



# Walking the Tightrope

*Managing Apps In and Out  
of the Mac App Store*

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# About Me

- Senior Software Engineer in the Mac Products Group at Nuance Communications
- Owner of Tee-Boy, developer of *WeatherSnoop*
- Author of *Developer to Developer* monthly column in MacTech Magazine





# Presentation Goals

- Evolution of Software Distribution
- Explore Mac App Store Approach
- Examine Web Sales Approach
- Look at Bridging the Two Approaches
- Support and Licensing Strategies



# The Evolution of Software Distribution



1980s

# The Good Ole Days!



+



= 3-5 Day Wait



# Today



Download in Seconds  
or Minutes





# The Choice





# Choice I: The Mac App Store

- “One Stop Shop” for Mac Apps
- Large Customer Base
- Installed on every new Mac





# Getting Started

- Prepare your Application for Sale
- Get a Mac Developer Account (\$99/yr)
- Setup your application's metadata in iTunes Connect



# What You Get

- Promotion (Product Page)
- Licensing protection from Apple (some assembly required)
- Sales Accounting
- Handling of International Sales
- A nice little deposit every month!





# What You Give Up

- Flexibility: Cannot charge for upgrades, inability to offer “demo” downloads
- Free Reign: Apps must be sandboxed by July
- Customer Info: You don’t know who is buying your app unless they contact you
- Parity: The ability to respond to customer reviews is non-existent



# The Cost?

Price	Fee
\$0.99	\$0.30
\$9.99	\$3
\$49.99	\$15
\$99.99	\$30



# Choice 2: Web Sales

- Create your own Web Site
- Customize your message according to your app and its features
- Have direct access to your customer





# Getting Started

- Prepare your Application for Sale
- Design your website and obtain a web hosting service
- Decide how you're going to get paid
- Decide how to enforce licensing



# What You Get

- Application Freedom
- Promotional Design Freedom
- Full Customer Data
- Keep more of your \$\$\$



# What You Give Up

- Time! You have to setup and maintain:
  - A website to promote your app
  - A payment and accounting system
  - A licensing model to appropriate usage of your app to paying customers only



# The Cost?

Price	Fee	App Store Fee
\$0.99	\$0.03	\$0.30
\$9.99	\$0.30	\$3
\$49.99	\$1.50	\$15
\$99.99	\$3.00	\$30





# So What Do You Do?

## Choose One?

## Or Both?



# Let's Look at a Dual Strategy



# The Best of Both Worlds

- Sell your app in both the Mac App Store and through your own on-line presence
- Maintain your own website and advertising while leveraging Apple's marketing
- Gain exposure in two different storefronts



# But Is It More Headache?

Kind of....

- Developing your app gets complicated
- Running your app gets complicated
- Supporting your app gets complicated



# Developing On the Tightrope



# Draw Your Line In The Sand

- What is your market?
- What is your app's minimum OS and architecture?
- Where you place the line can make your development easier or harder.



# Legacy Support Matrix

10.5	Core Duo	G4/G5	
10.6	Core Duo		
10.7	Core 2 Duo		



# Decisions, Decisions...

- Xcode 3: Up to Snow Leopard
- Xcode 4: Snow Leopard or later
- One or Two Targets?
- One or Two Projects?



# Architecture Tightrope

- Universal Binaries
  - Fine for Web Sales
  - Not in the Mac App Store
- Keep two targets in Xcode
  - Your Non-MAS version
  - Your MAS version





# Running On the Tightrope



# Data Location Tightrope

- Mac App Store Apps
  - \${Home}/Library/Application Support/<app\_bundle\_id>/Data
  - \${Home}/Library/Containers/<app\_bundle\_id>/Data/
- Traditional App Data Store
  - ~/Documents
  - ~/Library/Preferences



# Support On The Tightrope



# Update Tightrope

1. User purchases the MAS version of YourApp
2. You update YourApp to 2.0 and post it to your website and submit to the Mac App Store
3. Apple takes one week to approve your app
4. Your non-MAS customer gets antsy and downloads YourApp 2.0 from your website



# Licensing Tightrope

- Mac App Store Version
  - Uses Apple's receipt
- Non-Mac App Store Version
  - Other licensing (AquaticPrime, Commercial)



# Licensing Tightrope, Pt. 2

- Make your app do both
  - Copy receipt outside of package at startup
  - Check for existence of receipt outside of package
  - Allows your app to work “both ways”



# Summary

- Keep your balance!
  - Know your platform requirements
  - Set up a solid project and support plan
  - Plan for cross-grade situations that customers may find themselves in
- Fail to plan, plan to fail



# More Information

- Getting Started on the Mac App Store
- App Sandbox Design Guide

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