App Distribution - From Ad Hoc to Enterprise

Ashley Carroll, App Development Consulting Engineer
Finding the best way to reach your users
Distribution Methods

- Ad Hoc
- App Store
- In-House
- Custom Apps
Who is the audience for the app?

Who owns the devices it will be distributed on?

Who owns the source code?

Who is purchasing the app?

Who will host the app?

Who is building the app?

Who needs a developer program account?
Who is your user? Who is your customer?
Customers and Users

Individuals
Customers and Users

Individuals

- Ad Hoc
- App Store
Customers and Users

Individuals

- Ad Hoc
  - Limited Private
- App Store
  - Public
Customers and Users

- Individuals
  - Ad Hoc
    - Limited Private
  - App Store
    - Public
- Organizations
Customers and Users

Individuals

- Ad Hoc
  - Limited Private
- App Store
  - Public

Organizations

Group
Customers and Users

Individuals
- Ad Hoc
  Limited Private

App Store
- Public

Organizations
- In-House
- Custom Apps
  Group
Customers and Users

Individuals
- Ad Hoc: Limited Private
- App Store: Public

Organizations
- In-House: Private
- Custom Apps: Private

Group
Distribution Journey

- Ad Hoc
- App Store
- In-House
- Custom Apps
Discuss the alternatives for app distribution
Understand the expectations and best practices
Know where your app fits
Follow an app on a distribution journey
Discuss the alternatives for app distribution
Understand the expectations and best practices
Know where your app fits
Follow an app on a distribution journey
Ordering Lunch

Trevor
1 Bacon Burger
NO Tomato!!
Vanilla Shake

Order Jim
his usual

ROD
Turkey Club
Fries

Tom
veggie Burger
Onion Rings
Iced Tea

Jaclyn
Cheeseburger
Vanilla Shake

Pick Something
for Me!
- Kev
Getting Started

- Xcode
- SDK
- Personal Team
LunchControl Prototype
Personal Team

Sign into Xcode with an Apple ID

Free to use

Deploy a limited number of apps to a few devices

Apps expire after a few days
Personal Team
Testing on device
Personal Team

Testing on device
Could not launch “Deluxe Flashlight”

Verify the Developer App certificate for your account is trusted on your device. Open Settings on My iPhone Xs Max and navigate to General -> Device Management, then select your Developer App certificate to trust it.

Internal launch error: process launch failed: Security
Personal Team
Expectations

Intended for students, teachers and getting started

Apps will be deployed to devices you own

Intended for a few apps and a few devices

Certain capabilities are not available with free accounts (ex: CloudKit)

Apps cannot be distributed on the App Store
Distribution Methods

Ad Hoc
App Store
In-House
Custom Apps
LunchControl

Testing

Coworkers should be able to test the app

Individual accounts only allow for personal devices

Leveraging all of the features of the SDK is important
Ad Hoc Distribution

Distribute your app to testers on registered devices

100 devices, per product family, per year can be registered
Registering a Device

Certificates, Identifiers & Profiles

Register a New Device

Register Devices
To create a provisioning profile for app testing and ad hoc distribution, you'll need to specify registered devices. If you use automatic signing, Xcode registers connected devices for you. Xcode Server can also be configured to register connected devices.

Note: If you remove a registered device from your account, it will continue to count against your device limit. At the start of your new membership year, Account Holders and Admins will be presented with the option to remove listed devices and restore the available device count.

Register a Device
Name your device and enter its Unique Device Identifier (UDID).

- Platform
  - iOS, tvOS, watchOS

Device Name

Device ID (UDID)

Register Multiple Devices
Upload a file containing the devices you wish to register. Please note that a maximum of 100 devices can be included in your file and it may take a few minutes to process.

Download sample files
Registering a Device

Certificates, Identifiers & Profiles

Register a New Device

Register Devices
To create a provisioning profile for app testing and ad hoc distribution, you will need to specify registered devices. If you use automatic signing, Xcode registers connected devices for you. Xcode Server can also be configured to register connected devices.

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Register a Device
Name your device and enter its Unique Device Identifier (UDID).

