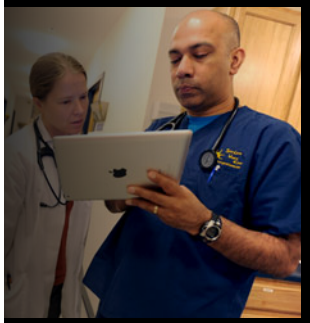
Building and Distributing Custom B2B Apps for iOS

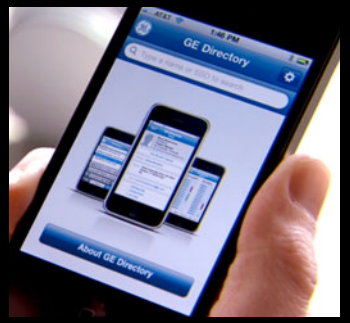
Session 311

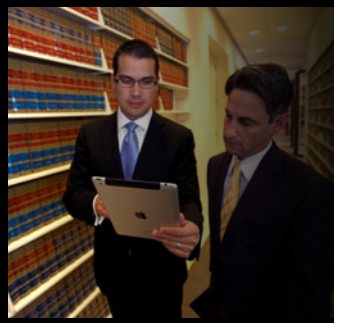
Dave Rahardja
iOS Bit Herder

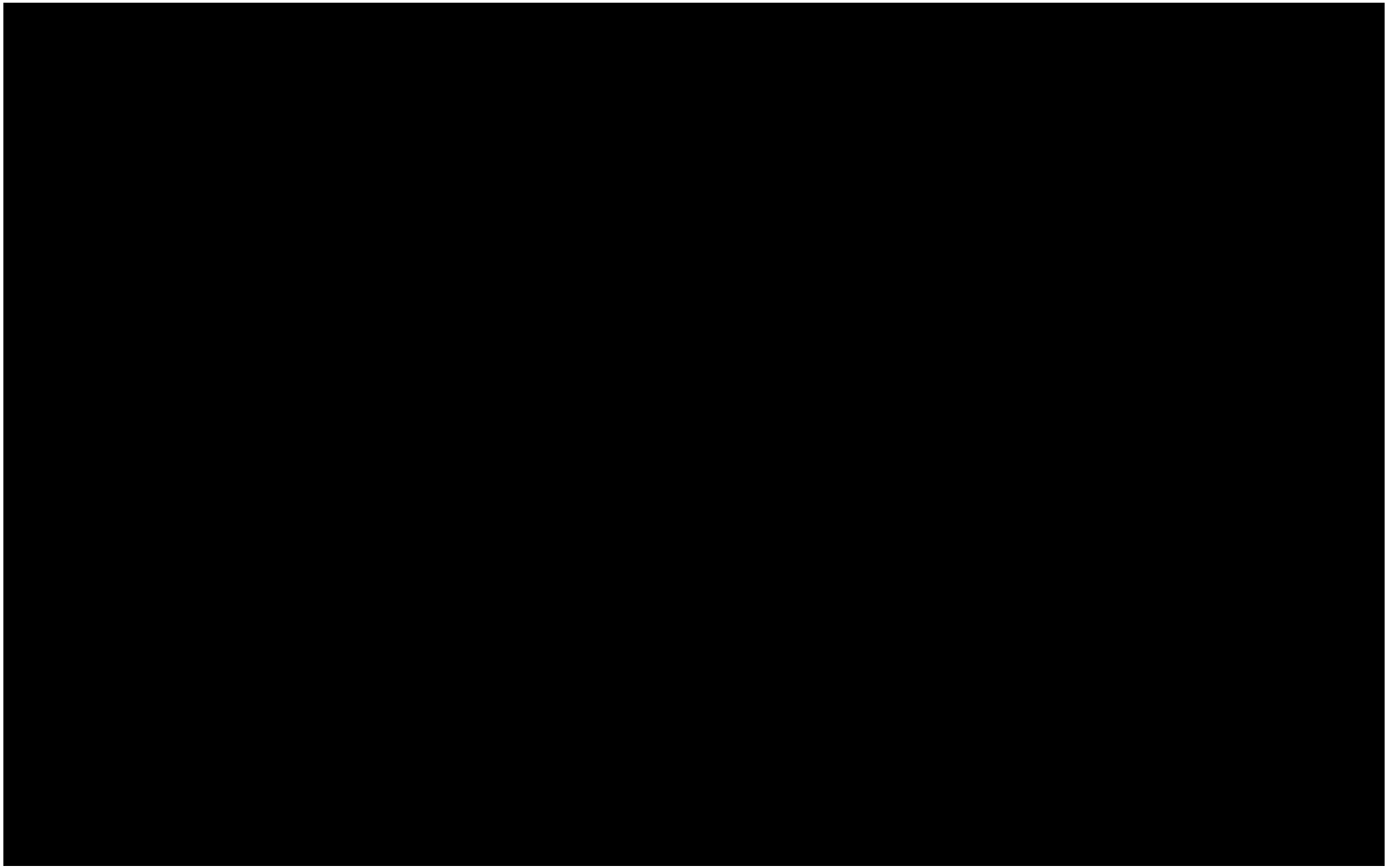
These are confidential sessions—please refrain from streaming, blogging, or taking pictures

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

© 2012 Microstrategy

Example

App Store

Guess, Inc.

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Example

Equipment Manufacturer

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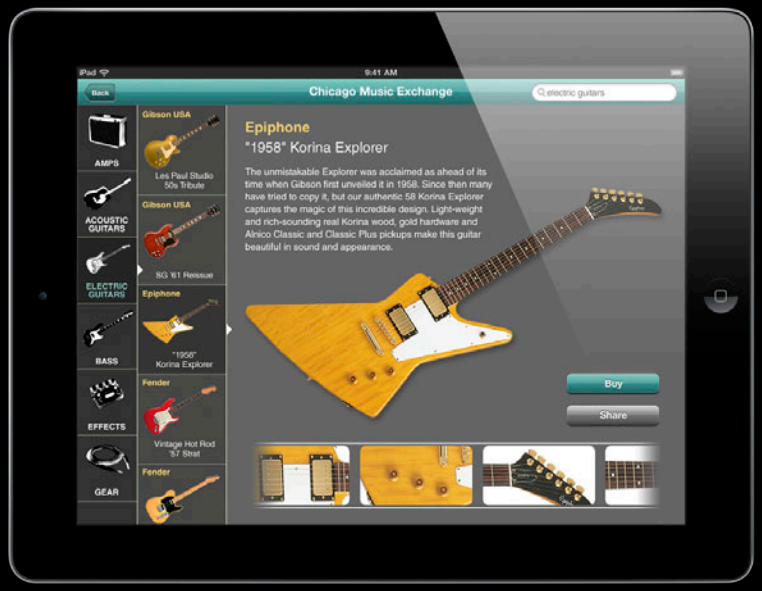
Example

Equipment Manufacturer



Music Retailer

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Example

Eaton Distributor

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Example

Healthcare Information Systems

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Example

Board of Directors Meetings

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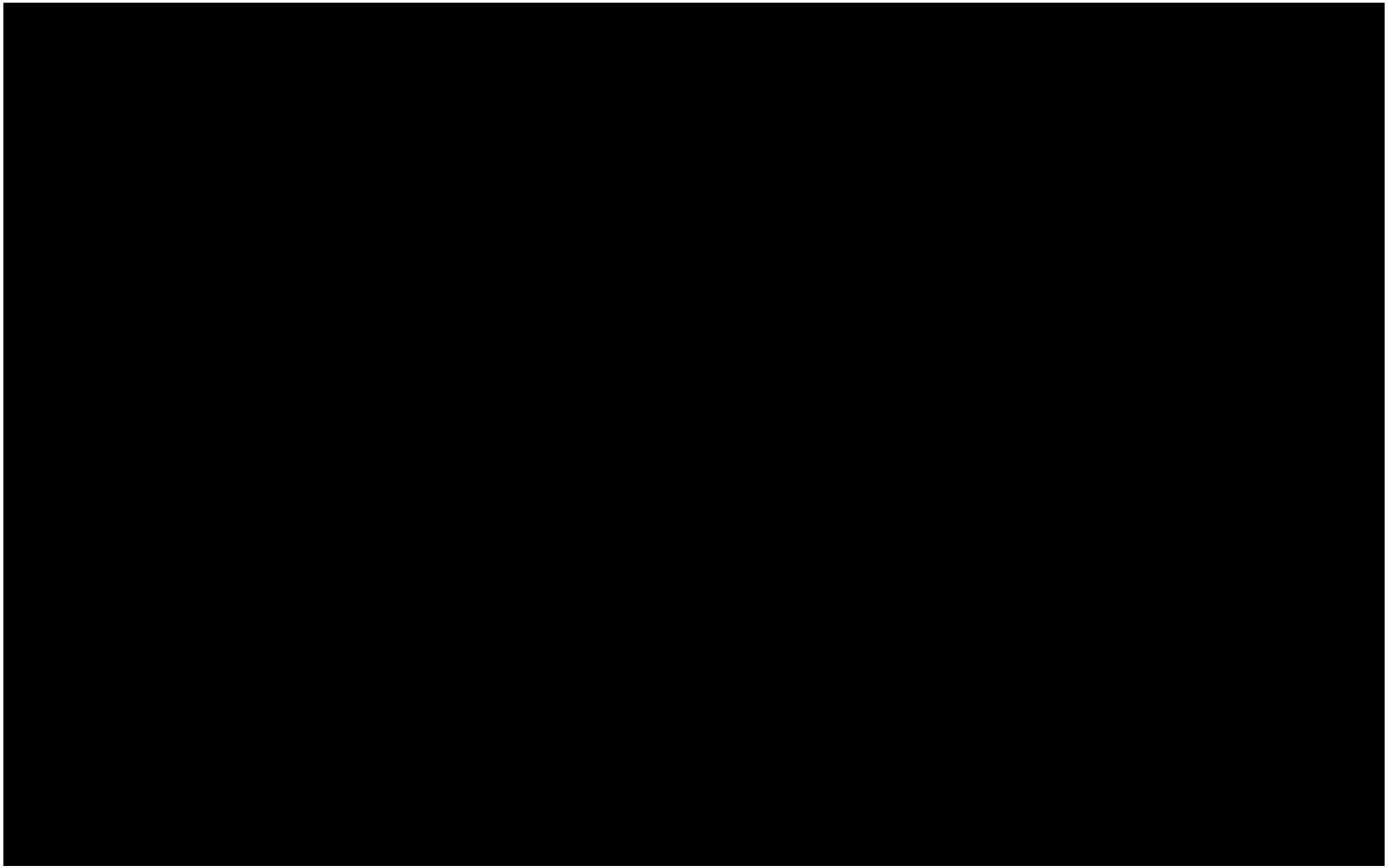
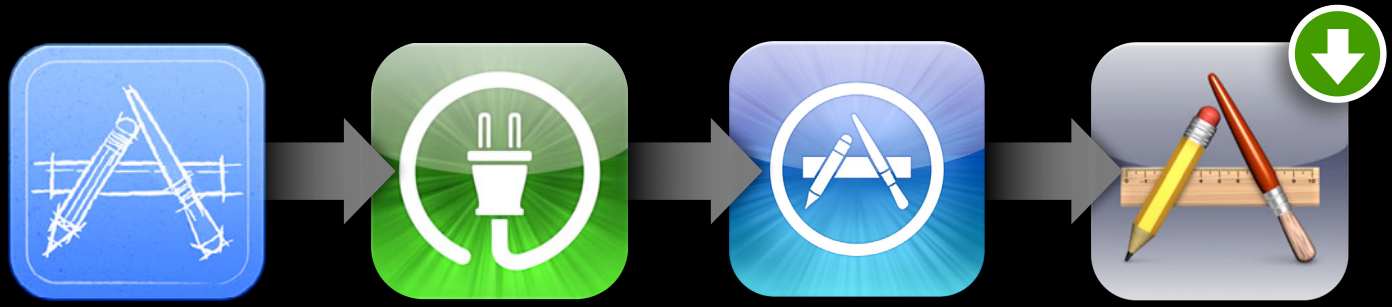


