MacTech Insight:
The Cloud, Apple Style

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Call Andy! Macintosh Consulting

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Please...

Try to hold questions until the end

Or...if we're too brief and something doesn't make sense, ask for more detail and we'll try to accommodate

We have a vague idea of upcoming topics in the presentation, so we may wait for a more full explanation.

Please mute your iPhones (they're iPhones, right?)

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iOS Development, Technical Writing, Training and Consulting

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MACINTOSH CONSULTING

Who are we?

Andy Espo

Owner of Call Andy! Macintosh Consulting

Mac-focused consultancy since 1999

ACN since 1999

ACN Advisory Council 3$_{1/2}$ years

ACTC Certified since 2002

www.callandy.com

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Who are we?

Rich Warren

iOS Developer, Trainer and Technical Writer

Developed a broad range of iOS Apps

Wrote 17 articles for MacTech Magazine

Books

"Creating iOS Applications:
Develop and Design"
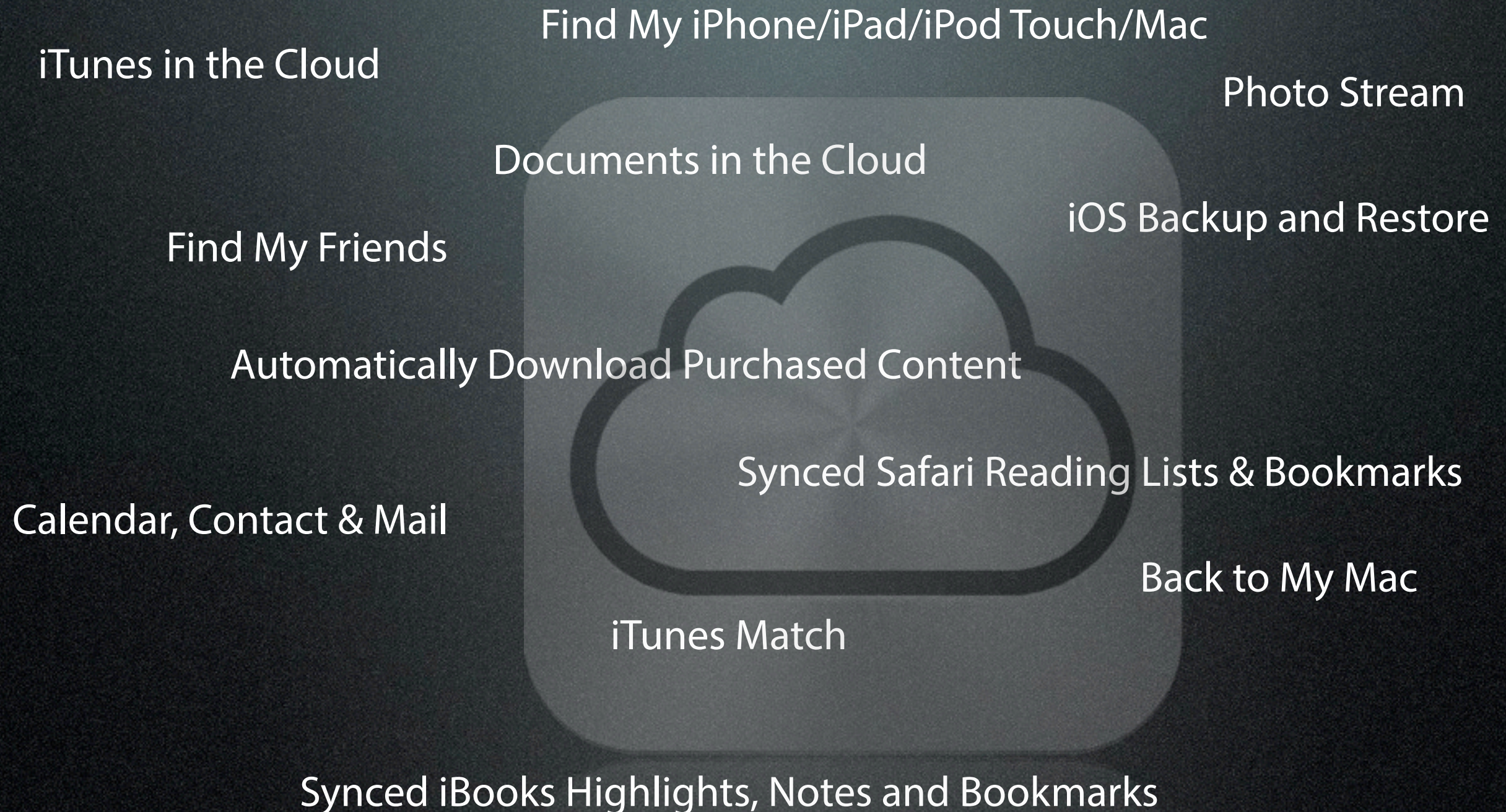
"Objective-C Bootcamp"

