



WHITE PAPER



# Where Apple Business/ School Manager and Mobile Device Management Intersect



With Apple Business Manager and Apple School Manager, IT administrators have access to new features that help craft the managed-user experience — straight from the shrink-wrapped box.

But, there are still questions about whether a mobile device management (MDM) solution is needed in conjunction with Apple Business Manager or Apple School Manager to manage devices. The short answer is yes, and the longer answer is still absolutely yes.

## **This white paper highlights:**

The capabilities of Apple Business Manager and Apple School Manager

Why using these programs in partnership with your MDM is the key to seamless and secure support of Apple devices

# Apple Business Manager and MDM

Apple Business Manager is a centralized portal for IT to automate device registration into an MDM, purchase apps and books for distribution and administer Managed Apple IDs.



## What is Apple Business Manager capable of on its own?

Apple Business Manager allows IT to see which devices their organization has purchased and invite additional users to join their Apple Business Manager portal. Content Managers would be allowed to purchase apps and books for distribution. Apple Business Manager's functionality is limited and does not include remote management or remote app distribution capabilities on its own.

Apple Business Manager gives flexible account administration based on location and role. This allows organizations to grant access to their Apple Business Manager account should the primary administrator be unavailable or leave the organization. IT can also specify that a user can only have access to assign devices or to manage content including free or paid apps.

Both Apple Business Manager and Apple School Manager offer the ability to create Managed Apple IDs for schools or businesses, providing slightly different features for the audiences they serve. Managed Apple IDs started in education and power the Shared iPad experience, as well as Schoolwork. Recently added to Apple Business Manager, employees can leverage iCloud and iWork collaboration. This feature is also incredibly helpful for corporate bring your own device (BYOD) programs.

## Enhance Apple Business Manager with MDM

When administrators purchase devices through an authorized Apple sales channel, their macOS, iOS, iPadOS devices are automatically enrolled in Apple Business Manager. They can then assign these devices to their MDM solutions which provides actual control over company-owned assets. In addition to providing zero-touch enrollment, using Apple Business Manager prevents the MDM profile from being removed by an end user — adding another layer of security to the device.

### To maximize your Apple investment with Apple Business Manager and MDM:

#### Step 1

Sign up on [Apple's website](#) and add your MDM server to the Apple Business Manager portal.

#### Step 2

Purchase devices and link them to your account. Ship them directly to your users for zero-touch enrollment.

#### Step 3

As a user turns their device on for the first time, the device will automatically be enrolled — no additional interaction is needed.

#### Step 4

Device receives configurations and apps scoped to it, and the user is brought to the Home screen. The device is now managed and configured — all without IT having to touch it.

Within your MDM you decide which settings you want to control and enforce, like requiring a passcode or adding Wi-Fi and email. You can also decide which apps you want on your devices. With each user and team having specific needs for their day-to-day work, MDM solutions like Jamf allow IT to customize groups of devices for specific uses.

Restrictions can also help ensure devices meet expectations and compliance needs. For example, certain iOS restrictions require supervision (i.e., Disable Messages or Disable Deleting Apps). Using Apple Business Manager to automate device enrollment is the easiest, fastest and recommended way to ensure your iOS devices are supervised. Jamf integrates with Apple Business Manager so that IT has the most powerful tools at their disposal.

## Apple School Manager and MDM

Apple School Manager is a web-based portal for IT administrators to oversee people, devices and content — all from one place. Exclusively for education, Apple School Manager combines the power of Apple's Device Enrollment Program (DEP), Volume Purchase Program (VPP) and other classroom management tools, such as the Classroom app, in one portal. Apple School Manager can be integrated with a school's student information system (SIS).



### What is Apple School Manager capable of on its own?

Managed Apple IDs are a unique type of Apple ID for students. They don't require parental permission, and allow IT to create and dynamically update user information on their own. Managed Apple IDs are created in the Apple School Manager portal and can sync with Classroom data and a school's SIS.

