Apple Deployment Program
Volume Purchase Program for Education Guide

Overview

The Volume Purchase Program makes it simple to find, buy and distribute apps in bulk for your institution, so you can provide great content to your students, instructors and staff. And through the VPP store, you can get special pricing for certain purchases of 20 or more apps.

Program Features

Volume Purchases

The Volume Purchase Program provides a simple, scalable solution to manage your institution's content needs. Purchase world-class apps in volume for both Mac and iOS through the VPP store. You can choose from thousands of apps in the App Store or Mac App Store across a broad range of categories, from geography to mathematics, science to history, and so much more. With the Volume Purchase Program, you can equip your users with all the tools they need.

Managed Distribution

Managing apps in VPP lets you provide the right apps to the right users at the right time. Whether you're using a third-party mobile device management (MDM) solution or Profile Manager in OS X Server, your organization has an efficient and powerful way to manage apps purchased from the VPP store. Control the entire distribution process from start to finish, while retaining full ownership of apps. Use your MDM solution to assign apps to users, and when apps are no longer needed revoke and reassign them to a different user. And each app is automatically available for download on users' devices.

Flexible Payment Options

Multiple payment options are available when you make a purchase on the VPP store. 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.

Paying with Purchase Orders

Institutions buying content in the VPP store can get VPP Credit with a purchase order like any other Apple product, directly from Apple or from an Apple Authorized Reseller. VPP Credit can be purchased in the dollar amount of your choosing and delivered electronically to VPP Program Administrators.

Special Pricing for Education

VPP also allows developers to offer special pricing for education institutions. You can receive a 50 percent discount for certain purchases of quantity 20 or more.

Availability

The Volume Purchase Program is available in the following countries: Australia, Canada, France, Germany, Italy, Japan, New Zealand, Spain, United Kingdom and United States. Books are not available in the VPP store in Canada and Germany.

How to Purchase, Distribute and Manage Content

Enrol

The Volume Purchase Program is part of the Apple Deployment Programs. To get started, you must complete the online enrolment. You must verify that you are authorized to enrol on behalf of your institution. You are responsible for agreeing to the terms and conditions for each program you access within the Apple Deployment Programs and for setting up additional administrators for your institution. Apple reserves the right to determine eligibility.

To begin the enrolment process, go to deploy.apple.com and provide the following information:

- **Your contact information, including address, phone number and email address.** The email address you provide should be associated with your institution. This email address will be used to create a new Apple ID that you will use to sign in to Apple Deployment Programs services, such as the Education Volume Purchase Program. Consumer email addresses such as Gmail or Yahoo! Mail will not be accepted.
- **Your Apple Deployment Programs Apple ID.** After submitting your contact information you will receive additional instructions for completing the Apple ID setup.
- **Verification contact.** This information will be used to verify that you have the legal authority to sign for and bind your organization to the Volume Purchase Plan for Education.
- **Your institution information.** Enter address information, including postal code, for your school and choose your institution from the list or, if not listed, provide the institution name.
- **Your Apple customer number or tax registration information, where applicable.** For the United States and Canada, you'll need to provide your existing Apple customer number or supporting documentation to be exempt from tax. If you don't know this number, contact your purchasing agent or finance department. For institutions in the European Union (EU), you'll need to provide your VAT registration number to make tax-exempt purchases, as applicable.

Submitting Your Enrolment. When you submit your program enrolment form, Apple will review the information provided and verify your institution details. If any information can't be verified, you'll be contacted so you can review and correct it. Any tax information you've provided will be verified based on your region's specific requirements. You'll either be notified when verification is complete or contacted by Apple to provide additional information, if necessary.

Set Up

Once your enrolment is complete, you'll need to sign in to the Apple Deployment Program website, where you can create administrator accounts for your institution. Administrators are individuals within your institution who are authorized by you to buy apps through the Volume Purchase Program store on behalf of your institution.

You can create as many administrator accounts as you like. A large K–12 district may wish to have one or more administrator accounts per school or building. A large university may want to have one or more administrator accounts per department.

Important Information About Administrator Apple IDs

- You'll need to 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 you've provided is already in use for an existing Apple ID, you'll be asked to provide a new email address.
- An administrator Apple ID cannot be used to log in to the iTunes Store or any other Apple service.

