



iTunes App Store Volume Purchase Procedures for Schools

Purchasing Apps for District-Owned iPods and iPads in use by students

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Introduction to App Store Volume Purchase Program

Apple has introduced a new licensing and purchasing model for applications in use by Education institutions to allow for volume purchases. Prior to this change, apps were purchased once and then loaded on multiple iPods from a single computer. For example, if a teacher wanted to have all students using the iPods in her classroom to have K12 Timed Reading Practice loaded, the app could be purchased once for \$1.99 and then loaded on all iPods by synchronizing them with iTunes.

Apple is now requiring that apps are purchased for *each* iOS device that the app is loaded and used on. Using the new licensing method from Apple, K12 Time Reading Practice would need to be purchased for \$1.99 for each iPod in the classroom. To accommodate this change, Apple has introduced the App Store Volume Purchase Program (VPP).

The Volume Purchase Program was designed to allow for multiple copies of Applications to be purchased at one time. Apps are purchased using VPP are done using a voucher program. VPP requires vouchers to be purchased and redeemed for app store purchases. VPP purchases are done in a different manner than typical iTunes App store purchases for individually-owned devices.

Use of the VPP will require coordination between authorized purchasers (school administrators) and program facilitators (classroom teachers). Authorized purchasers will purchase vouchers that are sold in denominations of \$100, \$500, \$1000, \$5,000 and \$10,000. After purchase, Vouchers are mailed to the authorized purchaser. When the vouchers are received, the Authorized Purchaser can distribute them to Program Facilitators for redemption. Voucher codes are redeemed using the VPP website (<http://volume.itunes.apple.com/us/store>). App Activation codes are distributed as vouchers are redeemed for apps by program facilitators. App activation codes are utilized to load apps on iOS devices. The chart below outlines the VPP (Volume Purchase Program):

