

# Building and Distributing Custom B2B Apps for iOS

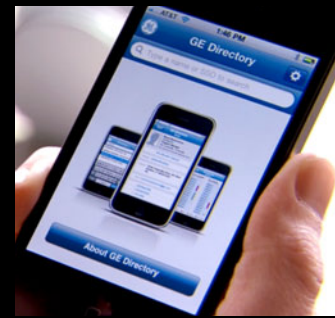
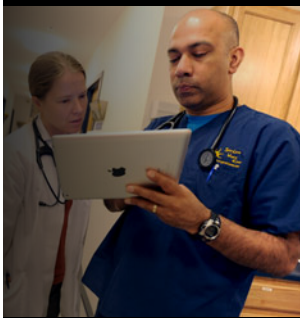
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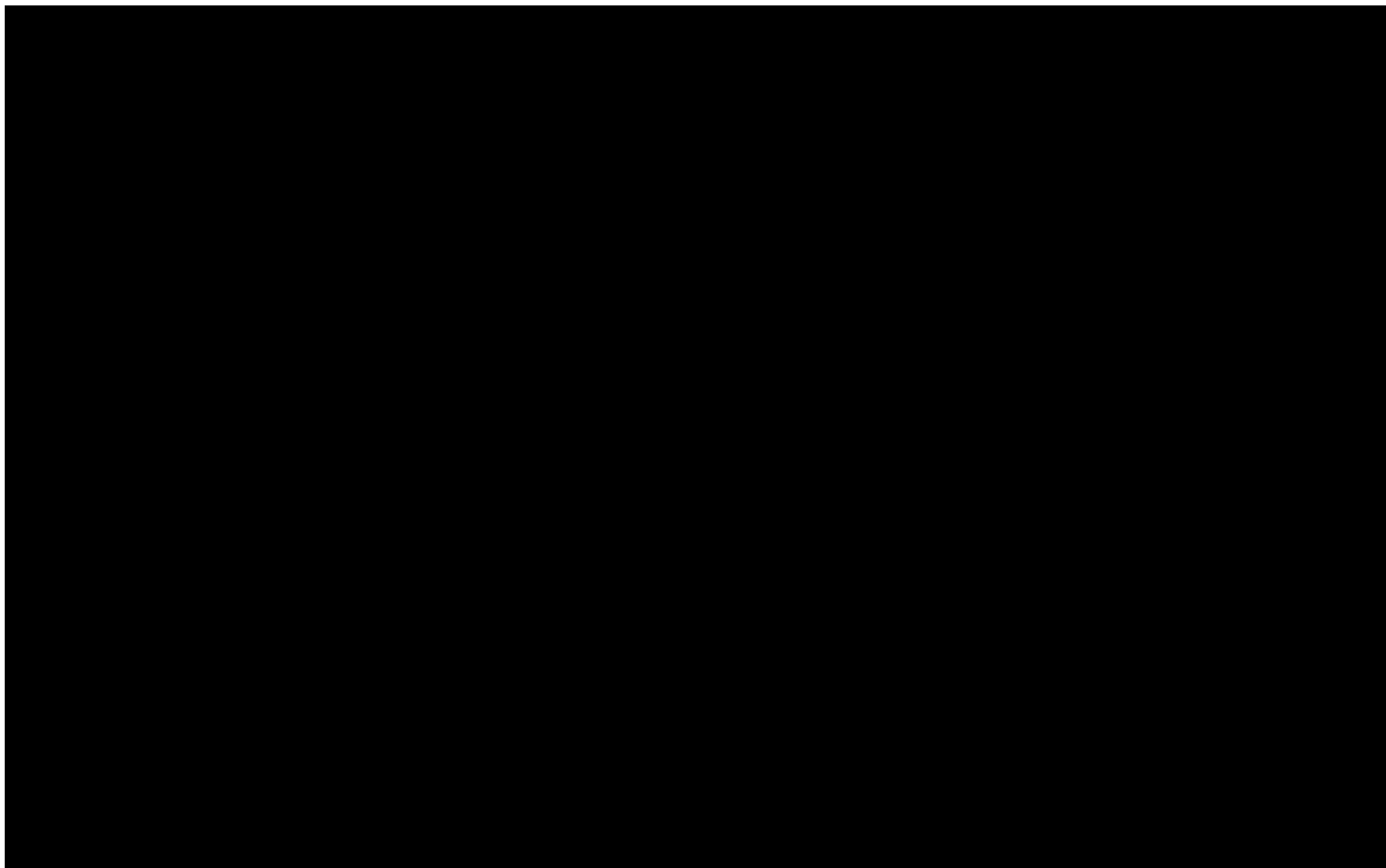
**Dave Rahardja**

iOS Bit Herder

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

# iOS in Business







App Store



Enterprise In-House



App Store



Custom B2B



Enterprise In-House

# Custom B2B Apps

- Tailor made
- Available exclusively to your clients
- Available through Volume Purchase Program
- Hosted by Apple



# Example



App Store



# Example



App Store



Guess, Inc.



