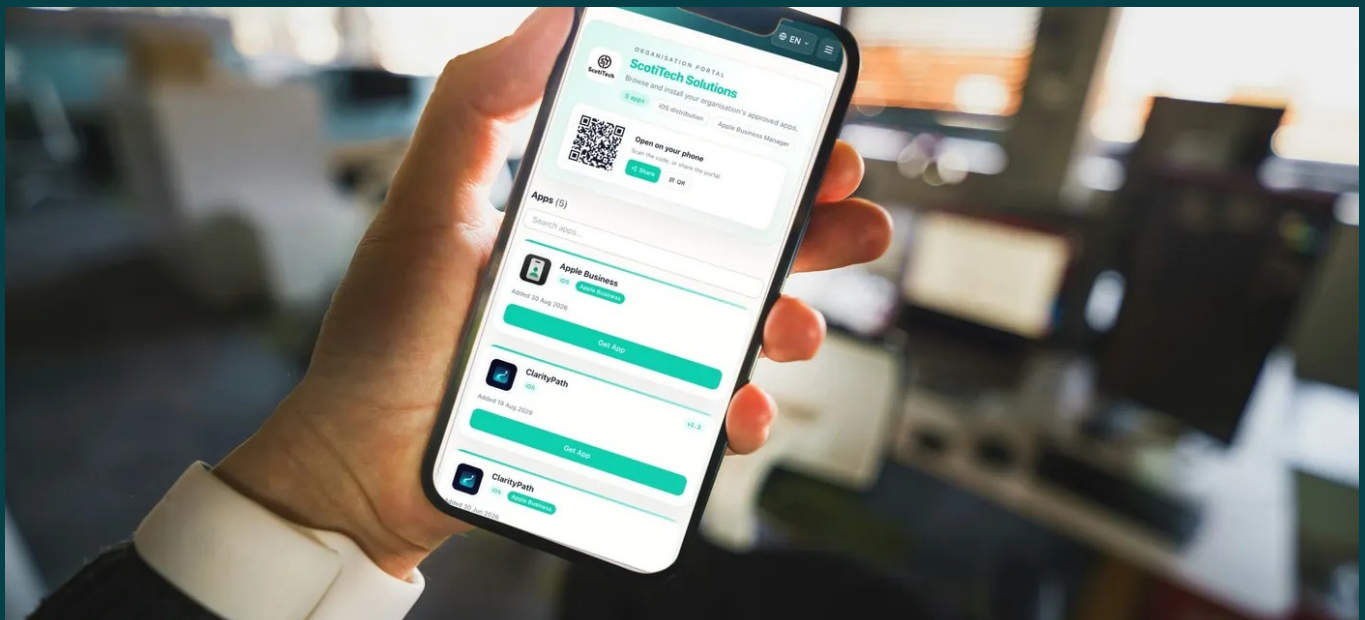


FOR TECHNOLOGY LEADERS / 17 OCTOBER 2026

Close the gap between an approved app and a working device.

Private app distribution, Apple device management and release oversight - connected in one workspace.



Sample AppDeploy portal on an illustrative device photo. Photo: Jakub Žerdzicki / Unsplash.

EXECUTIVE SUMMARY

Building a business app is only part of the job. Teams must get the right version to the right people, prepare the devices that run it and understand what happened after release.

AppDeploy brings those tasks together: a branded app destination for staff, device administration for IT, and release checks and records for app teams. The result is a shared operating view across the app and the company device.

FOCUS Company iPhones and iPads, plus Macs running macOS 14 or later.

01 / THE OPERATIONAL PROBLEM

The app is built. The rollout still needs work.

App delivery crosses development, IT operations and the employee experience. When those teams work from separate views, simple questions become support work.

BREAK IN THE WORKFLOW

OPERATIONAL CONSEQUENCE

Scattered app discovery

Staff search messages or old links for the app they need. IT repeatedly explains where to start.

Manual device preparation

A working app still depends on enrolment, settings, licences and a suitable operating-system version.

Unclear release readiness

An invalid build, missing licence or stale device record can hold up a deployment after the team expects it to be ready.

Assignment mistaken for installation

Sending an instruction is only one step. An offline device or a pending user action can leave the app unavailable.

Fragmented operational records

App owners and IT need a consistent account of changes, target devices and reported results for handover and review.

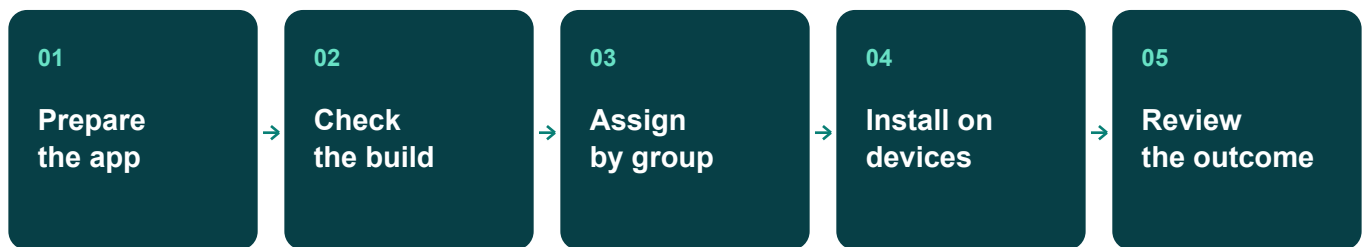
The management question

Which release should this device have - and what is stopping it from getting there?

