

The logo consists of a white Apple logo icon followed by the word "Business" in a white sans-serif font, all contained within a grey rounded rectangular button.The logo consists of a white Apple logo icon followed by the word "School" in a white sans-serif font, all contained within a grey rounded rectangular button.

Enrolling Your Organization in  
Apple Business Manager/  
Apple School Manager



## Contents

Preface.....	3
Section 1: Enroll your organization in Apple Business Manager/Apple School Manager .....	4
Section 2: Setup Apple Business Manager/Apple School Manager .....	8
Section 3: Next Steps.....	11
Addendum: Confirm or obtain your organization's D-U-N-S number .....	13



## Preface

It has become increasingly important for organization-owned devices deployed in all kinds and sizes of organizations to be purchased through Apple or an Apple Authorized Reseller. Doing so allows Apple or the Apple Authorized Reseller to place the devices into Apple Business Manager (ABM) or Apple School Manager (ASM), depending on the type of organization you have.

Combined with a MDM solution, your devices can use Automated Device Enrollment (ADE) and become supervised, giving your organization additional control as well as proving your ownership of the device. You can retroactively place iOS/iPadOS, Apple TV devices (iOS 11 or greater required) and Mac computers (running macOS 12.0.1 or later) with Apple silicon or the Apple T2 Security Chip into your Device Enrollment account in ABM/ASM. If you enroll in Apple Business Manager first, the setup of these devices can utilize a light-touch or zero-touch for IT workflows.

Apple made a significant change to the sign-up process for Apple Business Manager and Apple Business Essentials. As part of this new process, they shifted the verification requirements away from the initial sign up; providing incremental access to Apple Business Manager and Apple Business Essentials functionality so that customers can better evaluate the service without needing to wait for their enrollment to be approved.

- Businesses are no longer required to wait to be approved before creating their Apple Business Manager organization.
- Administrators can test features like federated authentication or, in the case of Apple Business Essentials, enrolling a device.
- Administrators can request organization verification from “Preferences” and have 60 days to verify for initial sign up.
- DUNS verification and verification contact info are still required, just not at sign up.

## Feature List

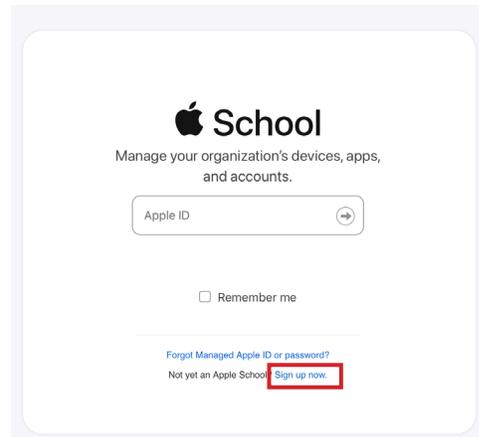
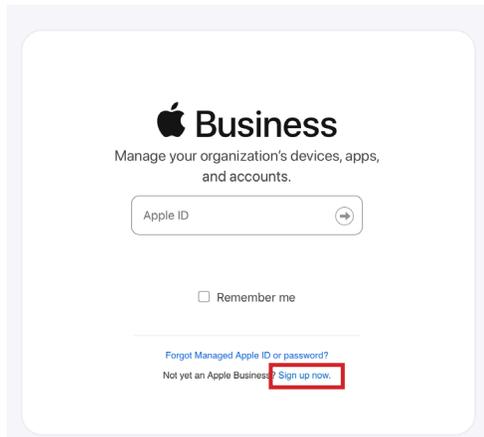
The following table are some features of Apple Business Manager and Apple Business Essentials and how you can interact with them during your trial and after you’re verified.

Feature	Permitted before verification	Permitted after verification
Managed Apple IDs	👍	👍
AppleCare support	👍	👍
Domain verification	👍	👍
Federated authentication	👍	👍
Directory sync	👍	👍
Essentials app	👍	👍
User Enrollment	👍	👍
Device Enrollment	🚫	👍
Automated Device Enrollment	🚫	👍
AppleCare repairs	🚫	👍
Edit MDM server assignments	🚫	👍
Add MDM server	🚫	👍
Access beta features	🚫	👍
iCloud sharing outside the organization	🚫	👍
iMessage and FaceTime	🚫	👍
Apps and Books Store	🚫	👍
2 TB iCloud storage	🚫	👍
Device plans availability	🚫	👍

