Talking Points—iOS 11 for Business

Productivity

These new iOS 11 features give you a powerful, personal user experience on iPad.

	What does it help you do?	You'll benefit if you need to perform these tasks:
Dock	• Switch apps instantly and access recent apps, including the last one you were using on your iPhone or Mac.	• Customize your dock for your workflows. (For example, a nurse may switch between apps showing a patient chart, procedural information, and a procedure schedule.)
Multitasking	• Easily enter Slide Over or Split View from the dock, Home screen, or Spotlight search. • Use the redesigned App Switcher to return to previously opened App Spaces, and customize the Control Center.*	• Work with multiple apps open side by side. (For example, messages, email, change requests, work orders, and manuals.) • Work in fast-changing environments where you need to prioritize, assess work changes, see calendar changes, and so on quickly. (For example, managers, team leads.)
Files	• Access all files on iPad and iPhone, in apps, on other iOS devices, in iCloud Drive, and on third-party storage like Box and OneDrive. • New File Provider APIs let your cloud document-management app register as a file provider.	• Access different types of files while mobile or at a desk. (For example, a creative agency can now access images and contracts for a project in one location, even if the files are in different apps—Box, DropBox, or Google Drive.) • Display your users' cloud-based files inside your app along with files from other iOS devices, in iCloud Drive, and in other third-party storage apps, like Box and OneDrive.
Drag and drop	• Drag and drop to move text, photos, and files between apps, and select multiple files with just a few taps.	• Work with many photos, files, and documents. (For example, a field service employee, who completes a job and takes a photo of the changes that were made can drag the image from Photos to the support ticket.)
Apple Pencil enhancements	• Mark up a PDF or screenshot faster with instant markup, and tap Apple Pencil on the Lock screen to launch an instant note. • Scan, fill, and save documents with Notes and Apple Pencil, then easily share.	• Send feedback and information back and forth. • Fill in and share forms.
Siri*	• Translate English to Chinese, Spanish, French, German, or Italian. • Add confirmed appointments or flights to your calendar.	• Work with customers who speak a different language. (For example, a small business dealing with a global business, or customer support.) • Travel often. (For example, sales reps, managers, team leads, global teams.)

*Both iPad and iPhone.

Deployment

With these enhancements, your organization can easily deploy iOS devices and Apple TV at scale.

	What does it help you do?	You'll benefit if you need to perform these tasks:
Enhanced Device Enrollment Program	• Enroll iOS and tvOS devices in DEP using Apple Configurator, regardless of how you purchased them. • Set up Apple TV without any user input by using DEP to automate MDM enrollment.	• Enroll devices in DEP, even though you bought them from a reseller who is not part of the DEP program. (For example, a company with non-DEP devices can enroll them in DEP using Apple Configurator 2.5.) • Wirelessly manage and supervise tvOS devices. (For example, in hotel rooms or for digital signage.)

tvOS capabilities	• Enroll and supervise Apple TV in an MDM solution using DEP or Apple Configurator 2. • Use a zero-touch setup by plugging into power and an Ethernet connection. • Provide new payloads, restrictions, commands, and queries.	• Set up Apple TV by plugging into power and an Ethernet connection, without user input. • Custom configurations. (For example, kiosks running custom apps in Single App Mode, meeting rooms using Conference Room Display mode.)
Content caching	• Save Wi-Fi bandwidth by caching iOS apps and updates locally on Mac. • Install content cached on a Mac to multiple tethered iOS devices. • Works with DEP, MDM, and VPP.	• Work in environments where Wi-Fi is poor. • Optimize your download bandwidth usage. (For example, a school can use the content-caching service to install large apps while preparing devices for the beginning of a new school year.)

Networking and Security

Optimize how you use and secure Apple devices and data within a network.

	What does it help you do?	You'll benefit if you need to perform these tasks:
Enhanced security	• Use device-wide DNS settings. • Use advanced content filtering. • Use S/MIME for easier configuration.	• Meet risk and compliance requirements from auditors. • Get data on network traffic from iOS devices during a cyber attack so you can prevent another one. • Expand privacy from iOS devices to the network (for example, employees using Wi-Fi at an airport or coffee shop), and help users avoid suspicious websites and phishing attacks. • Manage separate defaults independently for S/MIME signing and encrypting. This is supported for all mail accounts, including Exchange.
Tap to join	• Join voice calls and video meetings with one tap. • Connect from Calendar and Notifications.	• Easily attend lots of conference calls while traveling. (For example, sales reps, business managers). • Use Cisco Spark and Cisco WebEx, which have streamlined access.
ReplayKit	• Live-broadcast your iOS screen to others. • Share your presentation during video conference meetings.	• Share presentations and collaborate over video conference calls. (For example, sales reps who host meetings while mobile, HelpDesk support screen-sharing.) • Record iOS video or audio and share recordings. (For example, for app training.)

App Development

Developers can use many new frameworks and tools in the iOS 11 SDK to bring innovation to your organization.

	What does it help you do?	You'll benefit if you need to perform these tasks:
ARKit	• Allow apps to interact with the real world. • Overlay virtual content on real-world scenes.	• Present demonstrations to clients. (For example, a user could scan an electronics brochure to simulate a virtual model of the product.) • Engage in innovative ways with customers. (For example, a furniture company's app helps customers choose furniture and accessories by viewing images of the furniture in their home.)
Core ML	• Identify patterns across user data to achieve better business outcomes. • Apply image analysis and computer vision techniques to identify faces, detect features, and classify scenes in images and video.	• Make predictions based on input data. (For example, a real estate developer might use a model that has been trained on a region's historical house prices. The model may be able to predict a house price more accurately when given the number of bedrooms and bathrooms.)