

**IT'S A BIRD,  
IT'S A PLANE,  
NO, IT'S MANAGED APPLE  
ACCOUNT !**

# WHAT YOU DO ?

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# WHY AM I HERE ?

- **Usage of Personal Apple Account**
- **Gotchas in Personal Apple Account (P.A.A)**
- **Intro to Managed Apple Account (M.A.A)**
- **How to set up Managed Apple Account**

# PERSONAL APPLE ACCOUNT

- Created by the end user
- Access Apple Services
- Storing Data in iCloud
  - Files, Calendar, Messages
  - Keychain (Passwords, Passkeys)

# CONFUSION OF P.A.A

- **iamnotsuperman7@fastmail.com**
- **clark.kent@acme.com**
- **Account created by the end user with org domain is still P.A.A !!**



# GOTCHAS IN P.A.A

- Organisations have no control over the account
- End user controls the security & data
  - App specific passwords



# GOTCHAS IN P.A.A

- Shadow IT (App Store & Apple Sign in)
- FaceTime Caller IDs with Org Email



# GOTCHAS IN P.A.A

## If an Apple Account can't be transferred

Users may be prompted to make changes before they're eligible to transfer their account. These changes may include the following:

- [Update account address](#)

Note: The country for their account should match the country of the organization.

- [Recovery Contact](#)

Note: The account must be removed as a recovery contact for another Apple Account.

- [Apple Account balance](#)

- [Apple Cash balance](#)

- [Apple Pay Later balance](#)

- [Apple Pay or Apple Wallet cards](#), including expired and parked cards (cards associated with the account but not provisioned on the particular device)

- [Auto Reload on Apple Account](#)

- [Apple Account balance](#)

- [Outstanding account balance](#)

- [Health data](#)

To help users maintain access to personal data and services, users may also be presented with only one option—to rename the Apple Account and keep using it as a personal account. Here are some examples of when an Apple Account can't be transferred to an organization:

- The account was created for a child ([minimum ages may differ across countries and regions](#)).
- The account has a [Legacy Contact](#) configured.
- The user has temporarily disabled their account in the [Data and Privacy portal](#).
- The user has [Apple pre-orders](#).
- The account is using one of the following:
  - [iCloud Mail](#)
  - [iCloud+](#)
  - [Family Sharing](#)
  - [Sign in with Apple](#)
  - [Recovery Key](#)
  - [Security Key](#)
  - [Advanced Data Protection](#)
  - [Apple Card Account](#)
  - [Apple Savings Account](#)

# RISK = HAZARD + OUTRAGE

Hazard

Outrage



# RISK = HAZARD + OUTRAGE

Hazard → Data Loss

Outrage → ???

# RISK = HAZARD + OUTRAGE

Hazard → Insider Threat

Outrage → ???

# MANAGED APPLE ACCOUNT

- **Created and managed by the Organisation**
  - In Apple Business Manager
- Control over
  - Apps, Data & Apple Services
  - Apple Sign-in
  - Security

# MANAGED APPLE ACCOUNT

- **Supports Account Driven Enrolments**
  - Device, User Enrolments (BYOD)
- **Supports Federation with your IDP**

Enrolment Types : <https://support.apple.com/en-au/guide/deployment/dep08f54fcf6/web>

Supported Apple Services: <https://support.apple.com/en-gb/guide/apple-business-manager/axm171b3ee95/web>

# PREREQUISITES

- You are a registered business
  - You have D-U-N-S
- You can receive email on your business domain

# PREREQUISITES

- Chromium / Safari browser
- Phone number for verification \*\*
  - Different contact person

# STEP 1: FIND YOUR D-U-N-S

- Dun & Bradstreet D-U-N-S Number is a unique nine-digit identifier for businesses
- D-U-N-S is used by Apple to verify a business

# FIND YOUR D-U-N-S NUMBER



Home Reports Company / Business Search Personal Name Search Document Search Business Profile



Welcome to illion Express, formerly D&B Express. We hope you enjoy our new site. If you are experiencing any issues please contact Client Services on [132 333](tel:132333)

## Company credit reports and personal name extracts including ASIC data

With immediate access to Australia and New Zealand's largest business database, illion's Express credit reporting service offers you instant access to a range of reports for low, medium and high risk business decisions. illion is an ASIC approved information broker, to view details on the ASIC website click [here](#)

### Company / Business Search

Country

Australia

Name or Identifier \*

Search

Timely and accurate credit decisions are critical for a successful business. The illion Express service provides immediate access to our commercial database to conduct credit checks on individual businesses.