Platform
iOS, tvOS, watchOS

Device Name

Device ID (UDID)
Installing Ad Hoc Builds

Tether and install with Xcode

Tether and install with Apple Configurator

OTA Installation
Ad Hoc Distribution

Expectations

Meant for testing apps on registered devices

Short term distribution solution

Apps expire and will eventually stop working

Device limits reset once per year
Distribution Methods

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- App Store
- In-House
- Custom Apps
Distribution Methods

- Ad Hoc
- App Store
- In-House
- Custom Apps
LunchControl
Beta testing at scale

User interest is growing

Manually registering UDIDs is time consuming

Close to reaching the device limit for ad hoc distribution
TestFlight

25 internal testers

10,000 testers via email or a public link

Builds are active for 90 days

Builds for external testers go through beta app review

Available to members of the Apple Developer Program only
iOS Builds

The following builds are available to test. Learn more about build status and metrics.

- **Version 1.1**
  - Build: Testing
  - App Store Connect Users: 1
  - External Testers: 1
  - Invitations: 1
  - Installations: 1
  - Last 7 Days: 1
  - Expires in 85 Days

- **Version 1.0**
  - Testing
  - Expires in 85 Days

LunchControl

Test the collaborative ordering feature in this release. It should be ready for lunch!

Terms of Service

In order to use LunchControl you agree that, in addition to app data and crash data, we may use device ID and software information as well as device and app usage data to improve app performance.

Information

App Details

Developer Privacy Policy
Liquid Oxygen LLC. has invited you to test LunchControl

June 4, 2019 at 9:41 AM

LunchControl
By Liquid Oxygen LLC.

View in TestFlight

What to Test
Test the collaborative ordering feature in this release. It should be ready for liftoff!

Terms of Service
In order to use LunchControl you agree that we may collect device, and crash data as well as statistics about how you use LunchControl. More information will be provided.

Information
App Details
Developer Privacy Policy
Submitting to the App Store
LunchControl 1.0
Ready for lift off!

Taking off for Mars Burger in 30 minutes. Put your order in if you’d like to join the mission.

Countdown to Lunch!
LunchControl 1.0
Ready for lift off!

Taking off for Mars Burger in 30 minutes. Put your order in if you'd like to join the mission.

Countdown to Lunch!
LunchControl 1.0
Ready for lift off!

Refined features for a more general audience

Created marketing material and demo videos

Ready to submit to the App Store
LunchControl 1.0
Ready for lift off!

Refined features for a more general audience

Created marketing material and demo videos

Ready to submit to the App Store
Individuals or organizations can sign up
Apps are available to the general public
Apps are hosted on the App Store
Apps are reviewed by Apple
App Store
Expectations

Know and follow the App Store Review Guidelines

Keep the app current

Make sure the app is appropriate for the general public
Some friends who are teachers love the app

School wants to purchase in bulk

You want to offer an educational discount
Buying Apps in Bulk

Apple Business Manager

Apple School Manager
## Educational Discounts

### Pricing and Availability

#### Price Schedule

<table>
<thead>
<tr>
<th>Price</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>USD $5.99</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Other Currencies

- Starting Price: No End Date

#### Plan a Price Change

- Available in all territories [Edit]
- Remove from sale

#### Availability

- Available at a reduced price for educational institutions
- Available for education and business without a reduced price
- Available privately as a custom app for business

#### Distribution for Business and Education

- Last-Compatible Version Settings
Educational Discounts

Distribution for Business and Education

- Available at a reduced price for educational institutions
- Available for education and business without a reduced price
- Available privately as a custom app for business
LunchControl
Proper versioning and adding features

Feature requests are increasing
Product is expanding
Considering multiple app versions
Improper Versioning

Liquid Oxygen, LLC

App Store Preview

iPhone

LunchControl Business
LunchControl Pizza Business
LunchControl Spring '18 Business
LunchControl Conference Business
LunchControl Deli Business
LunchControl Deli NYC Business

iPad

LunchControl Shakes Business
LunchControl Spr '18 Business
LunchControl '19 Business
LunchControl Ordering Business
LunchControl Admin Business
LunchControl Fall '18 Business

More ways to shop: Visit an Apple Store, call 1-800-MY-APPLE, or find a reseller.

