Deploying iPhone and iPad
Apple Configurator

System requirements
- Mac computer
- OS X Lion v10.7.5
- iTunes 10.7 to manage devices running i0S6 Apple Configurator works with devices running iOS 4.3 or later, and can supervise devices running iOS 5.0 or later.

iOS devices can be configured for enterprise deployment using a wide variety of tools and methods. End users can set up devices manually with a few simple instructions from IT, or device setup can be automated using Configuration Profiles or a third-party Mobile Device Management (MDM) server.

In some deployments, an IT department may want to mass configure a set of devices with the same settings and apps before the devices are placed in the hands of end users. This is often the case when the same device will be used by different people throughout the day. But other deployments require that the devices be tightly managed and reset to a specific configuration on a regular basis.

Apple Configurator makes it easy to mass configure and deploy iPhone and iPad in situations like these by enabling three simple options:

Prepare devices. You can Prepare a set of new iOS devices with a single central configuration, and then deploy them to users. Update devices to the latest version of iOS, install Configuration Profiles and apps, enroll them with your organization's MDM server, and then hand them out. Preparing devices is a great deployment option when your organization wants to provide iOS devices to employees for their day-to-day use.

Supervise devices. Another option is to Supervise a set of iOS devices that remain in your direct control and can be configured on an ongoing basis. Apply a configuration to each device, then reapply it automatically after each use just by reconnecting the device to Apple Configurator. Supervision is ideal for deploying devices for dedicated tasks (for example, retail, field service, medical), sharing devices among students in a classroom or a lab, or temporarily loaning iOS devices to customers (for example, hotels, restaurants, hospitals).

Assign devices. Lastly, you can Assign supervised devices to specific users in your organization. Check out a device to a specific user and restore that user's backup (including all of their data) to the device. When the device is checked back in, back up the user's data for later use—even on a different device. This option works well when users need to work with the same data and documents over a prolonged period, regardless of which device they are given.

Activating devices

To prepare devices so you (or end users) don't need to complete iOS Setup Assistant, restore the devices with the backup from a device that already has iOS Setup Assistant completed.

Important detail: If new pages are added to the iOS Setup Assistant, e.g. Siri with iOS 5, you will need to make a new backup after completing the new assistant in order to bypass the assistant entirely. Otherwise, the user will be presented with those new pages.

Configuring Settings and Apps

Whether you choose to Prepare, Supervise, or Assign your iOS devices before deploying them, Apple Configurator makes it easy to configure a full range of settings and install both App Store and in-house apps.

Settings

Like iTunes, Apple Configurator lets you name devices and install iOS updates. Additionally, Apple Configurator can configure preferences like Home screen layout, and other settings that can be manually configured on a device and backed up to Apple Configurator.

Apple Configurator makes it easy to configure many devices with the same settings. Simply configure one device with the settings and preferences that you want on all the devices, then back up using Apple Configurator. Apple Configurator simultaneously restores the backup to the other devices as well—up to 30 USB-connected devices at the same time.

Like iPhone Configuration Utility, Profile Manager, and third-party Mobile Device Management solutions, Apple Configurator can create and install Configuration Profiles for the following settings:

• Exchange ActiveSync accounts
• VPN and Wi-Fi settings
• Passcode length, complexity, and local wipe settings
• MDM enrollment settings
• Device restrictions
• Certificates
• Web clips

Configuration Profiles created using other tools can be easily imported into Apple Configurator. For a full list of configuration profile settings that are available in Apple Configurator, visit http://help.apple.com/configurator/mac/1.0.

If you want to connect devices to a Mobile Device Management server, use Apple Configurator to install MDM settings before handing the device over to an end user. Once a device is enrolled in your organization's MDM server, you can configure settings remotely, monitor for compliance with corporate policies, and wipe or lock the device. For more information on the capabilities of Mobile Device Management in iOS, visit www.apple.com/business/mdm.

View or export device info

Apple Configurator includes an inspector that displays device info such as iOS version, serial number, hardware IDs and addresses, and available capacity for supervised devices. You can also export most of this information to a comma-separated spreadsheet file. Or export it to a file formatted specifically for the iOS developer provisioning portal, for access by your organization's software developers in order to create provisioning profiles for internal enterprise iOS apps.

Apps

To install an App Store app on your devices, purchase and download the app in iTunes, add it to Apple Configurator, and then install the app during device configuration.

To install paid App Store apps using Apple Configurator, you must participate in the Volume Purchase Program (VPP). Apple Configurator automatically redeems codes provided by your VPP Program Facilitator or authorized volume purchaser to install apps.