Volume Purchase Process Overview

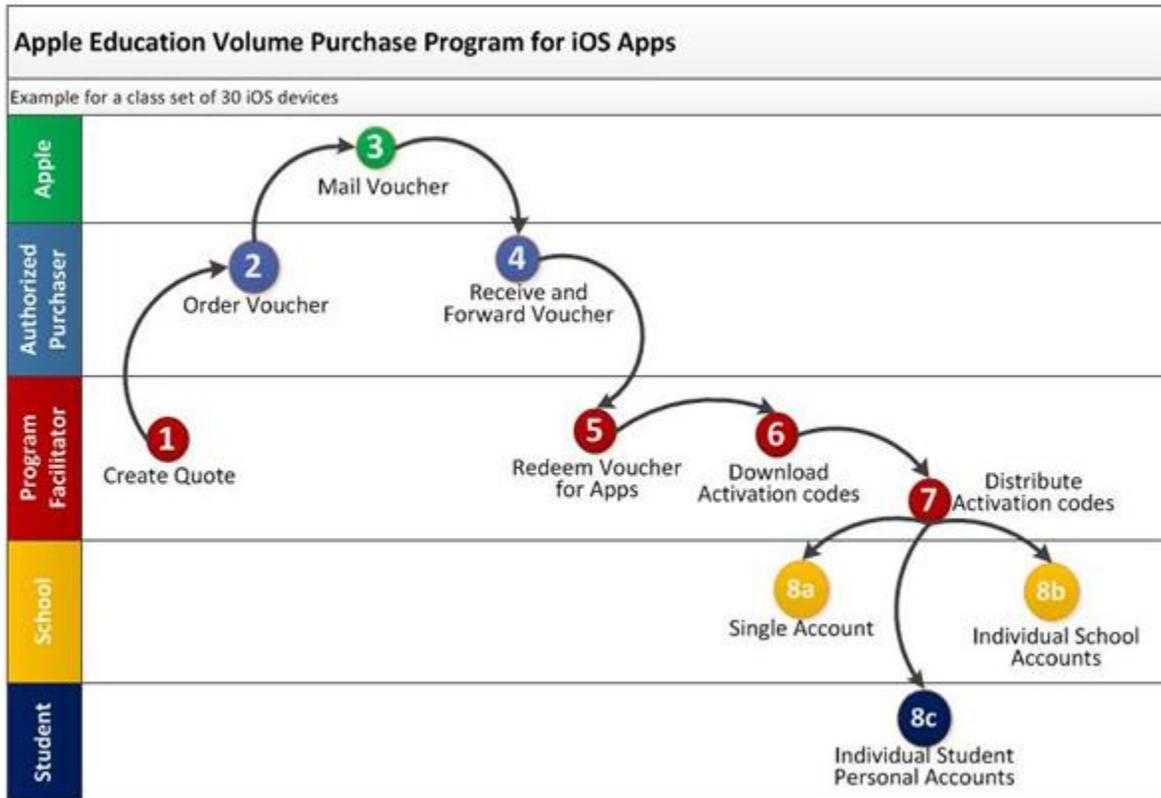


Image from [Jim Siegl's VPP Overview](#)

Volume Purchase Steps

1. A **Program Facilitator (Classroom Teacher)** creates a quote for a one or more Volume Vouchers for a set dollar amount in \$100 increments.
2. This request is routed to the district **Authorized Purchaser (School Principal)** who approves the quote and places the order using a PCard or Purchase Order. The School Principal is the only individual at the school level authorized to purchase iPad or iPod Apps intended for use by teachers/students or for administrative apps used by school administrators.
3. The voucher is sent from Apple to the **Authorized Purchaser** via mail.
4. The **Authorized Purchaser** receives the Voucher and forwards it to the Program Facilitator.
5. Using a New Apple ID created for this purpose, the **Program Facilitator** purchases apps in variable quantities, up to the dollar limit of the voucher amount and is billed accordingly.
6. The **Program Facilitator** will receive an email with a link to a dashboard, now populated with app-specific codes. These codes can be distributed to users for redemption at the App Store.

7. The **Program Facilitator** distributes the app specific codes to the teachers that requested them. The Program Facilitator must also ensure the desired app is on the District approved list.
8. The teacher redeems the codes to obtain the applications purchased in step 5.
9. The print-out of the app codes is retained as proof of purchase for licensing compliance.

App Purchases using Vouchers

Redeeming Vouchers, Purchasing App Codes and Redeeming Codes for Apps

1. Once the Program Facilitator has the vouchers, they can go to the volume purchase store at <http://volume.itunes.apple.com/us/store> and click redeem voucher to add funds to their account.



2. Vouchers are redeemed by entering the 16 digit code on the back of the voucher. Enter the 16 digit code and click Redeem.

Redeem Your Volume Voucher Code

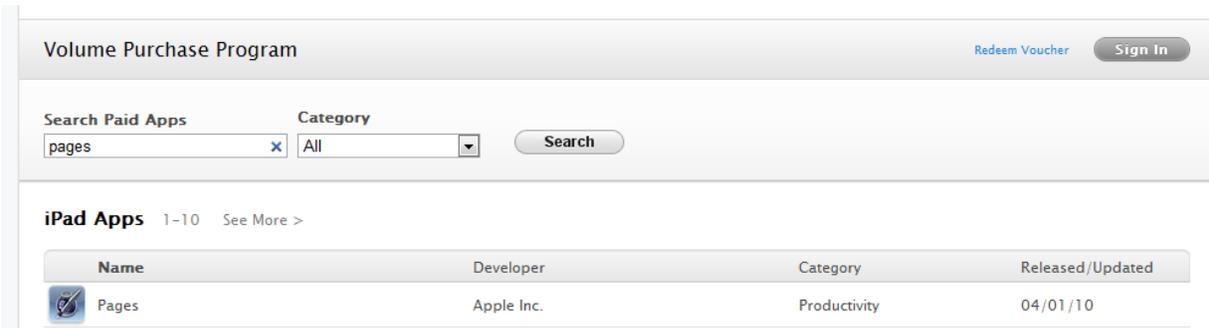
Scratch off the label on the back of your Volume Voucher, enter the 16-digit code exactly as it appears, and click Redeem.

