Android Enterprise

Best Practices for Managed Google Play

android

Managed Google Play

Overview

android

Managed Google Play

Key Benefits

1. Built-in Security
2. Deployment Flexibility
3. Curated Apps
4. Updates & Configuration

Managing Security

android

Google Play
Protect

Security protections for Android
and Google Play, for everyone.

Built into every device with Google Play.
Always updating to provide
the latest protections by Google.

50B apps **scanned**
/ day

2B devices **protected**

500K apps rigorously
analyzed / day

Managed Play Store

Security

Protection against PHAs

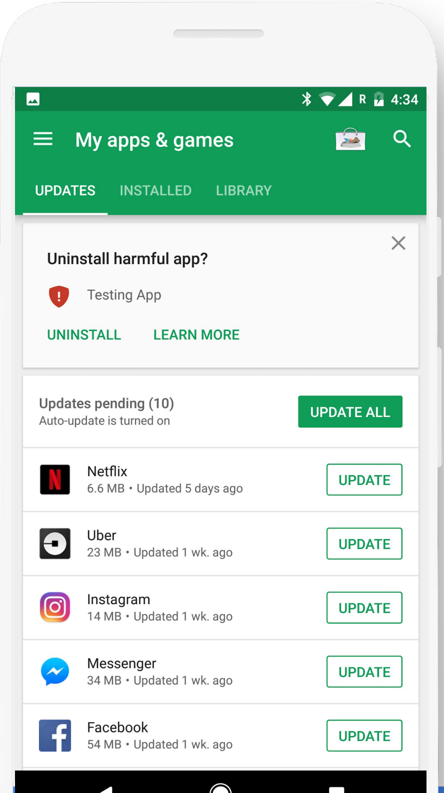
Malware scanning during application upload and device installation
(9x increased risk without Play Protect)

EMM enforceable

Enforce Verify apps to be enabled through managed configuration in Google Play

Unknown Sources Control

Ensure applications only come from trusted sources (EMMs enforce this by default)



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My apps & games

UPDATES INSTALLED LIBRARY

Uninstall harmful app?

Testing App

UNINSTALL LEARN MORE

Updates pending (10)
Auto-update is turned on

UPDATE ALL

Netflix
6.6 MB • Updated 5 days ago
UPDATE

Uber
23 MB • Updated 1 wk. ago
UPDATE

Instagram
14 MB • Updated 1 wk. ago
UPDATE

Messenger
34 MB • Updated 1 wk. ago
UPDATE

Facebook
54 MB • Updated 1 wk. ago
UPDATE

Flexibility

Flexible options to manage identity

Mapping Identities to your devices

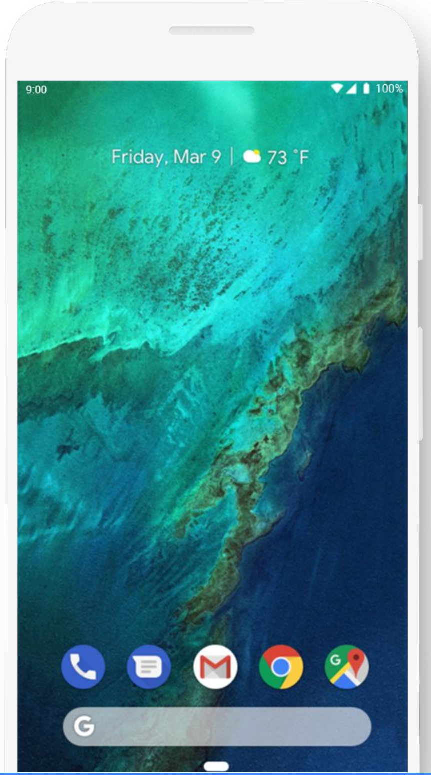
Determine which setup best suits your needs

Managed Google Play Accounts

Default and preferred option for most customers

Managed Google Accounts

Ideal for G-Suite customers



Managed Google Play Accounts

Easy Registration

No need to supply a domain or create/maintain a user directory

Auto account enrollment at enrollment

No need for SSO, double log in. User never signs in to Play

EMM Support

Support multiple EMMs in the same org

Deploying Managed Google Play Accounts

01

Create Your Enterprise

EMMs provide easy registration link to create your Enterprise organization

02

Enroll Devices

EMMs will auto-create use identities and add them to the device at provisioning time

03

Manage Applications

Choose which applications you want to make available to your organization

Managed Google Accounts

Individual Google Accounts Required

Organization needs employees to have access to other Google services such as G-Suite or Managed Chrome