# Example

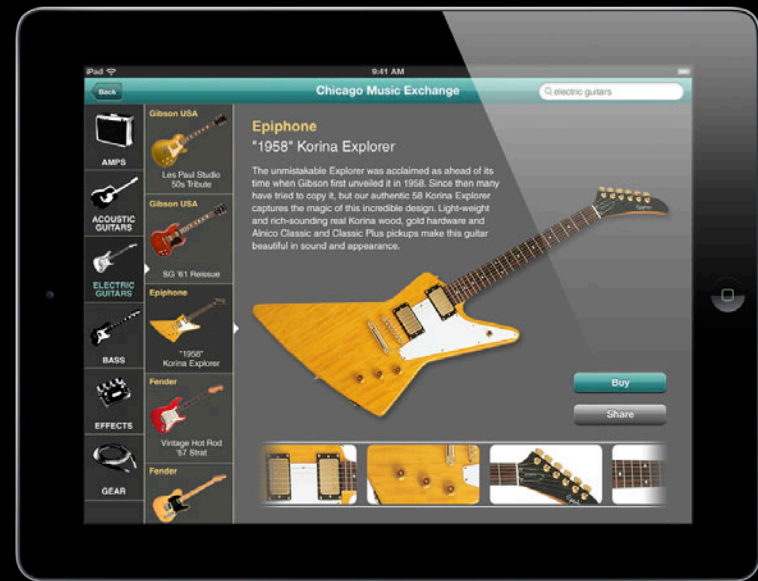


Equipment Manufacturer

# Example



Equipment Manufacturer



Music Retailer

# Example



Eaton Distributor

# Example

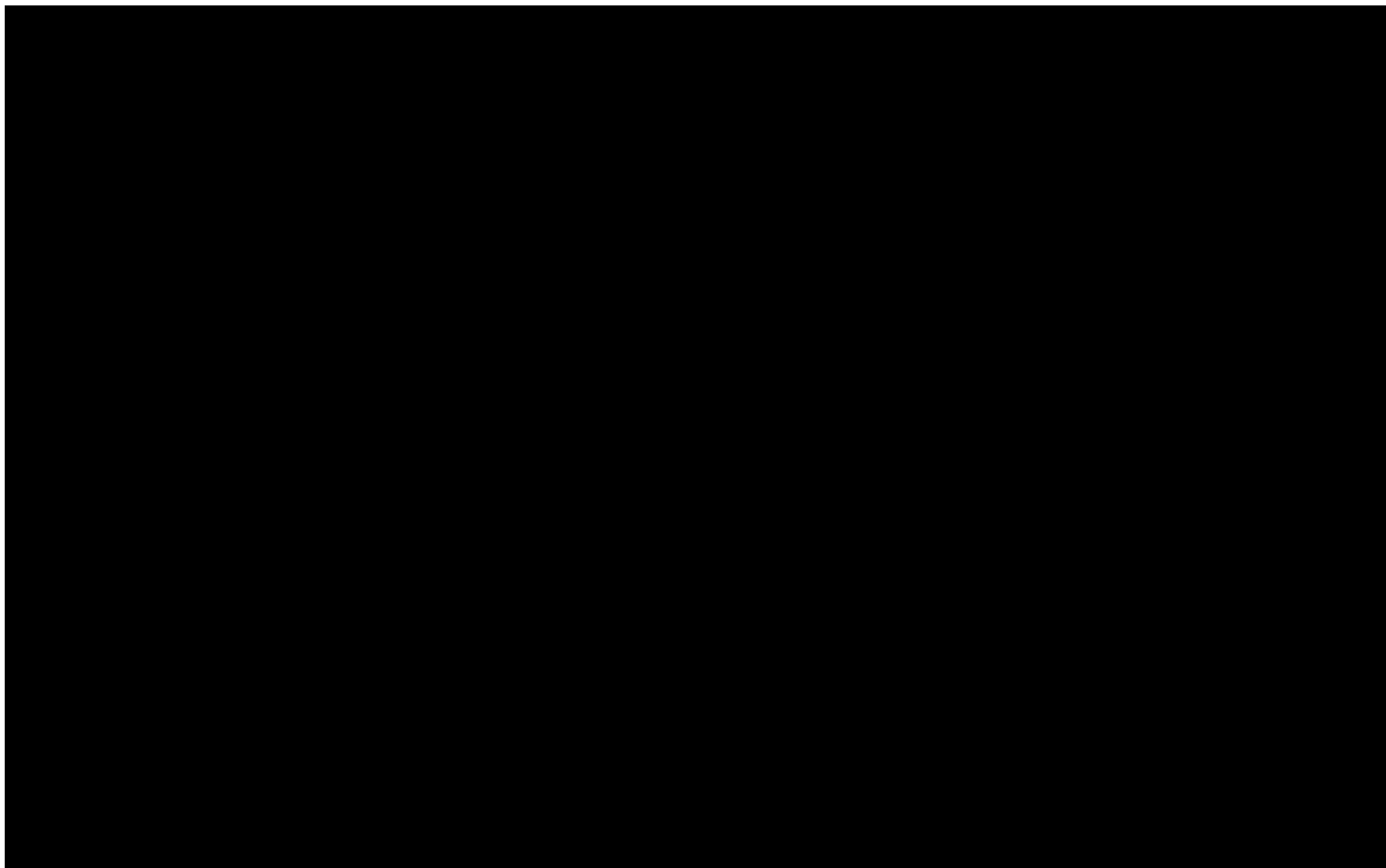


Healthcare Information Systems

# Example



Board of Directors Meetings



**Solve a Client's Specific Need**





1

2

3

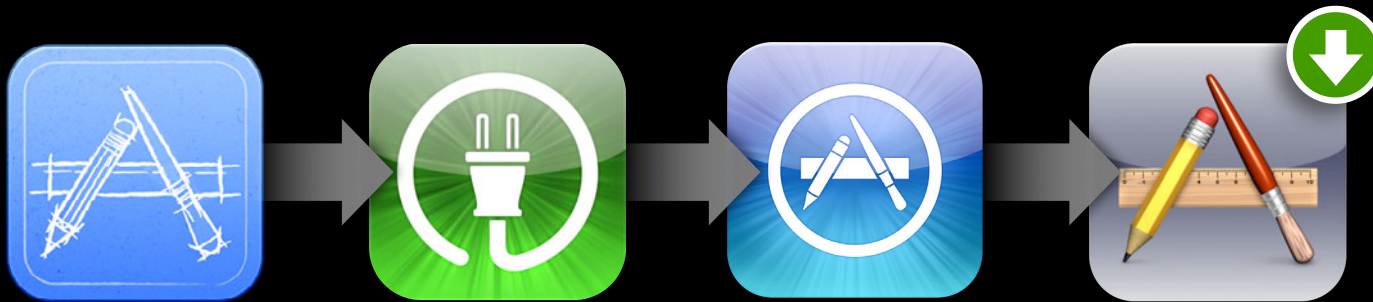
4

Develop

Submit

Purchase

Distribute



1

2

3

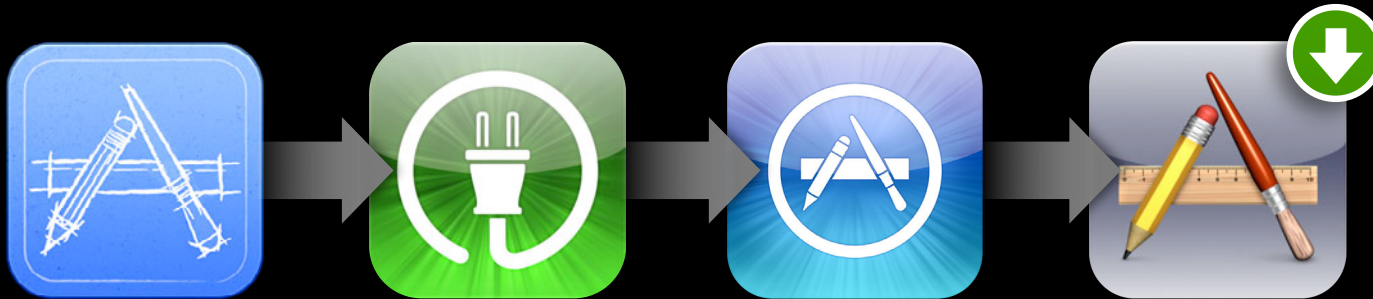
4

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1

2

3

4

Develop

Submit

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Developer

Business



1

Develop



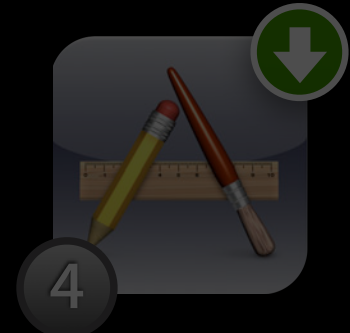
2

Submit



3

Purchase



4

Distribute

# Develop

## Building a B2B App



# Develop

## Building a B2B App

- Same as App Store Apps
  - Same Tools and technologies



# Develop

## Building a B2B App

- Same as App Store Apps
  - Same Tools and technologies
- Tailored to specific client
  - Custom look and feel
  - Custom workflow
  - Custom server infrastructure





