

Transforming Businesses with Hexnode's Apple TV Device Management

WHITE PAPER

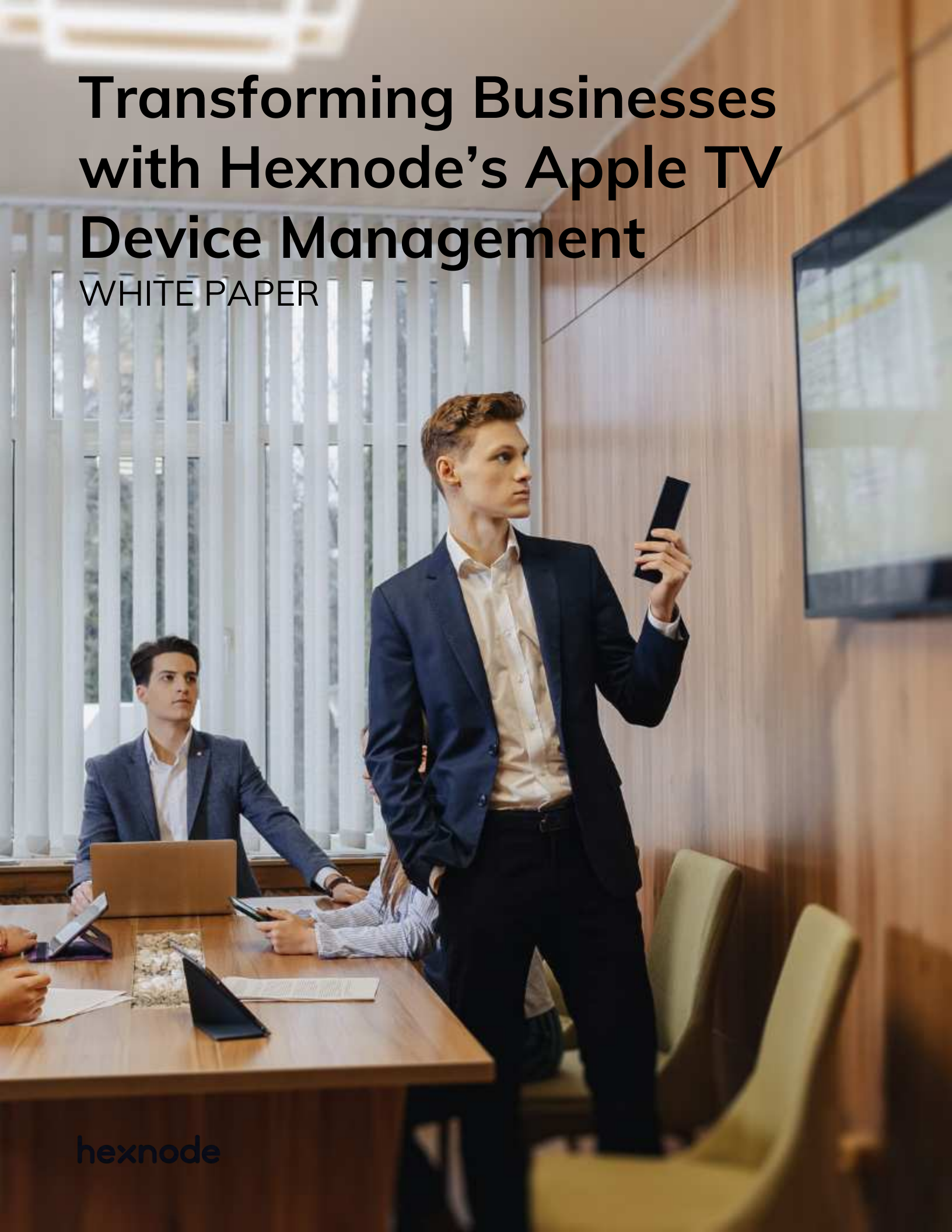




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Chapter 1 - Enterprise growth with Apple TV

Until recent years, Apple TV wasn't positioned as an enterprise or business product. But with the introduction of new business-enticing features, Apple TV is now finding its way into the workplace. Apple TVs are perfect for streaming online content, digital signages, lobby displays, wayfinding kiosks, and whatnot. When it comes to business meetings and presentations, it delivers a modern conference room experience without the need for any costly adapters or projectors.

Apple TV opens the door to enterprise use cases with its inherent functionalities, such as AirPlay, App Store, and more. It also offers support for Apple's MDM framework, bringing it in line with Apple's other products. A recent survey states that around twenty-five percent of businesses use 11-25 Apple TVs for their daily workflows, with an additional 11 percent citing the use of 26-50 devices. Thus, enterprises are deploying Apple TVs in their workplace to grow in today's ultra-competitive business environment.



