MATRIX42
SMARTER WORKSPACE – BETTER LIFE

Silverback Best Practices

Windows Store Dummy App PFN Prolongation

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1. Overview

Silverback by Matrix42 uses the Microsoft Push Network Service (MPNS) mechanism to remotely trigger Windows (Phone) 8.1 devices. Once triggered the MDM registered device checks into the Silverback server and receives the MDM commands that are queued for the device (e.g. lock the device or install an Exchange profile).

In order to enable the Microsoft Push Network Service function, current Silverback by Matrix42 customers need to register a Windows Store dummy enterprise application with their Microsoft Application Developer Account.

After the dummy enterprise app creation process the administrator needs to apply a couple of settings – including the Microsoft PFN (Package Family Name) - in the Silverback solution to enable the push network function. This is either done in the Silverback Configurator tool (up to Silverback version 4.6) or in the Silverback Web Settings starting with version 4.7.

Why prolong the enterprise dummy application within 12 months?

When customers create a dummy enterprise app they will typically not publish it to the Windows Store according to the Matrix42 'Silverback Windows (Phone) 8.1 Enablement' guide. By doing the customer does not need to make a 'real' application and publish this in order to get push functionality. Microsoft will reserve the customer dummy enterprise application name for 12 months.

After 12 months Microsoft will delete the reserved application name for the customer's dummy enterprise application. This may impact Silverback MDM-ad hoc commands to a customer's Windows (Phone) devices – see details below.

How to prolong the dummy enterprise application?

In general customers simply logon to their Microsoft Application Development Center and open & save your dummy application's "Selling details" with the minimum mandatory fields. Please refer to step-by-step procedure in section 2.

What happens if the dummy enterprise app is not prolonged within 12 months?

Windows devices will still be under Silverback MDM management control but the worst-case scenario is that the Silverback settings for Windows (Phone) 8.1 become invalid. As a consequence Windows device cannot be remotely triggered to check-in to the Silverback server for ad-hoc MDM actions initiated either manually by the administrator manually or automatically by regular Silverback server routines. Even though managed Windows devices frequently check-in (default is every 120 minutes) this might be too long if customers want to wipe corporate data from a lost device immediately.

If this happens customers might have to create a new Windows dummy application and need to substitute the Microsoft Push Network Services settings on the Silverback server. The substitution process will keep Windows (Phone) 8.1 devices under Silverback management control, and there is no need to re-enroll the Windows (Phone) devices. Please refer to the latest 'Silverback Best Practices Windows 8.1 PFN Substitution' guide.

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Are published Windows Apps affected?

Customers are not affected if they created and **published** a Windows app to the Windows Store and use these application settings for the Silverback server Windows (Phone) 8.1 configuration.

In that case customers will not need to prolong the Windows Store application and no further action is required.

2. Windows Dummy App PFN Prolongation Process

2.1. Before you start

To complete all steps below you will need to meet the following pre-requisites:

- **Access to the Microsoft Developer Account:**
  Required to edit & save a existing Windows Store dummy enterprise app