# Develop

## Building a B2B App



# Develop

## Building a B2B App

- Use modular design for reuse
  - Use Model-View-Controller
  - Encapsulate server protocols



# Develop

## Building a B2B App

- Use modular design for reuse
  - Use Model-View-Controller
  - Encapsulate server protocols
- Build in data security
  - Server Authentication
  - Keychain
  - Data Protection



# Develop

## Building a B2B App

- Use modular design for reuse
  - Use Model-View-Controller
  - Encapsulate server protocols
- Build in data security
  - Server Authentication
  - Keychain
  - Data Protection
- Collaborate with your client





1

Develop



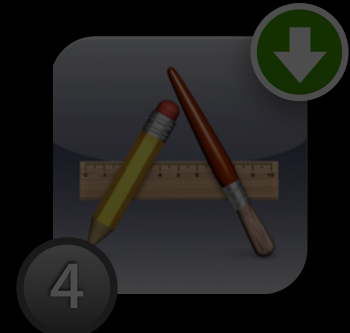
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Purchase



4

Distribute



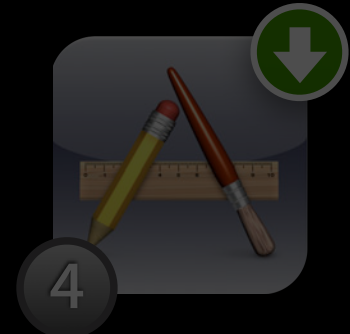
Develop



Submit



Purchase



Distribute

# B2B App Submission

## Using iTunes Connect

Select the availability date and price tier for your app.

Availability Date    [?](#)

Price Tier  [?](#)  
[View Pricing Matrix ▶](#)

Discount for Educational Institutions  [?](#)

Custom B2B App  [?](#)

**Volume Purchase Program Customers**

For a custom B2B app, you must enter at least one Apple ID that was created for use with the Volume Purchase Program (the Apple ID is usually an email address). This app will only be available to the Volume Purchase Program Apple IDs you specify here (you can add as many as you would like). To learn more about the App Store Volume Purchase Program for Business, visit <http://vpp.itunes.apple.com/faq>. To learn more about how your customers can sign up for the Volume Purchase Program, visit <http://enroll.vpp.itunes.apple.com>.

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Custom B2B App  ?

