



# In a Business is Full of Acronyms Why are ABM, MDM and DEP Important?

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## Biography

*It all began with Andrew, and his brother Philip, creating the game 'Movie Producer' for the Dragon 32 computer in 1983. From there they started a mail order games business and then progressed to custom building PCs for their customers. Following a meeting with a local car leasing company, Andrew and Philip couldn't understand why there wasn't anyone using this concept for computers. After testing interest with an advert placed in Computer Shopper, they were inundated with enquiries from businesses who wanted to lease their computer equipment – and so HardSoft Computers (<https://www.hardsoftcomputers.co.uk/>) was born.*

*Around ten years ago, Andrew and Philip saw a shift towards Mac and became one of around 50 Apple Authorized Resellers in the UK. HardSoft now has a mix of Mac and PC customers and recently re-launched their custom built PCs.*

**Keywords** Device Enrolment Program (DEP), Apple Business Manager (ABM), Mobile Device Management (MDM)  
**Paper type** Research, Opinion

## Abstract

*In business we come across a range of acronyms be it EPS (Earnings Per Share), KPI (Key Performance Indicator), NCND (Non-Circumvent and Non-Disclosure), CAGR (Compound Annual Growth Rate), BI (Business Intelligence), CX (Customer Experience) etc, and the list seems to go on and on. But when it comes to looking into better management and control of your corporate devices, you might well encounter acronyms like ABM, MDM and DEP explains the author of this article.*

## Introduction

There is a new range of acronyms in town – DEP, MDM and ABM. But what do they mean and why do they matter?

In simple terms, DEP stands for Device Enrolment Program. It's exactly what it sounds like; a smart and straightforward way to deploy Apple hardware like iPads, Mac computers and iPhones across a business.

Providing businesses with enhanced security, the ability to remotely manage and oversee all their hardware, as well as boosting remote staff's productivity is the remit of MDM which stands for Mobile Device Management.

Whether you have ten Apple devices or ten thousand, it's easy to deploy and manage them with Apple Business Manager (in short, ABM). ABM replaces Apple's



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previous Device Enrolment Program. (DEP) and works seamlessly with mobile device management solutions, so you can set up Mac, iPad, iPhone and Apple TV over the air – without any need for manual configuration. In essence, ABM is the enterprise version of Apple School Manager and gives companies a web-based portal for IT managers to deploy and manage Apple devices across the workplace. ABM lets you buy content and configure automatic device enrolment in your Mobile Device Management (MDM) solution.



These terms will likely already be familiar to Chief Technology Officers (CTOs) and their teams. However, more companies and smaller businesses without a dedicated IT department will be encountering a need for these services. This is because the COVID pandemic has put increased pressure on day-to-day operations, management, and organization in businesses.

According to Bank of England Economist, Andy Haldane, speaking at the Engaging Business Summit Q4 2020, remote working is now a must and will most likely continue to be popular<sup>1</sup>. By utilizing ABM, MDMs and DEPs businesses of all sizes will be able to source, supply and manage their corporate hardware, and even directly send it to remote staff. The result is that your team can work effectively from home with the software they need while keeping company data secure.



So, let's look at how DEP, ABM and MDM work together to create this improved remote working experience.

### **Apple's Device Enrolment Program (DEP)**

A DEP is the perfect way to remotely supervise the usage of your corporate devices on which your staff work. Basically, you can add restrictions or block certain apps from these devices, for example, iMessenger. It also makes mass deployment of devices much easier.

Until recently Apple had its own DEP but this has now been replaced by Apple Business Manager (ABM), and those companies who were previously using Apple's Device Enrolment Program were advised to upgrade to Apple Business Manager in 2019.

### **Apple Business Manager (ABM)**

Apple Business Manager (ABM) is now the best solution for mass deployment of Apple devices<sup>2</sup> and you can set up and manage those devices remotely. Being able to control device deployment, volume purchase, and distribute content, and manage roles in the organization, guarantees employees will receive the solutions needed for their workday, no matter where they are located. This makes it a powerful tool for businesses in the COVID era.

ABM is essentially a web-based portal where you can purchase, send, and manage all your devices in one place seamlessly. It also automates device enrolment into your MDM.



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## Mobile Device Management (MDM)

A Mobile Device Management (MDM) software solution<sup>3</sup> provides businesses with a full and effective way to enrol their devices and deploy them with the apps and software they need. Admin privileges can be assigned and any updates or changes made remotely. MDM offers businesses granular control over all corporate devices, such as smartphones, tablets, laptops, and desktops. This includes both in-office hardware and those devices used by all remote workers. You can even add BYODs (Bring Your Own Device) to your MDM server to ensure employee compliance and guard against data breaches.

MDM allows you:

- To block or restrict apps.
- Keep data within corporate apps and not leak to personal staff apps.
- Wipe or lock devices that are lost or stolen.

## In conclusion

By using a MDM with ABM<sup>4</sup> not only are you able to maintain business data security, but simultaneously helping to increase productivity by personalizing the device and its applications specifically for the user. For instance, using a MDM solution such as Jamf with an ABM you can select different user profiles for different people, and different roles for people responsibilities. So, you could have a supervisor level login for someone, and then a lesser level for someone else. Those two people can log into the same device and have different personalized experiences of what the screen shows, which apps are loaded up and pulled from the MDM solution.

For example, a salesperson could log in and get his Zoho apps, Timetastic apps, etc. Whereas an accountant can log into the same device and the MDM would then pull up all of the relevant apps that he would use such as Zero, Expensify, etc. Likewise, if you have other products previously used by someone who has left the company (for instance, a sales person leaving and an accounting joining), the products can be redeployed, and the device can be wiped remotely using a MDM solution, setting up their profile remotely on the MDM portal, and then actually upload the apps which are going to be relevant to that user.

But it isn't all about restriction and protection. Using a MDM and ABM enables businesses to bulk buy and apply apps to their teams' devices remotely. This feature allows employees to do their jobs more effectively by having out-of-the-box, ready-to-go equipment with the right tools to enhance their work.

### Reference

- <sup>1</sup> <https://www.bankofengland.co.uk/speech/2020/andy-haldane-engaging-business-summit-and-autumn-lecture>
- <sup>2</sup> <https://www.hardsoftcomputers.co.uk/blog/leasing/7-reasons-to-register-your-devices-into-apple-business-manager/>
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- <sup>4</sup> <https://www.hardsoftcomputers.co.uk/blog/apple/apple-business-manager-is-not-an-mdm-we-explain-why/>