Copyright © 2019 Apple Inc. All rights reserved. Privacy Policy | Terms of Use | Sales and Refunds | Legal | Site Map

Choose your country or region
Consolidate App Versions

App Store Preview

Liquid Oxygen, LLC

iPad & iPhone

More ways to shop: Visit an Apple Store, call 1-800-MY-iPHONE, or find a retailer.
Copyright © 2023 Apple Inc. All rights reserved. Privacy Policy | Terms of Use | Sales and Services | Legal | Store Help | Choose your country or region

iPhone

LunchControl Business
LunchControl Pizza Business
LunchControl Spring Business
LunchControl Conference Business
LunchControl Deli Business
LunchControl Deli NYC Business
LunchControl Shakes Business
LunchControl Spr '18 Business
LunchControl '19 Business
LunchControl Ordering Business
LunchControl Admin Business
LunchControl Fall '15 Business

iPad

LunchControl Business
LunchControl Pizza Business
LunchControl Spring Business
LunchControl Conference Business
LunchControl Deli Business
LunchControl Deli NYC Business
LunchControl Shakes Business
LunchControl Spr '18 Business
LunchControl '19 Business
LunchControl Ordering Business
LunchControl Admin Business
LunchControl Fall '15 Business

Choose your country or region
Building an App Store App for Someone Else
Building an App Store App for Someone Else
Taco Bar loves LunchControl and wants you to build them their own app.

Customers could place orders and find Taco Bar locations.

Maintain control over your intellectual property.
Working with a Third Party Developer
Working with a Third Party Developer
Assigning user permissions

Developer
Upload builds

Marketing
Provide metadata
Working with a Third Party Developer
Assigning internal user permissions

Admin
TestFlight Distribution
Pricing
Submission
Go-Live on the App Store
## Working with a Third Party Developer

### Assigning user permissions

### Users and Access

#### Users

<table>
<thead>
<tr>
<th>Role</th>
<th>User ID/Email</th>
<th>Name</th>
<th>Role Details</th>
<th>Apps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Holder</td>
<td><a href="mailto:wchinapen@icloud.com">wchinapen@icloud.com</a></td>
<td>Wayne Chinapen</td>
<td>Access to Reports, Admin, Marketing, Developer</td>
<td>All Apps</td>
</tr>
<tr>
<td>Admin</td>
<td><a href="mailto:tralvio@icloud.com">tralvio@icloud.com</a></td>
<td>Tracy Rahle</td>
<td>Developer</td>
<td></td>
</tr>
<tr>
<td>Developer</td>
<td><a href="mailto:ckarunamuni@icloud.com">ckarunamuni@icloud.com</a></td>
<td>Chan Karunamuni</td>
<td>Admin</td>
<td>All Apps</td>
</tr>
<tr>
<td>Sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Support</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sandbox</td>
<td><a href="mailto:ccheung@icloud.com">ccheung@icloud.com</a></td>
<td>Cindy Cheung</td>
<td>Admin, Account Holder</td>
<td>All Apps</td>
</tr>
<tr>
<td>Testers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Working with a Third Party Developer
Assigning user permissions

![App Store Connect Users and Access screen]

<table>
<thead>
<tr>
<th>Users</th>
<th>People</th>
<th>Keys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td></td>
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<td>Testers</td>
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</table>
Assigning user permissions

<table>
<thead>
<tr>
<th>APPLE ID</th>
<th>NAME</th>
<th>ROLE</th>
<th>APPS</th>
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</table>
Third Party Developer
Expectations

Apps are submitted under client accounts

Customer is legally responsible for the apps published under their brand*

Limit access to powerful roles

Follow best practices for versioning

*Refer to App Store Review Guidelines, Section 5.2
Distribution Methods

- Ad Hoc
- App Store
- In-House
- Custom Apps
Distribution Methods

Ad Hoc
App Store
In-House
Custom Apps
LunchControl
Custom internal version

Acme Company wants a custom version

Corporate cafeteria and catering

The app would be for employees
Private Distribution

In-House

Custom Apps
In-House Distribution

Proprietary apps built by internal developers for their employees

Organization owns and maintains the source code

Distribution is outside of the store

Organization distributes the app, usually via MDM (not publicly posted)
In-House Distribution