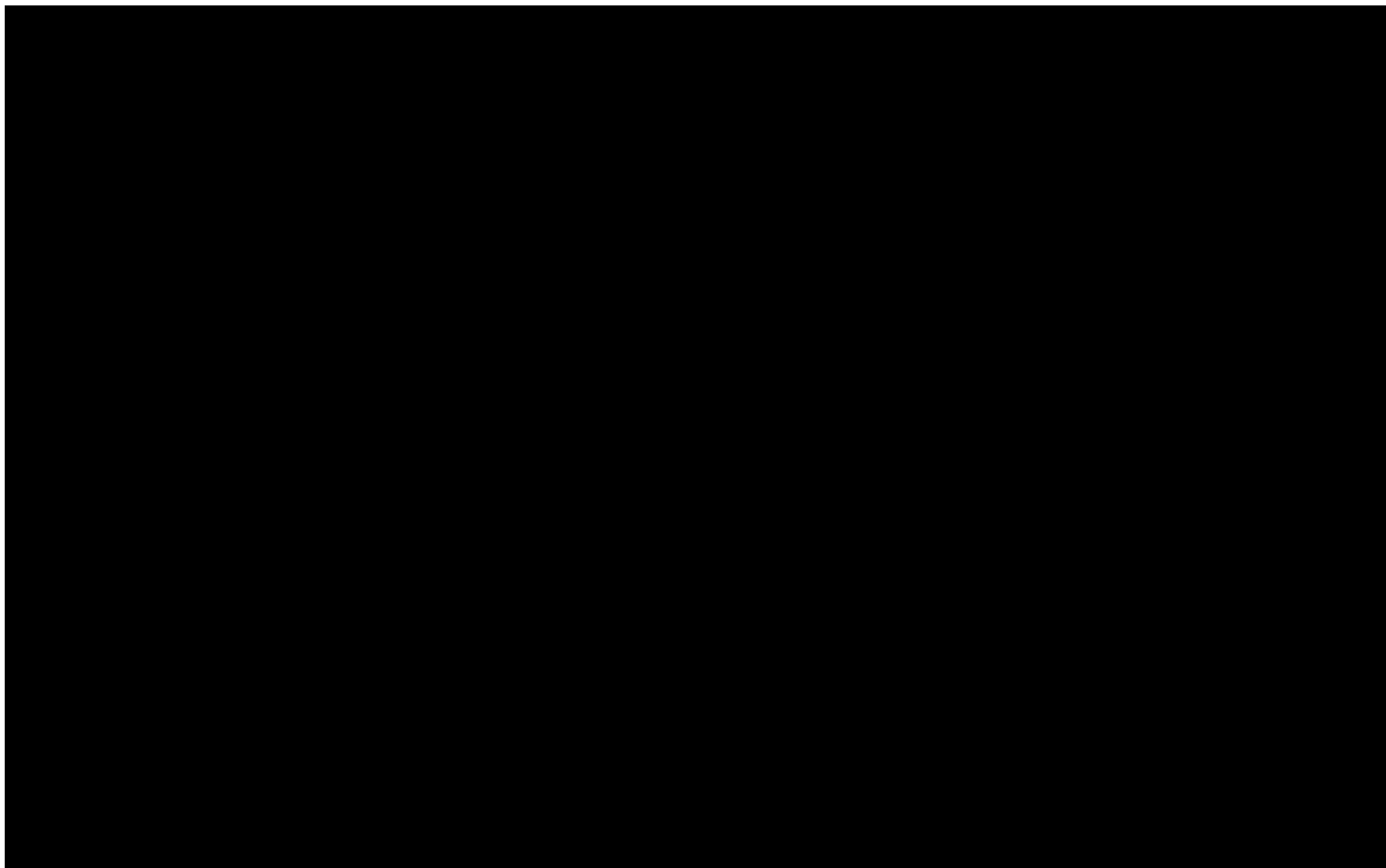
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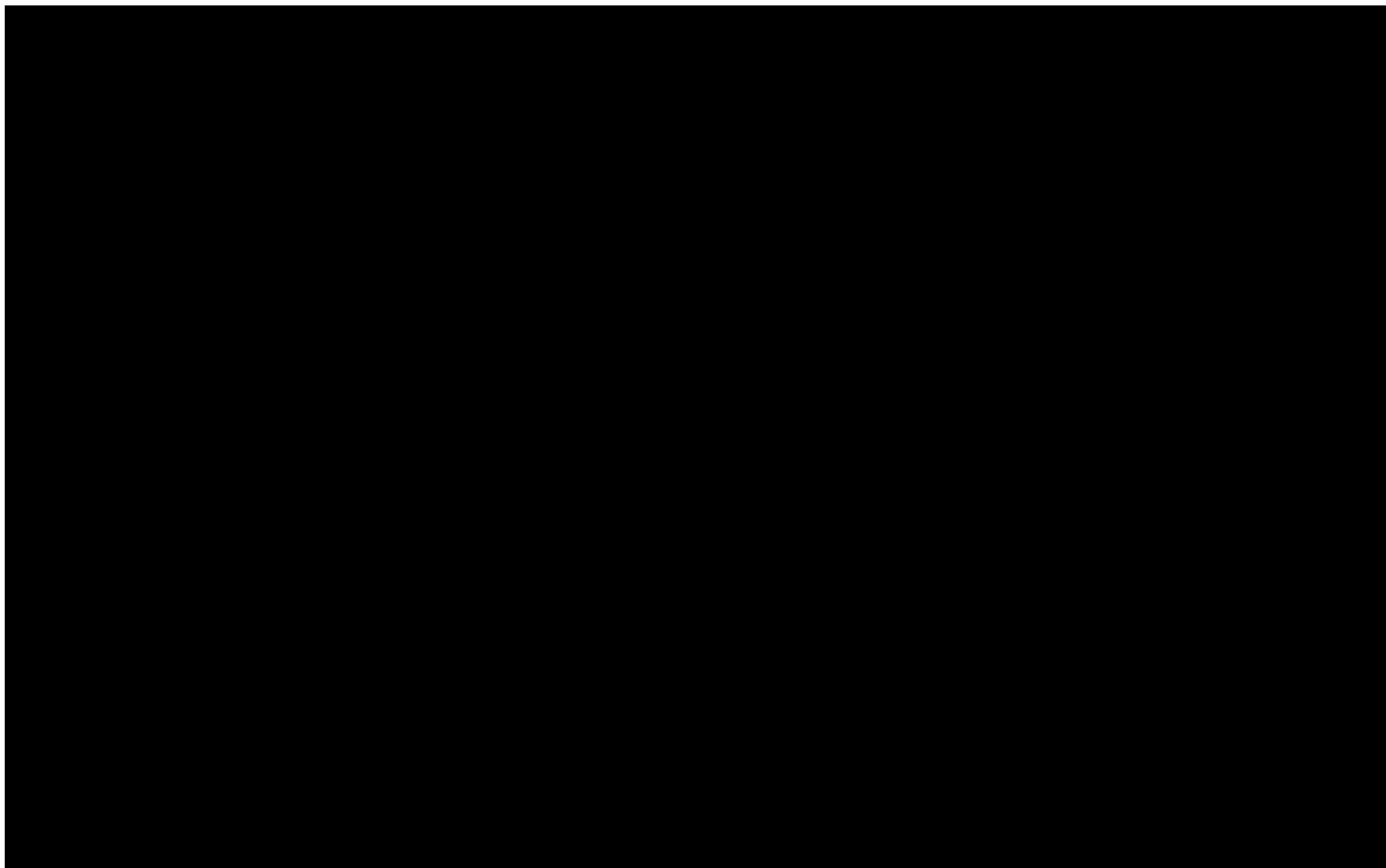
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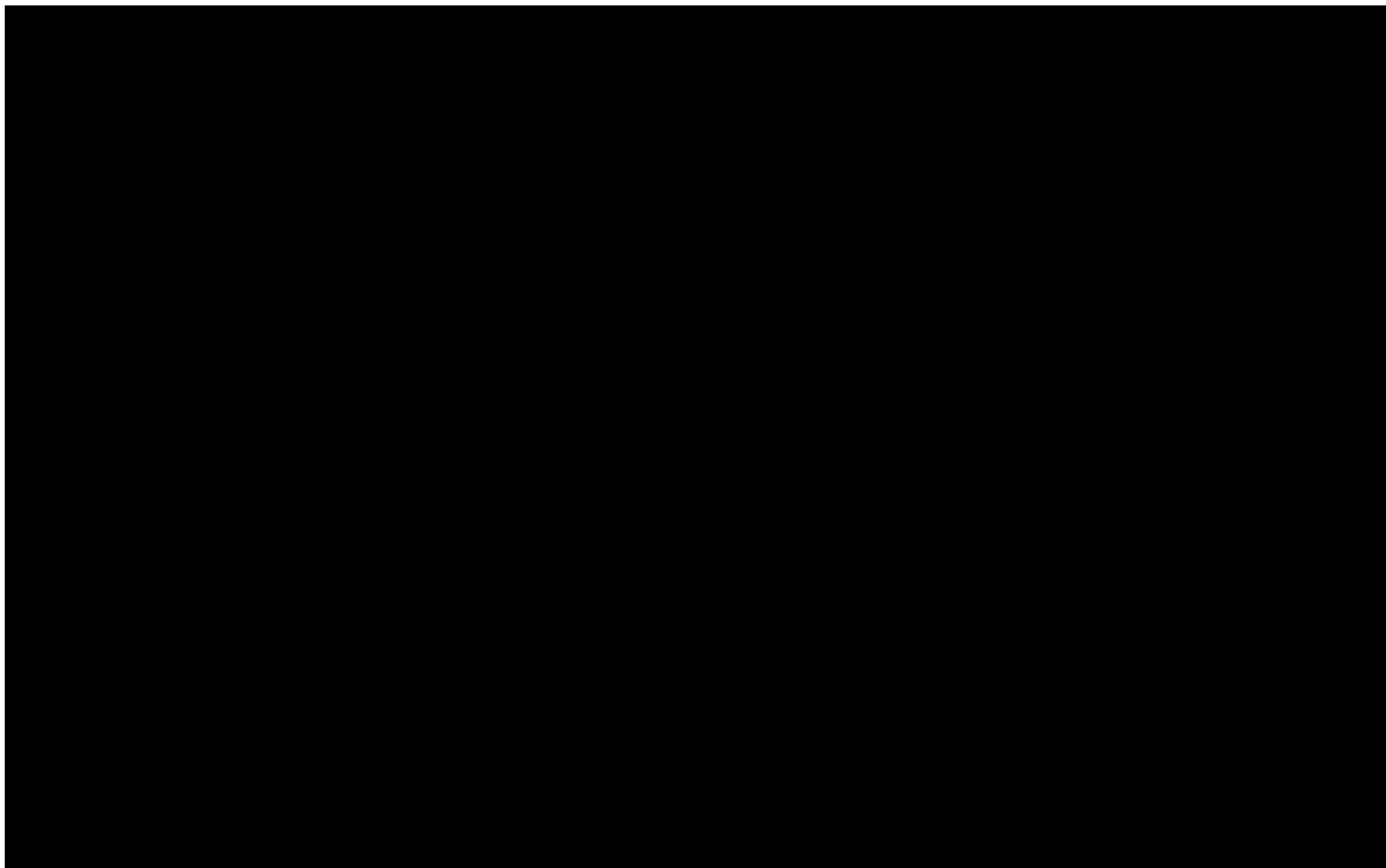


\$9.99

Minimum price







**No Minimum Price**

All tiers including "Free"

# B2B App Submission

## Notes



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## Notes

- Once B2B, always B2B



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## Notes

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- App will be reviewed
  - Provide test account and login