The apps list in Apple Configurator shows which apps are free and how many redemption codes remain for paid apps. Each time you install an app on a device, one redemption code is used from the VPP spreadsheet that was imported into Apple Configurator. Redemption codes can't be reused. When you run out, you need to import more to install the app on more devices. If a paid app is uninstalled from a supervised or assigned device, it can be installed later on another device. The VPP code is not reactivated, so future installation needs to take place using Apple Configurator on the Mac that originally installed the app.

Paid apps from the App Store can only be installed using redemption codes acquired through the Volume Purchase Program for Business or Education. The Volume Purchase Program is not available in all regions. For more information, visit www.apple.com/business/vpp or www.apple.com/education/volume-purchase-program.

You can also install in-house apps that were developed and distributed within your organization, rather than purchased from the iTunes Store. Add your app (which includes the distribution provisioning profile) to Apple Configurator and then install it during device configuration.

Important: Apps installed using Apple Configurator are tied to the device they were installed on, not to a specific Apple ID. To update apps deployed using Apple Configurator, you must reconnect to the same Mac from which the apps were installed. Additionally, you can't redownload these apps via iTunes in the Cloud.

Using Apple Configurator with MDM

Apple Configurator and Mobile Device Management (MDM) each have their own unique capabilities. Apple Configurator has features like device supervision, mass configuration, and automatic refresh, while MDM has managed apps, device queries, and remote wipe. In some deployments, you'll want to use both tools to take advantage of the different features. For example, in a retail environment, you may want to supervise devices with Apple Configurator in order to take advantage of single app mode, then add the security benefit of remote wipe via MDM.

In deployments where both tools will be used, it's important to understand which features they share and which they don't. Apple Configurator and MDM servers can both install Configuration Profiles and apps, so you'll need to decide which tool to use for each task based on how often the device will be connecting to Apple Configurator to be refreshed. When using MDM to install Configuration Profiles or apps on a device that has been supervised by Apple Configurator, there are two helpful settings that enable more streamlined management. By default, Apple Configurator automatically refreshes devices as soon as they are connected and removes Configuration Profiles and apps that it didn't install. In a deployment where MDM is involved, you can disable these settings in the Apple Configurator Preferences, so changes made by an MDM server are left intact.

Deployment Examples

The scenarios below illustrate how you can use Apple Configurator to quickly deploy customized devices.

Preparing new devices for personal use
With the Prepare option, configure devices with settings before deploying them to users for personal business use. This may include an update to the latest version of iOS, an internal network configuration, or enrollment information for your company's MDM server.

Once you Prepare a device using Apple Configurator, it can be reconfigured as the end user sees fit. It will not be recognized by Apple Configurator if it is later reconnected. For example, users can connect their unsupervised devices to their copies of iTunes and sync any content they want. IT administrators who want to give users more freedom to personalize devices should use Apple Configurator to Prepare and deploy an unsupervised device, and then use MDM to remotely manage each device's settings, accounts, and apps.

Configuration of an unsupervised device is typically a one-time event; thereafter, the user is responsible for the device. Apple Configurator forgets about unsupervised devices as soon as they are disconnected—if an unsupervised device is returned, Apple Configurator treats it as a new device.

Supervising devices for deployment to unspecified users
During preparation, you can choose to Supervise devices that need to be controlled and configured by Apple Configurator on an ongoing basis. This may be a collection of devices that all need an identical configuration and are not tied to a specific user. A supervised device is erased every time it's reconnected to Apple Configurator—removing the previous user's data—and reconfigured. Additionally, supervised devices can't be synced with iTunes or with Apple Configurator on a different Mac.

Deploying supervised devices typically involves distributing the devices, retrieving them, reapplying their initial configuration, and distributing them again. Supervised devices can be organized into groups, making it easy to automatically apply common configurations.

Important: When a device is initially supervised during the Prepare process, all content and settings are purposely wiped. This prevents a personal device from being supervised without a user's knowledge.

Assigning supervised devices to specific users

Once you set up a supervised device, you can also Assign it to a designated user. When you check out the device to a particular user, Apple Configurator returns the device to the state it was in the last time that person used it. All the user's settings and app data are restored.

When you check the device back in, Apple Configurator backs up the user's settings and app data for the next time, including any new user-created data, and then erases any information that was left on the device by the previous user. By checking devices in and out, you can give each user the experience of a personal device, yet retain the ability to assign the same group of devices to many groups of users. Users can be added manually or imported from Open Directory or Active Directory and organized into custom groups.

If you're installing apps that support iTunes File Sharing, like Keynote or Pages, you can also install documents so they're ready when your users get their checked-out devices. And when a device is checked back in, a backup of the user's data and settings is created and the user's synced documents can be accessed directly from Apple Configurator.