



Apple Deployment Programs

Volume Purchase Program for Education Guide

Overview

The Volume Purchase Program (VPP) makes it simple to find, buy and distribute apps and selected books in bulk for your institution, so you can provide great content to your students, instructors and staff members. And through the VPP Store, you can get special pricing for certain purchases of 20 or more apps.

Program features

Volume purchases

The VPP is a scalable solution for managing your institution's content needs. Choose from thousands of apps in the App Store or the Mac App Store across a broad range of categories, from geography and mathematics to science and history and so much more. The VPP Store allows you to purchase world-class apps in volume for both Mac and iOS devices. Books and textbooks are also available from the iBooks Store. iBooks textbooks provide a rich and engaging user experience, giving your students entirely new ways to learn. With the VPP, it's easy to equip a large group of users with the learning materials they need.

Managed distribution

Managed distribution is a feature of VPP that lets you distribute apps and books to managed devices or authorised users, and easily keep track of what content has been assigned to which user or device. To benefit from managed distribution, you can use Mobile Device Management (MDM) or Apple Configurator 2 when distributing purchased apps. With managed distribution, apps that are no longer needed by a user can be revoked and reassigned to a different user or device within your institution, so you retain full ownership and control of purchased apps. Once books are distributed, they remain the property of the recipient and are not revocable or reassignable.

Multiple payment options

Multiple payment options are available when you make a purchase on the VPP Store. You can use a purchase order to get VPP Credit that can be redeemed on the VPP Store, or complete your transaction with a credit card.

Institutions can get VPP Credit using a purchase order, just as they can when buying any other Apple product directly from Apple or from an Apple Authorised Reseller.¹ You can purchase VPP Credit in specific dollar amounts to be delivered electronically to the VPP account holder.

Special education pricing

Since the VPP allows developers to offer special pricing for education institutions, you can receive a 50 per cent discount for certain app purchases in quantities of 20 or more.

Availability

The VPP is available in the following countries or regions: Australia, Belgium, Canada, Denmark, Finland, France, Germany, Greece, Hong Kong, Ireland, Italy, Japan, Luxembourg, Mexico, the Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, Taiwan, Turkey, the United Arab Emirates, the United Kingdom and the United States. Books are not available in the VPP Store in Canada, Germany, Hong Kong, Singapore, Taiwan, Turkey and the United Arab Emirates.

What's new

Easily distribute apps directly to devices

Now you can deploy apps directly to iPad and Mac. It's that easy — there's no need for an Apple ID on the device you are distributing apps to. Your students can get up and running in no time, whether or not the device is assigned to a user.

You can assign and distribute apps directly to iPad and Mac using your MDM solution and Apple Configurator 2. And for existing deployments, you can seamlessly migrate from user-based to device-based app assignment.

Preconfigure apps and settings

Apple Configurator 2 is a free Mac-based tool that allows you to quickly configure large numbers of iOS devices via a USB connection, supplying them with the settings, apps and data you specify for your students, employees or staff members. With Apple Configurator 2, you can assign apps — including newly assigned apps and app updates — to your devices, and anyone using the device has access to the newly added apps.

Distribute apps across multiple countries

With multinational app assignment, you can now use your MDM solution to distribute content to devices and users in any country or region where the app is sold through the App Store. For example, an app purchased from a VPP account in the United States can be distributed to devices or users in Brazil, as long as the app is available through the App Store in Brazil.

How to purchase, distribute and manage content

Enrol

The VPP is part of the Apple Deployment Programs (ADP). To get started, complete the online enrolment process and create an ADP account. You are responsible for agreeing to the terms and conditions for each program you access within ADP and for setting up additional administrators for your institution. You'll need to provide contact information for someone in your organisation who can verify that you are authorised to enrol on behalf of your institution. Apple reserves the right to determine the eligibility of the administrators you select.