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- Updates just like App Store App
  - Users get App Update badge



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## Notes

- Once B2B, always B2B
- App will be reviewed
  - Provide test account and login
- Updates just like App Store App
  - Users get App Update badge
- Promo codes available
  - Let new clients “test drive” apps





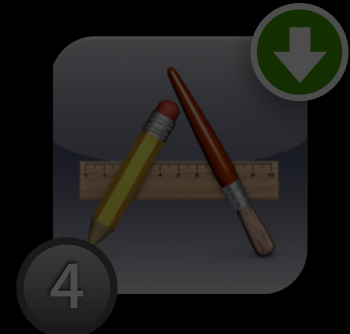
Develop



Submit



Purchase



Distribute





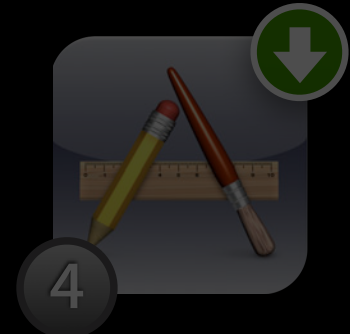
Develop



Submit



Purchase



Distribute

# Volume Purchase Program



# Volume Purchase Program

- Businesses with DUNS numbers
  - Online sign-up
  - Apple ID for purchases



# Volume Purchase Program

- Businesses with DUNS numbers
  - Online sign-up
  - Apple ID for purchases
- Purchase B2B Apps



# Volume Purchase Program

- Businesses with DUNS numbers
  - Online sign-up
  - Apple ID for purchases
- Purchase B2B Apps
- Purchase apps from App Store
  - Same price as App Store



# Volume Purchase Program

- Businesses with DUNS numbers
  - Online sign-up
  - Apple ID for purchases
- Purchase B2B Apps
- Purchase apps from App Store
  - Same price as App Store
- Buy any quantity at once



# Volume Purchase Program

The screenshot shows a web browser window titled "Volume Purchase Program for Business" with the URL "https://vpp.itunes.apple.com/store". The page features a navigation bar with links for Store, Mac, iPod, iPhone, iPad, iTunes, and Support. The main content area is titled "Business Store" and includes a description of the Volume Purchase Program for Business, a search bar, and a table of custom B2B apps for Apple Inc. The table lists two apps: "ScrollMotion Enterprise" and "Board Papers - Apple".



**Business Store**  
Volume Purchase Program for Business

The Volume Purchase Program allows businesses to purchase iOS apps in volume and distribute the apps to their users. You can learn more about the program [here](#). To find an app, search for its name or App Store URL.

**Business Store** Apple Inc. DUNS# 000000000 [jappleseed@apple.com](mailto:jappleseed@apple.com) [Sign Out](#)

Search  Category

**Custom B2B Apps For Apple Inc.**

Name	Developer	Category	Released/Updated	Price
 ScrollMotion Enterprise	ScrollMotion	Business	09/01/11	\$9.99
 Board Papers - Apple	Pervasant	Business	09/01/11	\$9.99

indicates an app designed for both iPhone and iPad.



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Volume Purchase Program for Business

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jappleseed@apple.com Sign Out

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 Board Papers - Apple	Pervasant	Business	09/01/11	\$9.99

Ⓢ indicates an app designed for both iPhone and iPad.

Custom B2B Apps For Apple Inc.



# Volume Purchase Program

Business Card Reader for iPhone, iPod touch, and iPad on the iTunes App Store


Volume Purchase Program for Business

Search Paid Apps: business card reader | Category: All | Search

Volume Purchase Information

Business Card Reader by SHAPE Services | Quantity: 10 | Price: \$0.99 ea. | Subtotal: \$9.90 | Continue

**Business Card Reader** By SHAPE Services

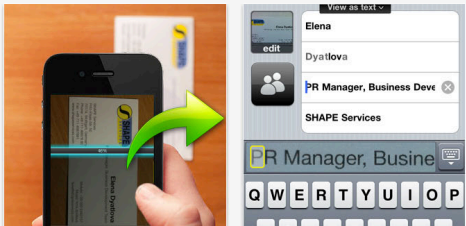


**Description**  
From the developer of M+, featured in iPhone TV commercials. Instant business card recognition right on the iPhone. Import contact information from a business card directly to your iPhone address book. LinkedIn integration.

[SHAPE Services Web Site](#) | [Business Card Reader Support](#) | [...More](#)

**What's New in Version 2.0.1**  
Business Card Reader became even better now!  
• Improved contact editing and convenient preview of a business card  
• Bugfixes and performance improvements

**iPhone Screenshots**

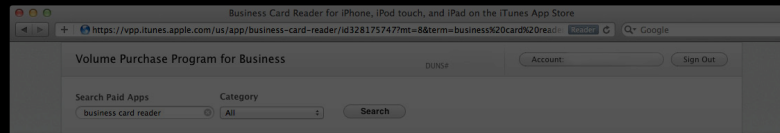


**Customer Ratings**  
Current Version: ★★ 3/5 Ratings  
All Versions: ★★ 1584 Ratings

**Requirements:** Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.1 or later.

**Category:** Business  
**Updated:** Jun 30, 2011  
**Current Version:** 2.0.1  
**Size:** 17.8 MB  
**Languages:** English, Chinese, French, German, Italian, Spanish  
**Seller:** SHAPE Services GmbH  
© 2010 SHAPE Services  
**Rated 4+**

# Volume Purchase Program



## Volume Purchase Information

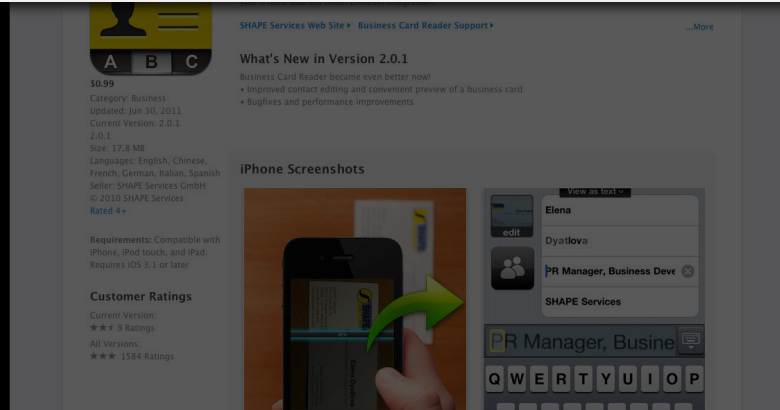
Business Card Reader by SHAPE Services  
\$0.99 ea.

Quantity:

Price: \$0.99 ea.

Subtotal: \$9.90

[Continue](#)



# Volume Purchase Program

Business Store Apple Inc. DUNS# 000000000 [jappleseed@apple.com](mailto:jappleseed@apple.com) [Sign Out](#)

**Provide Payment Information**

Payment Type  
 VISA  MasterCard  AMEX  DISCOVER  PayPal  None

Card Number Expires Security Code  
 /  /

**Billing Address**

Mr.  John  Applesseed

Street

Apt., suite, bldg.