www.freelancemadscience.com

Why are you here?

- To understand what iCloud is and isn't

- To optimize your iCloud experience

- To get the most out of your Macs and iOS Devices

- We're going to give you a quick overview of iCloud's components, then we'll focus on the primary areas of use and concern

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What iCloud is:

Find My iPhone/iPad/iPod Touch/Mac

iTunes in the Cloud

Photo Stream

Documents in the Cloud

iOS Backup and Restore

Find My Friends

Automatically Download Purchased Content

Synced Safari Reading Lists & Bookmarks

Calendar, Contact & Mail

Back to My Mac

iTunes Match

Synced iBooks Highlights, Notes and Bookmarks

What iCloud isn't

- It isn't a backup of all your data on your Mac

- No guarantee that purchased products will always be available

- You can't store arbitrary documents

- Not designed for collaboration or communication

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What iCloud isn't

- It isn't always dependable

  - Unexpected results - duplicate or missing data

- No syncing with Android or other non-Apple devices

- Security?

  - How secure is any "cloud" vendor?

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What iCloud isn't

- Limited syncing with Windows

  (only in supported apps)

A brief history of Apple's cloud services

iTools At your service.

.mac

mobile*me*

© Boston Symphony Orchestra, Joseph Silverstein, Lorna Cooke DeVaron & William Steinberg

2000   2002   2008   2011

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Best practices

- You need to understand how these pieces work!

- What to do before you start turning things on!

  - Back up your contacts

  - Back up your calendars

- You need to be running current versions of the Mac OS (10.8.2) and iOS (6.0.1)

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When things go wrong

- Duplicate or missing contact or calendar data

- Concerns about contact and calendar syncing

iCloud Backup

- iOS Backup

  - iOS devices can back up their data using either wired, wifi syncing or iCloud

- Mac Backup

  - There isn't any in iCloud!

iCloud Backup

- ## iOS Backup via Wired Sync

  - Technically not iCloud

  - Does not use any of your iCloud storage space

  - iOS backups can be done though iTunes in addition to the iCloud backup

  - Must physically connect to a computer to backup/restore

  - Not automatic!

  - Often requires multiple syncs when restoring

iCloud Backup

- ## iOS Backup via Wifi Sync

  - Technically not iCloud

  - Same basic features as Wired Syncing, *only* over the wifi network

  - No need to physically connect to a computer

  - Automatically syncs when the following are true:

    - iOS device must be plugged into a power source

    - iTunes must be open on your computer

    - iOS device and computer must be on the same wifi network

iCloud Backup

- ## iOS iCloud Backup

  - This one actually *is* iCloud backup

  - Able to backup and restore remotely

  - Automatically backs up your data

  - Off-site storage provides added security

  - May consume a significant portion of your free iCloud storage

  - Additional storage may be cheap given the guaranteed security

iCloud Backup

- The following data *is* backed up:

  - Purchased Content (May not be available in all countries)

  - Photos and videos in the camera roll

  - Device settings

  - Application data and documents (Will vary based on the application)

  - Home screen and app organization

  - Messages (iMessage, SMS and MMS)

  - Ringtones

iCloud Backup

- The following data is *not* backed up:

  - Applications (You can re-download them)

  - Media files synced from a computer (You can re-sync them)

  - Any large, downloaded application data

    (e.g. video or audio files)

    (You can re-download them)

Documents in iCloud

- What it does?