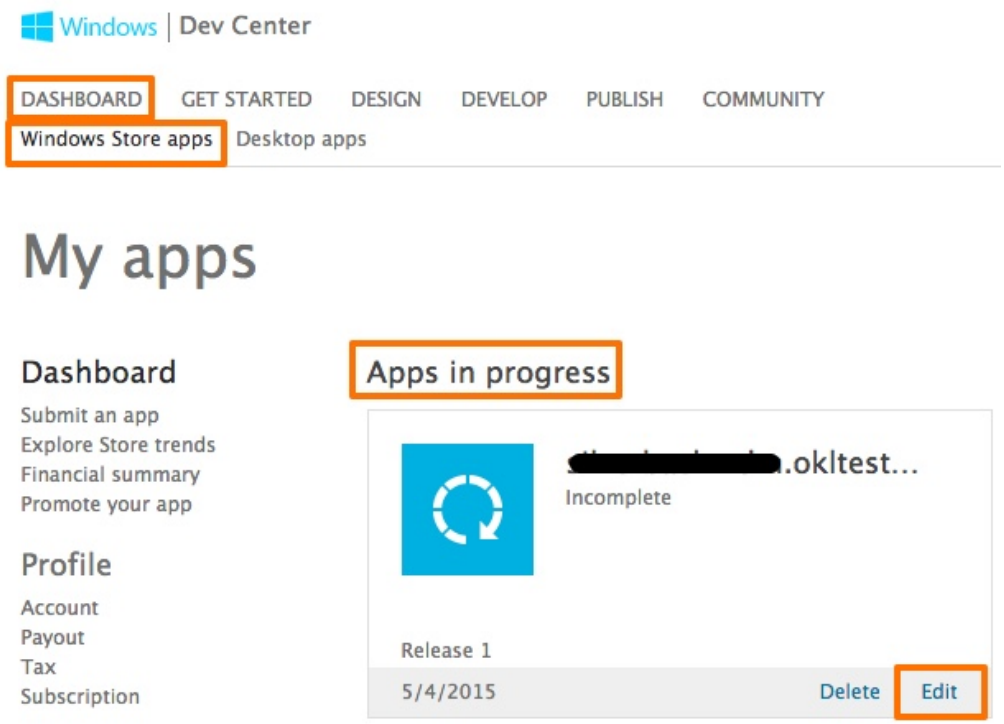
2.2. Process Overview

The main process steps are the following:

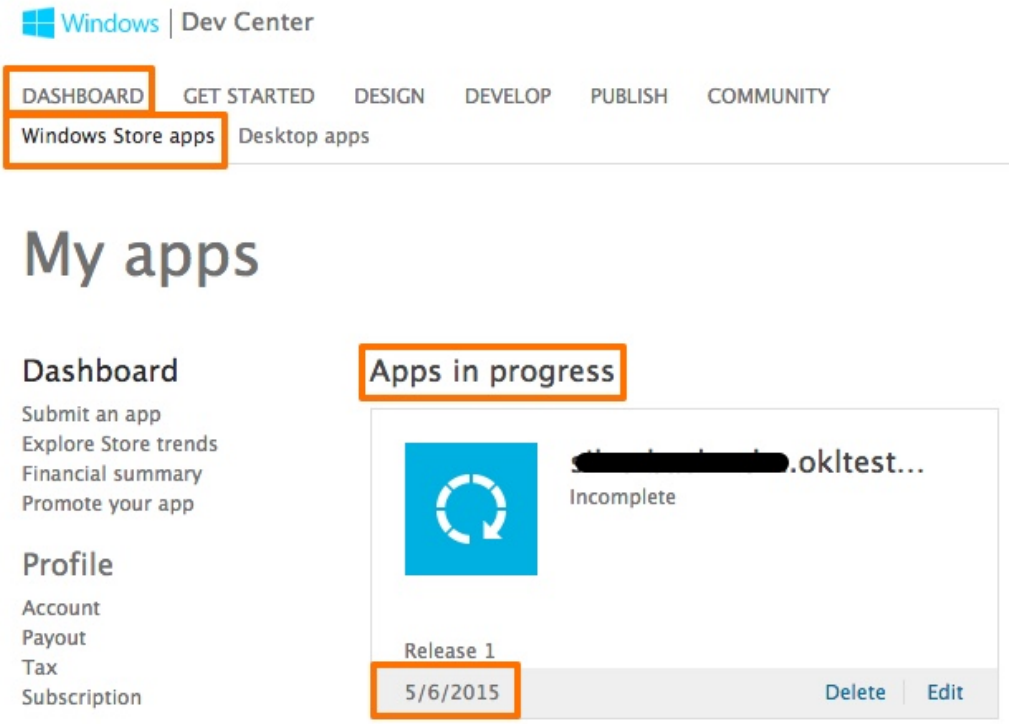
- Login into Microsoft Application Development Center
- Open & save the dummy application's "Selling details"

2.3. Process Details

1 Log into the Microsoft Application Development Center
   1 https://appdev.microsoft.com/StorePortals/en-US/Home/Index
2 Follow the ***Dashboard -> Windows Store Apps*** to get an overview of you apps
3 In section **Apps in progress** identify the dummy enterprise app used with Silverback
4 Note the date shown for the dummy application. In example below it is '5/4/2015'
5 Click **Edit** to edit the dummy application settings.



6 Click to edit the **Selling details**

Windows Store Dummy App PFN Prolongation

7 Fill out mandatory fields, e.g.
   1 Price tier = free
   2 Free trial period = No trial
   3 Release date = Release my app as soon as it passes certification
   4 Category = Business
   5 Subcategory = (none)
8 If you already have saved the mandatory settings in the past, simply change one of the values, e.g. Category = switch to ‘Education’
9 Click **Save**
   Ignore the red marked comment ‘You haven't selected any markets. This will prevent your app from being listed in the Store.’
10 Click again on **Windows Store apps** on the top to get back to the application overview
11 Cross check the updated date for the dummy enterprise application. The date must have changed to the actual date (in below example ‘5/6/2015’).