Solve a Client's Specific Need

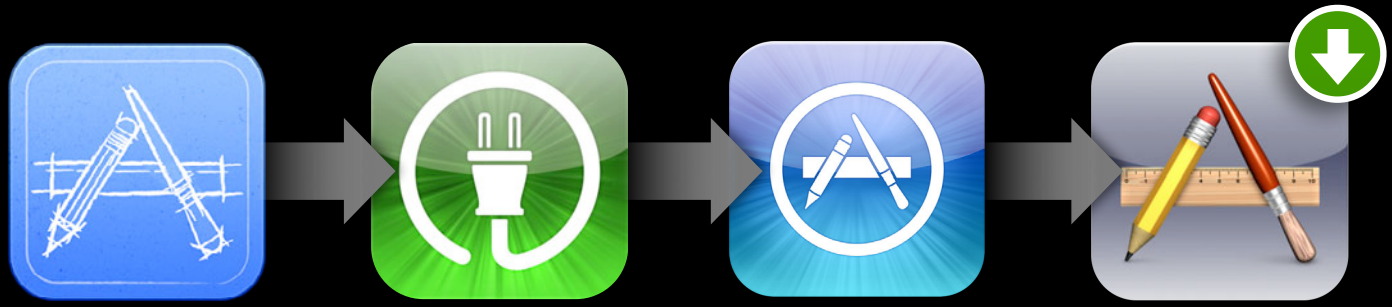


1 Develop

2 Submit

3 Purchase

4 Distribute



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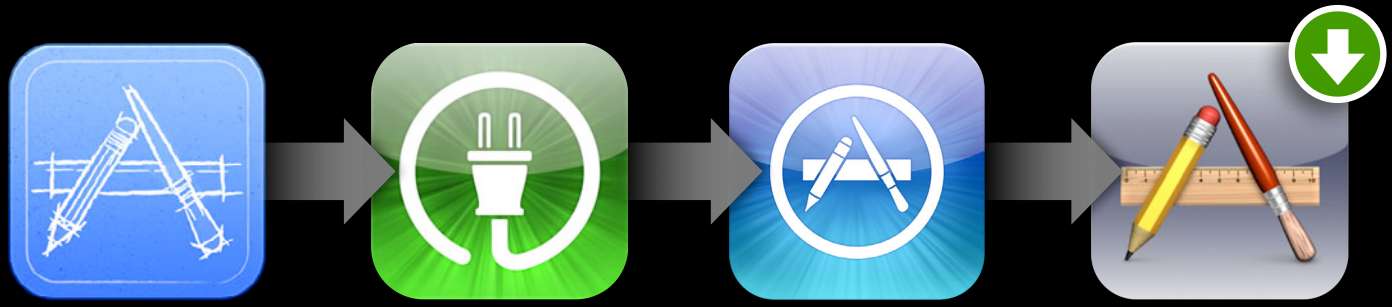


1 2 3 4

Develop Submit Purchase Distribute

Developer Business

Develop Submit Purchase 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

Develop Submit Purchase Distribute

Develop

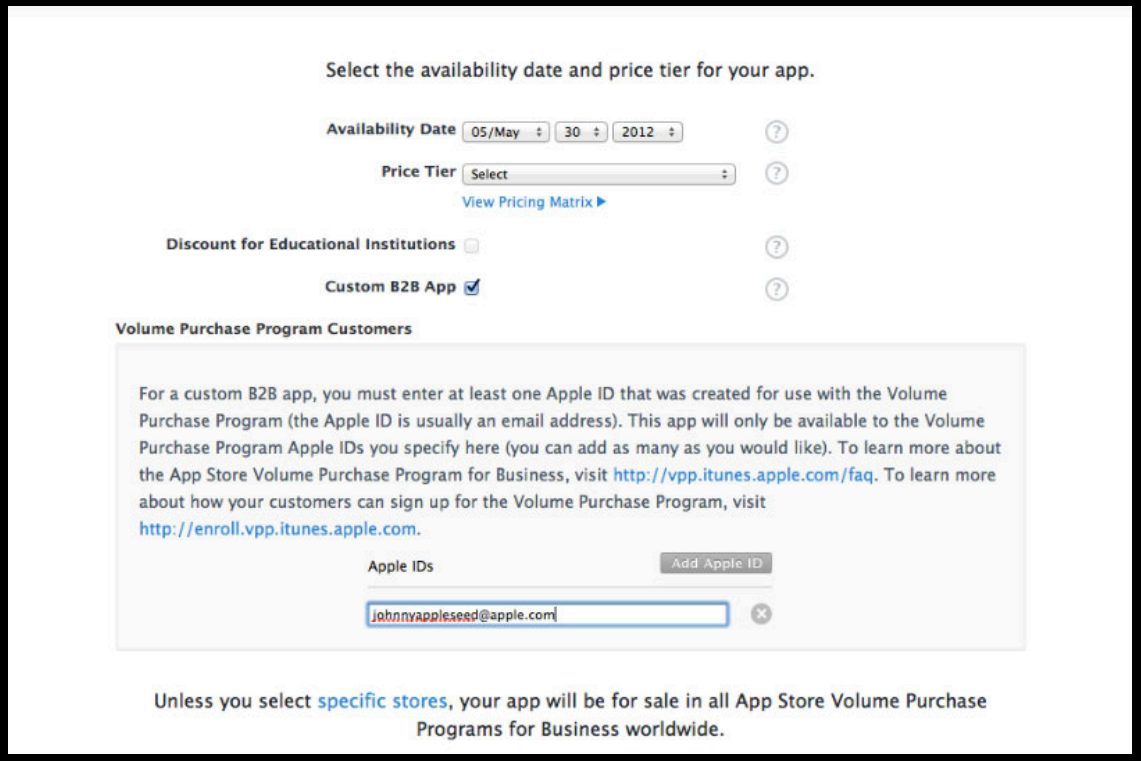
Submit

Purchase

Distribute

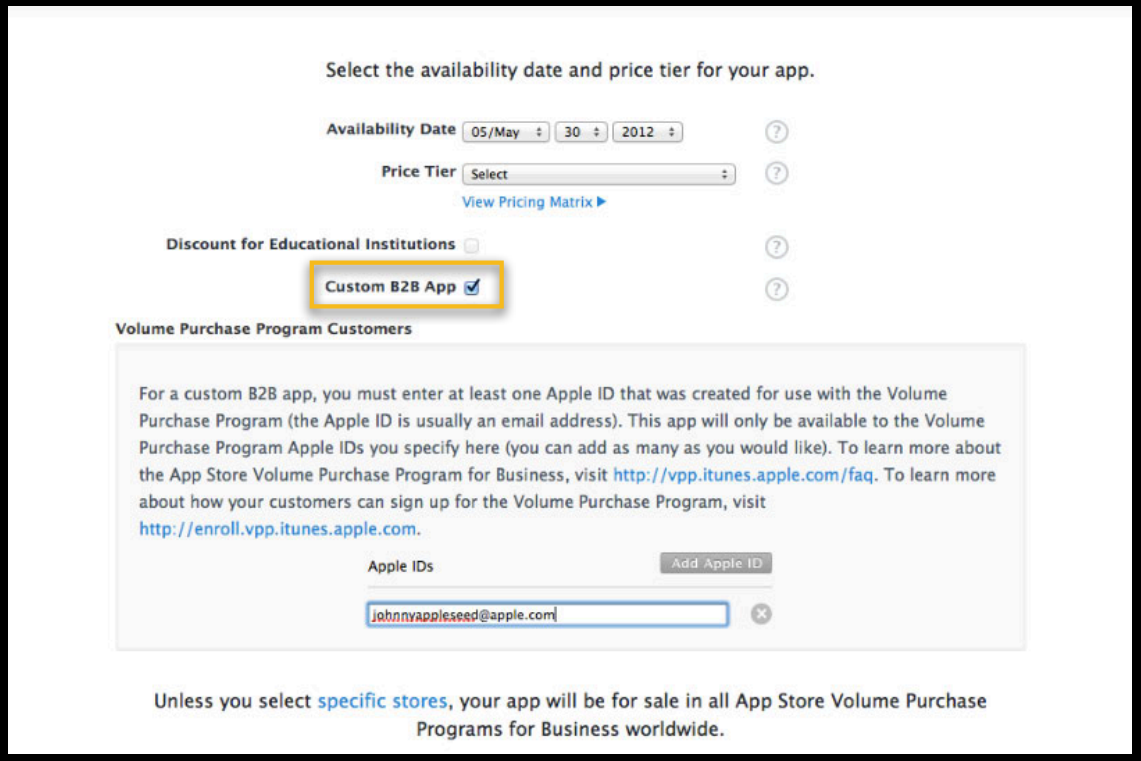
B2B App Submission

Using iTunes Connect



B2B App Submission

Using iTunes Connect



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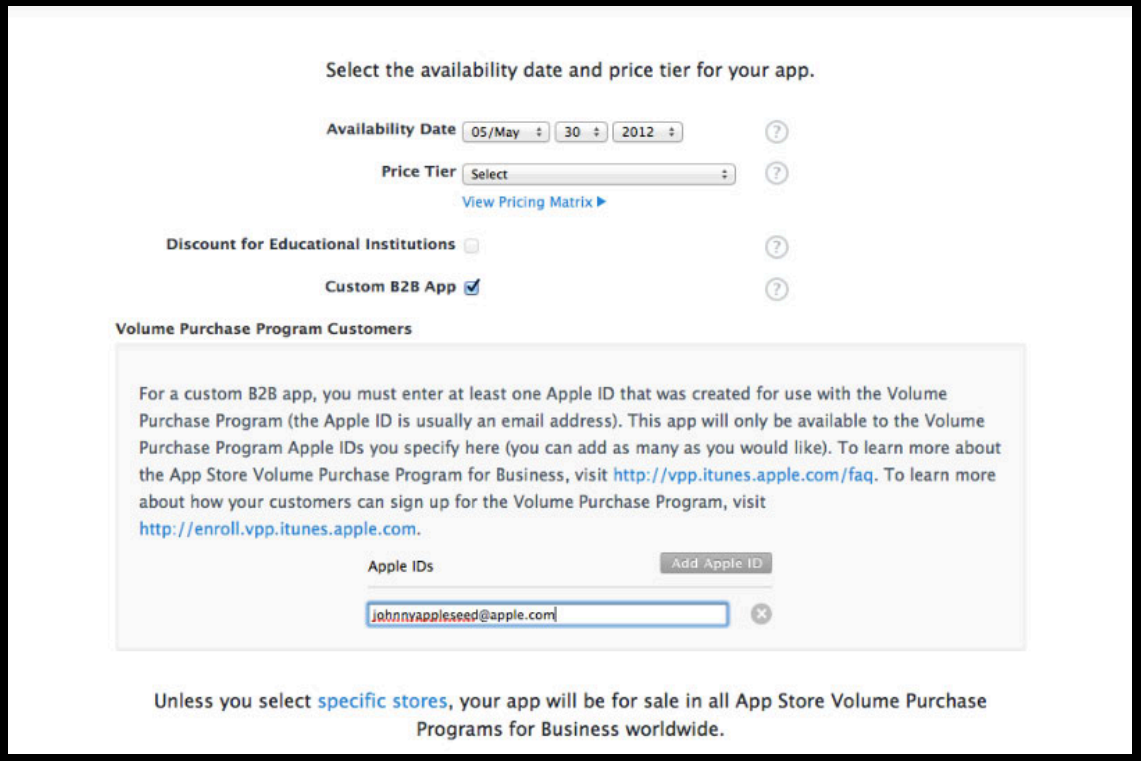