To enrol, go to deploy.apple.com. You'll need to provide:

- **Contact information, including an address, phone number and email address.** The email address you provide should be a work email address associated with your institution. This email address will be used to create your ADP Apple ID for signing in to the program. Consumer email addresses such as Gmail and Yahoo Mail are not accepted.
- **An ADP Apple ID.** After submitting your contact information, you'll receive instructions for completing the Apple ID setup.
- **A verification contact.** This individual must be able to verify that you have the legal authority to sign for and bind your institution to the VPP for Education.

- **Institution information.** Enter your institution's address, including the postcode. Choose your institution from the list, or if it isn't listed, provide the full institution name.

Submit your enrolment. After you submit your program enrolment form, Apple will review the information provided and verify your institution details. If any information can't be verified, you'll be contacted so you can review and correct it. Any tax information you've provided will be verified based on your region's specific requirements. You'll be notified when this verification is complete, or contacted by Apple and asked to provide additional information, if necessary.

Important information about your ADP Apple ID

- If you've already enrolled your school or institution in the Device Enrolment Program (DEP), you can use that same program agent account to enrol in the VPP. This agent account qualifies as an existing ADP Apple ID, so you are not required to create a new one. Simply log in to deploy.apple.com with your DEP Apple ID, click Enrol next to the Device Enrolment Program, and fill in the required information.
- This Apple ID is unique to programs listed on the ADP website and cannot be used to log in to the iTunes Store or any other Apple service.
- If you're already using your email address for an existing Apple ID, you'll be asked to provide a new email address.

Set up

Once your enrolment is complete, you'll need to sign in to the ADP website, where you can create administrator accounts for your institution. These accounts represent individuals within your institution who are authorised by you to purchase apps and books through the VPP Store on behalf of your institution.

Add administrators

Sign in to the ADP website and choose Administrators from the menu on the left. To add an administrator, choose "Add Admin Account". You'll be asked to provide a name and an email address for your new administrator.

You can create as many administrators as you like, and you can also allow administrators to create other administrators. A large K–12 institution might want to have more than one administrator account per faculty or building, for example. A large university might want to have more than one administrator account per department.

Note: If you have enrolled your institution in the DEP, you can enable these new administrators to manage those services as well.

Important information about administrator accounts

- You'll need to provide a work email address for each administrator account you create. The email address you provide will be used to create a new Apple ID.
- If the email address you've provided is already in use for an existing Apple ID, you'll be asked to provide a new email address.
- The Apple ID used for ADP services cannot be used to log in to the iTunes Store or any other Apple service.

Select and purchase content

You can search for content, specify the quantity you want to purchase, and quickly complete the transaction using VPP Credit or a corporate credit card. Using the administrator ID created for the program, log in to vpp.itunes.apple.com/au in your browser to access the VPP Store .

Important information about content distribution

VPP account administrators can distribute content to devices and iTunes accounts in any country or region where the app is sold through the App Store. For example, an app purchased from a VPP account in the United States can be distributed to devices or users in Brazil, as long as the app is available through the App Store in Brazil.

Step 1. Search for an app or a book. Select a media type — iOS apps, OS X apps or Books — to narrow your search options. You can also type the name of the content or paste an iTunes link into the Search field to find specific content. Click the Category pull-down menu to find apps and books by category. Universal apps that work on both iPhone and iPad are identified with the universal badge (📱).

Step 2. Enter the quantity. Once you've found the content you're interested in, select the name in the search list, review the content details and enter the quantity you want to purchase.

Step 3. Select distribution type. Select "Managed Distribution" to assign, revoke and reassign apps to devices and users via your MDM solution or Apple Configurator 2. Or select "Redeemable Codes" to download a spreadsheet of codes.² Learn more about download codes in the "Distribute and download" section of this guide.

Step 4. Enter payment and billing information. Complete your transaction with VPP Credit or a credit card. You'll receive a confirmation email from Apple telling you that your order has been processed.

Purchase history. Your purchase history is stored on the program website under your Account Summary. Here, you can track the status of each transaction, refer to past purchases, view content you've purchased, or download the current spreadsheet of redeemable codes. Your purchase history also contains other helpful order information, such as your order date, order number and purchase price, and the number of apps or books procured.