Visibility to end user

These Google accounts are visible to the end user throughout their Android and web experiences

Direct Customer Control of Identity

Organization need to directly control identity lifecycle either through sync or other manual or automated means

Employee accounts must have passwords

Employees will be able to use Google accounts throughout their Android and web experiences, and if desired, password sync is allowed between Google and Active Directory

Deploying Managed Google Play Accounts

01

Register with Google

Verify ownership of your domain with Google

02

Create User Directory

Create a User directory or map existing LDAP with Google

Manage account life cycles including resetting passwords and account retirement

03

Configure SSO

Enable your preferred SSO sign-on flow for end users to authenticate when adding accounts

04

Register with EMM

Register your organization with an EMM (note: only one EMM per domain allowed)

05

Enroll Devices

Users sign in with credentials for their individual Google accounts

05

Manage Applications

Choose which applications you want to make available to your organization

Curating Apps

android

Managed Play Store

Curation

Basic Function Whitelist

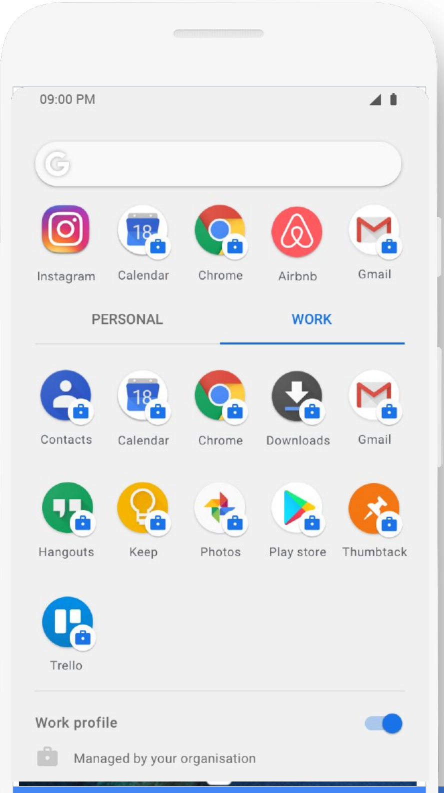
Devices only have Google mandated apps and EMM DPC at initial provisioning

Approve apps for users

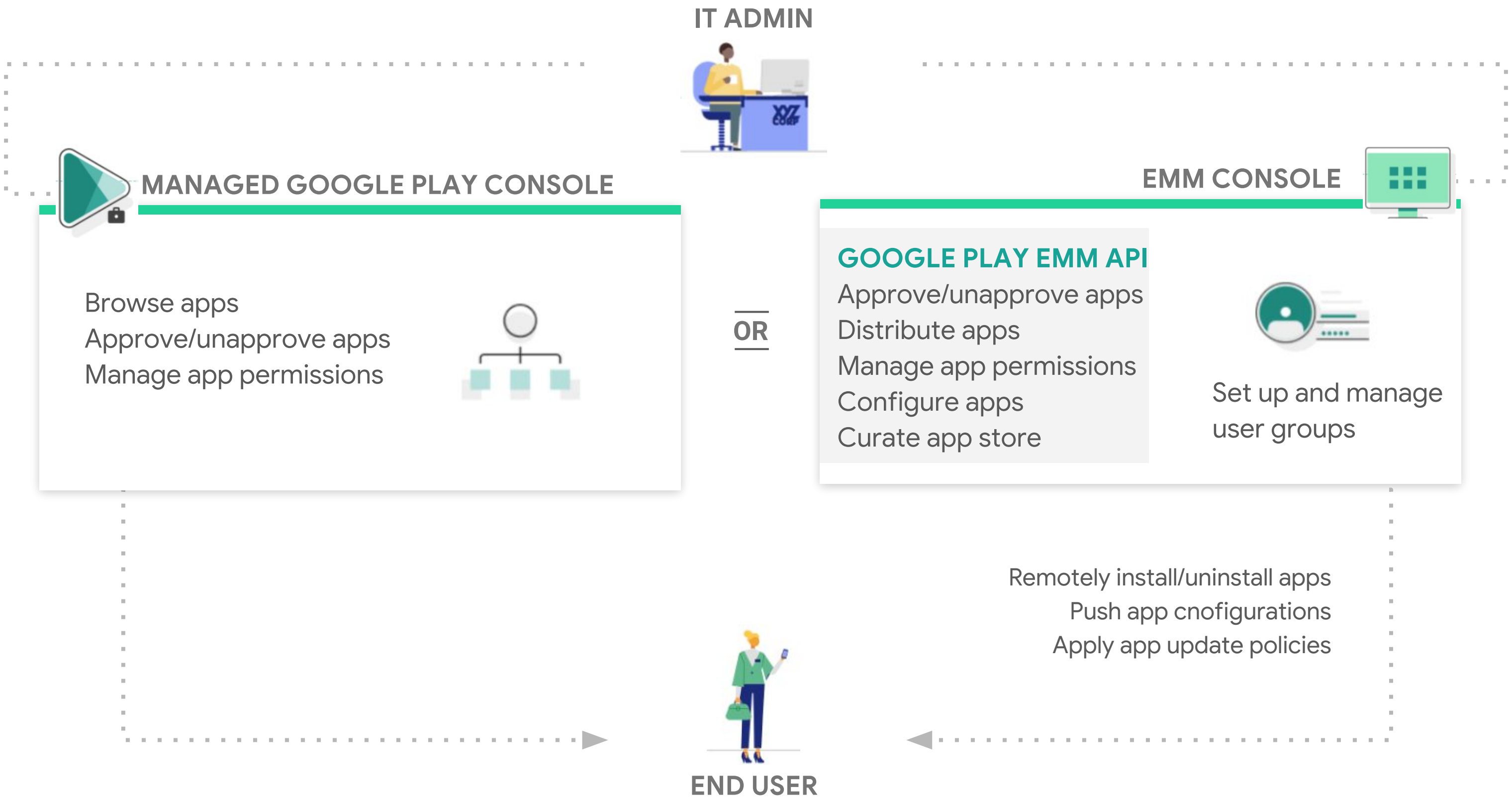
Most EMMs have integrated Managed Play Store into EMM admin consoles OR go directly to Managed Play Store at play.google.com/work

