

# How to Take a Need and Turn It Into a Service

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# Overview

- About Penn State and Apple Deployment Programs
- Service Planning
- Detour into Risk Management
- Managing Expectations
- Creating Awareness
- Where We Are Today

# We are... Penn State

- 24 campuses
  - 22 Commonwealth Campuses
  - University Park - Main
  - Medical Center at Hershey
- 70,500 students
  - 40,500 at University Park
- 14,000 Faculty & Staff



# We are... IT

- Central IT - Information Technology Services
- College and Unit Level IT at University Park
- Commonwealth IT Units



# Apple Deployment Programs

- Launched in Spring 2014
- Three programs under one umbrella
  - Volume Purchase Program
  - Device Enrollment Program
  - Apple ID for Students (under 13)

# Apple Deployment Programs

- Education and business can participate
- Program Requirements:
  - Apple Customer Number
  - D-U-N-S Number
  - Verification contact
- More Information:
  - <http://help.apple.com/deployment/programs/>

# ADP Terms

- Program Agent
- Program Manager
- MDM Server or Service
- Server Public Key & Token

# The Beginning...



There's this cool thing! I want to use it!



# Service Planning

- How it works
- Detour in to Risk Management
- Creating a workflow
- Setting Expectoration
- Supporting our Users

# Figure out how it works

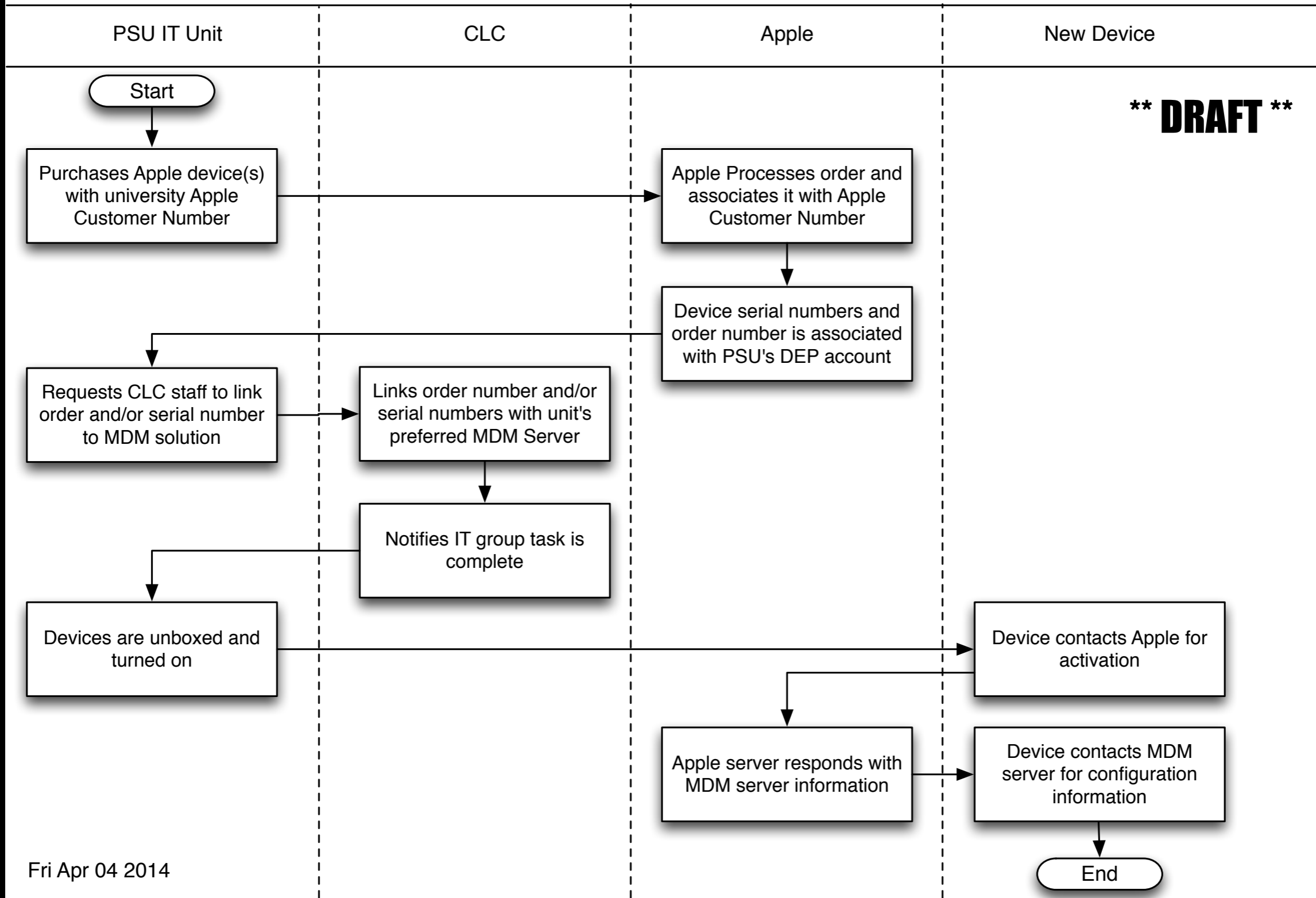
- Documentation
  - Apple Docs - Support & Developer
  - MDM Vendors who support the service
- User experience
  - Blogs
  - Apple Support

