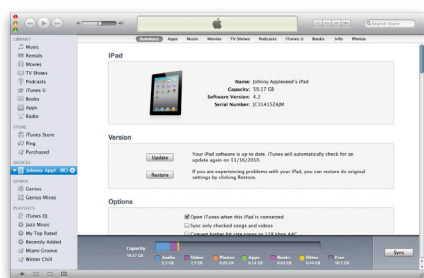# iPad in Business
iTunes Deployment

iTunes controls and restrictions
When deploying iTunes on your corporate network, you can restrict the following iTunes functionality using the registry in Windows or System Preferences in Mac OS X:

• Accessing the iTunes Store
• Library sharing with local network computers also running iTunes
• Playing explicit iTunes media content
• Playing movies
• Playing TV shows
• Playing Internet radio
• Entering a streaming media URL
• Subscribing to podcasts
• Displaying Genius suggestions while browsing or playing media
• Downloading album artwork
• Using Visualizer plug-ins
• Automatically discovering Apple TV systems
• Checking for new versions of iTunes
• Checking for device software updates
• Automatically syncing when devices are connected
• Registering new devices with Apple
• Access to iTunes (iTunes U)

Introduction

When deploying iPad in your business, it's important to think about the role of iTunes. A few key functions require iTunes, starting with the activation of the device. After activation, iTunes isn't required in order to configure or use iPad with your enterprise systems. It is, however, required for installing software updates and for creating a backup if user information ever needs to be restored or transferred to a new device. iTunes can also be used to synchronize music, video, applications, and other content. These synchronization capabilities are not required for general business use.

Whether you choose to install iTunes on your business computers or encourage your employees to do these functions from a home computer—corporate data can be encrypted and protected throughout the process. If you choose to support iTunes internally, you can tailor the application to meet the needs of your environment or business conduct policies. For example, you can customize iTunes by restricting or disabling network services such as the iTunes Store or shared media libraries, or controlling access to software updates. You can also deploy iTunes using centrally managed desktop software deployment tools.

For the end user, iTunes is simple to use. Users who are familiar with the iTunes interface for managing content and media at home will find it easy to manage their corporate content on iPad.

Using iTunes

Activation
iPad must be connected to iTunes via USB to be activated for use. Because iTunes is required to complete the activation process for iPad, you'll need to decide whether you want to install iTunes on each user's Mac or PC, or whether you'll complete activation for each device with a centralized iTunes installation. Either way, the activation process is quick and easy.

Users simply connect iPad to a Mac or PC running iTunes, and within seconds, iPad is activated and ready for use.

After activating a device, iTunes offers to sync the device with the computer. To avoid this when you're activating a device for your users, turn on activation-only mode within iTunes. This disables syncing and automatic backups and prompts you to disconnect the device as soon as activation is finished.

For instructions on how to enable activation-only mode, refer to the Enterprise Deployment Guide.
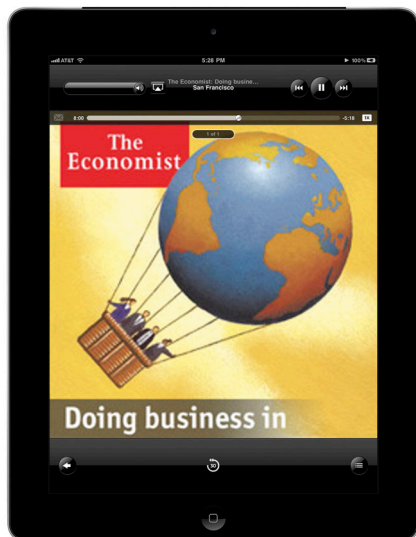
iTunes podcasts

iTunes can subscribe to and download audio and video podcasts. Podcasts are a great way to deliver everything from training and educational content to corporate communications and product information. Podcasts can be easily transferred to iPad, so your employees can listen or watch—whenever and wherever they are. The iTunes Store also has thousands of free business-related podcasts available from providers such as Harvard Business Review, Wharton, Bloomberg, and more.

Syncing media

You can use iTunes to sync music, videos, photos, apps, and more. iTunes makes it easy to control exactly what to sync, and you can clearly see how much space is available for content. iPad can sync each type of data to only one computer at a time. For example, you can sync music with a home computer and contacts with a work computer by setting iTunes sync options appropriately on both computers.

Software updates

iTunes is used to update or reinstall iPad software and to restore default settings or restore from backup. When an update is performed, downloaded applications, settings, and data aren't affected. To update, users simply connect iPad to their computer, and click "Check for Updates." iTunes informs the user if a newer version of iPad software is available. If you turn off automated and user-initiated software update checking using iTunes restrictions, you'll need to distribute software updates for manual installation. This can be done by distributing the .ipsw file associated with each version of the software and instructing your users on how to manually install the update.

Backup

While the synchronization of data for business users will mostly take place over-the-air using corporate services such as Exchange ActiveSync, using iTunes to back up iPad settings is important if users need to restore a device. When iPad is synced with iTunes, device settings are automatically backed up to the computer. Applications purchased from the App Store are copied to the iTunes Library. Applications you've developed in-house and distributed to your users with enterprise provisioning profiles won't be backed up or transferred to the user's computer. However, the device backup will include any data files the enterprise application creates. Once iPad has been configured to sync with a particular computer, iTunes automatically makes a backup of iPad on that computer when synced. iTunes won't automatically back up an iPad that isn't configured to sync with that computer.

iTunes backups can be encrypted on the host machine—preventing unwanted data loss from the host computer. Backup files are encrypted using AES 128 with a 256-bit key. The key is stored securely in the iPad keychain. Users are prompted to create a strong passcode when backing up iPad for the first time.

Deploying iTunes

Installation

iTunes uses standard Mac OS and Windows installers and can be deployed using many of the desktop management applications commonly used by IT professionals. iTunes can also be installed and updated without user interaction. Once settings and policies in the iTunes installer have been modified, iTunes can be deployed the same way other enterprise software is deployed.

When you install iTunes on Windows computers, by default you also install the latest versions of QuickTime, Bonjour, and Apple Software Update. You can omit the Bonjour and Software Update components by passing parameters to the iTunes installer or by pushing only the components you want to install on your users' computers. The QuickTime component, however, is required, and iTunes will not run without it. Mac computers come with iTunes installed. To push iTunes to Mac clients, you can use Workgroup Manager, an administrative tool included with Mac OS X Server.