Managing application permissions

Set policies for desired permissions on behalf of end users



Managed Google Play Architecture



IT ADMIN

MANAGED GOOGLE PLAY CONSOLE

Browse apps
Approve/unapprove apps
Manage app permissions

OR

EMM CONSOLE

GOOGLE PLAY EMM API
Approve/unapprove apps
Distribute apps
Manage app permissions
Configure apps
Curate app store

Set up and manage user groups

Remotely install/uninstall apps
Push app cnofigurations
Apply app update policies

END USER

App Availability

Control what apps are available to users

IT Admins can approve/unapprove apps at any time

via Managed Play Console:

IT Admins can search and approve apps to deploy to their organization

Separately, admins sign into EMM console to assign apps

via EMM

IT admins search, approve and assign apps directly within EMM console using iFrame

App Visibility

Control what apps are visible to users

IT Admins can determine which apps are browsable via Google Play app

Curated Layout

Group applications into meaningful buckets to assist users in discovering applications

Silent Install

Push applications to be installed silently without user interaction

NEW Set install priority for initial provisioning to ensure key apps are installed first

Private Apps

Distribute internal applications

Leverage Google Play’s framework to rapidly deploy private apps to your organization

Hosting options

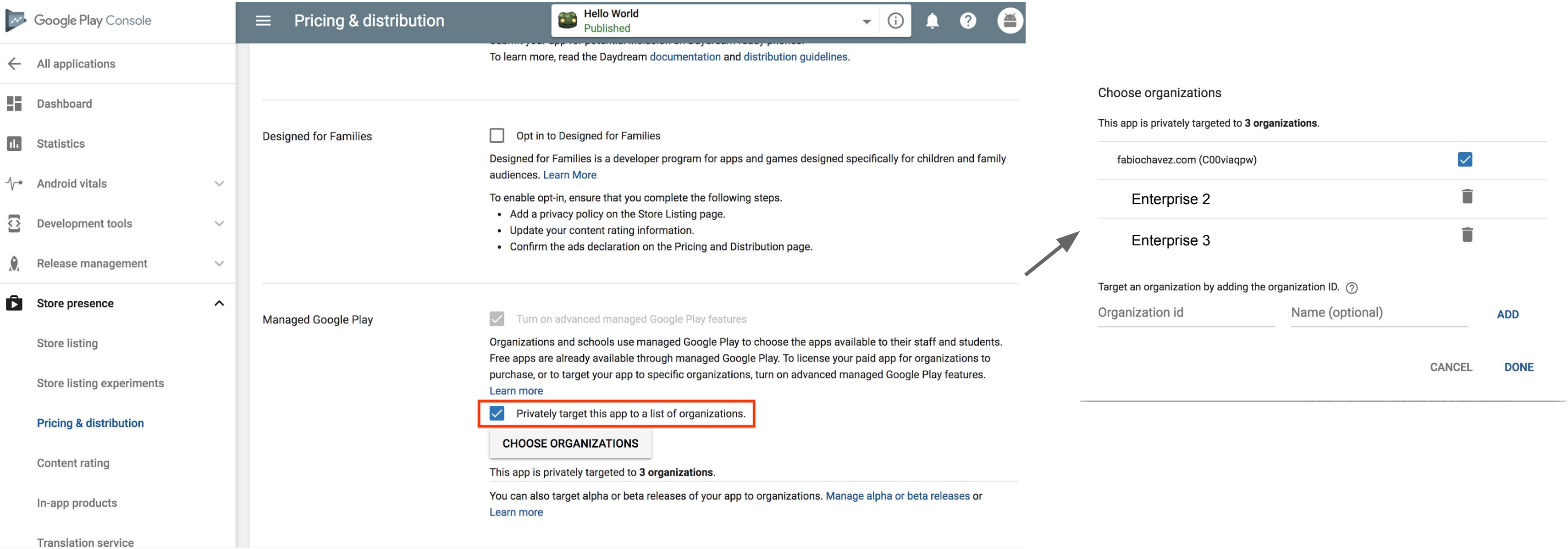
Self-hosted allows enterprises to host their APK on their own infrastructure