# Developing a workflow

- Identify all stakeholders
- Identify all tasks each party does
- Indicate the order for each task
- Look at areas needed for support

# Workflow

How new devices are added to the Development Enrollment Program and MDM server



# Customer Support

- Identifying areas of support
  - Customer Education
  - Service Request
- How far to support the customer
  - DEP enrollment vs troubleshoot MDM server

# Testing the workflow

- Try it out..... BLOCKED!

# Detour into Risk Management

# Risk Management

- Here to protect the university
- Review any End User License Agreement (EULA)
- Create a justification why to participate



# Justification

- Program overview and workflow
- Define terms
- Risks/Benefit for not joining ADP
- Risk/Benefit to join ADP
- Rate those risks
- Attached the EULA

# EULA Review

- How to handle EULA consent
- Liability of MDM service providers
- Apple limiting their liability to \$50
- Most of these concerns were address in a Service Level Agreement (SLA)

# Managing Expectations

# Service Level Agreement

- Purpose
- Service Description
- Definitions
- Stakeholder Responsibilities
- Communication

# Service Level Agreement

- Service requests
- Address Risk Management concerns
- Service continuity
- SLA timeframe & termination
- Signatures

Prepare for Launch

# Service Awareness

- Website
- Presentations
- Networking

# Service Website

<http://mdm.psu.edu/apple-programs>

## **Penn State Mobile Device Management**

[HOME](#)

[APPLE DEPLOYMENT PROGRAMS](#)

[RESOURCES](#)

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### **Apple Deployment Programs at Penn State**

In Spring of 2014, Apple announced the Apple Deployment Programs which consists of the Device Enrollment Program (DEP), Volume Purchase Program (VPP) and Apple ID for Students.

These programs help IT staff deploy and manage Apple devices as well as manage the apps purchase at Apple's Mac, iOS and iBook stores.



# Service Website

- Service information
- Electronic copies of all agreements
- Contact and help links
- Enable customers to help themselves
  - Resources and documentation

# Presentations

- Penn State MacAdmins Community Meeting
  - Service Launch - Oct 2014
  - Service Demo - Feb 2015
- Penn State TechPros Conf. - June 2015
  - About service & customer endorsement

# Presentation

- What
- Why
- How
- Demonstrate
- Next steps...

# Networking

- Apple
- MDM vendors
- Word-of-Mouth
- Customer endorsements
- Social networking - Yammer

# ADP at Penn State Today

- Seven IT units are using the service
  - College of Education
  - Penn State Harrisburg
  - Penn State Shenango
  - Health and Human Behavior
  - Penn State Athletics
  - Development and Alumni Relations
  - Classroom and Lab Computing

Questions?