City  CA  Zip  United States

Area code  Phone

[Cancel](#) [Done](#)

[Frequently Asked Questions](#) | [Volume Purchase Program Terms and Conditions](#)  
[Apple's Privacy Policy](#) | [iTunes Store Terms and Conditions](#) | [Contact Support](#)  
Copyright 2011 Apple Inc. All rights reserved.

# Volume Purchase Program

The screenshot shows an Excel spreadsheet with the following data:

Volume Purchase Codes	
Order Number	MH0TL6JTYG
Product	Business Card Reader, v2.2
Purchaser	John Appleseed<jappleseed@acme.com>
Codes Purchased	10
Codes Redeemed	3
Codes Remaining	7

Code	Redemption Link
YF4J3W9KRR4H	redeemed
FAPE37YEKLLK	redeemed
HLTK46FYK73Y	redeemed
A4EJ6NXHA4RR	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=A4EJ6NXHA4RR">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=A4EJ6NXHA4RR</a>
PH4WEHX9FFNP	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=PH4WEHX9FFNP">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=PH4WEHX9FFNP</a>
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HHKN6764HXT7	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=HHKN6764HXT7">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=HHKN6764HXT7</a>

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Code	Redemption Link
YF4J3W9KRR4H	redeemed
FAPE37YEKLLK	redeemed
HLTK46FYK73Y	redeemed
A4EJ6NXHA4RR	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=A4EJ6NXHA4RR">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=A4EJ6NXHA4RR</a>
PH4WEHX9FFNP	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=PH4WEHX9FFNP">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=PH4WEHX9FFNP</a>
WWE33LE6RWYM	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=WWE33LE6RWYM">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=WWE33LE6RWYM</a>
XL34WMXM9RKE	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=XL34WMXM9RKE">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=XL34WMXM9RKE</a>
9TXAHMH37Y6M	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=9TXAHMH37Y6M">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=9TXAHMH37Y6M</a>
H6XT6TMNRKF7	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=H6XT6TMNRKF7">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=H6XT6TMNRKF7</a>
HHKN6764HXT7	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=HHKN6764HXT7">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=HHKN6764HXT7</a>

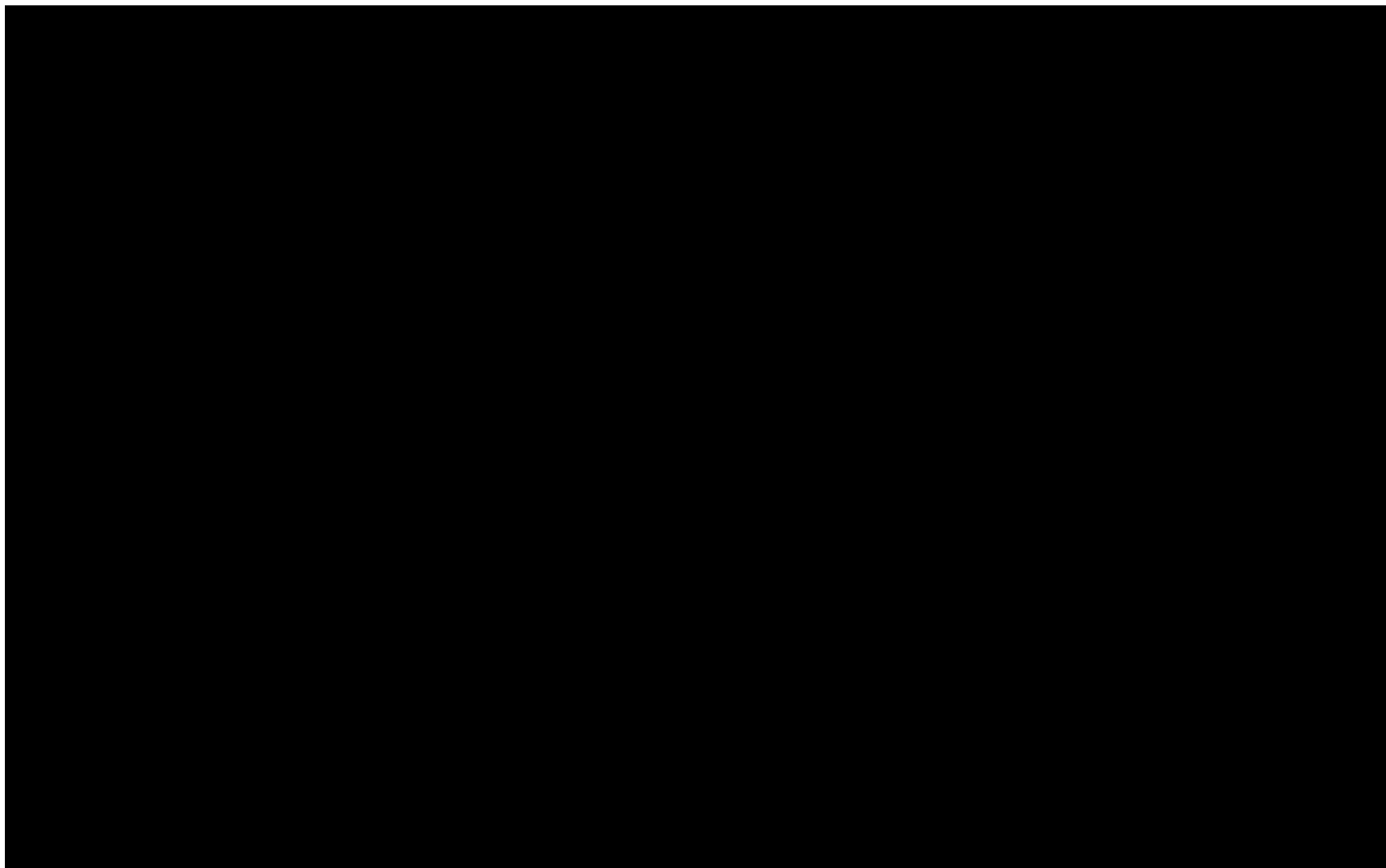
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PH4WEHX9FFNP	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=PH4WEHX9FFNP">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=PH4WEHX9FFNP</a>
WWE33LE6RWYM	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=WWE33LE6RWYM">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=WWE33LE6RWYM</a>
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H6XT6TMNRKF7	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=H6XT6TMNRKF7">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=H6XT6TMNRKF7</a>
HHKN6764HXT7	<a href="https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=HHKN6764HXT7">https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=HHKN6764HXT7</a>