With illion Express you can do a number of checks from confirming a business' existence to predicting financial stability and payment patterns. No matter how big or how small your customer or prospect, an illion credit report can

### Personal Name Search

First Name \*

Last Name \*

Middle Names

From Birth Date



To Birth Date



Search

Understand an individuals' business and shareholding history before going into partnership or taking them on as a new director within your company.

A personal name extract report (source from ASIC) sets out details of an individual's directorships with current, previous and insolvent companies. Make sure that you are across all companies that an individual is currently or has previously been involved with, to help better assess potential fraud and phoenix activity.

### Document Search

ACN

OR

Document Id

Search

illion Express provides real time access to company information from the Australian Securities & Investments Commission (ASIC). To see available financial statements select the appropriate filter on the document search screen.

If you're thinking of dealing with a company or investing in one, you can save a lot of time and money at the outset by checking the public record for documents that the company has lodged with ASIC.

<https://express.illion.com.au/>

# FIND YOUR D-U-N-S NUMBER



Home Reports Company / Business Search Personal Name Search Document Search Business Profile

## Company / Business Search

### Search criteria

Country

Australia

Name or Identifier \*

Search

Clear

Filter

Search Results: 159

Name

Entity Number/s

Type

Status

DUNS

ACN

ABN

Australian Proprietary  
Company

Registered

# REQUEST D-U-N-S

If you need a DUNS Number to be created please fill in the form below.

## Your Contact Details

First name \*

Last Name \*

Email Address \*

Phone Number \*

## Company Identification

Company Name \*

Trading Name

<https://www.illion.com.au/request-a-duns-number/>

# REQUEST D-U-N-S

form "illion AUS - Request a DUNS Number" got a response

 [REDACTED] Archive Reply to all Actions ▾

Hi Team,

Thank you for your DUNS number enquiry.  
The DUNS number for company stated is [REDACTED]

We have updated the address as requested. Please allow 3-4 business days for the address to be reflected on D&B.

If you are registered with the Australian Securities and Investment Commission (ASIC), you will automatically be given a DUNS number. illion receives notifications from ASIC for all company incorporations and generates a DUNS number accordingly.

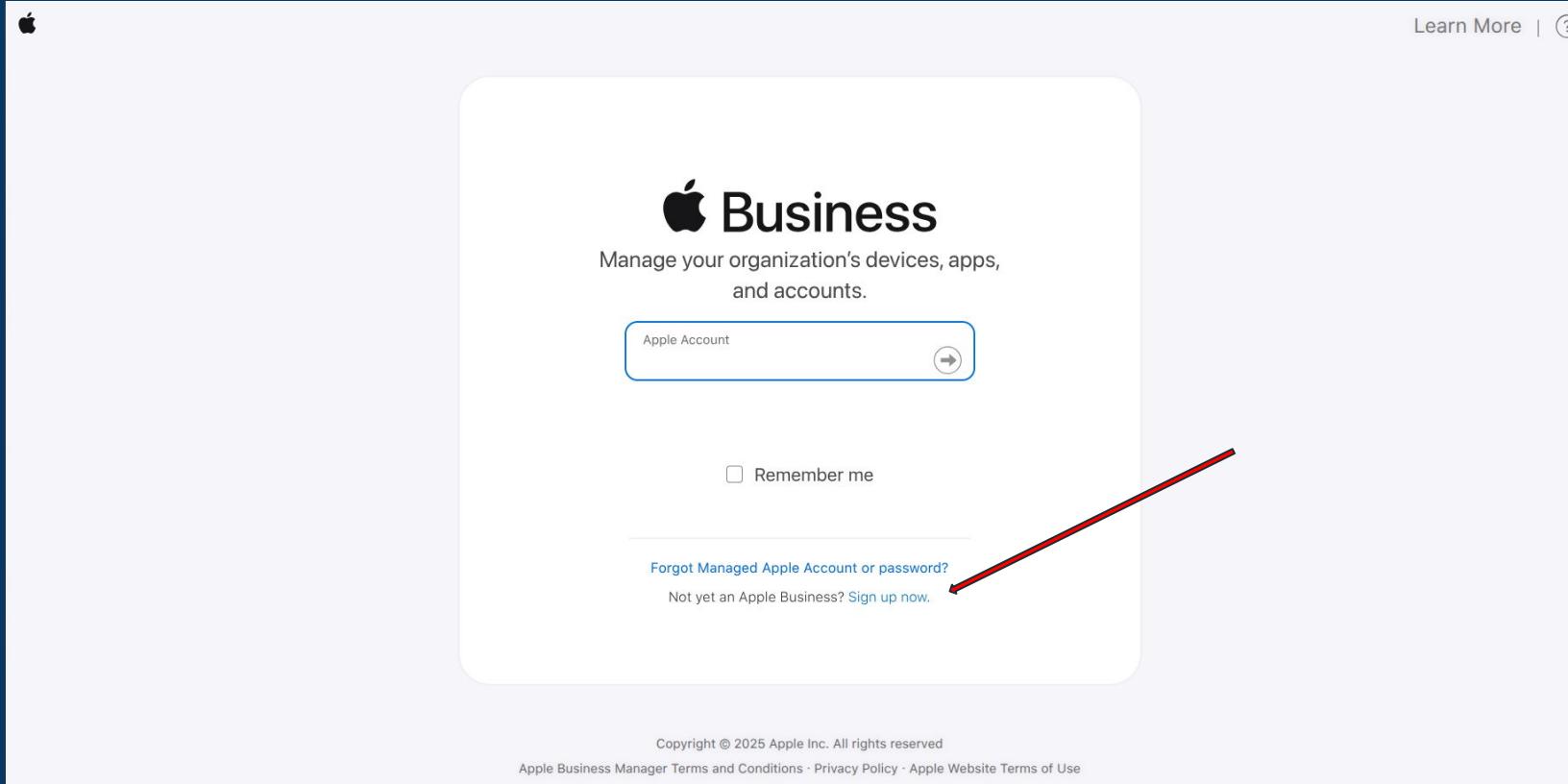
You can search for the DUNS number for Australian businesses by visiting illion Express.