  - You can stop working on one device & pick up where you left of on another

  - Files are "backed up" to the cloud

Documents in iCloud

- What it doesn't do

  - Collaborative sharing

  - May not significantly save disk space

    - You're still working on a "local" copy

  - Most applications don't yet support iCloud syncing

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Documents in iCloud
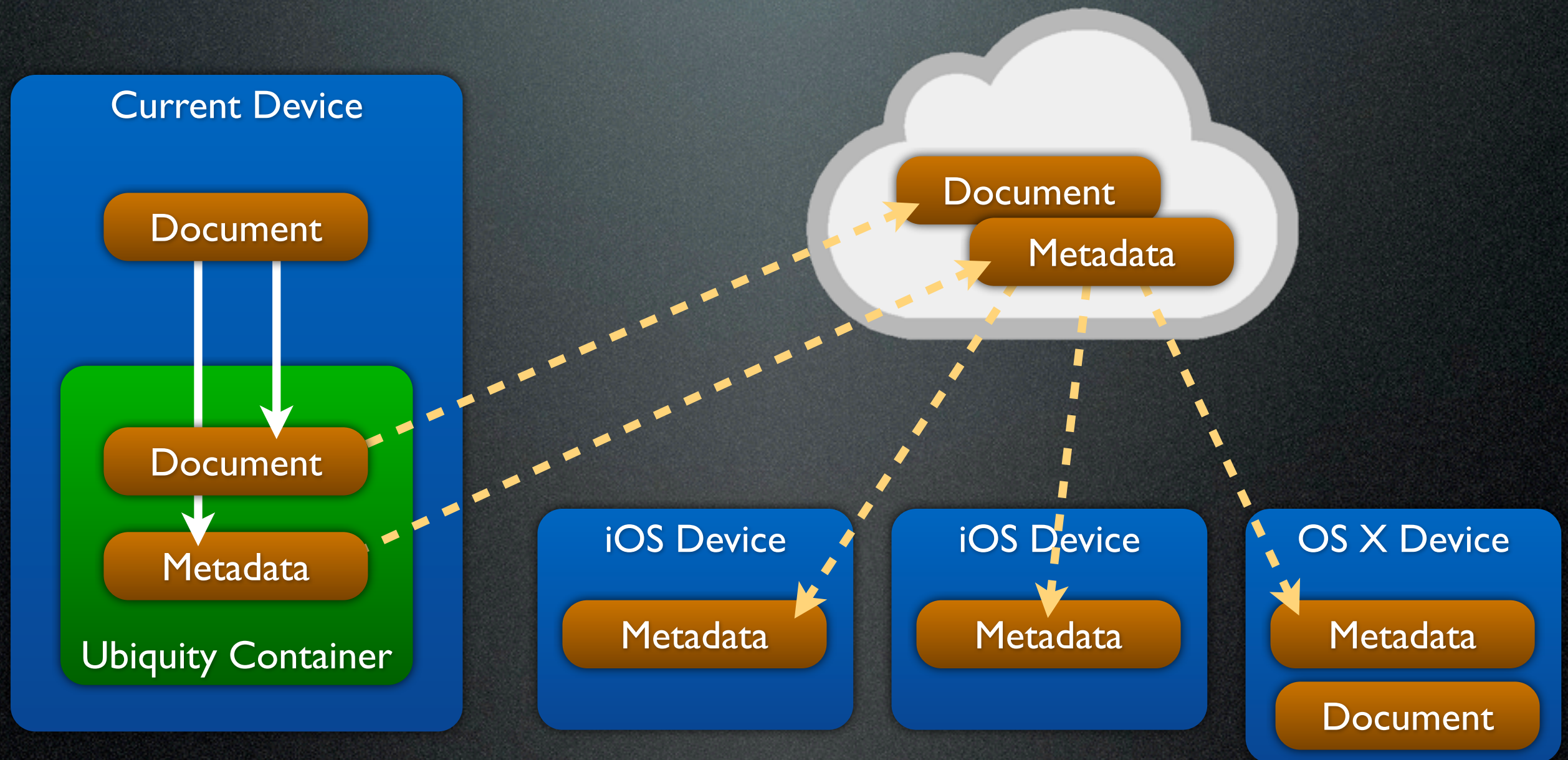
Documents in iCloud