Google-hosted private apps are uploaded to Google Play and distributed using Google’s infrastructure

Enterprise Only

Ensure your private applications are only distributed to your organization

Private Apps



To learn more, read the Daydream documentation and distribution guidelines.

Designed for Families

□ Opt in to Designed for Families

Designed for Families is a developer program for apps and games designed specifically for children and family audiences. Learn More

To enable opt-in, ensure that you complete the following steps.

- Add a privacy policy on the Store Listing page.
- Update your content rating information.
- Confirm the ads declaration on the Pricing and Distribution page.

Managed Google Play

☑ Turn on advanced managed Google Play features

Organizations and schools use managed Google Play to choose the apps available to their staff and students. Free apps are already available through managed Google Play. To license your paid app for organizations to purchase, or to target your app to specific organizations, turn on advanced managed Google Play features. Learn more

☑ Privately target this app to a list of organizations.

CHOOSE ORGANIZATIONS

This app is privately targeted to **3 organizations**.

You can also target alpha or beta releases of your app to organizations. Manage alpha or beta releases or Learn more

Choose organizations

This app is privately targeted to **3 organizations**.

fabiochavez.com (C00viaqpw) ☑

Enterprise 2

Enterprise 3

Target an organization by adding the organization ID.

Organization id | Name (optional) | ADD

CANCEL DONE

Updating Apps

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App Updates

Control how apps update

Set policies to automatically update applications

Auto-update policy

Set policies to enable apps to update automatically in the background

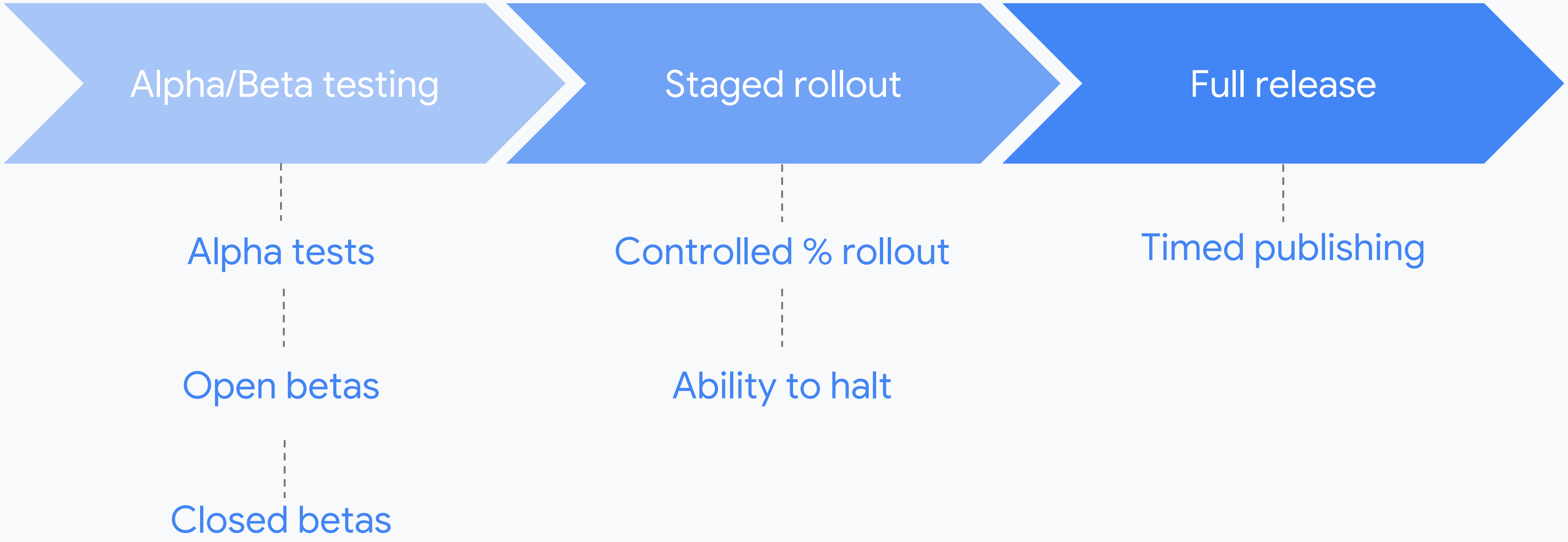
Optionally set criteria for when apps can update (such as WiFi state, charging state)