If you are a small business participating in the Apple Developer Program, please allow up to 14 days from when your DUNS number is created/updated for the data to be available with Apple. Please view the Apple FAQs.

Let us know if you need any further assistance.

Thank you!

# CREATE & VERIFY ABM ACCOUNT



The screenshot shows the Apple Business login interface. At the top right are links for "Learn More" and a question mark icon. The main heading is "Business" with the subtitle "Manage your organization's devices, apps, and accounts." Below this is a button labeled "Apple Account" with a blue outline and a right-pointing arrow. Underneath is a "Remember me" checkbox. At the bottom left is a link for "Forgot Managed Apple Account or password?", and at the bottom right is a link for "Not yet an Apple Business? Sign up now." A thick red arrow points from the text "Not yet an Apple Business? Sign up now." towards the "Sign up now" link.

Learn More | ?

**Business**

Manage your organization's devices, apps, and accounts.

Apple Account 

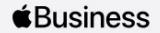
Remember me

[Forgot Managed Apple Account or password?](#)

[Not yet an Apple Business? Sign up now.](#)

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[Apple Business Manager Terms and Conditions](#) · [Privacy Policy](#) · [Apple Website Terms of Use](#)

<https://business.apple.com>



## Get started with Apple Business Manager

Manage your organization's devices, apps, and accounts.



### Automate Device Enrollment

Automate device management enrollment for zero-touch deployments.



### Apps and Books

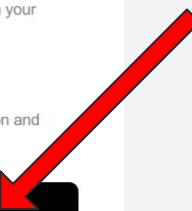
Buy apps and books for devices and users in your organization.



### Managed Apple Accounts

Create accounts for users in your organization and manage the services they can access.

Get Started



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- Information of the business rep setting up ABM
  - Default Admin User
  - Use a shared mailbox !!!!

The screenshot shows the 'Add your company information' step in the Apple Business Manager setup process. The page title is 'Apple Business'. Below it, a sub-section title reads 'Add your company information' with a note: 'This will set up your company on Apple Business Manager.' There are four input fields: 'First Name' and 'Last Name' (both outlined in red), 'Email' (outlined in red), and 'Company Name'. A note below the email field states: 'This email will receive updates about your account from Apple Business.' Below the company name field is another note: 'Provide a website if you own the domain. This does not include social media URLs.' A dropdown menu shows 'Australia' with a small arrow icon. At the bottom, there is a checked checkbox labeled 'Send me news and updates about Apple Business Manager.' A large grey 'Continue' button is at the bottom right.

Apple Business

Add your company information

This will set up your company on Apple Business Manager.

First Name Last Name

Email

Company Name

Website (optional)

Provide a website if you own the domain. This does not include social media URLs.

Australia

Send me news and updates about Apple Business Manager.

Continue

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- Set up the credentials for ABM Admin
  - Don't forget the password!!!!