Volume Voucher Code

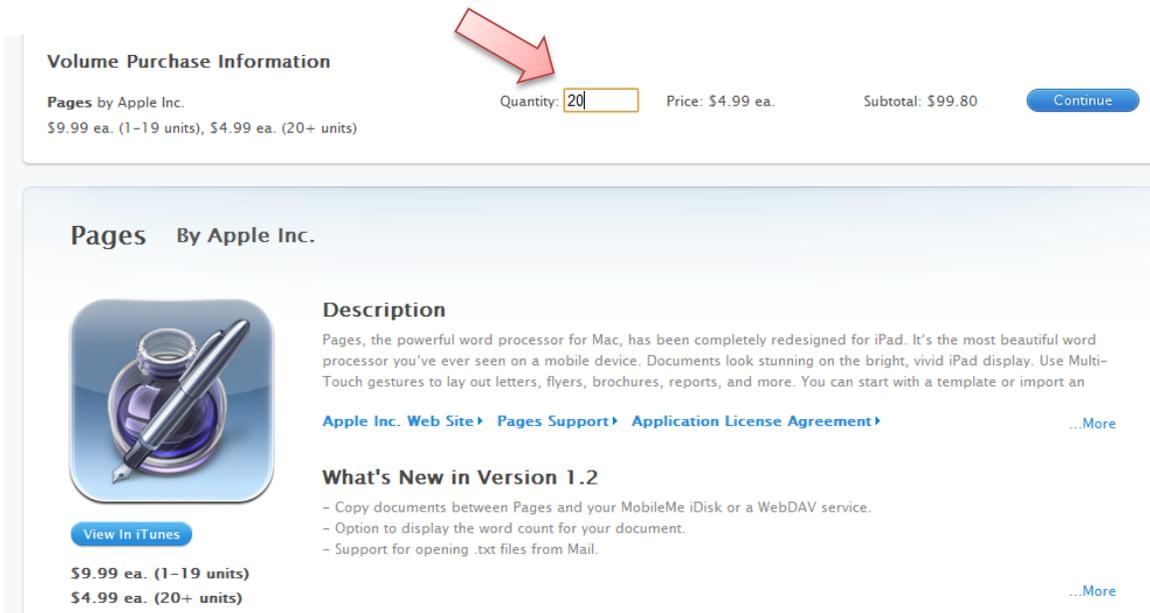
Code

Purchasing Apps

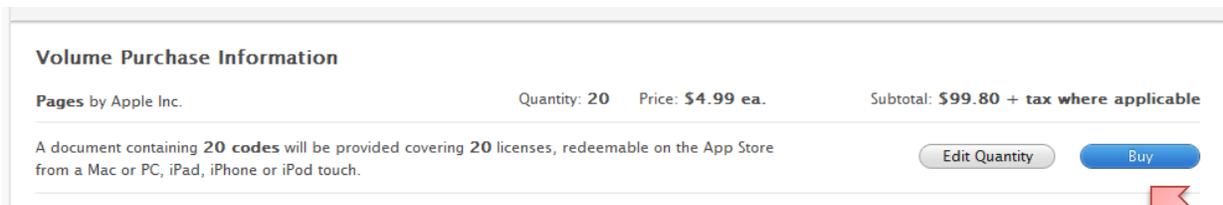
1. To purchase App codes, Search for the Apps you want to purchase.



2. Change the quantity (note this app has a volume discount for quantities of 20 or more, not all Apps are discounted).



3. Buy the App and complete the transaction or purchase more Apps.



- Once you have purchased the App codes, you will receive an email similar to the one below.



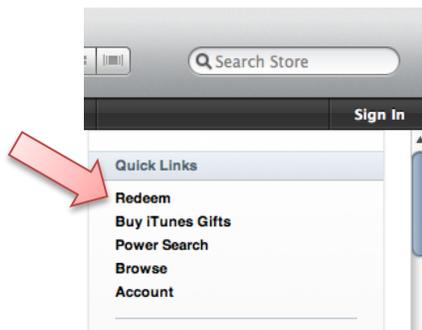
- Log in to your Program Facilitator account and click the download link to retrieve a spreadsheet of codes as shown in the image below.