By offering students a personalized learning experience, Shared iPad extends the value of an iPad device. Several students, each with their own unique ID, can log in and out while their apps, content and work stay intact. Shared iPad requires Apple School Manager.

However, similar to Apple Business Manager, Apple School Manager has limitations and does not include remote management of devices.

### Enhance Apple School Manager with MDM

In alignment with Apple Business Manager, when Apple School Manager administrators purchase devices through an authorized Apple channel, their macOS, iOS and iPadOS devices are automatically enrolled in Apple School Manager. IT can then automate the device enrollment into their MDM solution which allows for control over all school-owned assets. In addition to the automatic, zero-touch device enrollment, using Apple School Manager prevents the MDM from being removed by an end user — adding an additional layer of security.

## To maximize your Apple investment with Apple School Manager and MDM:

### Step 1

Sign up on [Apple's website](#) and add your MDM server to the Apple School Manager portal.

### Step 2

Purchase devices and link them to your account. Ship them directly to your users for zero-touch enrollment.

### Step 3

As a user turns their device on for the first time, the device will automatically be enrolled — no additional interaction is needed.

### Step 4

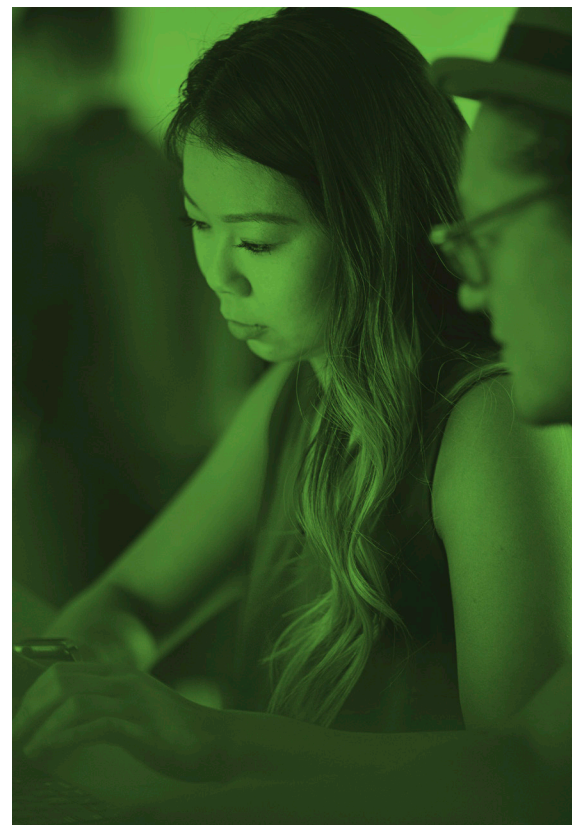
Device receives configurations and apps scoped to it, and the user is brought to the Home screen. The device is now managed and configured — all without IT having to touch it.

## Should you use Apple Business Manager or Apple School Manager without MDM?

No. Equip yourself with the most powerful partnership available by linking Apple Business Manager or Apple School Manager to Jamf.

Organizations not currently eligible for an Apple Business Manager or Apple School Manager account can still use an MDM to gain greater control over their Apple fleet. In order to use an MDM without Apple Business Manager, you will need to manually perform device enrollment. This will allow the administrator the ability to push out passwords, Wi-Fi, email and a limited number of restrictions. Keep in mind, however, your end users will be able to remove management at any time — potentially eliminating security measures you have intentionally put in place.

Each platform offers incredible functionality, but it's far from everything that organizations and schools require to successfully manage Apple devices— especially with dispersed workforces and distance-learning classrooms. When using Apple's deployment programs with Jamf, you get zero-touch device deployment, secure remote management features and the ability to scale as needs evolve.



## Conclusion

**Apple Business Manager** or **Apple School Manager** paired with the power of Jamf provides a seamless experience for IT yet maintains integrity of the end-user Apple experience and ensures organization maintain the highest level of security.

[Request a trial](#) of Jamf today and see for yourself.

Or contact your preferred authorized reseller of Apple devices to get started.