02 / THE APPDEPLOY APPROACH

Connect the release to the device that runs it.

AppDeploy links app discovery and release decisions with device assignment and device-reported outcomes. Teams can work from the same deployment context.



SHARED CONTEXT: APPS, GROUPS, DEVICES, STATUS AND AUDIT RECORDS

01 A branded destination for company apps

Give staff a company-branded place to find approved apps. Use supported Apple Business routes, including Custom Apps and App Store apps, with group assignments for enrolled devices. Web Clips make web tools accessible on iPhone and iPad.

02 Device management in the same workspace

Enrol company iPhones, iPads and Macs by link or supported Automated Device Enrollment. Maintain inventory, apply device settings and view install status. Mac support includes signed package deployment, security baselines and supported macOS update controls.

03 Release oversight and existing team tools

Release Guard checks build identity, version, signature and OS support. Risk Forecast highlights deployment blockers; Evidence Packs retain release and outcome records. Connect a build pipeline through the Release Upload API, with Slack or Teams alerts and signed webhooks.

Release controls operate on devices managed with AppDeploy. Installation can require user acceptance; reported device status determines the outcome. Availability depends on plan, platform and prerequisites.

03 / INDUSTRY USE CASES

Different industries. A common delivery problem.

The shared need: get approved tools onto company devices, keep the devices manageable and give the owning team a clear view of the rollout.

BANKING & FINANCIAL SERVICES

Internal apps for the people serving customers

A branch team or relationship manager uses an internal app on a company iPad. The app team needs a controlled release route; IT needs the device configured; operations needs to know which devices have the required version.

Field operations & logistics

Job dispatch, inspections or delivery workflows. Assign the app set for each team, manage company devices and investigate installs that remain pending.

Retail & hospitality

Staff tools on store or venue iPads. Organise devices by operational group and make approved apps easier to find and maintain.

Healthcare operations

Staff scheduling, training or facilities workflows. Bring internal app distribution and company-device administration into the same operational process.

Agencies & managed services

Move beyond handing over a build. Help each client establish its own branded app destination, Apple account and device-management scope.

These are illustrative scenarios, not customer references. The scope is staff apps and company Apple devices. Banking and healthcare deployments require the organisation's own security, data and procurement review.

04 / SECURITY AND DEPLOYMENT REVIEW

Clear controls. A defined deployment scope.

AppDeploy provides operational controls for workspace access, sensitive credentials and administrative activity. The buying organisation determines whether the deployment meets its policies.

Workspace separation

Each organisation has its own workspace, Apple Business account, apps and licences. Server-side access checks scope actions to the workspace.

Administrator access

Roles and permissions govern actions. Two-step verification and recent-authentication controls protect sensitive operations. Enterprise adds SSO and SCIM.

Credential protection

HTTPS protects traffic in transit. Apple Business credentials and integration secrets are encrypted at rest; integration keys are scoped to the workspace.

Operational records

Audit logs record app changes, roles, Apple Business sync and admin actions. Release records support internal review and handover.

What to establish before a pilot

Hosting and data

AppDeploy is hosted in Glasgow, UK. Review data location, contractual terms, retention, recovery arrangements and integration data flows.

Apple and device fit

Agree the app signing/distribution route, enrolment method, supported OS versions, licences and any supervision requirements.

Ownership and change control

Name the app owner, device administrator and security reviewer. Agree permissions, rollout decisions and evidence needed for acceptance.

Scope notes: Private iPhone/iPad app installs require enrolled company devices and an eligible Apple distribution route. Mac support starts at macOS 14; controls vary by OS and supervision. FileVault status is reported; recovery keys are not collected. Operational records do not establish regulatory compliance.

05 / TURN INTEREST INTO AN EVALUATION

Start small. Make the outcome visible.

A suggested starting point: one internal app, one staff team and 5-10 company devices. Agree the scope with AppDeploy before enrolment or changes to an existing fleet.

01 Define the use case

Choose the business workflow, app owner and device owner. Confirm the Apple distribution route and security review requirements.

02 Prepare a small device group

Set up the workspace, required Apple connections and eligible devices. Agree baseline settings and administrator responsibilities.

03 Run a real release

Publish or select the app, assign it to the pilot group and inspect installation status. Use release checks where included in the agreed scope.

04 Review and decide

Record onboarding effort, installation results and support issues. Agree whether the use case justifies a wider rollout.

Agree success before starting

Track time to onboard, the number of devices with confirmed installs, unresolved blockers and the quality of the operational handover. Set targets from the organisation's own baseline.

Introduce us to the team that owns the rollout.

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