Chapter 2 - Enter Apple TV in the workplace

An Apple TV is an impressive presentation tool that can be leveraged by organizations of all sizes. Apple TV is also proving its worth in the workplace with its vast use cases and benefits. The key factors contributing to their use in the workplace include:

- **Wireless streaming via AirPlay:** AirPlay is a built-in content streaming technology of Apple's ecosystem that eliminates the outdated ways of tripping over cables, casting against walls, using costly adapters and projectors. This functionality enables wireless streaming of live content from Mac computers or iOS devices to the connected screen. This feature allows technicians of any practical knowledge to leverage Apple TV to its full potential. AirPlay options will be automatically available whenever a Mac or iOS device detects an Apple TV in the network.

Apart from Apple devices, the AirPlay feature can be leveraged for other non-Apple platforms, including the Windows operating system. It requires the platform to use third-party solutions, such as Ditto or AirParrot 2, to seamlessly share and collaborate content across the Apple TV screen.

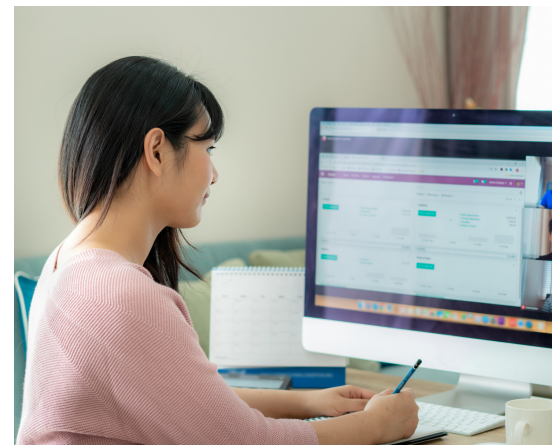


- **Apple TV built for apps**

Major businesses rely on many applications for their smooth operations and workflows. Companies can control and manage what apps their users want to watch, and when. In addition, enterprise apps can now be remotely deployed to Apple TVs, with the additional benefit of locking the devices to run only the required enterprise application.

- **tvOS – dedicated Operating System for Apple TV**

tvOS is an operating system released in 2015, built exclusively for Apple TV devices. Apple regularly releases enticing new features for the platform. The tvOS operating system has inherited many features and accessibility options from different Apple devices and continues to be in line with other operating systems. Like iOS devices, Apple TV supports the UEM framework, enabling seamless over-the-air management of devices.





Chapter 3 - Simplifying enterprise workflows with Apple TV

Apple TV, combined with a UEM solution like Hexnode, can benefit organizations with its use cases on digital signage, conference room displays, health and hospitality applications, and much more.

Digital signages

Businesses use Apple TVs as digital signages in several ways, for instance, to showcase a product, display company information for customers, or as wayfinding kiosks. Apple TV makes digital signages more affordable, scalable and reliable. It works well with almost all environments, ranging from retail outlets to conference rooms, to even window presentations. Coupling it with a UEM solution allows businesses to control and manage their digital signages from a single centralized console.



Conference room displays

“Enter the conference room and deliver the content right from an AirPlay-enabled iOS or Mac device. Businesses no longer need age-old projector screens for conducting meetings or presentations.”

Organizations are leveraging Apple TVs to wirelessly display business presentations or content through the Conference Room Display Mode. Its small size, easy setup, and cost-efficient display make Apple TV an ideal replacement for expensive adapters or projectors. Organizations can create a welcome message to include additional information to make conference meetings more effective. Whenever users enter a conference room, they are greeted with a default screen with instructions on how to use AirPlay, hiding everything else on the screen. These displays establish streamlined interconnectivity with any Apple device and offer a modern and intuitive conference room experience for business and client meetings.



Educational institutions

Apple TVs are replacing the age-old projector screens in schools and colleges. It delivers the ultimate learning experience for both teachers and students by displaying educational content, videos and maps using voice commands. As a result, it increases student engagement and the overall effectiveness of teaching.



Hospitality

Hotels and hospitality institutions use intuitive Apple TV displays to provide seamless onboarding experiences for guests. Besides, in-room entertainment/information displays make guests feel they're right at home. With remote troubleshooting capabilities to wipe or restart devices, Apple TV never fails to entertain or supply information to guests.



Healthcare

The healthcare sector is harnessing the true potential of Apple TV to provide a better digital experience to patients. Hospitals are deploying Apple TVs to enhance the personal experience of their patients by delivering entertainment or patient education apps to in-room displays. Apple TVs are also used as lobby displays to show real-time updates of check-in and other statuses. For example, a nutritionist entering the calorie or sugar intake values of patients to check how changes in the diet would reduce the risk of diabetes or heart diseases. The remote and restart commands ensure patient privacy by clearing individual sessions after each use.