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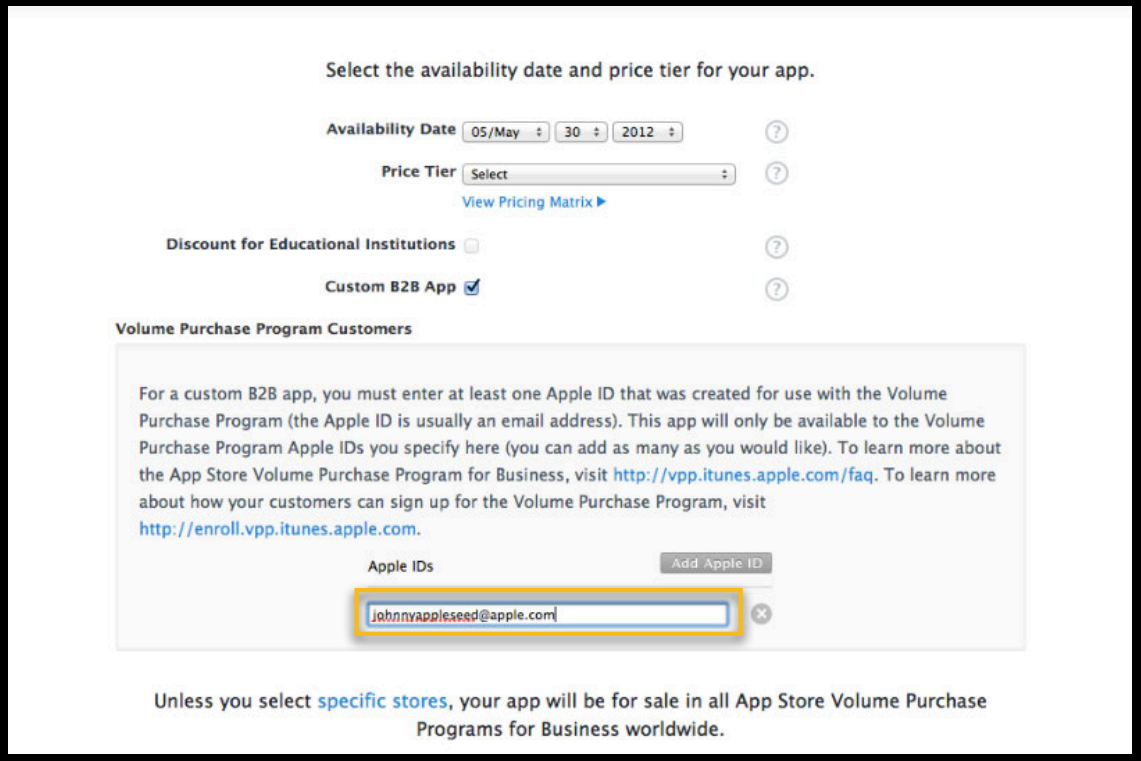
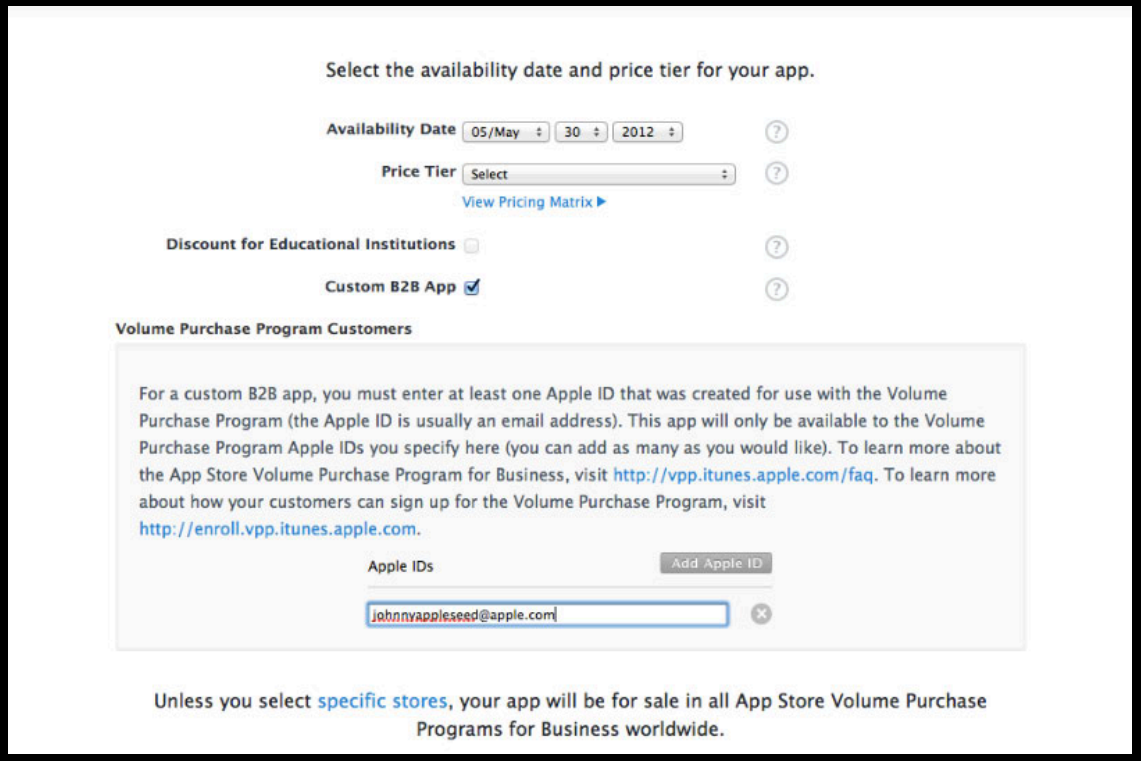


