

CLOUD

INTERMEDIATE

2 DAYS

Apple Business Manager (ABM)

Configure Apple Business Manager for Automated Device Enrollment, VPP app licensing, Managed Apple IDs, and MDM-linked corporate device operations.

Why Apple Business Manager?

Zero-touch enrollment

Configure Automated Device Enrollment and link devices to MDM at scale.

Identity readiness

Create and manage Managed Apple IDs for corporate ownership models.

App licensing control

Procure and distribute apps through Apple Business Manager VPP.

Portal fluency

Navigate ABM independently for day-to-day device and content operations.

What you'll be able to do

- ✓ Understand the purpose and capabilities of Apple Business Manager
- ✓ Set up and configure an ABM account and organisational structure
- ✓ Enroll Apple devices using Automated Device Enrollment
- ✓ Manage apps through Volume Purchase Program in ABM
- ✓ Assign devices to MDM servers and manage device assignments
- ✓ Configure Managed Apple IDs for corporate use
- ✓ Understand supervised mode and its implications for device management

Who this is for

- System Administrators Endpoint Engineers Cloud Engineers Security Engineers IT Administrators Device Management Teams

Curriculum

01 Introduction to Apple Business Manager

- What is ABM and how it differs from Apple School Manager
- ABM portal overview: devices, apps, accounts, locations
- Personal Apple IDs vs. Managed Apple IDs in a corporate context
- Federated Authentication with Azure AD
- Roles in ABM: Administrator, Device Enrollment Manager, Content Manager

02 Setting Up Apple Business Manager

- ABM account creation and initial setup
- Verifying your organisation with Apple (D-U-N-S number process)
- Adding and managing locations
- Creating and managing Managed Apple IDs manually and via SCIM
- **Hands-on:** Setting up Federated Authentication with Azure AD for SSO; Navigate the ABM portal and explore device and app sections; Review Managed Apple ID settings

03 Automated Device Enrollment (ADE)

- What is ADE (formerly Device Enrollment Program)
- How ADE links devices to your ABM account at purchase
- Adding MDM servers to ABM
- Assigning devices to an MDM server in ABM
- **Hands-on:** Supervised mode: what it enables; Re-assigning and releasing devices from MDM; Add an MDM server to ABM

04 Volume Purchase Program (VPP) for Apps

- What is VPP and how it works in ABM
- Purchasing apps and books in ABM
- Distributing app licenses to MDM servers
- Device-based vs. user-based license assignment
- **Hands-on:** Revoking and reassigning app licenses; Managing free apps through VPP for MDM deployment; Purchase a free app via ABM

05 Managed Apple IDs

- Purpose of Managed Apple IDs in enterprise environments
- Creating Managed Apple IDs individually and in bulk via CSV
- SCIM provisioning from Azure AD to ABM
- Services available to Managed Apple IDs
- **Hands-on:** Resetting and deactivating Managed Apple IDs; Create a Managed Apple ID; Review SCIM provisioning settings

06 Device Management and Supervision

- Supervised vs. unsupervised devices: capability comparison
- How supervision is applied via ADE
- Device assignment and reassignment workflows
- Releasing devices from ABM
- Managing second-hand or trade-in devices into ABM

07 ABM Reporting and Administration

- Reviewing device inventory in ABM
- Activity log and audit trails in ABM
- Managing roles and permissions for team members
- ABM support resources and Apple MDM protocol documentation
- Run a device inventory review
- Assign a Device Enrollment Manager role to a test user