Chapter 4 – Apple TV management: A little back story

Before tvOS 10.2, Apple TVs were not always easy to manage and deploy. They lacked many enrollment and management features that were common to other devices in Apple's ecosystem. But with the advent of tvOS 10.2, organizations now exercise new management controls over Apple TVs for the first time. These capabilities include zero-touch device provisioning, remote commands, over-the-air configurations, enterprise app distribution, and so on.

With the release of tvOS 11, organizations could set up passwords to stream content via AirPlay to prevent unauthorized access to the conference room. tvOS 11 also allowed seamless inventory management of Apple TV devices. With the introduction of tvOS 12, IT has more controls to enable robust management of all fourth-generation Apple TVs.



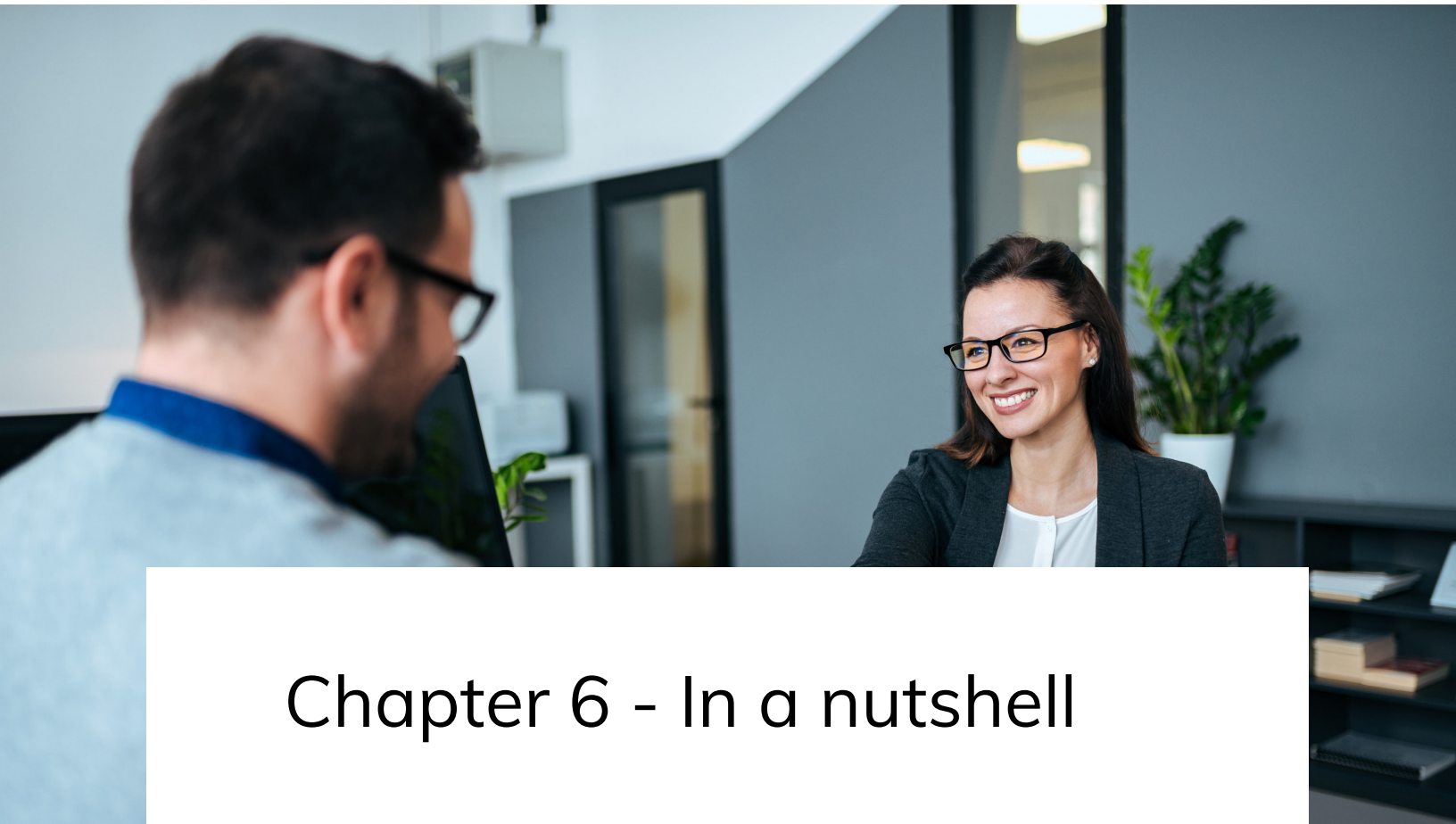
Chapter 5 - Streamline Apple TV device management with Hexnode

Apple TV adds more convenience and functionality to corporate ecosystems. Coupling Hexnode UEM with Apple TV will unlock a plethora of device management capabilities. It offers all the management features to configure and manage Apple TVs running tvOS version 6.0 and later.

