How to set up
Apple Business Manager

ABM is a portal that seamlessly integrates with Mobile Device Management solutions to facilitate and automate the deployment of Apple devices, purchase and distribution of apps and content, and creation of Managed Apple IDs.

Registering

Sign up for ABM with your organizational information like business email, DUNS number, phone number, etc. Once approved, you will get a confirmation e-mail with a prompt to create the admin Managed Apple ID.

01

Upgrading

If your business already uses legacy DEP or VPP you will have to **upgrade** to ABM, you can do it by visiting deploy.apple.com and following the on-screen instructions.

02

Assigning

You can create new admins, users and assign them **roles** by going to Accounts > Add New Account > Enter info > Save.
Roles assigned dictate what users can do like device manager, content manager, etc.

03

Authenticating

Federated **Authentication** allows users to use their Azure AD credentials for managed Apple ID.
As admin > Accounts > Settings > Edit Federated Authentication > Sign into Microsoft Azure AD > Enter domain name > Open Microsoft sign in.

04

Deploying

Update **purchase info** at Device management settings > Add your Apple customer number if you buy software and hardware directly from Apple, or the reseller ID if you purchase them from Apple authorized resellers.

05

Linking

Devices can be assigned to **MDM** servers via order/serial number or enrolled and supervised using Apple Configurator 2.
Go to Settings > Device management settings > Establish a connection to your MDM servers.

06
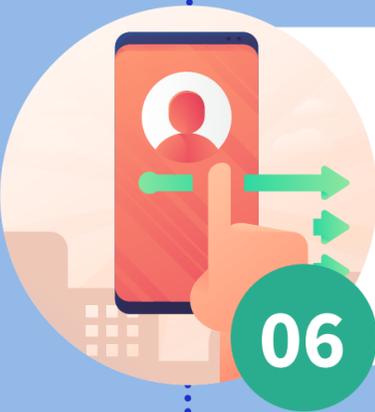
Purchasing

Content can be **purchased** on ABM using VPP credit or a corporate credit card.
You can search to find the content, select the device, enter the quantity you need, review details, and complete the payment.

07

Distributing

Invite users via emails or push notifications to sign in to their devices with their personal Apple IDs to connect to the MDM server to download the content **assigned** to them or silently install apps on supervised iOS and iPadOS devices.

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