Expectations

Users must be employees

Distribution certificates should be protected

Certificate lifecycle needs to be managed

DIY Beta Testing and Hosting

Apps require periodic access to the internet
In-House Distribution
Expectations

Users must be employees

Distribution certificates should be protected

Certificate lifecycle needs to be managed

DIY Beta Testing and Hosting

Apps require periodic access to the internet
Distribution Methods

- Ad Hoc
- App Store
- In-House
- Custom Apps
Distribution Methods

- Ad Hoc
- App Store
- In-House
- Custom Apps
Private Distribution with Custom Apps

Business to business, or business to self

Acme Co Cafe
Custom Apps

Part of the Apple Developer Program

Privately offer customized apps to customers you identify or to yourself

Apps for partners, clients, franchisees, internal employees, and affiliates

Distribute licenses via MDM or Redemption codes
Benefits of Custom Apps

One program to manage all of your apps (internal and external)

Apps don’t expire

Apps are managed individually

Apps can be distributed to much larger audiences

Easier to work with third-party software vendors

Additional App Store features

TestFlight and App Store Connect tools
Benefits of Custom Apps

One program to manage all of your apps (internal and external)

Apps don’t expire

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Easier to work with third-party software vendors

Additional App Store features

TestFlight and App Store Connect tools
Creating a Custom App

Step 1: Account setup

Accept both the Apple Developer Program License Agreement and the Paid Application agreement

Provide tax and banking in App Store Connect

Leverage roles to define proper access for all team members
Creating a Custom App

Step 2: New App ID and App Record

App ID
developer.apple.com/account

App Record
App Store Connect
Creating a Custom App

Step 3: Upload a build
Creating a Custom App

Step 4: Beta test with TestFlight
Creating a Custom App

Step 5: List the app for sale as a Custom App

Pricing and Availability

Price Schedule

<table>
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<tr>
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<tbody>
<tr>
<td>USD $5.99 (Tier 4)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Currencies</td>
<td>Starting Price</td>
<td>No End Date</td>
</tr>
</tbody>
</table>

Pre-Orders

Pre-orders allow customers to buy your app in advance. On the release date, customers who pre-ordered your app will be charged for the purchase and notified of its availability. Only the first version of an app can be made available for pre-order. Learn more.

- Make available for pre-order

Availability

Available in all territories  Edit

Distribution for Business and Education

- Available with a volume discount for educational institutions
- Available with no discount
- Available privately as a custom B2B app
Creating a Custom App

Step 5: List the app for sale as a Custom App

Pricing and Availability

Availability

Available in all territories

Distribution for Business and Education

- Available with a volume discount for educational institutions
- Available with no discount
- Available privately as a custom B2B app

Provide at least one DEP Customer ID that is authorized for Apple Business Manager. Customer apps will be available privately and securely to these users. Learn more about custom app distribution.

<table>
<thead>
<tr>
<th>Type</th>
<th>ID</th>
<th>Organization Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEP ID</td>
<td>Required</td>
<td>Required</td>
</tr>
</tbody>
</table>

Last-Compatible Version Settings
Creating a Custom App

Step 5: List the app for sale as a Custom App
## Creating a Custom App

### Step 5: List the app for sale as a Custom App

In the Pricing and Availability section, select the distribution options as follows:

- **Available at a reduced price for educational institutions**
- **Available for education and business without a reduced price**
- **Available privately as a custom app for business**

Provide at least one DEP Customer ID that is authorized for Apple Business Manager. Custom apps will be available privately and securely to these users. Learn more about custom app distribution.