- **Zero-touch enrollment:** Apple TVs running tvOS 12 or later versions support Apple Business Manager (ABM) enrollment to provide a zero-touch onboarding experience. ABM enrollment lets organizations instantly roll out Apple TVs in volume and streamline initial configurations to make the devices ready to use, right out of the box. It requires the devices to be purchased directly from Apple or an authorized reseller. Device provisioning via ABM ensures an automated setup where businesses can configure settings and apps for Apple TVs without any hands-on approach. All the applied policies and configurations will take effect as the newly purchased devices are unboxed and connected to the internet. Apart from ABM enrollment, Apple TVs can be enrolled via Apple Configurator too.

- **Configuration policies:** All the settings that can be defined for Apple TV devices are pushed through the configuration policies in Hexnode. This facilitates IT to efficiently distribute several policies such as Wi-Fi, certificates, conference room display mode, single app mode, etc., over the air. Apart from these features, administrators can push any enterprise-specific settings as custom configuration profiles to Apple TV devices directly from the UEM console. They have to enable remote collaboration for knowledge sharing and decision making.
- **AirPlay:** AirPlay is a feature that facilitates mass pair and configure Mac or iOS devices with Apple TV to wirelessly stream live content. IT also has the privilege to prevent unauthorized streaming to Apple TV via AirPlay. This can be achieved by restricting devices from different networks to connect to the device or by setting up an AirPlay password.
- **Enhanced security:** Hexnode secures network connections by setting up Wi-Fi profiles over the air. The devices automatically connect to the configured Wi-Fi network without prompting for a password when it's in the vicinity of the network. Digital certificates add more strength to the corporate security features by preventing unauthorized devices from accessing Wi-Fi, Email, or VPN. The Global HTTP Proxy policy helps create a proxy server for Apple TVs to direct the entire HTTP traffic through the specified server.
- **Streamlined OS upgrades:** Hexnode makes it easier to roll out OS updates to Apple TVs in bulk. Admins can either download the update alone to the devices for the users to install it at their convenience, or automatically download and install the updates.
- **Remote commands:** The remote commands in Hexnode enable IT to restart, rename or wipe Apple TVs from any location and at any time. It eliminates the need to have the device in hand to troubleshoot device issues. In addition, restarting or wiping an Apple TV will ensure customer or user privacy as it redeploys the Apple TV again and clears the previous session. The automated inventory data collection helps admins identify the owner of each Apple TV and check whether any IT action is required.

- **Enterprise app support:** IT can leverage Hexnode to seamlessly distribute enterprise apps in bulk over the air. Supervised Apple TVs can be configured to run on purpose-specific single app mode for digital signages, classrooms, wayfinding kiosks, and more. Besides, IT can enforce restrictions on Apple TVs locked down in single app mode, such as configuring VoiceOver, touch, auto-lock, invert colors, and so on.
- **Smart grouping:** The admin can group Apple TVs based on different criteria to automate device management actions based on the inventory details collected during enrollment. Any new Apple TV that satisfies the pre-defined criteria of a dynamic group will be automatically added and provisioned with the applied configurations and apps specific to that group. Also, separate policies can be automatically applied to devices within or outside a particular region.



Chapter 6 - In a nutshell

Apple TVs are continually revolutionizing the enterprise market. It can now be used in the boardroom, classroom, retail outlets, or any industry. A Unified Endpoint Management solution like Hexnode facilitates businesses to manage the influx of a large number of Apple TVs into the enterprise and keep them under control. Hexnode's Apple TV device management solution allows businesses of any size to manage and secure apps, data, devices, and networks from a unified console.

"With industry-standard device management policies, Hexnode takes the sting out of managing Apple TV devices across enterprises and aids them in achieving their strategic goals."

Hexnode focuses on delivering the ultimate management experience for businesses to seamlessly fit with the Apple ecosystem and empower their users with Apple TV. The comprehensive MDM suite from Hexnode provides advanced management capabilities catering to all business use cases. From facilitating seamless AirPlay presentations to managing digital signages, Hexnode enables organizations to customize and leverage Apple TV devices for users.