B2B App Submission

Using iTunes Connect



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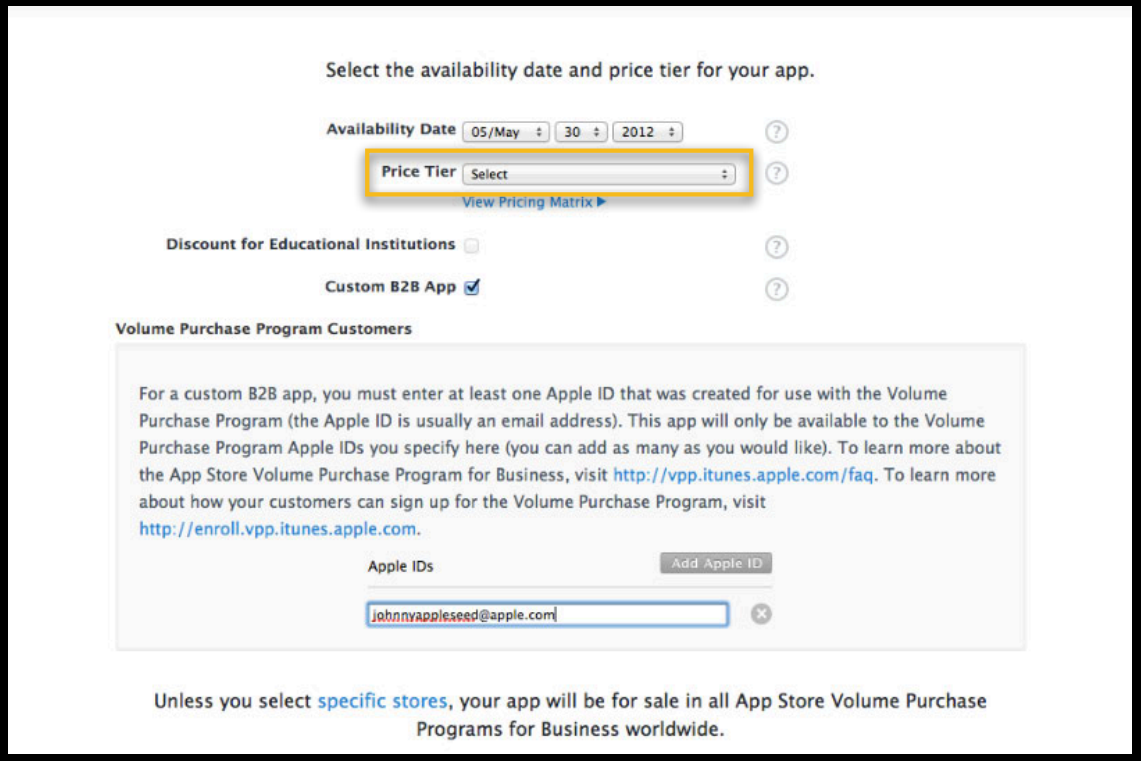
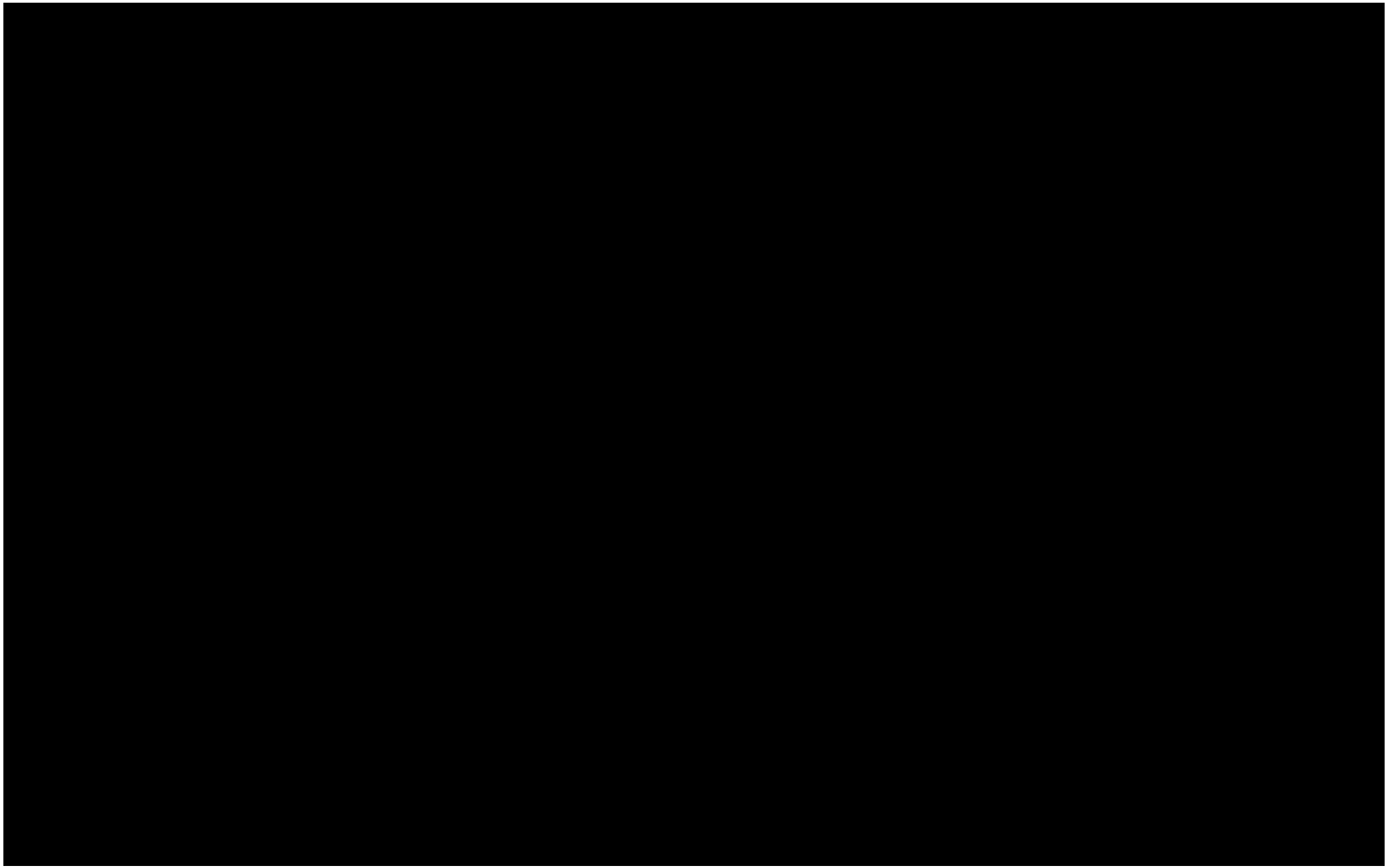
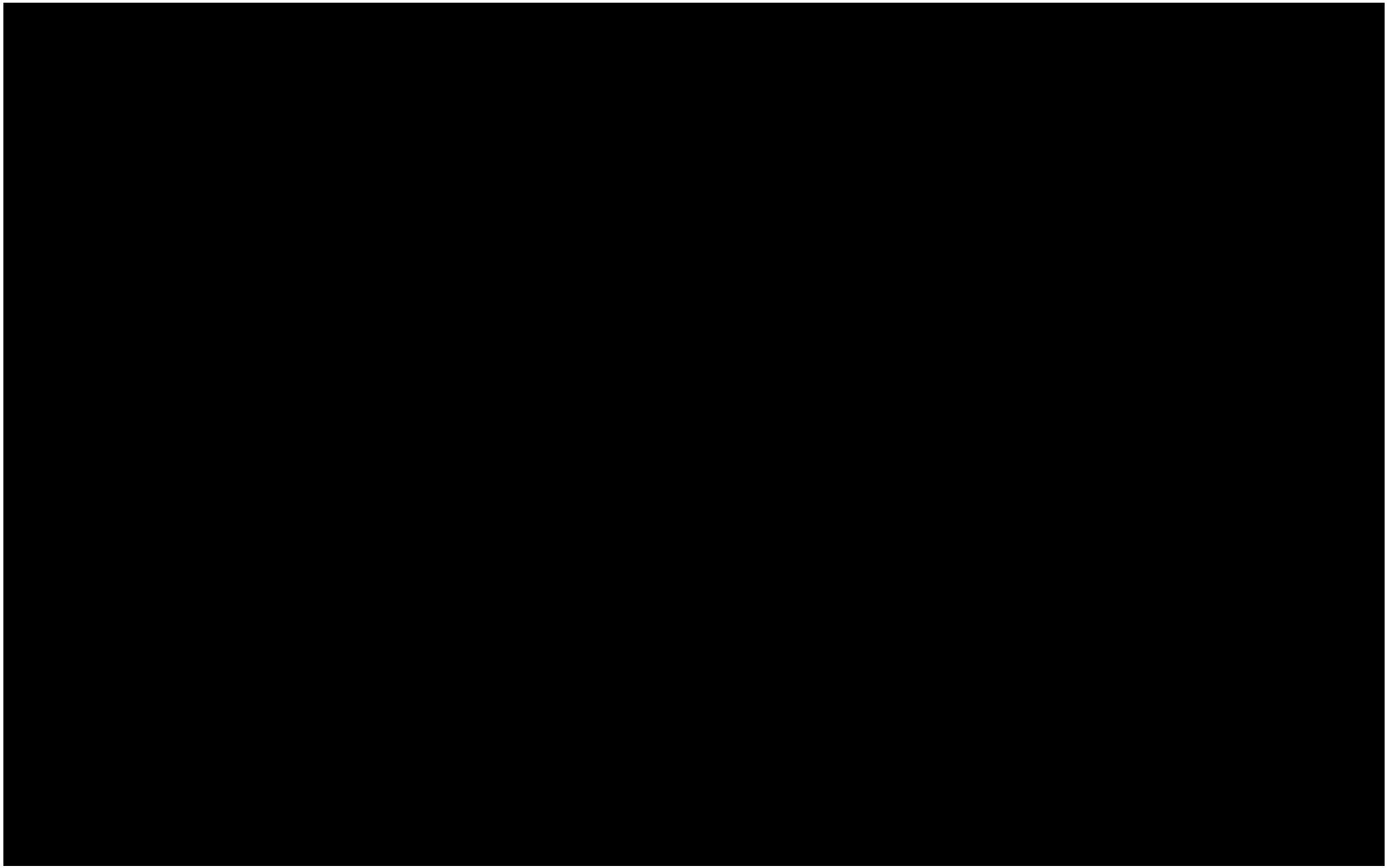
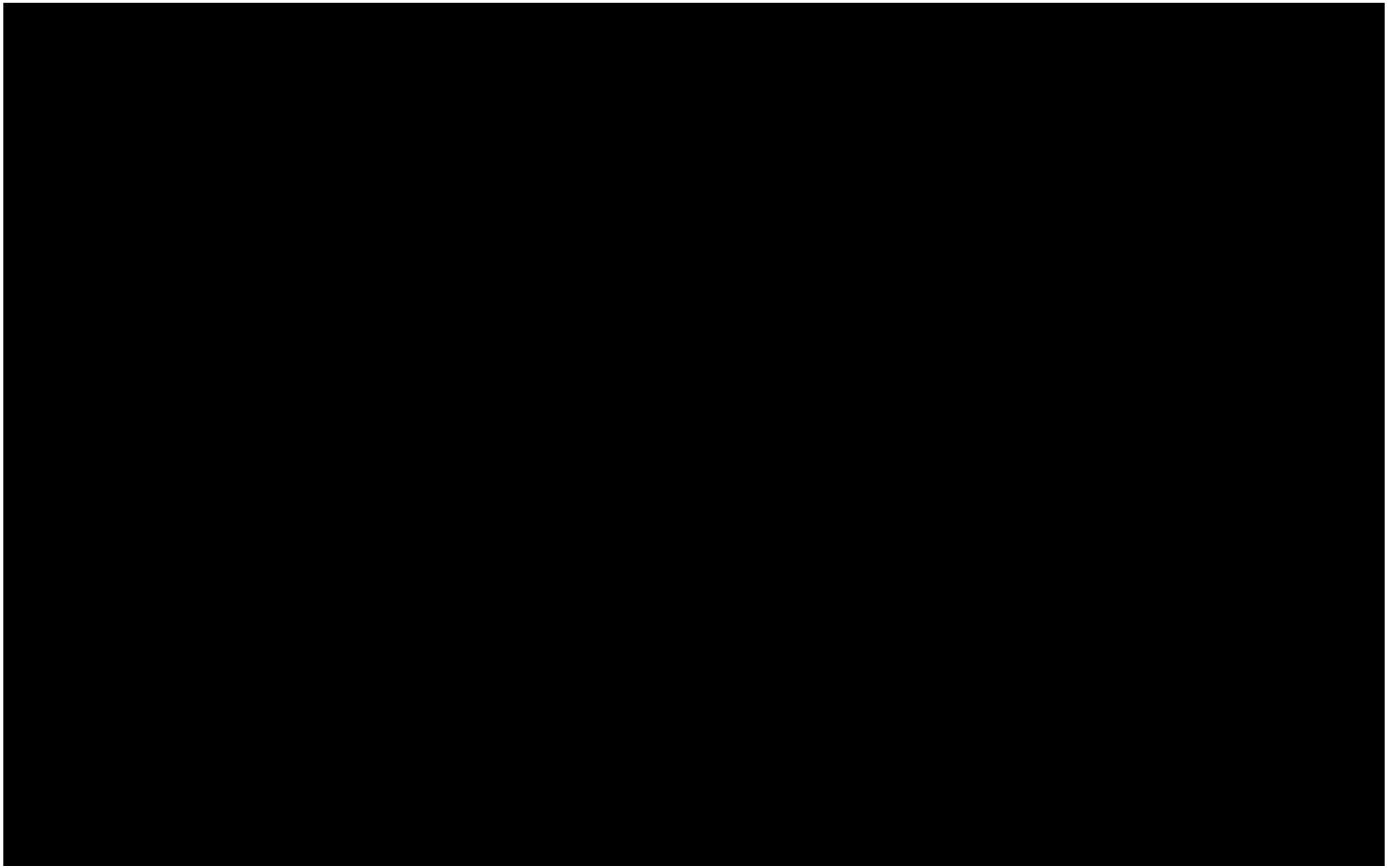




$9.99

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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- App will be reviewed
  - Provide test account and login