- OS X always has the latest version of every file

- iOS devices can request to download and use a document

- Always works from a local copy

  - Available when offline

- iOS can automatically delete unused documents to free disk space

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Documents in iCloud

- OS X displays iCloud files in the standard File > Open... window

  - Stores everything in "~/Library/Mobile Documents/"

- Each iOS app decides how (or if) it will display these documents

  - Each app can only see its own iCloud directory

Document Conflicts in iCloud
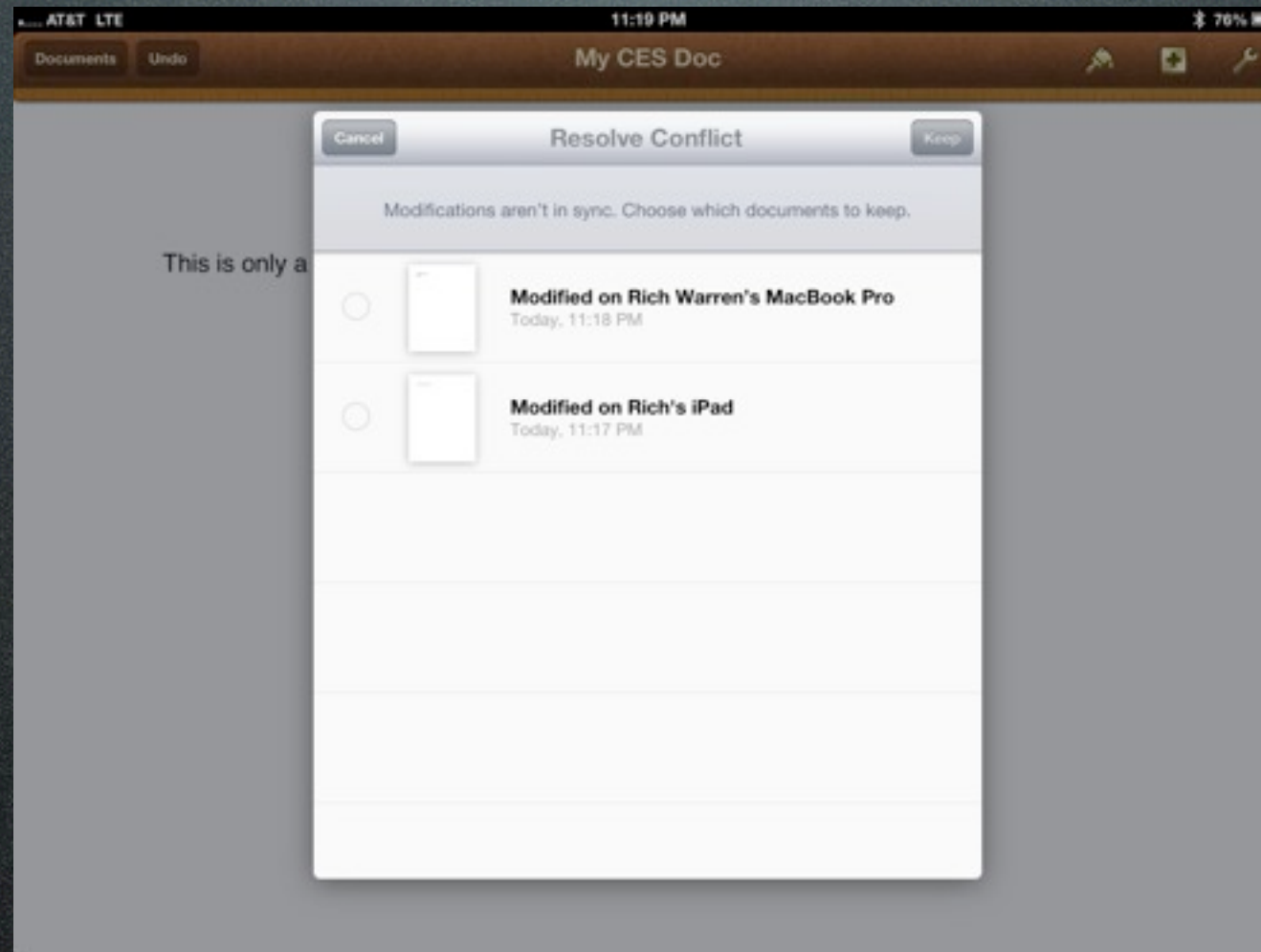
Where are my files?
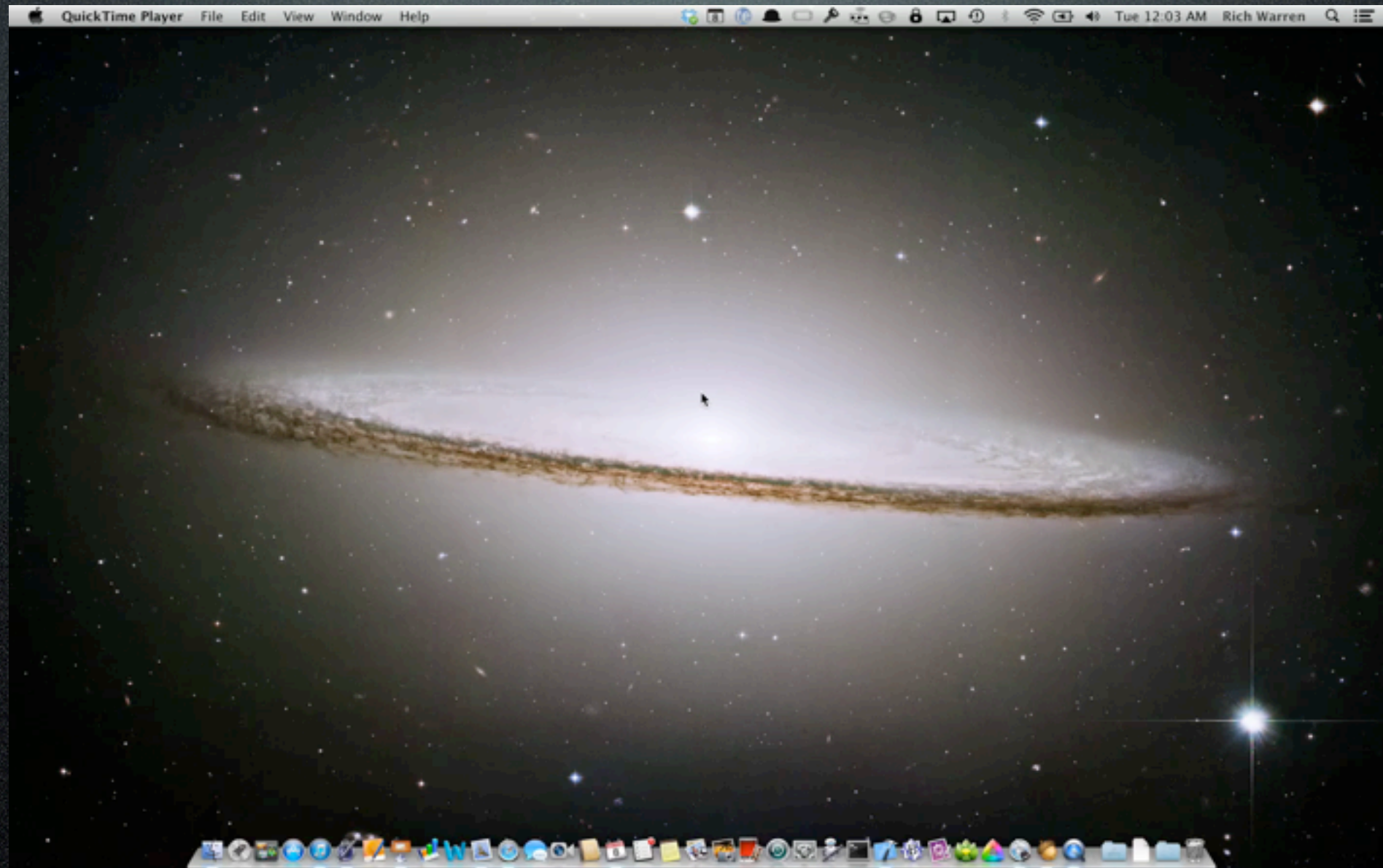
Storage in iCloud

