shown at a single or multiple locations.

## HOSPITALITY AND HEALTHCARE

By harnessing the power of Apple TV, specific industries, such as healthcare and hospitality, can provide a better experience for those they serve. For example, hospitals can transform bedside care and provide patients with a more efficient and personal experience by delivering entertainment apps and patient education to in-room iPad and Apple TV devices. Hotels, on the other hand, can provide a digital, branded onboarding experience for guests at any location. From personalized digital signage in lobbies to custom Apple TV apps in rooms, guests will feel right at home. And, with remote wipe and restart commands, both hospitals and hotels can remotely wipe and redeploy all devices after each use, ensuring all patient information is secure.



## Apple TV Management with Jamf

With a dedicated focus on helping organizations succeed with Apple, Jamf provides an industry-leading management solution for the entire Apple ecosystem that helps IT empower its users with Mac, iPad, iPhone and now Apple TV. By combining **Jamf Pro's Apple TV Management Solution** and the latest tvOS, businesses can unlock new device management capabilities for Apple TV, including zero-touch setup with Apple Business Manager, configuration profiles and app distribution, MDM commands to wipe and restart Apple TV, and AirPlay permissions enhancements that make the mass pairing of Apple TV devices to iOS devices for content display easy. From enabling wireless conference rooms to remote management of digital signage, Jamf Pro delivers a seamless, interconnected experience for all your Apple devices.



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**Request a demo** to learn more about managing  
your Apple TV devices with Jamf.