# Additional Countries







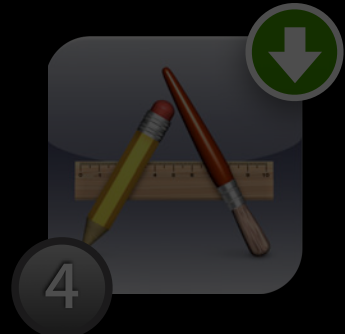
Develop



Submit



Purchase



Distribute



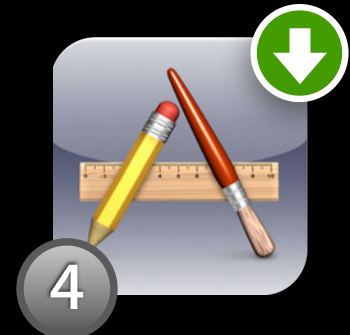
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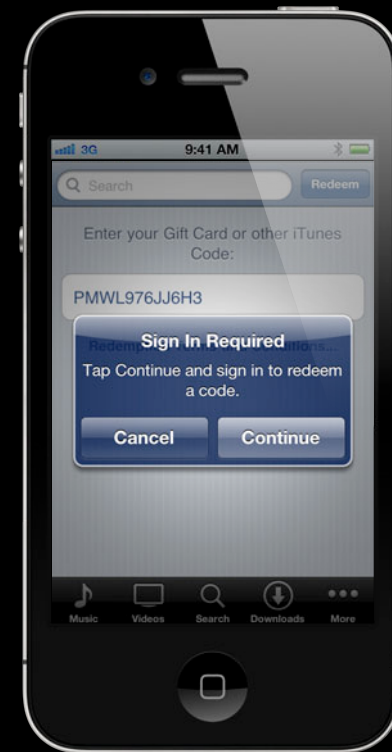
Distribute

# Four Ways to Distribute



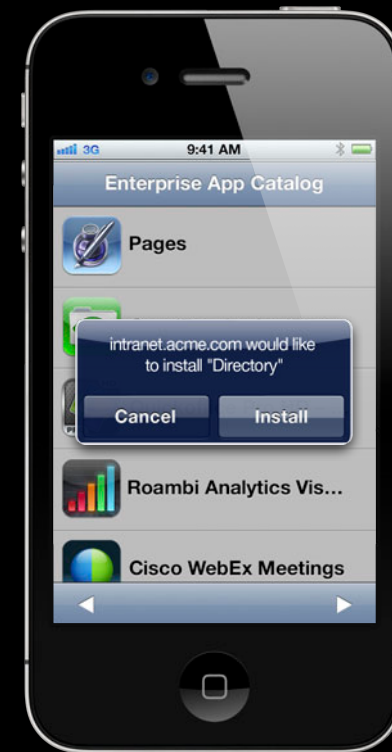
# Four Ways to Distribute

- Redeem codes on device



# Four Ways to Distribute

- Redeem codes on device
- Send URL to device
  - Email, SMS, or website



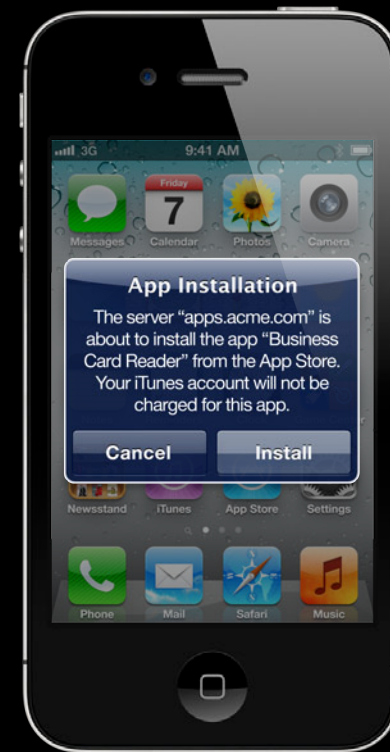
# Four Ways to Distribute

- Redeem codes on device
- Send URL to device
  - Email, SMS, or website
- MDM
  - Server-initiated



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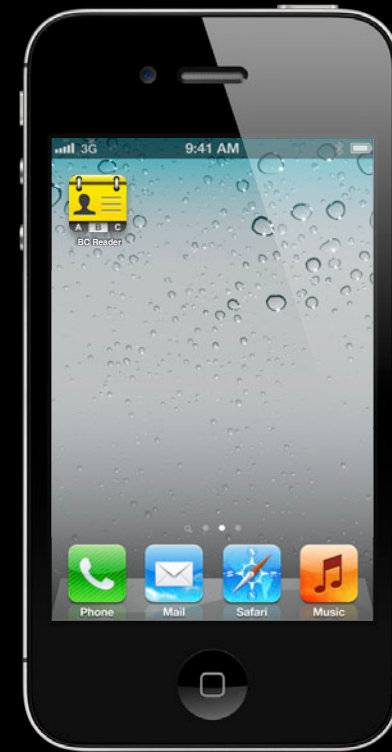
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# Four Ways to Distribute

- Redeem codes on device
- Send URL to device
  - Email, SMS, or website
- MDM
  - Server-initiated
- Apple Configurator
  - Mass configuration
  - Install over USB



# Apple Configurator



# Apple Configurator

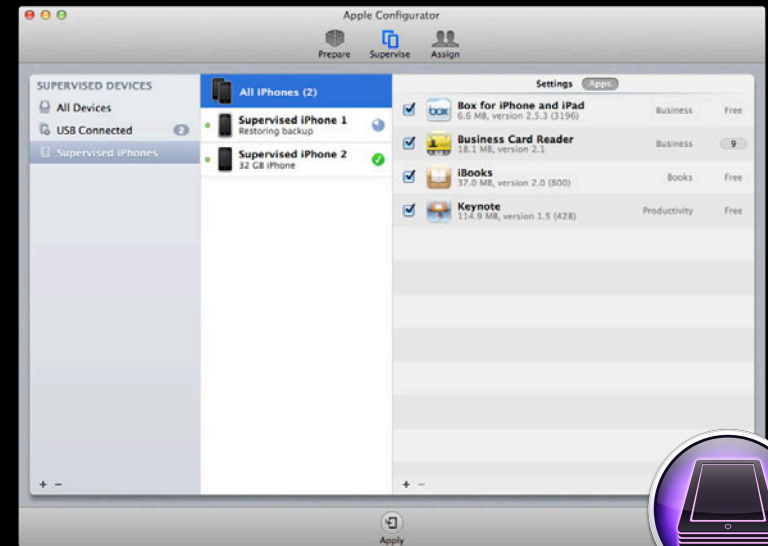
Mass configuration of iOS Devices



# Apple Configurator

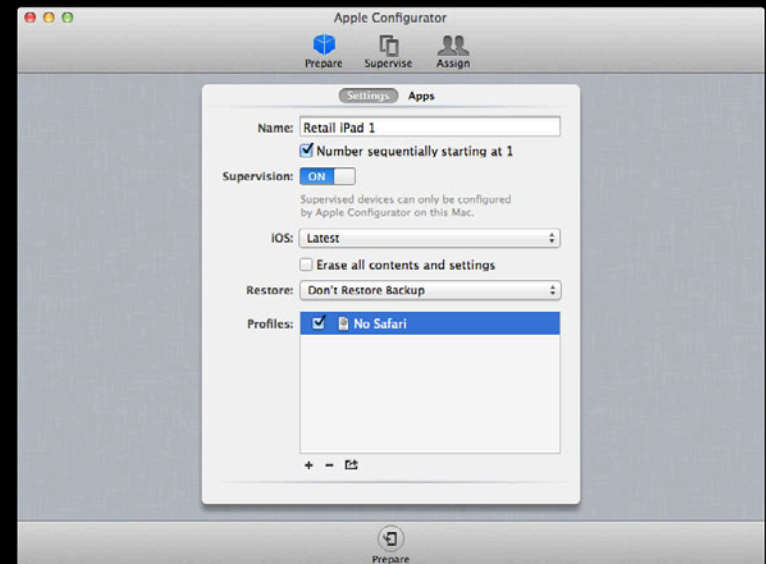
## App distribution

- Import VPP redemption codes
- Install Apps automatically
- Redeems one code per device
  - No need for Apple ID on device