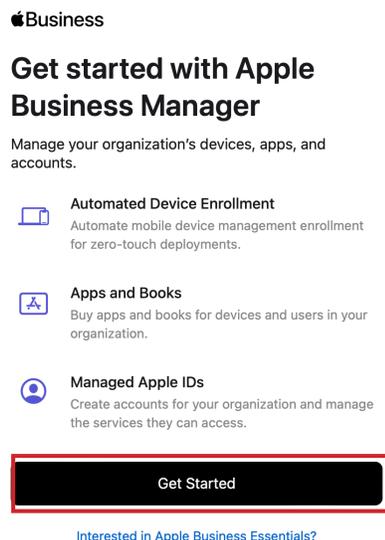


## Section 1: Enroll your organization in Apple Business Manager/Apple School Manager

1. Provide the following information to enroll into Apple Business Manager (ABM)/Apple School Manager (ASM):
  - A. First Name
  - B. Last Name
  - C. Work or School Email
  - D. Business Name or School Name
  - E. Country
2. In your web browser, navigate to the appropriate site for your type of organization:  
<https://business.apple.com> or <https://school.apple.com>
3. Click Sign up now.



4. In Apple Business Manager (ABM), click Get Started.





5. Enter the information for your company/school including name, organization name and email address. The work email you enter will become your Apple ID. In Apple School Manager (ASM), additional informations needs to be provided.
6. Review your enrollment information. Once you are confident that it is correct, click Continue.

7. You will now create your ABM account. Enter your name, your email account to use for your account. It will be your new Apple ID. Enter your country code and phone number to verify the account. Select how you want the verification to come in: Text message or Phone call.
8. Enter the characters for the CAPTCHA.
9. Click Continue.



10. Verify your email address by entering the code sent to the email you created as your Apple ID. Enter the code.
11. Click Continue.

 Business

## Verify Email Address

Enter the verification code sent to:

briana@joanwork.com

[Send a new code](#)

12. Verify your phone number with the code sent to your phone. Enter the code.
13. Click Continue.

 Business

## Verify Phone Number

Enter the verification code sent to:

+1 (516)

[Didn't get a code?](#)



14. Accept Terms and Conditions.

Business

### Terms and Conditions

Review the terms and conditions to continue.

**A. iOS and iPadOS Software License Agreement**

[ENGLISH](#)

ENGLISH

**IMPORTANT: BY USING YOUR IPHONE, IPAD OR IPOD TOUCH ("DEVICE"), YOU ARE AGREEING TO BE BOUND BY THE FOLLOWING TERMS:**

- A. APPLE IOS AND IPADOS SOFTWARE LICENSE AGREEMENT
- B. APPLE PAY SUPPLEMENTAL TERMS
- C. NOTICES FROM APPLE

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Single Use License

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IF YOU HAVE RECENTLY PURCHASED A DEVICE AND YOU DO NOT AGREE TO THE TERMS OF THE LICENSE, YOU MAY RETURN THE DEVICE WITHIN THE RETURN PERIOD TO THE APPLE STORE OR AUTHORIZED DISTRIBUTOR WHERE YOU OBTAINED IT FOR A REFUND, SUBJECT TO APPLE'S RETURN POLICY FOUND AT <https://www.apple.com/legal/sales-support/>.

**1. General**  
(a) The software (including Boot ROM code, embedded software and third party software), documentation, interfaces, content, fonts and any data that came with your Device ("Original Apple Software"), as may be updated or replaced by feature enhancements, software updates, security responses, system files, or system restore software provided by Apple for your Device or supported peripheral device ("Apple Software Changes"), whether in read only memory, on any other media or in any other form (the Original Apple Software and Apple Software Changes are collectively referred to as the "Apple Software") are licensed, not sold, to you by Apple Inc. ("Apple") for

- B. macOS Software License Agreement
- C. tvOS Software License Agreement
- D. Apple Business Manager Agreement
- E. Volume Content Terms
- F. AppleCare+ for Business Essentials

[Download Terms and Conditions](#)