The screenshot shows the 'Set up credentials for your new work account' page. At the top, it says 'Business' with the Apple logo. Below that, it says 'Set up credentials for your new work account'. It explains that you'll use these credentials to sign in to Apple Business Manager. There are fields for First Name (John) and Last Name (Smith). A placeholder email address 'name@example.com ap [REDACTED]' is shown, with a note below stating 'This will be your new Apple Account.' There are fields for Password and Confirm Password. Below that, there's a dropdown for Country Options set to '+61 (Australia)'. A field for Phone Number is present with a question mark icon. A note says 'Enter a phone number where you can receive verification codes via text or a phone call when signing in.' Under 'Verify with:', there are two options: 'Text message' (selected with a blue dot) and 'Phone call' (unchecked).

Business

Set up credentials for your new work account

You'll use these credentials to sign in to Apple Business Manager.

First Name  
John

Last Name  
Smith

name@example.com  
ap [REDACTED]

This will be your new Apple Account.

Password

Confirm Password

Country Options  
+61 (Australia)

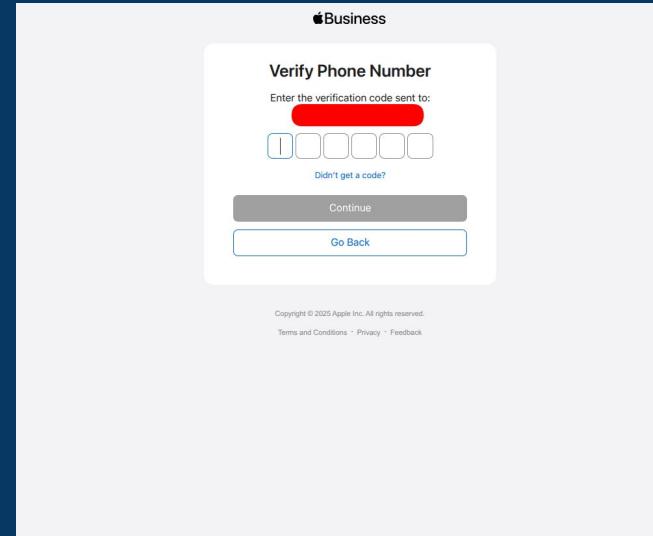
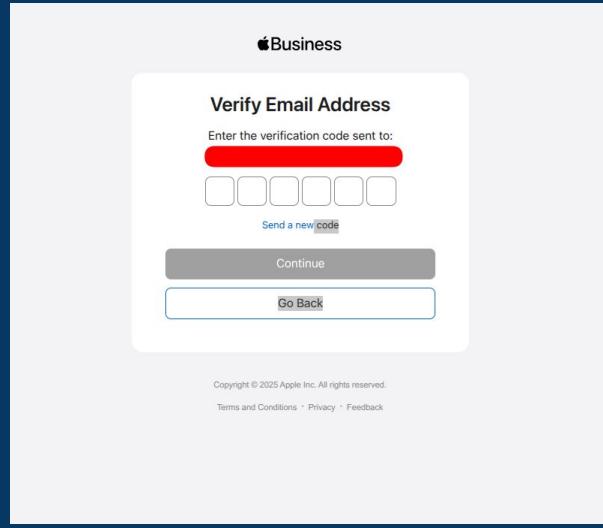
Phone Number

Enter a phone number where you can receive verification codes via text or a phone call when signing in.

Verify with:

Text message

Phone call



- Verify the email and phone number



## Terms and Conditions

Review the terms and conditions to continue.

### A. macOS Software License Agreement

[ENGLISH](#)

ENGLISH

APPLE INC.

SOFTWARE LICENSE AGREEMENT FOR macOS Sequoia

For use on Apple-branded Systems

PLEASE READ THIS SOFTWARE LICENSE AGREEMENT ("LICENSE") CAREFULLY BEFORE USING THE APPLE SOFTWARE. BY USING THE APPLE SOFTWARE, YOU ARE AGREEING TO BE BOUND BY THE TERMS OF THIS LICENSE. IF YOU DO NOT AGREE TO THE TERMS OF THIS LICENSE, DO NOT INSTALL AND/OR USE THE APPLE SOFTWARE AND, IF PRESENTED WITH THE OPTION TO "AGREE" OR "DISAGREE" TO THE TERMS, CLICK "DISAGREE". IF YOU ACQUIRED THE APPLE SOFTWARE AS PART OF AN APPLE HARDWARE PURCHASE AND IF YOU DO NOT AGREE TO THE TERMS OF THIS LICENSE, YOU MAY