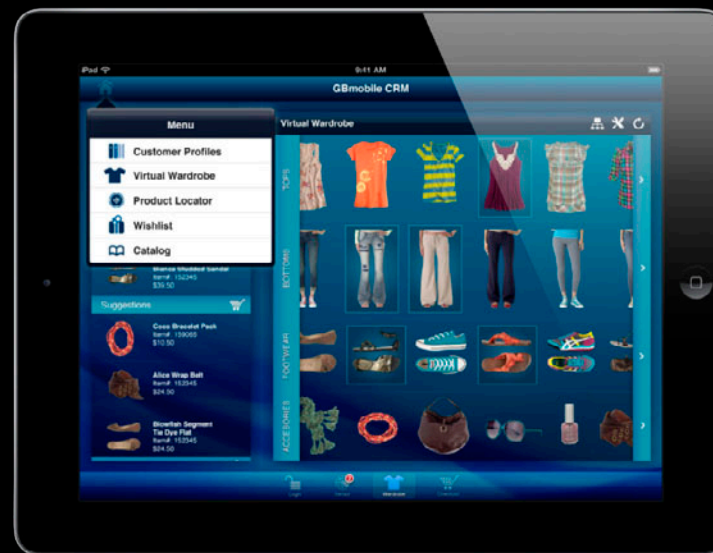


# Supervised Devices

- Enterprise-owned devices
- Supervised at activation
- Will not sync with iTunes
- Additional restrictions available
  - Global HTTP proxy
  - Lock out iBookstore, iMessage, Game Center
  - Prevent App Removal



# Single-App Mode



*Demo*

**Todd Fernandez**

Apple Configurator Project Manager



# Apple Configurator



# Apple Configurator

- Mass configuration and setup



# Apple Configurator

- Mass configuration and setup
- Supervised mode



# Apple Configurator

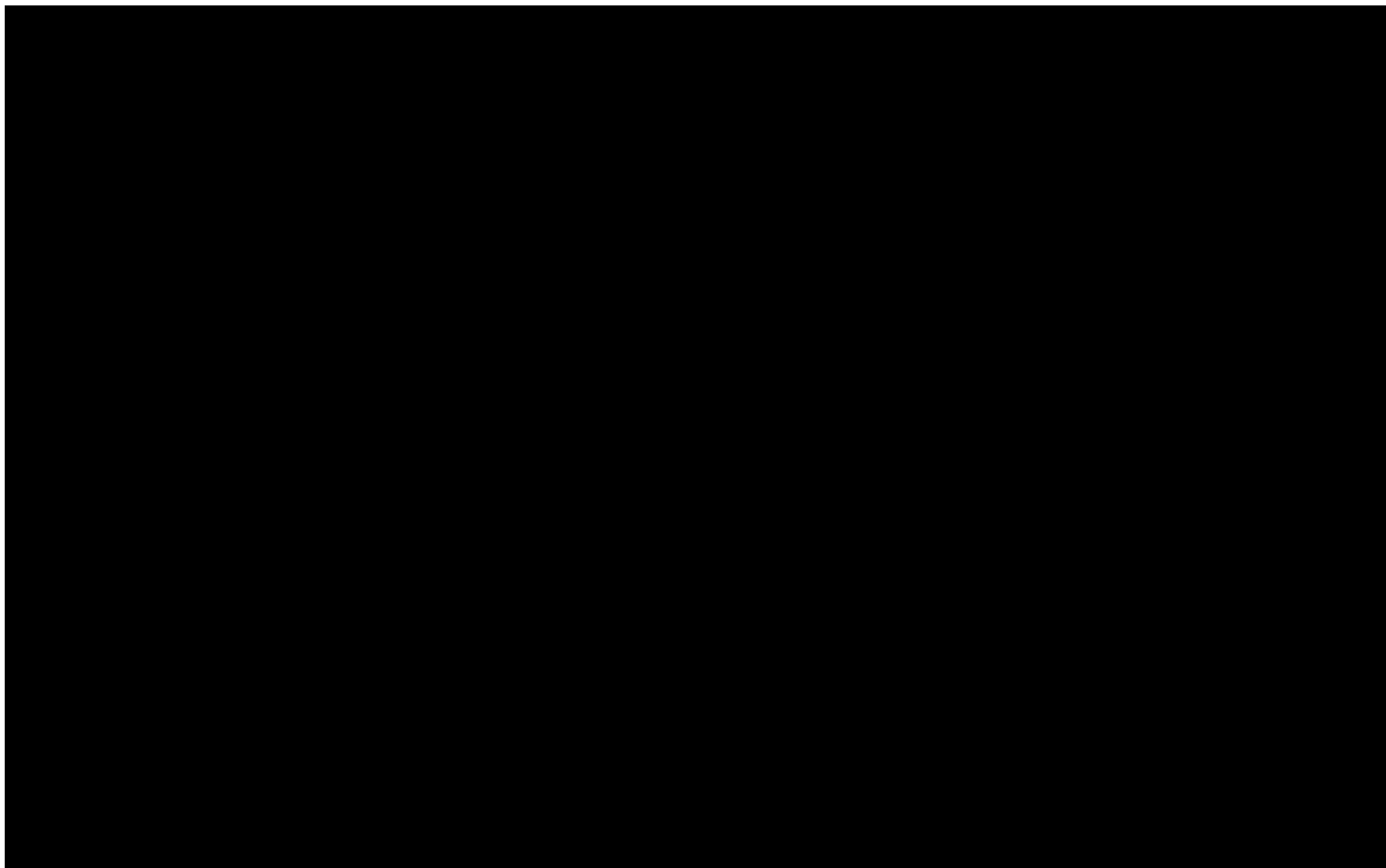
- Mass configuration and setup
- Supervised mode
- Single-App mode



# Apple Configurator

- Mass configuration and setup
- Supervised mode
- Single-App mode
- New business opportunity
  - Retail
  - Medical
  - Education
  - Kiosk







Custom B2B

# Summary

- Apps that solve your client's specific needs
- Submit app through iTunes Connect
- Available only to your clients
- Purchased through Volume Purchase Program
- Easily distributed to end users
- New business opportunity





# More Information

## Developing for B2B

Overview

<https://developer.apple.com/appstore/resources/volume/>

## VPP Portal

<http://apple.com/business/vpp/>

## Apple Developer Forums

<http://devforums.apple.com>

Q&A

 **WWDC2012**