<table>
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Creating a Custom App

Step 6: Submit for review
Creating a Custom App

Step 6: Submit for review
Creating a Custom App
Step 6: Submit for review
Purchasing a Custom App
Apple Business Manager

Enroll at business.apple.com
Buy apps, custom apps, and books in bulk
Purchase licenses or redemption codes
Deploy to devices or users
Assign, revoke, and reassign apps
Custom App Workflow

Apple Business Manager
Discover DEP ID and Organization Name in Settings

App Store Connect
Add DEP ID and Organization Name to app listing

Apple Business Manager
Purchase licenses or codes in “Custom Apps” section
**Custom App Workflow**

**Apple Business Manager**
Discover DEP ID and Organization Name in Settings

**App Store Connect**
Add DEP ID and Organization Name to app listing

**Apple Business Manager**
Purchase licenses or codes in “Custom Apps” section
Custom App Workflow

Discover DEP ID and Organization Name in Settings

Add DEP ID and Organization Name to app listing

Purchase licenses or codes in “Custom Apps” section
Troubleshooting

Custom Apps

Program and Paid Apps agreements
Troubleshooting

Custom Apps

- Program and Paid Apps agreements
- Banking and tax information
Troubleshooting

Custom Apps

Program and Paid Apps agreements

Banking and tax information

Customer has enabled Custom Apps

Wait a few minutes
Troubleshooting

Custom Apps

- Program and Paid Apps agreements
- Banking and tax information
- Customer has enabled Custom Apps
- Wait a few minutes
- Consult App Store Connect Help
Custom Apps

Expectations

Customer is required to have Apple Business Manager

Apps have to support the countries they will be distributed in

Redemption codes will not be made publicly available

Reviewers need to access the full functionality of the app

Once submitted, apps cannot be moved between public and private availability
Distribution Methods

- Ad Hoc
- App Store
- In-House
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Distribution Methods

Ad Hoc
App Store
In-House
Custom Apps
Distribution Methods

Audience

- Ad Hoc: Limited, Private
- App Store: Public
- In-House: Private
- Custom Apps: Private
Summary
Distribution Scenarios
# Summary

## Distribution Scenarios

<table>
<thead>
<tr>
<th>App Store</th>
<th>Custom Apps</th>
<th>In-House</th>
</tr>
</thead>
<tbody>
<tr>
<td>What if the app is for the general public?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Summary

#### Distribution Scenarios

<table>
<thead>
<tr>
<th>Scenario</th>
<th>App Store</th>
<th>Custom Apps</th>
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</tr>
</thead>
<tbody>
<tr>
<td>What if the app is for the general public?</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What if the app is for the general public? The choice is indicated by a green check mark in the App Store column.
<table>
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</tr>
</thead>
<tbody>
<tr>
<td>What if the app is for the general public?</td>
<td>![Checkmark]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What if I do not want to give up my intellectual property to an enterprise?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribution Scenarios</td>
<td>App Store</td>
<td>Custom Apps</td>
<td>In-House</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------------</td>
<td>-----------</td>
<td>-------------</td>
<td>----------</td>
</tr>
<tr>
<td>What if the app is for the general public?</td>
<td>✓</td>
<td></td>
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<td>✔️</td>
</tr>
<tr>
<td>What if my customer does not have an MDM solution?</td>
<td></td>
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</tr>
</thead>
<tbody>
<tr>
<td>What if the app is for the general public?</td>
<td><img src="check.png" alt="Check" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What if I do not want to give up my intellectual property to an enterprise?</td>
<td><img src="check.png" alt="Check" /></td>
<td><img src="check.png" alt="Check" /></td>
<td></td>
</tr>
<tr>
<td>What if my customer does not have an MDM solution?</td>
<td></td>
<td></td>
<td><img src="check.png" alt="Check" /></td>
</tr>
</tbody>
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# Summary

## Distribution Scenarios

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<td>✅</td>
<td></td>
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<td></td>
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<td>What if my customer does not have an MDM solution?</td>
<td></td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>What if I am being paid as a consultant to build an app for a company?</td>
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**Distribution Scenarios**

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“Apps are like cannonballs, it is better to know where they are going before they deploy.”

-T.A.
# More Information

developer.apple.com/wwdc/304

<table>
<thead>
<tr>
<th>Event</th>
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<tr>
<td>What’s New in Managing Apple Devices</td>
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<tr>
<td>App Distribution and Device Management Lab</td>
<td>Friday, 1:00</td>
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