### B. iOS and iPadOS Software License Agreement

### C. visionOS Software License Agreement

### D. tvOS Software License Agreement

### E. Apple Business Manager Agreement

### F. Volume Content Terms

Accept

# Read & Accept the Terms and Conditions

The screenshot shows the Apple Business Manager dashboard. On the left sidebar, there are several menu items: Activity, Locations, Users, User Groups, Access Management, Devices, Apps and Books, and a checkbox for 'Unlock all features of Apple Business Manager'. Below these is a blue button labeled 'Verify Business'. The main content area is titled 'My Profile' and contains sections for 'Organization Information' (with a sub-note 'Verify your business'), 'Organization Settings', 'Managed Apple Accounts', and 'Device Management Services' (which includes 'Management Assignment'). A large red arrow points from the bottom-left towards the 'Verify' button in the 'Organization Information' section. This section also displays a notice: '58 days left to verify your business. Verify your business to access the features of Apple Business Manager'. It includes links for 'Enroll devices with Automated Device Enrollment' and 'Purchase Apps for your employees'. A note at the bottom states: 'If you do not verify by October 29, 2025, your organization, its data, and all associated Managed Apple Accounts including the administrator account will be deleted.' with a 'Learn more' link.

- 60 Days to verify the account
  - If the account is not verified, it will be deleted !!

## Verify your business

### D-U-N-S® Number

Provide your business' unique nine-digit number provided by Dun & Bradstreet. [How to find your D-U-N-S Number.](#)

ⓘ D-U-N-S Number cannot be empty.

### Organization information

Update your organization address.

## Verify your business

ⓘ D-U-N-S Number cannot be empty.

### Organization information

Update your organization address.

## Verify your business

### Verification contact

Provide an additional contact Apple can call to verify your organization.

ⓘ Email cannot be empty.

- Enter D-U-N-S Provide Phone Number and other details of Secondary Contact



# Your verification is pending.

AppleCare may reach out during enrollment to verify your submitted information. Make sure that any filters allow mail from all apple.com domains and return any missed phone calls quickly so as not to delay the verification process. [Learn More](#)

[Check Status](#)

- You will receive an e-mail from Apple, notifying the review in-progress



## We need information to verify your enrollment

Thank you for your interest in Apple Business Manager.

To proceed with your enrollment for [REDACTED], we must speak with you by phone. Please [Contact us](#) and reference enrollment ID [REDACTED]

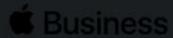
[Contact AppleCare](#)

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[Privacy Policy](#) | [Terms & Conditions](#) | [Apple Support](#)

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- Apple will notify you if they need further information. You may have to reach out to AppleCare.



## Your organization is now verified!

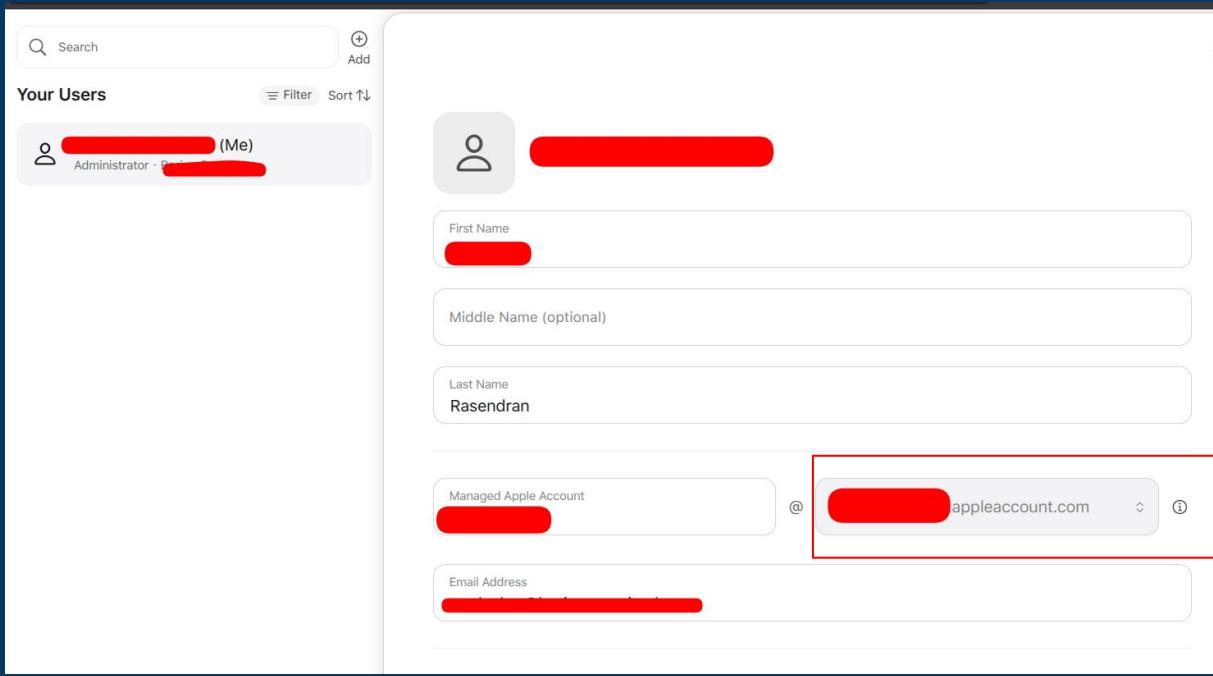
Log into your account to take advantage of features like:

1. Setting up Automated Device Enrollment.
2. Accessing the Apps and Books store.

In addition to the features above:

1. iMessage and FaceTime are now available to all Managed Apple Accounts.
2. iCloud sharing is now available both inside and outside of your organization.

# Voilà !



- Administrator account should be linked to **yourcompanyname.appleaccount.com** not **your primary domain**
- Also, add a **second administrator account !!!**

# **WARNING !!!!**

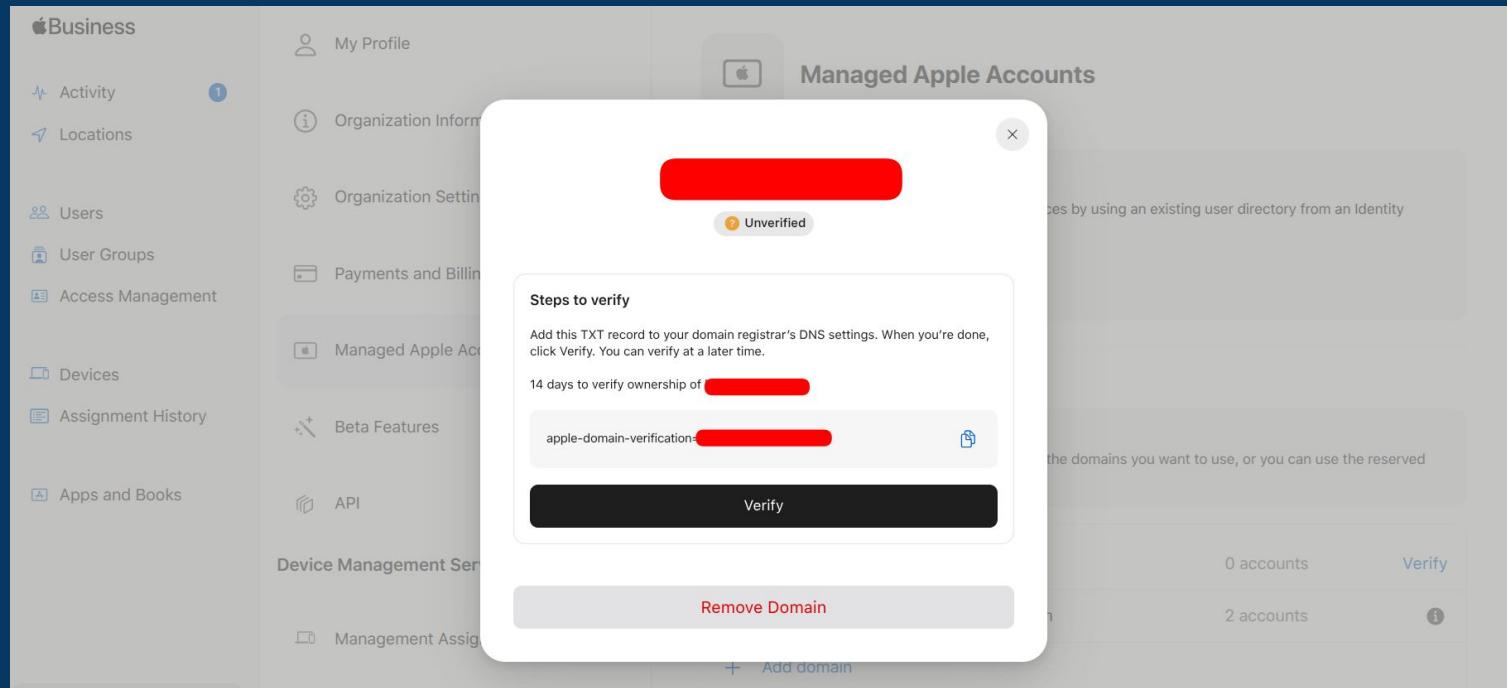
- **Set up your Apple Developer Account Holder on a subdomain or unmanaged domain**
  - **You should be able to receive emails on this domain, for Apple verification !!**

