

New ACE Customer

Activation Guide



Step	Description	Customer	Reseller	Distributor
1	Reseller sends enrolment link : https://enterprise.apple.com/directEnroll to the customer. Customer must login using an Apple Corporate ID (only individual names not group/shared email accounts are accepted) and agree to ACE T&Cs.	●	●	●
2	After registration the customer will receive an Enrolment Request number (Enrolment ID) .	●	●	●
3	Reseller submits Enrolment ID + Device Serial Numbers + ACE Part Numbers to their Distributor of choice.	●	●	●
4	New Customers default to Tier 1 ACE eligibility. If the first order contains +1K or +5K devices , customers are eligible to Tier 2 or 3. Please send an email with customer name + Enrolment ID to ace_emeia@apple.com to activate Tier 2 or 3.	●	●	●
5	Once Distributor orders ACE coverage, Apple sends Proof of Coverage + MSA (ACE ID) to the customer. MSA will be the only valid ACE ID for future enrolments.	●	●	●
6	Customer Success Manager arranges Kick-Off call with the Customer.	●	●	●

● Initiator/Responsible ● Informed ● No action