Distribute and download

To distribute content to users, you have two options. At the time of purchase, you'll need to determine your distribution method: managed distribution or redeemable codes.

Using managed distribution

Using your MDM solution or Apple Configurator 2, you can distribute purchased apps and books to your institution's devices or authorised users. You also have the option to revoke and reassign apps to different users, so your institution retains full ownership and control of purchased apps.

Step 1. Link your MDM solution to the VPP. To use MDM for distribution, you must first link your MDM solution to your VPP account using a secure token. When you're logged in to the VPP store, go to your account summary and download a token to link your MDM server with your VPP account — then upload this token to your MDM server to establish the link. You'll need to install a new token on your MDM server once a year.

If you're using Apple Configurator 2 to manage devices and content, simply sign in to your VPP account in Apple Configurator 2. With iOS 9 and OS X El Capitan, you can also preload apps for all your deployments using Apple Configurator 2, saving network bandwidth and time.

Step 2. Assign and distribute content. Once you're connected to your MDM server or Apple Configurator 2, you can assign apps and books — including newly assigned apps and app updates — to devices and users in a variety of ways, even if the App Store is disabled.

Type of app or book	Can be assigned to Mac computers	Can be assigned to iOS devices	Can be assigned to users
Institution-authored book	No	Yes	Yes
VPP app	Yes (OS X El Capitan or later)	Yes (iOS 9 or later)	Yes
VPP book	No	No	Yes

Note: You can only use an MDM solution to assign apps to users with devices running iOS 7 or later, and OS X Mavericks v10.9 or later. Assigning apps directly to devices without an Apple ID requires iOS 9 or later, and OS X El Capitan or later.

Distribute VPP apps to devices, no Apple ID required. With iOS 9 and OS X El Capitan, you can now assign apps directly to devices using your MDM solution or Apple Configurator 2 — no Apple ID required. This capability saves several steps in the initial rollout, making your deployment significantly easier and faster, while giving you full control over managed devices and content. After an app is assigned to a device, it's pushed to that device via MDM or Apple Configurator 2, and no invitation is required. Anyone using that device has access to the app. You'll need one managed distribution licence per device for the apps you assign. Refer to your MDM provider's documentation to learn more about support for this feature.

Distribute VPP apps and books to users. You can use your MDM solution to distribute VPP apps and books directly to users by sending an invitation via email or a push notification message. To accept the invitation, users sign in on their devices with their personal Apple ID. The Apple ID is registered with the VPP service, but remains completely private and is not visible to the administrator. Once users agree to the invitation and accept the iTunes Store terms and conditions, they're connected to your MDM server and they can download assigned apps and books. Or you can silently install the app on supervised iOS devices. To assign apps and books to users, you'll need one managed distribution licence per user; apps are available for download on each of the user's iOS devices.

Choose between device-based and user-based app distribution. You can choose device-based app assignment for shared deployments — when a device is managed by the institution or has more than one user — or if you need to get a one-to-one deployment up and running quickly. With one-to-one deployments, students can always personalise their device at a later time by adding their Apple ID. In contrast, institutions can choose user-based assignment if students are bringing their own iOS devices or using more than one device per person. In this case, the institution assigns apps to users' Apple IDs. The app appears in users' purchase history for them to download onto any iOS device they own. In either type of deployment, apps assigned via an MDM system can be revoked and reassigned as needed.

	Device-based assignment	User-based assignment
Ownership model	Institution-owned	Student-owned
Use case	Shared or one-to-one deployments	Student-owned one-to-one deployments, or deployments with more than one device per user
Apple ID requirement	Optional	Required
Content type	iOS apps, Mac apps and institution-authored books	iOS apps, Mac apps, institution-authored books and iBooks books
Revoke and reassign content	Yes (apps only)	Yes (apps only)
Invitation process	No	Via MDM
Disable App Store on device	Possible	Not possible
Device management required	Yes	Yes
Device supervision required	No	No
Licence requirement	One licence per device	One licence per user

Apple ID. You can let students personalise their devices with their own Apple IDs even if you are assigning apps directly to the device. With an Apple ID, each student can enrol in iTunes U courses and take notes in iBooks. iCloud lets users store personal content — such as contacts, calendars, documents and photos — and keep them up to date across multiple devices. iOS devices use iCloud to automatically back up app data, photos and settings. iCloud also offers the ability to locate lost or stolen devices using a feature called Find My iPhone.