# SETUP M.A.A PRIMARY DOMAIN

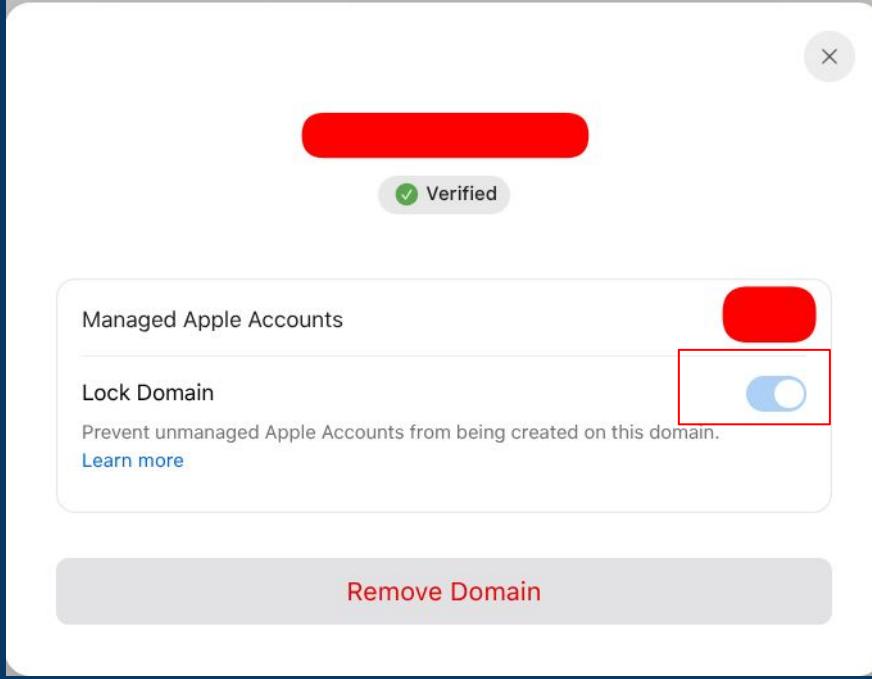
The screenshot shows the Apple Business Management interface. The top navigation bar includes links for My Profile, Activity (with 1 notification), Locations, Users, User Groups, Access Management, Devices, Assignment History, Preferences, Help, What's New?, and Sign Out. Below the navigation bar are several service sections: Device Management Services (with an Add button), Management Assignment, API, Apps and Books, Beta Features, API, Management Assignment, Device Management Services (with an Add button), and Managed Apple Accounts (which is highlighted). A large red rectangular box covers the bottom right portion of the screen.

This screenshot is identical to the one on the left, showing the Apple Business Management interface with the same navigation bar and service sections. The Managed Apple Accounts section is also highlighted with a red box at the bottom right.

The screenshot shows the Managed Apple Accounts configuration page. It features a header with the title "Managed Apple Accounts". Below the header is a section titled "User sign in and directory sync" with a "Get Started" button. The main area is titled "Domains" and lists a single domain entry: "appleaccount.com" with "2 accounts". There is also a "+ Add domain" button.



- Add TXT record in your DNS service and click Verify



- You can lock the domain, this will prevent end-users from creating Apple accounts.
  - This will now be managed in ABM :)