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

B2B App Submission

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

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- Purchase B2B Apps

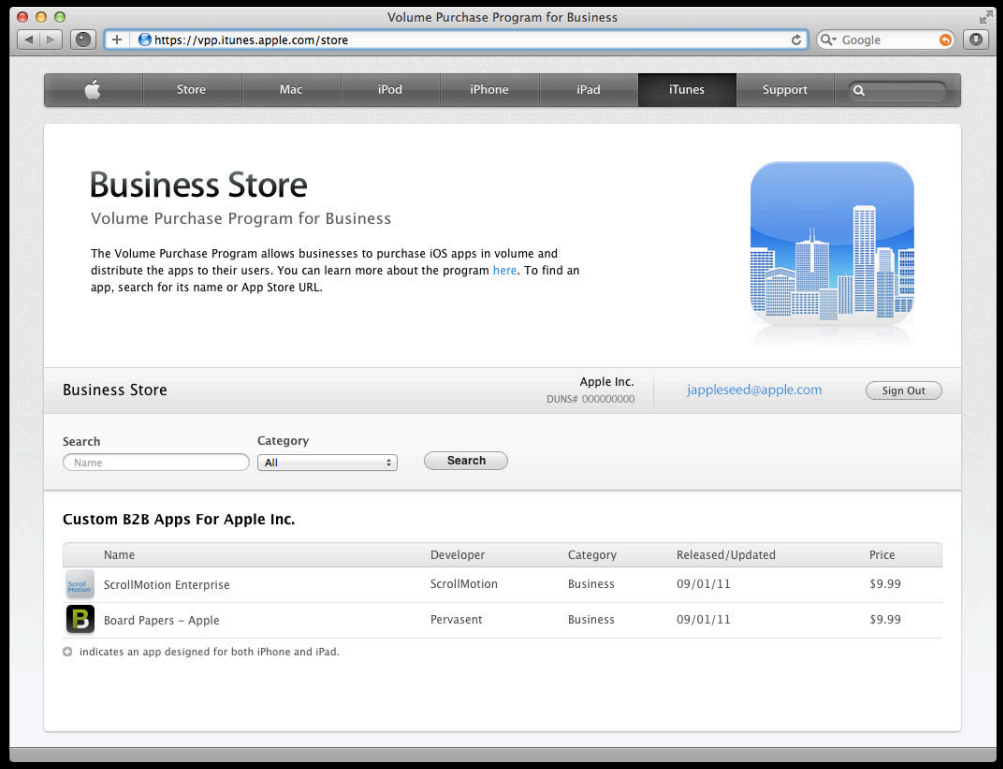
Volume Purchase Program

- 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



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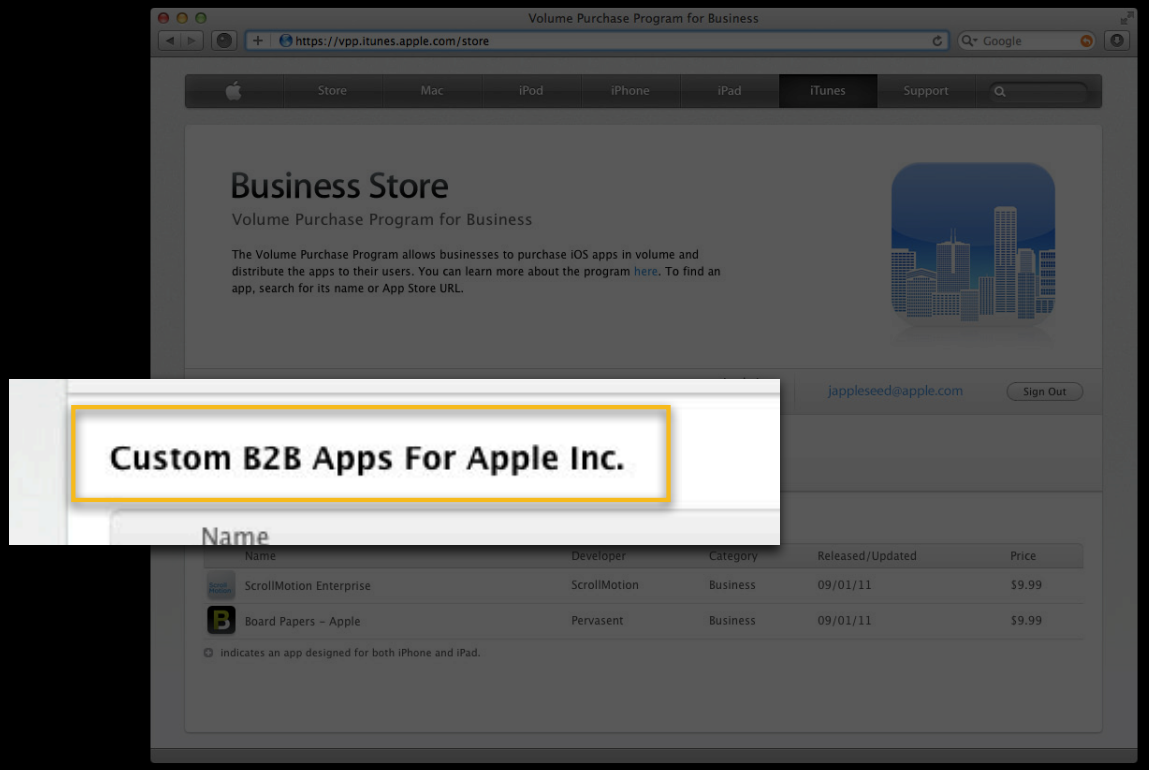

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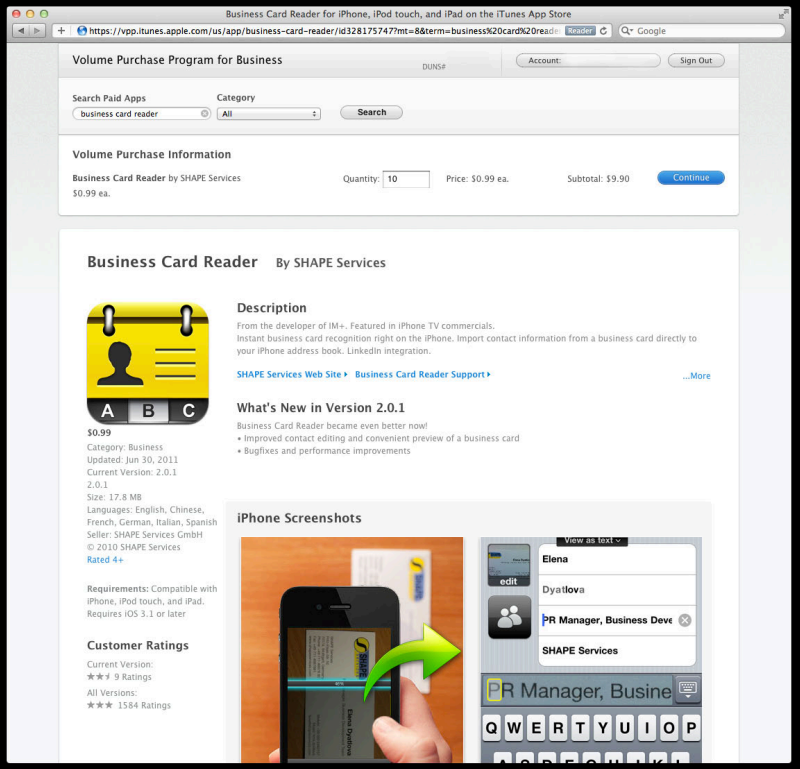

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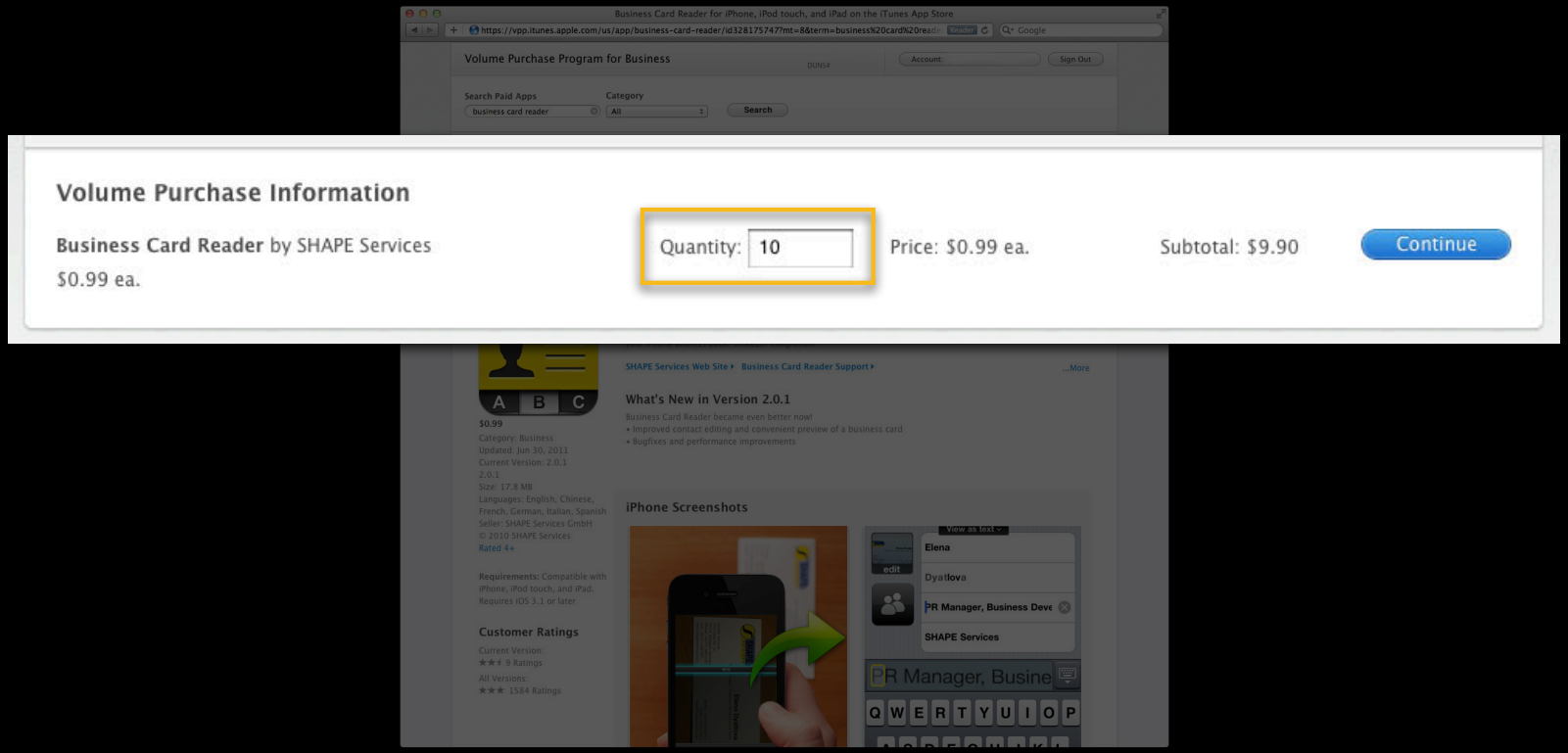

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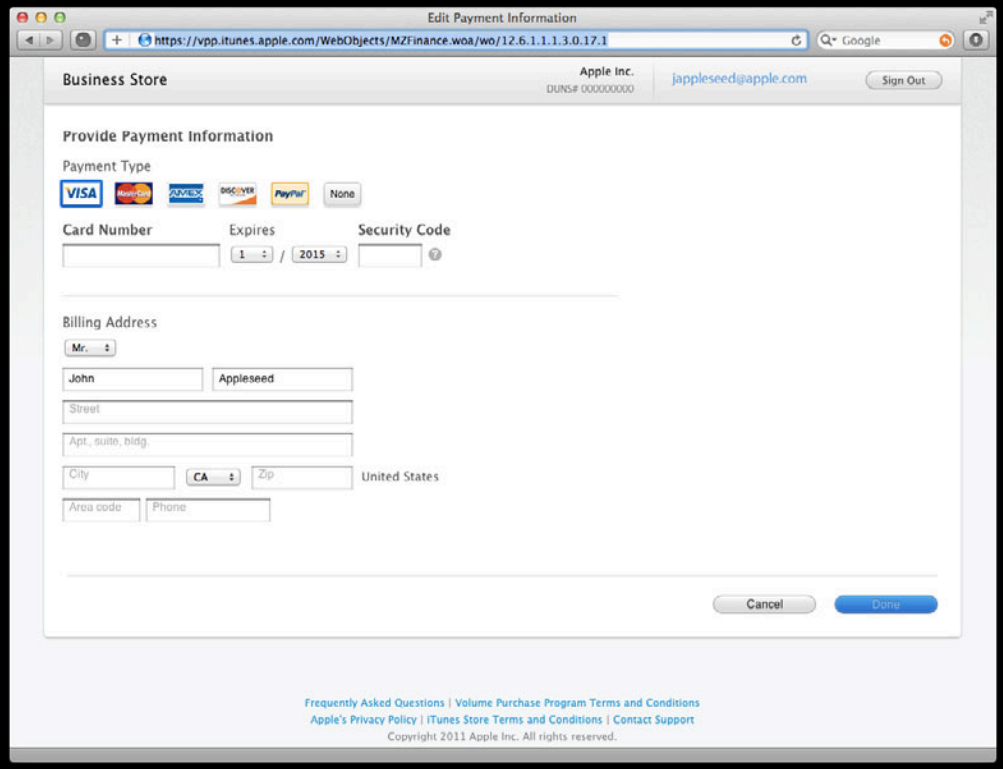