15. Click Get Started.



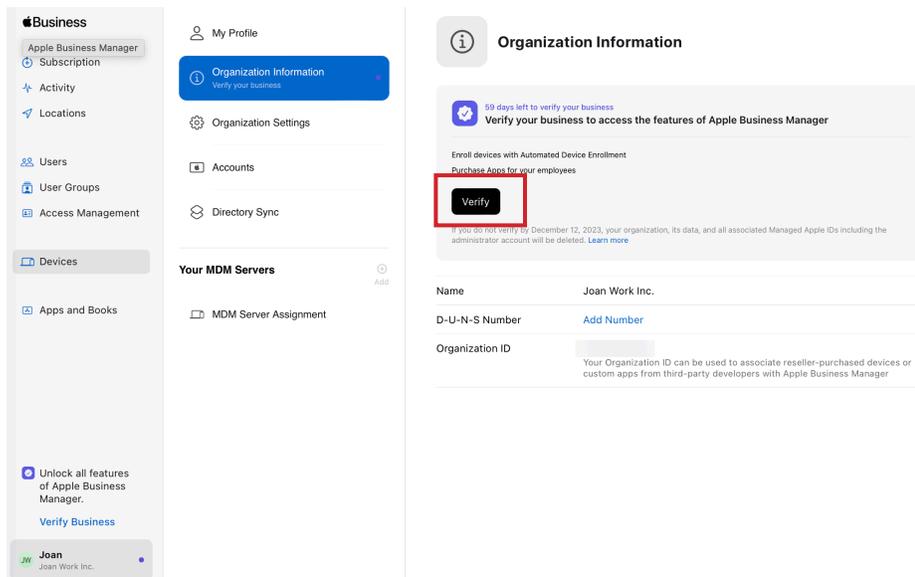
**Welcome to  
Apple Business Manager**

Verify your organization to set up automated device enrollment, purchase apps, and connect your MDM.



## Section 2: Setup Apple Business Manager/Apple School Manager

1. You will need to verify your business including supplying your D-U-N-S number to access the features of Apple Business Manager. This include Automated Device Enrollment (ADE) and purchasing Apps for your employees devices. You have 60 days to do this or all your information will be deleted. Click Verify.



2. If you have your D-U-N-S number, enter your organization information including your address, phone number, domain name and your D-U-N-S number. If you do not have a DUNS #, follow the steps as listed in the addendum to this document.
3. Review the information you entered and click Submit

### D-U-N-S® Number

Provide your business' unique nine-digit number provided by Dun & Bradstreet. [How to find your D-U-N-S Number.](#)

### Organization information

Update your organization address.



4. If within five (5) business days, the verification contact has not received a call from Apple to proceed with the enrollment, they should call Deployment Programs Support at 866-902-7144.

**Organization Information**

**Verification Pending**  
We're reviewing the information you submitted for verification. Contact AppleCare if you have any questions.  
[Contact AppleCare](#)

Name	Joan Work, Inc.
D-U-N-S Number	[REDACTED]
Organization ID	[REDACTED] <small>Your Organization ID can be used to associate reseller-purchased devices or custom apps from third-party developers with Apple Business Manager</small>
Website	joanwork.com

5. You will receive an email with the status of your verification. Advise your verification contact to expect to hear from Apple to verify you and the business.

**From:** Apple Business Manager no-reply@apple.com  
**Subject:** Information needed  
**Date:** October 13, 2023 at 5:53 PM  
**To:** mdm@joanwork.com



## We need information to verify your enrollment

Thank you for your interest in Apple Business Manager.

To proceed with your enrollment for Joan Work, Inc., we must speak with your verification contact by phone. Please ask Briana Work to [Contact us](#) and reference enrollment ID [REDACTED].

[Contact AppleCare](#)

[Privacy Policy](#) | [Terms & Conditions](#) | [Apple Support](#)

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6. After Apple has verified your business with your contact, you will receive an email saying your organization is now verified.

**From:** Apple Business Manager no-reply@apple.com  
**Subject:** Your organization verification is complete  
**Date:** October 16, 2023 at 1:27 PM  
**To:** mdm@joanwork.com



## Business

# Your organization is now verified!

Log into your account to take advantage of features like:

1. Setting up Automated Device Enrollment.
2. Accessing the Apps and Books store.

In addition to the features above:

1. iMessage and FaceTime are now available to all Managed Apple IDs.
2. iCloud sharing is now available both inside and outside of your organization.

[Log In](#)

[Privacy Policy](#) • [Terms & Conditions](#) • [Apple Support](#)

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## Section 3: Next Steps

1. We recommend you take the following steps:
  - a. Create at least one additional administrator account. It is imperative that you do this so that if the verification contact (first administrator) forgets their Managed Apple ID or password, there is another administrator account that is available to log in. You can have up to five administrators in Apple Business Manager or Apple School Manager. To start the process of creating an additional administrator account, in the sidebar, click Users, then at the top of the right section of the window, click Add (+). The remaining steps are outside the scope of this guide.
  - b. Upon your first and subsequent logins, you will be required to enter a six-digit security code sent by SMS. Log in to [appleid.apple.com](https://appleid.apple.com) with your Managed Apple ID and enter additional trusted phone numbers as applicable, especially if there are more than five administrators in your organization.
  - c. Add MDM Server(s) and assign devices. Once you have chosen a MDM solution, add the MDM server connection to your Apple Business Manager or Apple School Manager. You may also want to take advantage of the default device assignment so that the appropriate type of Apple devices are automatically assigned to the correct MDM server upon purchase.

