B2B Device Upload Comparison: Apple, Google, Samsung, Microsoft

This document summarizes how major B2B platforms—Apple, Google, Samsung, and Microsoft—handle device upload and enrollment into their management ecosystems. It focuses on methods of uploading devices and their automatic enrollment capabilities.

## Apple – Apple Business Manager (ABM) + Automated Device Enrollment (ADE)

* \*\*Platform:\*\* Apple Business Manager (https://business.apple.com)
* \*\*Device Upload Method:\*\* Devices must be purchased directly from Apple or authorized resellers. No manual upload allowed.
* \*\*Enrollment:\*\* Linked to MDM via Automated Device Enrollment (ADE). Apps/settings auto-pushed during setup.

## Google – Android Enterprise (Zero-touch Enrollment)

* \*\*Platform:\*\* Zero-touch Enrollment (https://zerotouch.google.com/)
* \*\*Device Upload Method:\*\* Only authorized resellers can register devices. No manual upload.
* \*\*Enrollment:\*\* Devices auto-enroll into assigned MDM upon first boot or reset.

## Samsung – Knox Mobile Enrollment (KME)

* \*\*Platform:\*\* Samsung Knox (https://www.samsungknox.com/)
* \*\*Device Upload Method:\*\* Supports manual upload via CSV (IMEI/serial) or reseller registration.
* \*\*Enrollment:\*\* Devices auto-enroll into enterprise profile during setup.

## Microsoft – Windows Autopilot

* \*\*Platform:\*\* Microsoft Endpoint Manager / Intune (https://endpoint.microsoft.com/)
* \*\*Device Upload Method:\*\* Admins can upload hardware hashes via CSV or resellers can do it.
* \*\*Enrollment:\*\* Devices go through customized setup and auto-enroll into Intune.

## Comparison Summary Table

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| --- | --- | --- | --- | --- |
| Platform | Upload by Admin? | Upload by Reseller? | Auto Enrollment Support | Notes |
| Apple ABM | No | Yes | Yes | Only Apple-authorized resellers |
| Google ZT | No | Yes | Yes | Supported devices only |
| Samsung KME | Yes (CSV) | Yes | Yes | Flexible upload options |
| MS Autopilot | Yes (CSV) | Yes | Yes | Hardware hash required |