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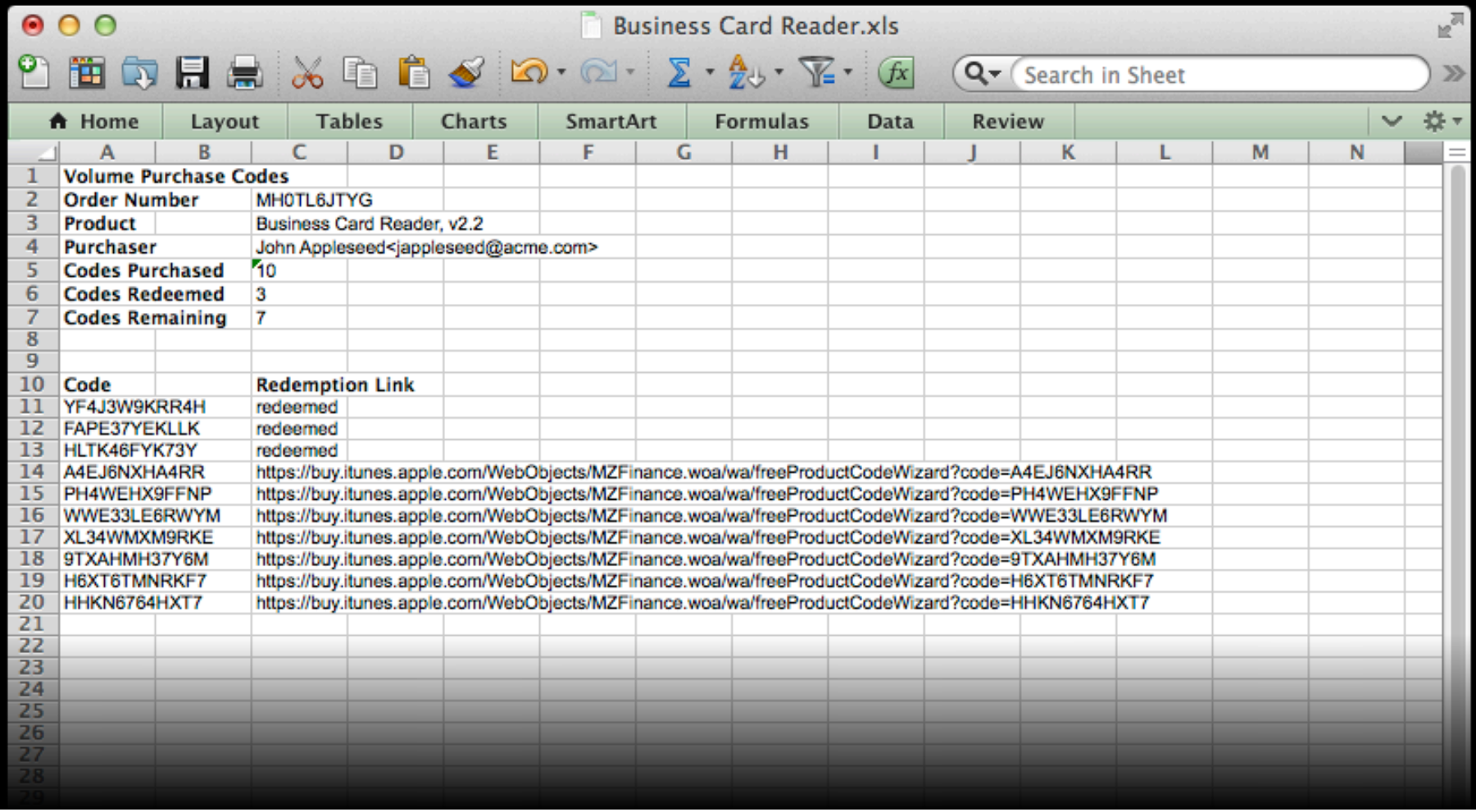

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1	**Volume Purchase Codes**													
2	**Order Number**		MH0TL6JTYG											
3	**Product**		Business Card Reader, v2.2											
4	**Purchaser**		John Appleseed<jappleseed@acme.com>											
5	**Codes Purchased**		10											
6	**Codes Redeemed**		3											
7	**Codes Remaining**		7											
8														
9														
10	**Code**		**Redemption Link**											
11	YF4J3W9KRR4H		redeemed											
12	FAPE37YEKLLK		redeemed											
13	HLTK46FYK73Y		redeemed											
14	A4EJ6NXHA4RR		https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=A4EJ6NXHA4RR											
15	PH4WEHX9FFNP		https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=PH4WEHX9FFNP											
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19	H6XT6TMNRKF7		https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/freeProductCodeWizard?code=H6XT6TMNRKF7											
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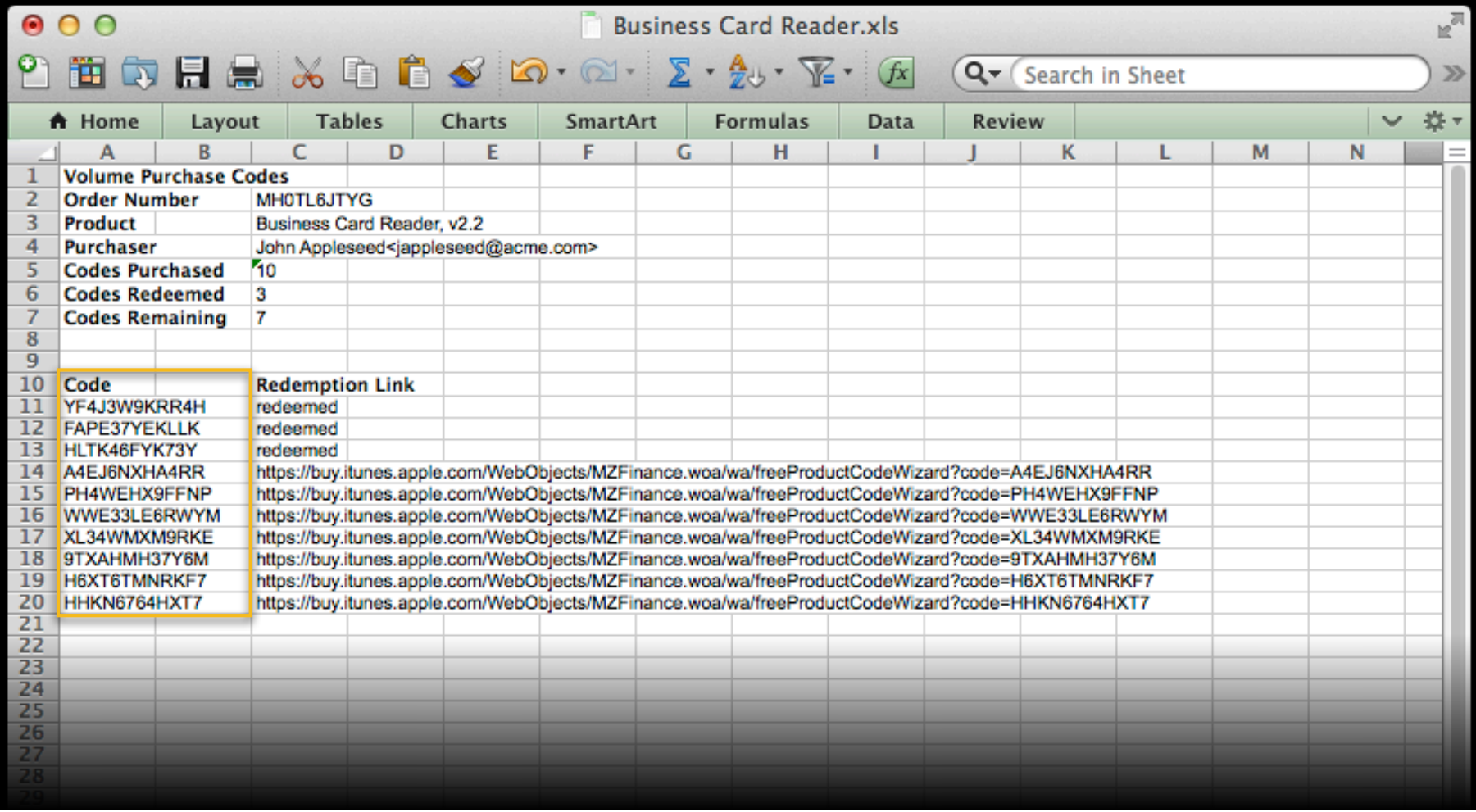

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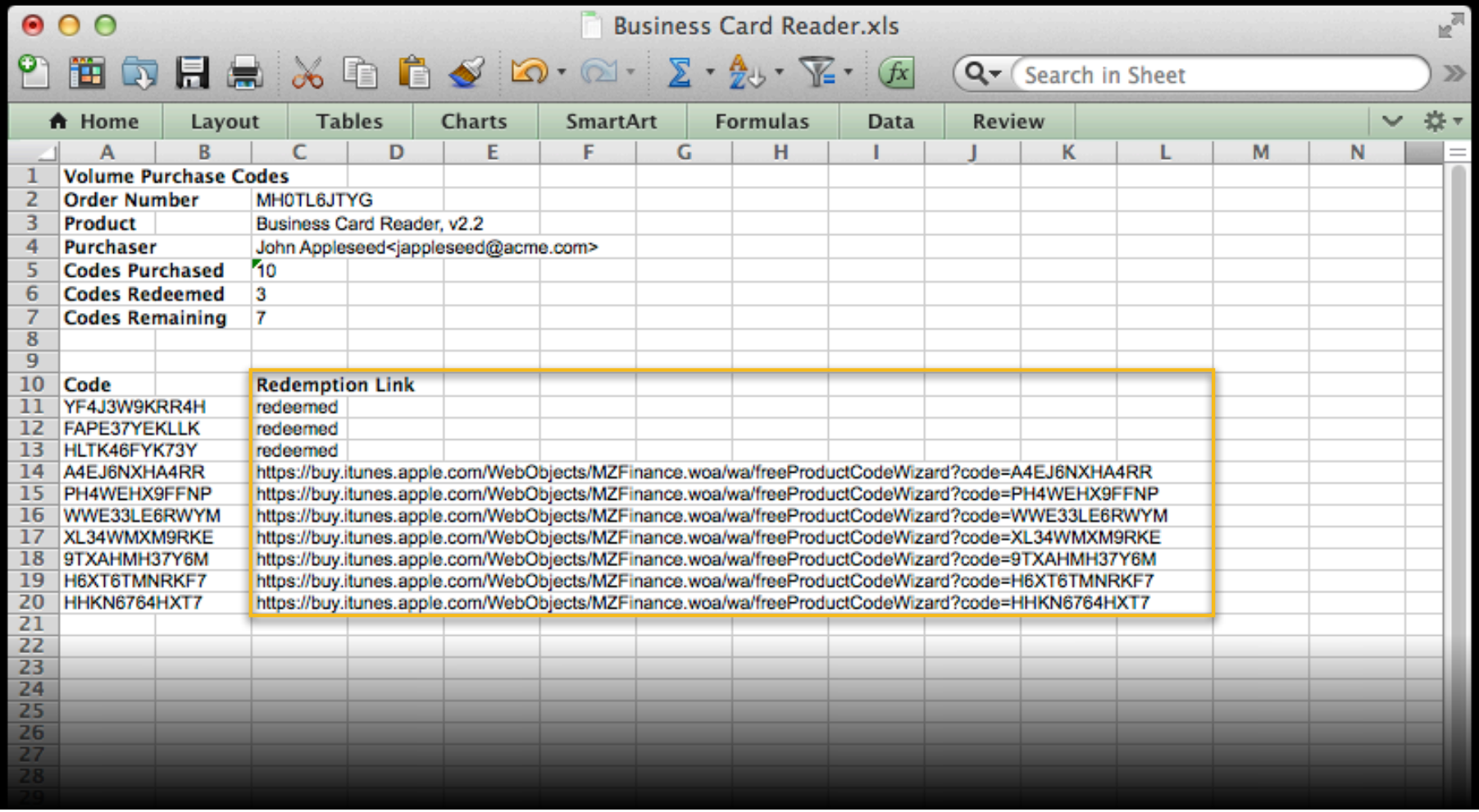