The screenshot displays the Apple Business Manager dashboard. On the left is a sidebar with navigation options: Apple Business Manager, Subscription, Activity, Locations, Users, User Groups, Access Management, Devices, and Apps and Books. The main content area is divided into two sections. The top section, 'Organization Information', includes a 'Verify your business' button and a 'Verify' button. The bottom section, 'Your MDM Servers', contains an 'Add' button highlighted with a red square. Below this, there is an 'MDM Server Assignment' section. The right sidebar shows 'Organization Information' with fields for Name (Joan Work Inc.), D-U-N-S Number (Add Number), and Organization ID.

- d. If you plan to take advantage of managed distribution of bulk content (formerly the Volume Purchase Program, or VPP), begin by navigating to Settings > Apps & Books. Visit [https://www.apple.com/business/docs/site/Apple\\_Business\\_Manager\\_Getting\\_Started\\_Guide.pdf](https://www.apple.com/business/docs/site/Apple_Business_Manager_Getting_Started_Guide.pdf) for more information.



2. You must take the following steps:
  - a. **Verify your domain** You can use the white paper at <https://hconline.com/support/white-papers/how-to-verify-your-domain-for-apple-business-manager-or-apple-school-manager> for the applicable steps (Figure a).
  - b. **Add Customer Number(s)** Click Account (Your name on the bottom-left) > MDM Server Assignment > Customer Numbers then enter your Apple Customer Numbers (if you purchase computers and devices directly from Apple) and/or your Reseller IDs (formerly referred to as DEP Reseller ID, if applicable). Without these, Apple Business Manager or Apple School Manager will not automatically display any of your devices (Figure b).

Note: It may take up to five (5) business days for Apple to verify your customer number. The name attached with your customer number needs to match your organization name in Apple Business Manager or Apple School Manager, which Apple determines from your D-U-N-S number (business) or your state (education).