Migration. MDM solutions can perform a silent migration from per-user VPP assignments to per-device VPP assignments. The device must be enrolled in an MDM solution. Refer to your MDM provider's documentation to learn more about support for this feature. If you previously purchased redemption codes through the VPP, you can request to migrate these codes for use with managed distribution if the codes are unredeemed or were redeemed through Apple Configurator 2. Previously purchased redemption codes that users have already redeemed cannot be migrated.

To learn more about migrating codes, read [Migrate from redemption codes to managed distribution in the Volume Purchase Program](#).

Step 3. Revoke and reassign apps. When apps are no longer needed by a device or user, you can revoke and reassign them to different devices or users. If the app was assigned to a user, the user will have the opportunity to buy a personal copy. If the app was deployed as a managed app with MDM for iOS, the administrator has the additional option of immediately removing the app and all data. In this case, it's best practice to give users some notice or a grace period before removing apps from their devices.

Note: Assigned books appear in a user's iBooks Store purchase history and cannot be revoked after they're assigned.

Redeemable codes

You can also distribute content using redeemable codes. This method permanently transfers an app or a book to the Apple ID that redeems the code. This Apple ID can be created and used on devices controlled by your institution, or it can be the user's personal Apple ID. Redeemable codes are delivered in a spreadsheet format. A unique code is provided for each app or book, in the quantity purchased. Each time a code is redeemed, the spreadsheet is updated on the VPP Store, allowing you to view the number of redeemed codes at any time. The spreadsheet also includes a redemption URL with the redeemable code embedded in the link. It's best to send users the redeemable URL so they don't have to type or enter the redeemable code manually when downloading content. If you provide the codes via email or through an internal website, you must also include the applicable one-paragraph "Authorised End-User Terms and Conditions" in the email or on the website. You can find the "Authorised End-User Terms and Conditions" in the VPP Terms and Conditions, under the Content Codes section, available at www.apple.com/legal/internet-services/itunes/volume/ww.

Options for distributing redeemable codes to users:

- **Third-party MDM solutions.** Use MDM to distribute redeemable codes to users by uploading the VPP spreadsheet to your MDM server. A push notification message sent via MDM can prompt users to redeem a code. MDM can also keep track of how many codes have been redeemed.
- **Email.** Send the redemption code URL to users. They can simply click or tap the URL for each app or book, either on their mobile device or using a Mac or PC. The redeemable code is part of the redemption URL, enabling users to immediately download the content after authenticating with their Apple ID.
- **Internal website.** A secure website within your school's intranet is a convenient, centralised location where users can access redemption URLs. Simply notify users when content is available, then direct them to the dedicated internal web page where they can download content on demand. You can also build an internal app to help employees install content directly on an iPhone, an iPad or a Mac.

Resources

VPP for Education: www.apple.com/au/education/it/vpp

VPP Terms and Conditions: www.apple.com/legal/internet-services/itunes/volume/ww

VPP support: www.apple.com/support/itunes/vpp-edu.

MDM for iOS: www.apple.com/au/education/it/mdm

iOS Education Deployment Overview: www.apple.com/au/education/docs/EDU_Deployment_Overview.pdf

Business and education support: www.apple.com/au/support/business-education

Migrate from redemption codes to managed distribution in the VPP: support.apple.com/en-us/HT202863

¹Apple Authorised Resellers can purchase VPP Credit on behalf of their customers in Australia, Canada, France, Germany, Italy, Japan, New Zealand, Spain, the United Kingdom and the United States.

²Once distributed, books remain the property of the recipient and are not revocable or reassignable.