

Apple Business Manager (ABM) and Apple School Manager (ASM) are **web-based portals that streamline the deployment and management of Apple devices and apps within organizations and educational institutions**, respectively. They combine the functionalities of the former Device Enrollment Program (DEP) and Volume Purchase Program (VPP), offering a unified platform for IT administrators. [1, 2, 3, 4]

Key features and benefits of ABM and ASM:

- **Automated Device Enrollment:** Devices purchased from Apple or authorized resellers can be automatically enrolled in MDM solutions upon initial setup, eliminating the need for manual configuration. [3, 3, 4, 4]
- **Centralized Management:** ABM and ASM provide a single portal for managing devices, users, and content (apps and books) across an organization. [2, 2, 3, 3, 4, 4]
- **Simplified App and Book Management:** Organizations can purchase apps and books in volume and assign them to users or devices, with the ability to revoke and reassign licenses as needed. [1, 1, 4, 4]
- **Integration with MDM:** ABM and ASM integrate with various MDM solutions, allowing administrators to configure device settings, manage apps, and enforce security policies. [4, 4, 5, 5]
- **Reduced Setup Time:** Automated enrollment and streamlined app distribution significantly reduce the time and effort required to deploy and manage Apple devices. [2, 2, 4, 4]
- **Enhanced Security:** ABM and ASM help ensure that devices are properly configured and managed, enhancing security and compliance within the organization. [2, 2, 4, 4, 5, 5, 6]
- **Free of Charge:** Both ABM and ASM are free programs offered by Apple. [1, 1, 7, 7]

In essence, ABM and ASM are crucial tools for organizations and educational institutions looking to efficiently deploy, manage, and secure their Apple devices and apps. [2, 4]

ABM vs. ASM:

- **Apple Business Manager (ABM):** Designed for businesses and organizations.
- **Apple School Manager (ASM):** Specifically designed for educational institutions. [1, 2]

Both portals offer similar functionality and user interfaces, but ASM includes features tailored for educational settings, such as integration with Student Information Systems (SIS) and Learning

Management Systems (LMS). [8, 9]