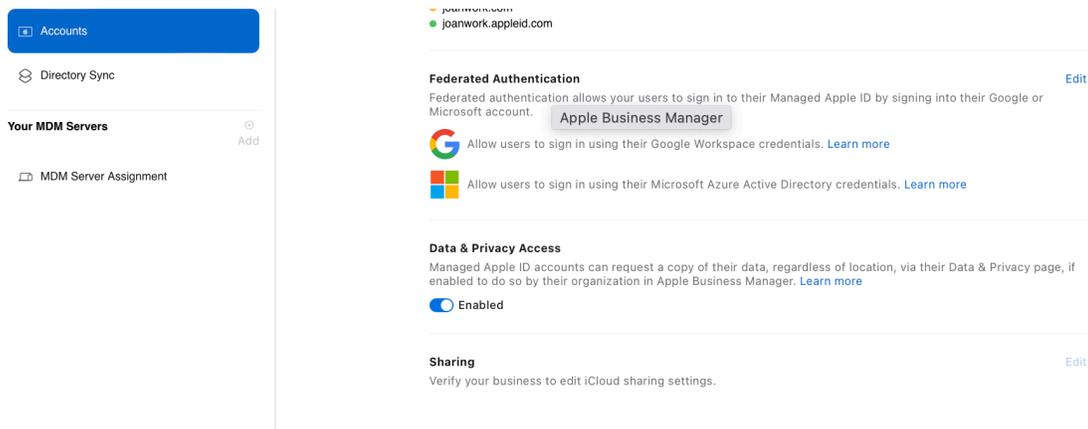


Figure a

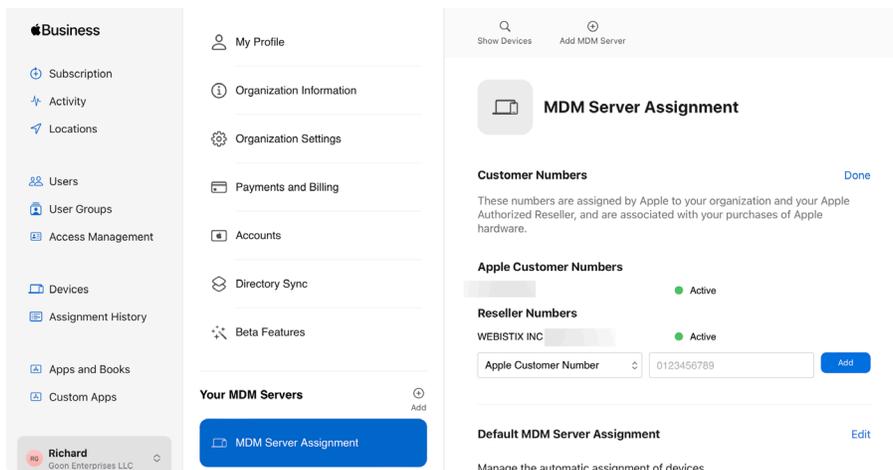


Figure b



## Addendum: Confirm or obtain your organization's D-U-N-S number

Note: For K-12 and Higher Education organizations, a D-U-N-S number is not needed. Rather, your organization needs to be recognized as an education organization by your state.

In this section you'll use an Apple resource to either confirm your D-U-N-S number or request one for your organization.

1. In a web browser, go to the Apple Developer D-U-N-S Number page:  
<https://developer.apple.com/support/D-U-N-S/>
2. Click the link "D-U-N-S Number look up tool" in order to check if your organization has a D-U-N-S number.



## D-U-N-S® Number

The D-U-N-S Number is a unique nine-digit number that identifies business entities on a location-specific basis. Assigned and maintained by Dun & Bradstreet (D&B), the D-U-N-S Number is widely used as a standard business identifier.

Your D-U-N-S Number will be used to check the identity and legal entity status of your organization as part of our enrollment verification process for joining the Apple Developer Program or the Apple Developer Enterprise Program. While many types of businesses can receive a D-U-N-S Number, your business must be recognized as a legal entity (such as a corporation, limited partnership, or limited liability company) to enter into the legal terms and obligations of Apple Developer Program agreements. DBAs, fictitious businesses, trade names, and branches are not accepted.

Companies and educational institutions must provide a D-U-N-S Number registered to their legal entity. A D-U-N-S Number is optional for government organizations. If you're enrolling as an individual, you don't need a D-U-N-S Number.

## Requesting a D-U-N-S Number

D&B may have already assigned your organization a free D-U-N-S Number. Before enrolling, [look up your organization](#) to see if you have a D-U-N-S Number. If your company is not listed, you'll have the option to submit your information to Dun & Bradstreet for a free D-U-N-S Number.

You'll be asked for the following information when looking up your organization:

- Legal entity name
- Headquarters address
- Mailing address
- Your work contact information



3. Log in with a personal Apple ID (you do not have to be a member of the Apple Developer program)).

Sign in to Apple Developer

Email or Phone Number

Remember me

[Forgot password? ↗](#)

Don't have an Apple ID? [Create yours now. ↗](#)

4. If you see the Apple Developer Agreement, read the Agreement, select the appropriate checkboxes, then click Submit.

5. Provide information about your organization.

Enroll

### Look up your D-U-N-S Number

Before enrolling, look up your organization to see if you have a D-U-N-S Number. Dun & Bradstreet may have already assigned one to you. If your organization is not listed, you'll have the option to submit your information to D&B for a free D-U-N-S Number.

**Organization Information**

Region

The region where your organization is physically located. If you don't see your location listed, [contact us](#) >

Please use Roman characters, as other character sets are not supported.

Legal Entity Name

6. Enter the code for CAPTCHA.

7. Click Continue.

Enroll

Enter the characters in the image below.



[Switch to audio](#)

[Try another](#)

Letters are not case-sensitive.

[Continue](#)



7. Select your organization, then click Continue.

8. If your organization has a D-U-N-S number, you will receive a notification that the D-U-N-S number has been sent to the email address you provided in your organization information.



9. Confirm that you receive an email from Apple Developer that contains the D-U-N-S number.

○ **Apple Developer** <developer@email.apple.com> 12:17 AM  

To [redacted]

[Reply](#) [Reply all](#) [Forward](#) [Delete](#) 

---

 **Developer**

Dear [redacted]

The D-U-N-S Number for [redacted] is [redacted] If you have the legal authority to bind your company to Apple Developer Program agreements, you can use this number to enroll for your company. Before enrolling, please ensure that [redacted] is a legal entity. [Enroll now >](#)

Best regards,  
Apple Developer Relations

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