Push Updates

EMMs can push a policy to set a min version for a given app

Helps when responding to key vulnerability in an older app version

Private App Updates



Alpha/Beta testing

Alpha tests

Open betas

Closed betas

Staged rollout

Controlled % rollout

Ability to halt

Full release

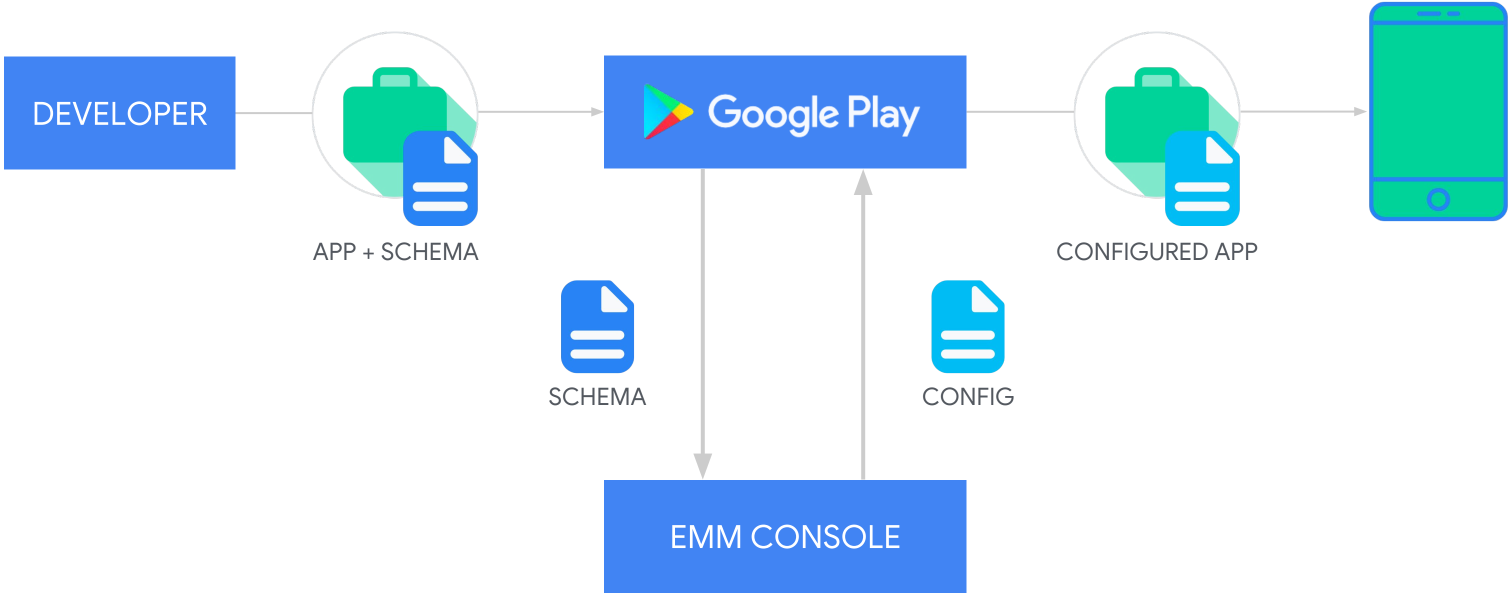
Timed publishing

Supporting Managed Configuration

android

Managed Configuration

Configuring apps to work out of the box



Managed Configuration for Private Apps

One active schema per app

Design your schema carefully, updating can be tricky

Apps in Alpha/Beta channel will receive configurations using Production channel schema