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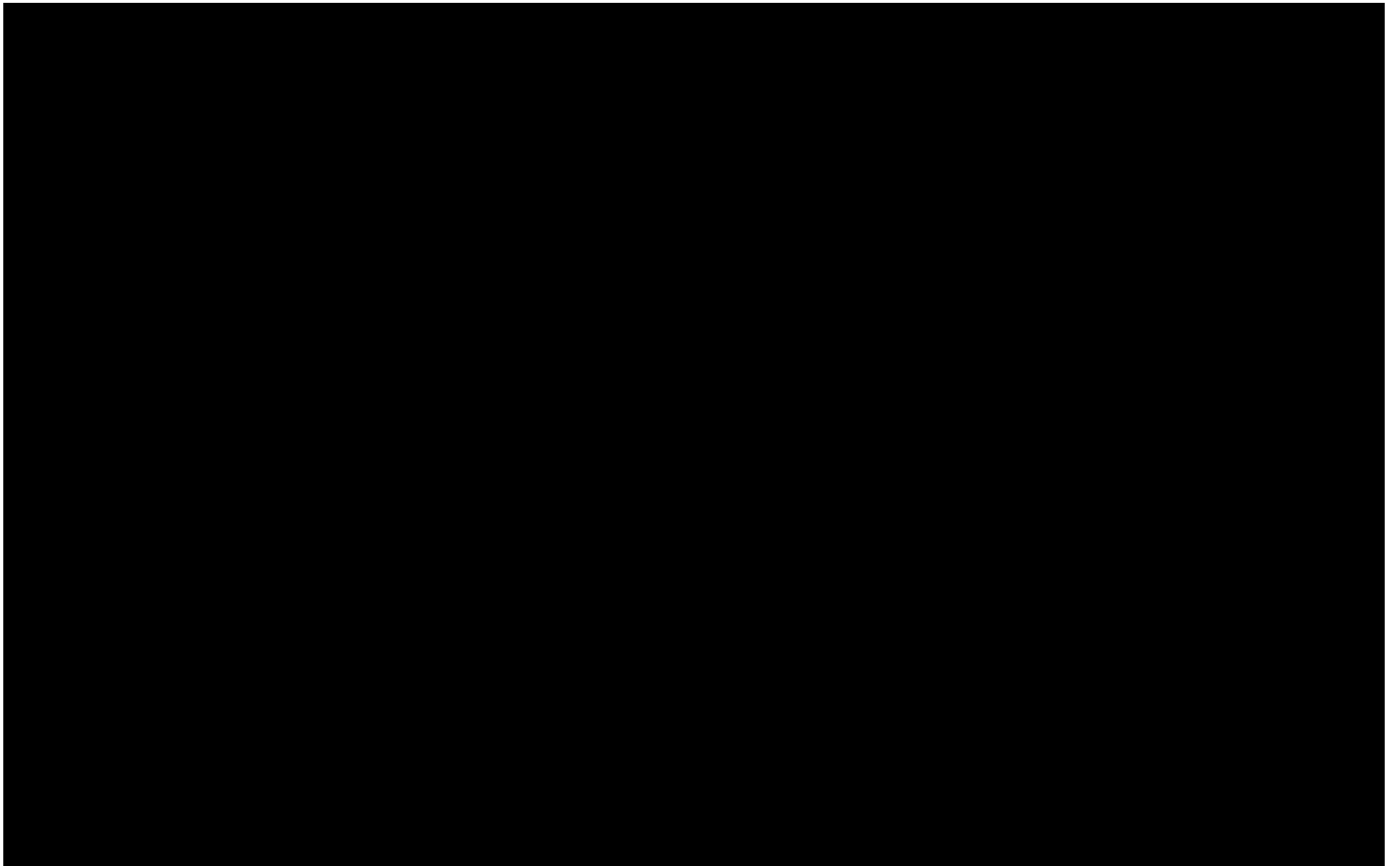


Additional Countries

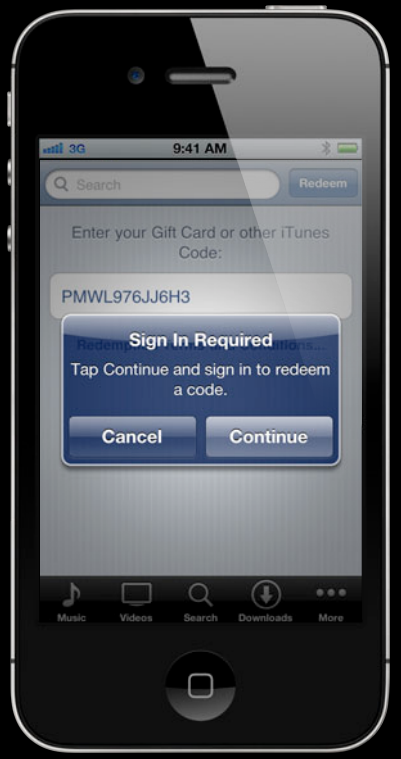
Develop Submit **Purchase** Distribute

Develop Submit Purchase 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
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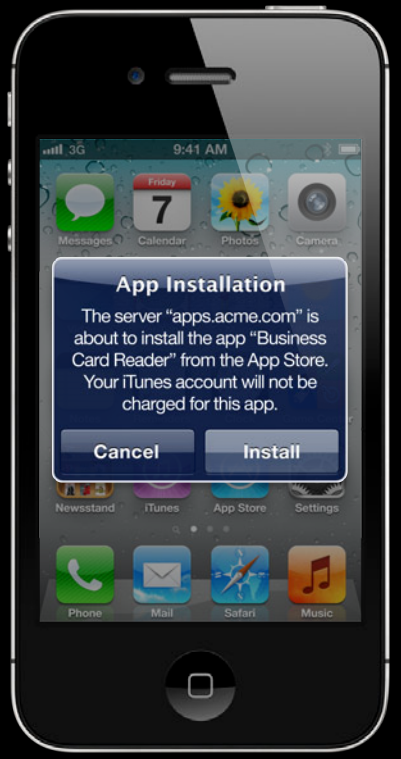

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Four Ways to Distribute

- 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

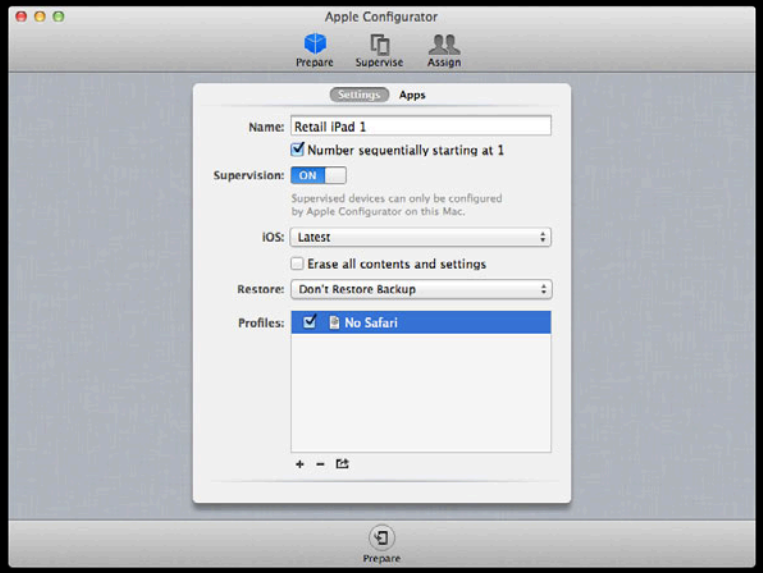
Apple Configurator

App distribution

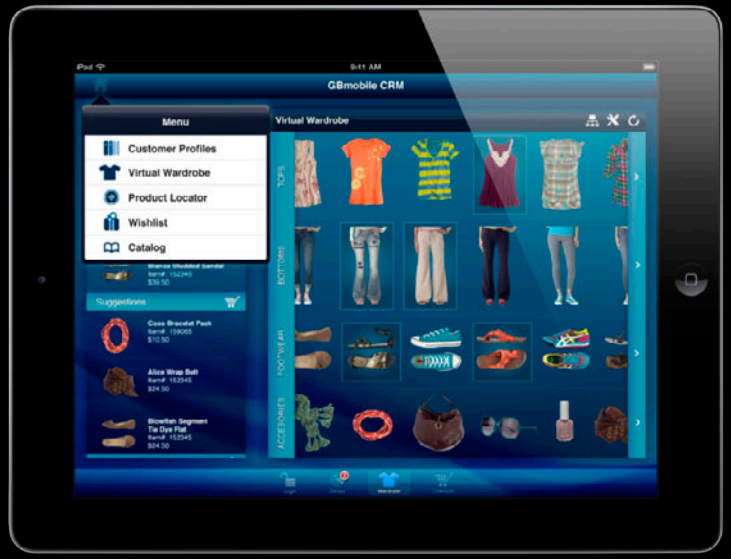
- Import VPP redemption codes
- Install Apps automatically
- Redeems one code per device
  - No need for Apple ID on device

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



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Demo

Todd Fernandez
Apple Configurator Project Manager

Apple Configurator

Apple Configurator

- Mass configuration and setup

Apple Configurator

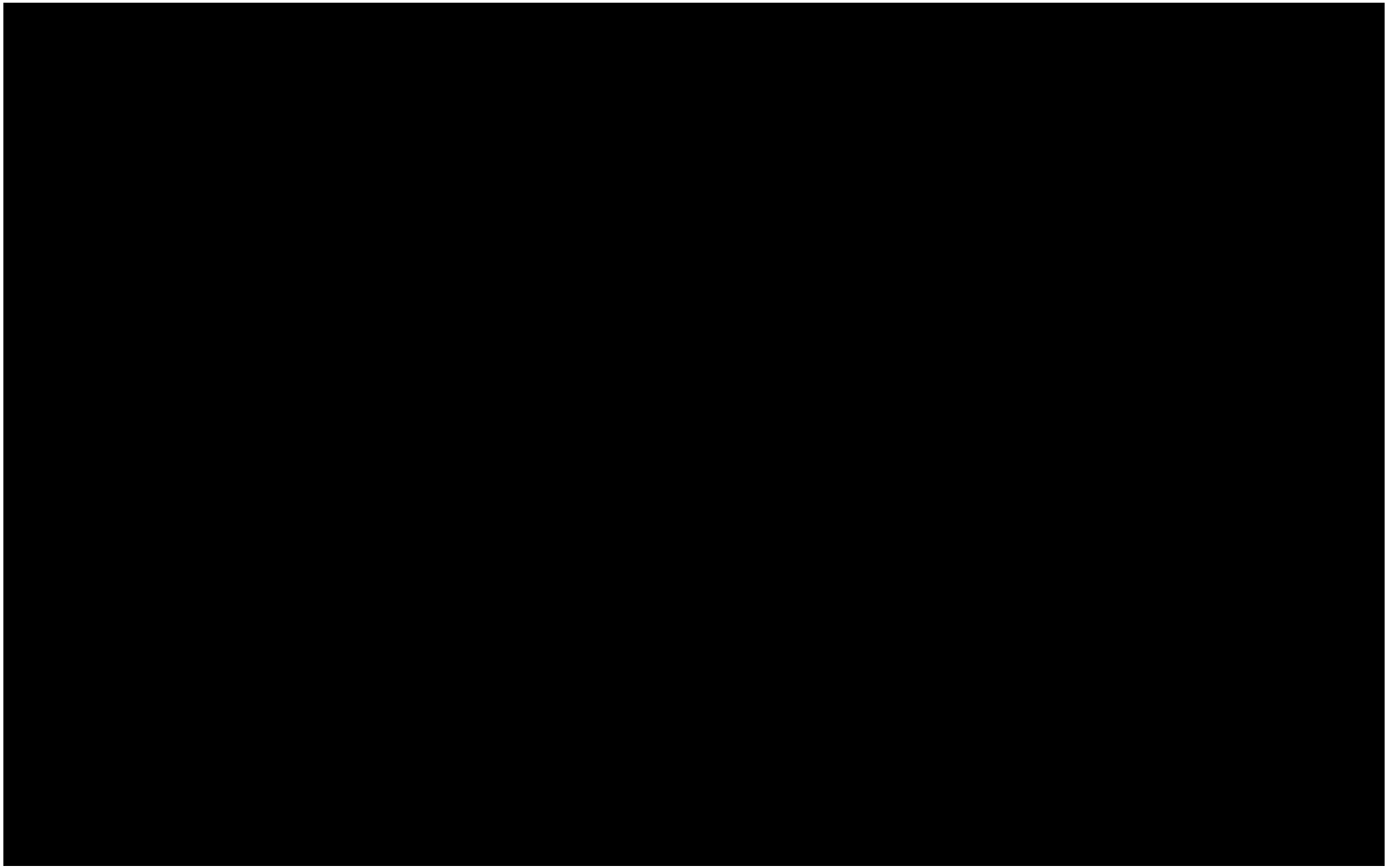
- Mass configuration and setup
- Supervised mode