Volume Purchase Codes	
Order Number	MT72F5QH9
Product	ArtikPix - Full, v1.2.1, Seller: Jason Rinn
Purchaser	David Ligon <itunesvpp@husd.org>
Codes Purchased	20
Codes Redeemed	0
Codes Remaining	20
Code	Redemption Link
3F1PT4XFYX4F	https://buy.itunes.apple.com/WebObjects/M7Finance.wpa/wa/freeProductCodeWizard?code=3F1PT4XFYX4F

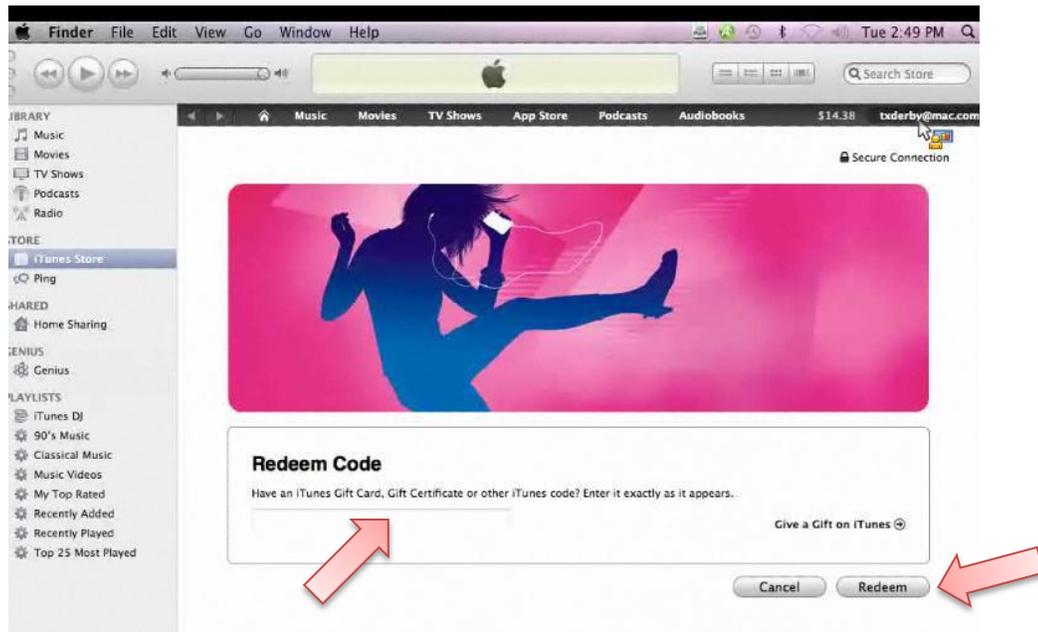
- Retain the spreadsheet with app codes for licensing compliance.

Redeeming the Codes for Apps

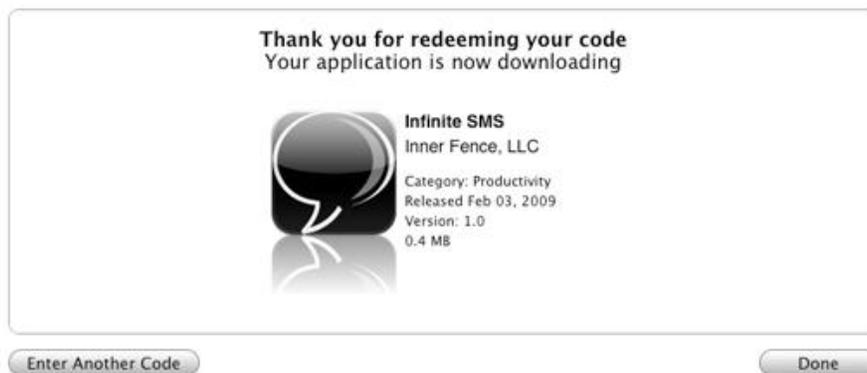
- Open iTunes.
- Click iTunes Store in the pane on the left-hand side of the window.
- Click the Redeem link in the Quick Links box on the right-hand side of page.



4. Enter your code.



5. Click the Redeem button and the app will begin downloading. You will be shown a confirmation page similar to the one below:



6. The App can now be loaded on the number of iOS devices that it was purchased for.

Steps and images adapted from iear.org [VPP Step by Step Instructions](#)

Additional Resources & References

Apple App Store Volume Purchase Program: <http://www.apple.com/itunes/education/>

Apple App Store Volume Purchase Program Terms & Conditions:

<http://www.apple.com/legal/itunes/volume/us/terms.html>

Apple App Store Volume Purchase FAQ: <http://volume.itunes.apple.com/faq/>

Tony Vincent's Learning in Hand Blog: <http://learninginhand.com/vpp>

VPP Step by Step Instructions: <http://iear.wikispaces.com/VPP-Step+By+Step+Instructions>

VPP Overview: <http://iear.wikispaces.com/Volume+Purchase+Program>