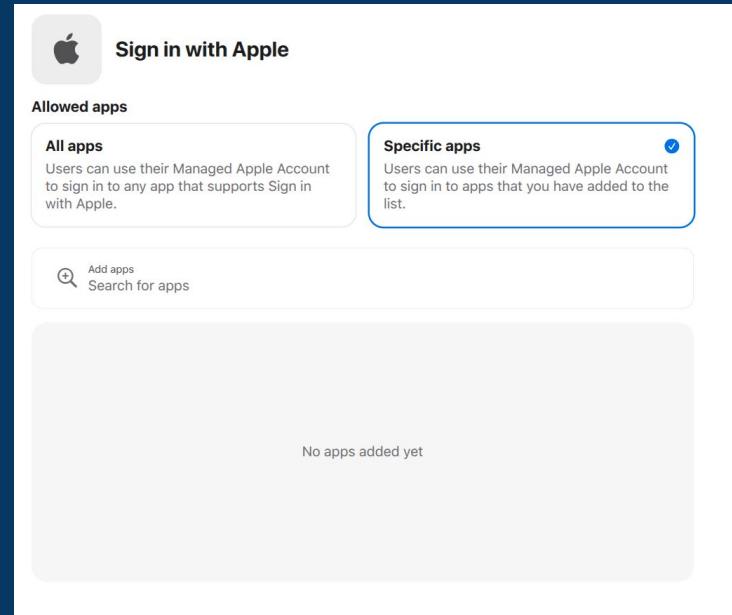
# **ROADS? WHERE WE'RE GOING, WE DON'T NEED ROADS!**

- **Federate with your Identity Provider**
  - **SSO**
  - **Sync users**

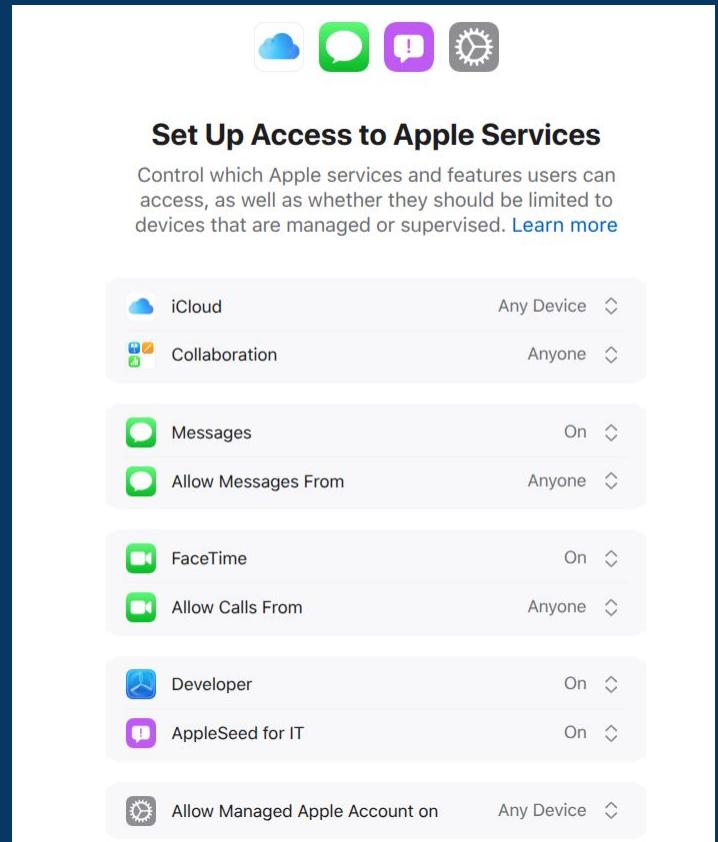


<https://support.apple.com/en-au/guide/apple-business-manager/axmb19317543/web>

- **Restrict Apple Sign-in**
  - Approved apps



# ● Restrict Apple Services



The screenshot shows a user interface for managing access to various Apple services. At the top, there are four icons: a blue cloud for iCloud, a green speech bubble for Messages, a pink speech bubble with a exclamation mark for Collaboration, and a grey gear for Developer. Below these, the title "Set Up Access to Apple Services" is displayed in bold black font, followed by a descriptive subtitle: "Control which Apple services and features users can access, as well as whether they should be limited to devices that are managed or supervised. [Learn more](#)". The main area contains a list of services with their current status and restriction settings:

iCloud	Any Device
Collaboration	Anyone
Messages	On
Allow Messages From	Anyone
FaceTime	On
Allow Calls From	Anyone
Developer	On
AppleSeed for IT	On
Allow Managed Apple Account on	Any Device

- **Secure your hardware supply chain !!**
  - **Automated Device Enrolment \*\*\***
- **Block Personal Accounts on managed devices \*\***

\*\*\* Automated Device Enrolment : <https://support.apple.com/en-au/102300>

# **BUT .... WHAT ABOUT MIGRATION ?**

- **Building a BYO Mobile Device Program at Jamf – Dr. Emily Kausalik-Whittle**
- **Managed Apple IDs and You – Tom Bridge**
- **Pitfalls of Account-Driven User Enrolment on iOS – Martin Piron**

**THANK YOU**

**ComfyCon**



*That's all Folks!*