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

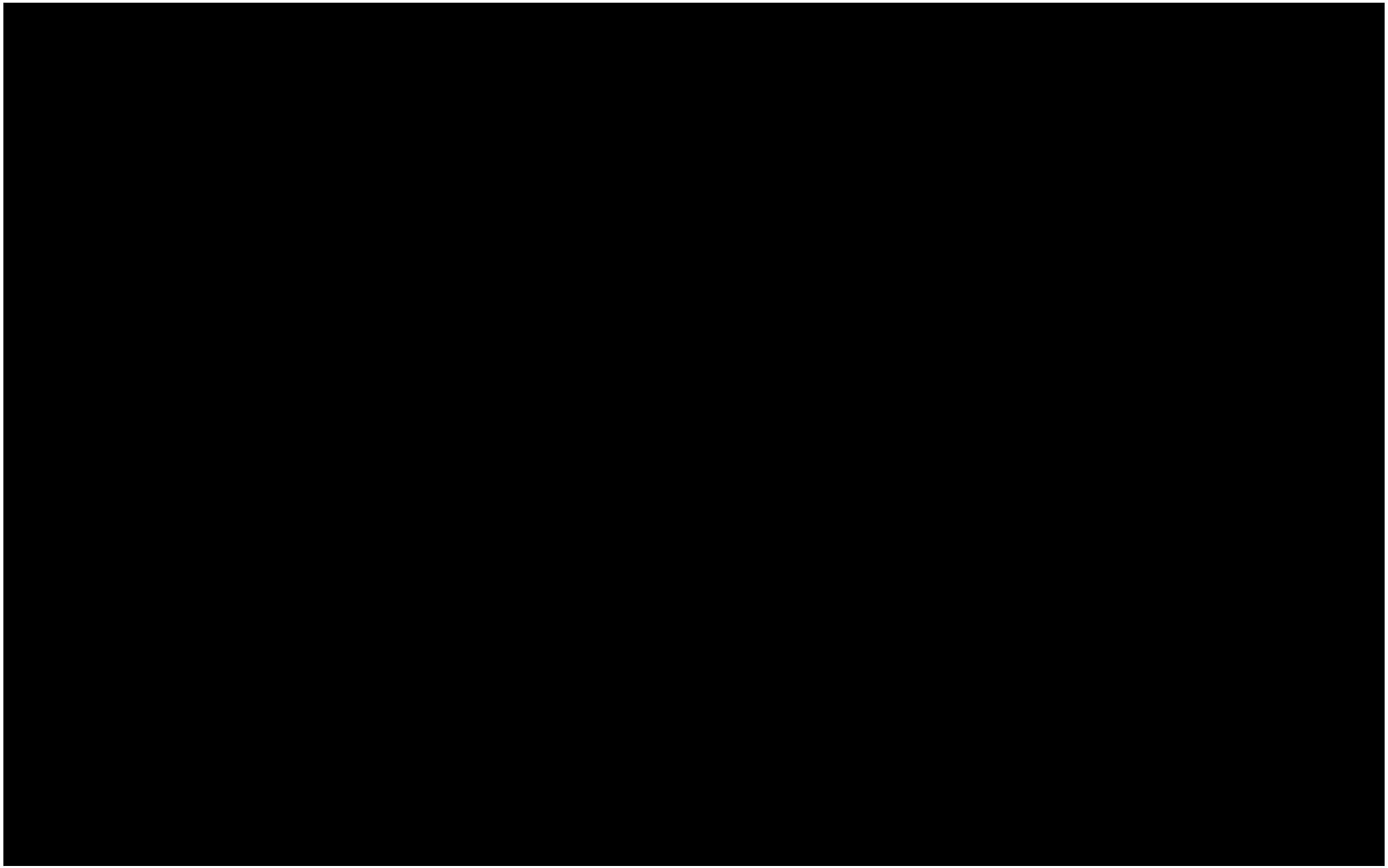
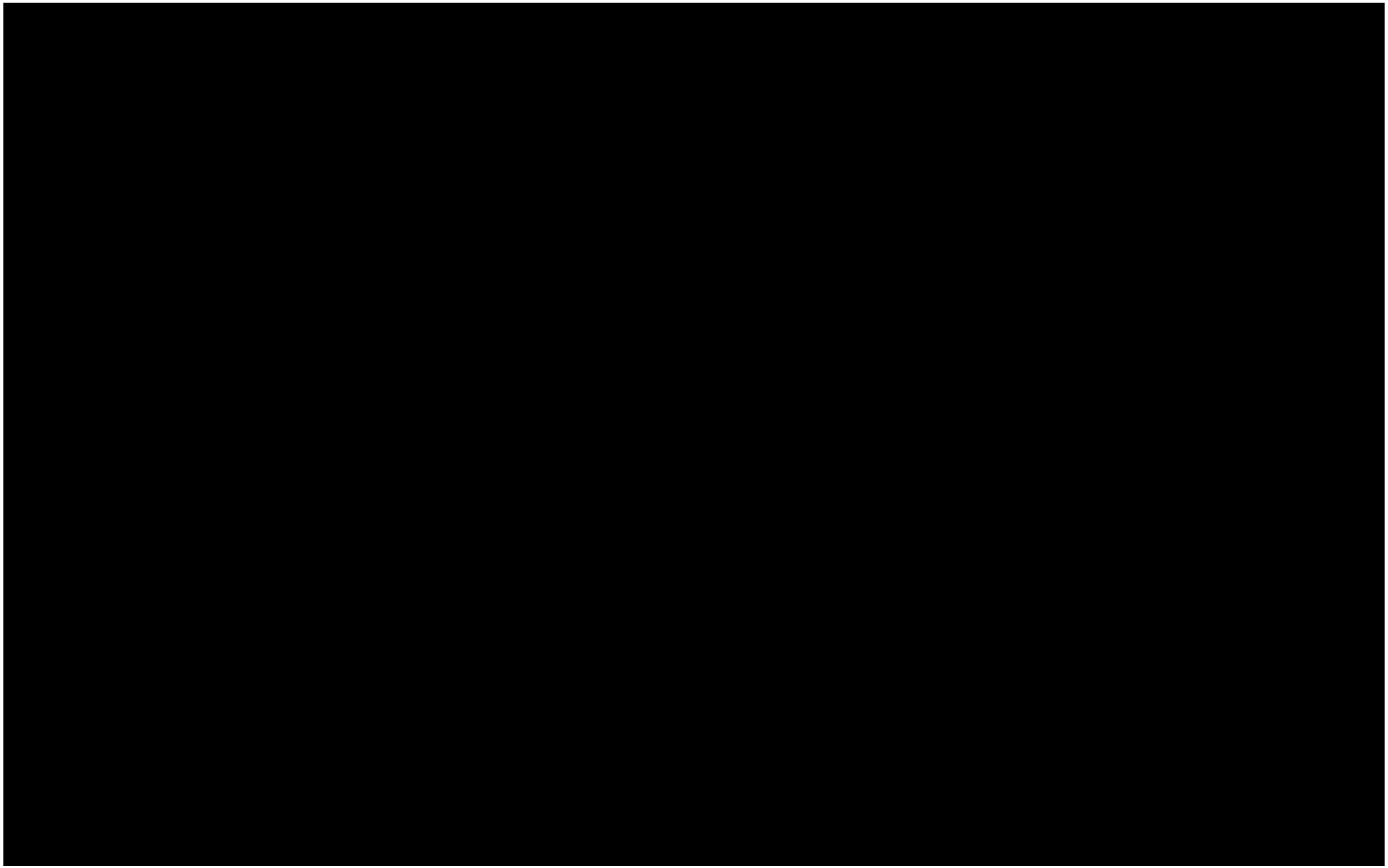
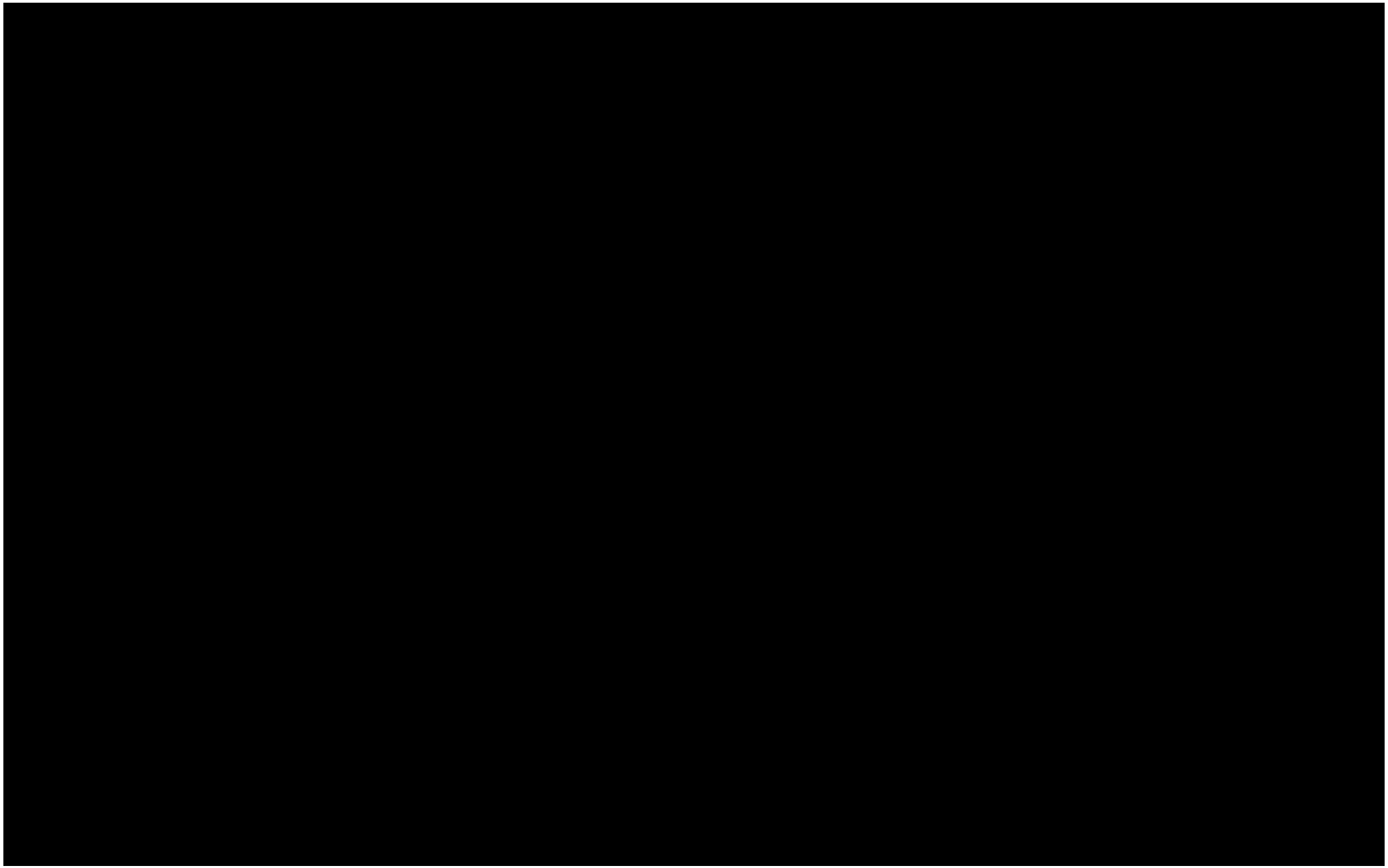
- Apps that solve your client's specific needs
- Submit app through iTunes Connect
- Available only to your clients
- Purchased through Volume Purchase Program
- Easily distributed to end users
- New business opportunity

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

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