Select and Purchase Content

The VPP store provides a streamlined purchasing process. To access the VPP store from a Mac or PC, sign in to vpp.itunes.apple.com/ca. Use the administrator Apple ID you created using the Apple Deployment Programs Admin manager tool.

Note: Administrators can distribute content to iTunes accounts only in the country where the app was purchased.

Step 1. Search for an app. Select media type iOS apps or Mac apps to narrow your search options. You can also type the name of the content or copy and paste an iTunes link into the Search field to find specific content. Click the Category pull-down menu to find apps 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 detail, and enter the quantity.

Step 3. Select distribution type. Select Managed Distribution to assign, revoke and reassign apps to users through your MDM solution. Or select Redeemable Codes to download a spreadsheet of codes. 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 credit 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 VPP store website under your account information, so 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 order date, order number, purchase price and number of apps procured.

Distribute and Download

To distribute content to users, you have two simple options. At the time of purchase, you'll need to determine your distribution method: managed distribution or redeemable codes.

Managed Distribution

Using your mobile device management (MDM) solution, you can distribute apps to authorized users and keep track of how many users have been assigned. With managed distribution, you also have the option to revoke and reassign apps to different users through MDM, so your organization retains full ownership and control of purchased apps.

Note: You can use an MDM solution to assign apps only to devices that are running iOS 7 or OS X 10.9 or later. Check with your preferred MDM partner to see if these features are supported. To learn more about mobile device management solutions for iOS, visit www.apple.com/ca/education/ipad/it/mdm.

Step 1. Link your MDM solution. The VPP store provides a web service for MDM integration. When you are logged into the VPP store, go to Account Summary and download a token to link your MDM server with your VPP account. You will need to upload this token to your MDM server to establish the link. Once a year, you'll need to install a new token on your MDM server.

Step 2. Invite users to receive apps via MDM. Before you can assign apps to users, they need to be invited to participate. MDM solutions can 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. After your users agree to the invitation and accept the terms and conditions, you can assign apps to them through MDM.

Step 3. Assign apps to users. Once users accept the iTunes Store terms and conditions, they are connected to your MDM server, so you can start assigning apps. Apps can be installed on devices in a number of ways. Most commonly, MDM can prompt users with a message to install apps assigned to them. Alternatively, apps are available in users' iTunes account purchase history to download directly from the App Store and Mac App Store.

Step 4. Revoke and reassign apps to different users. When apps you've assigned are no longer needed by a user, you can revoke and reassign them to different users. 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.

Redeemable Codes

Another way to distribute content is through redeemable codes, which permanently transfer the app to the Apple ID that redeems the content code. This Apple ID can be created and used on devices controlled by your institution, or it can be the end user's personal Apple ID. Redeemable codes are delivered in a spreadsheet format. A unique code is provided for each app in the quantity purchased. Each time a code is redeemed, the spreadsheet is updated on the VPP store, so the number of codes redeemed can be tracked 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 redemption 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 catalogue website, you should include the applicable one-paragraph "Authorized End User Terms and Conditions" in the email or on the website. You can find the "Authorized End User Terms and Conditions" in the VPP Terms and Conditions, under the Content Codes section, available at www.apple.com/legal/internet-services/itunes/volume/ca/terms.html.

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

- **Third-party mobile device management (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 redeemable code URL to users. They can simply click or tap the URL for each app, either from their mobile devices or from a Mac or PC. The redeemable code is part of the redeemable URL, enabling users to immediately download the content after authenticating with an Apple ID.

- **Internal content catalogue website.** A secure website within your institution'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 web page where they can download content on demand. You can also build an internal app catalogue for students, instructors or staff to install content directly from an iPhone, iPad or Mac.

- **Apple Configurator.** Another option for distributing apps is to use Apple Configurator on a Mac. Spreadsheets of redeemable app codes acquired through the VPP store can be imported by Apple Configurator, tracking the number of apps installed on each device. The content is associated with the administrator's Apple ID, so each device doesn't need to be configured with a user's Apple ID. To update deployed content using Apple Configurator, you must reconnect to the same Mac from which the content was installed. Learn more at help.apple.com/configurator/mac/1.4.

Resources

Volume Purchase Program for Education website. Visit www.apple.com/ca/education/it/vpp.

VPP terms and conditions. Visit www.apple.com/legal/internet-services/itunes/volume/ca/terms.html.

VPP support. Visit www.apple.com/ca/support/itunes/vpp-edu.