- iCloud Storage
    - You get 5GB free for:
        - iOS Device backups
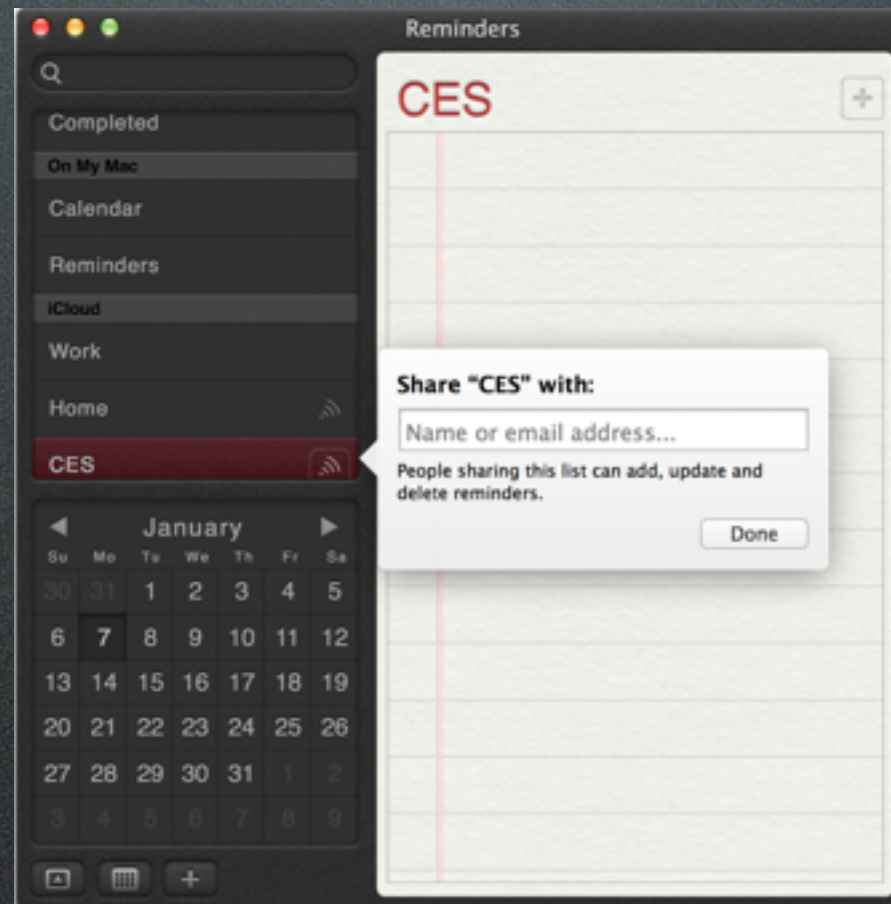   - Document storage

Storage in iCloud

- Additional Storage can be purchased:

    - 10GB - $20 / year

    - 20GB - $40 / year

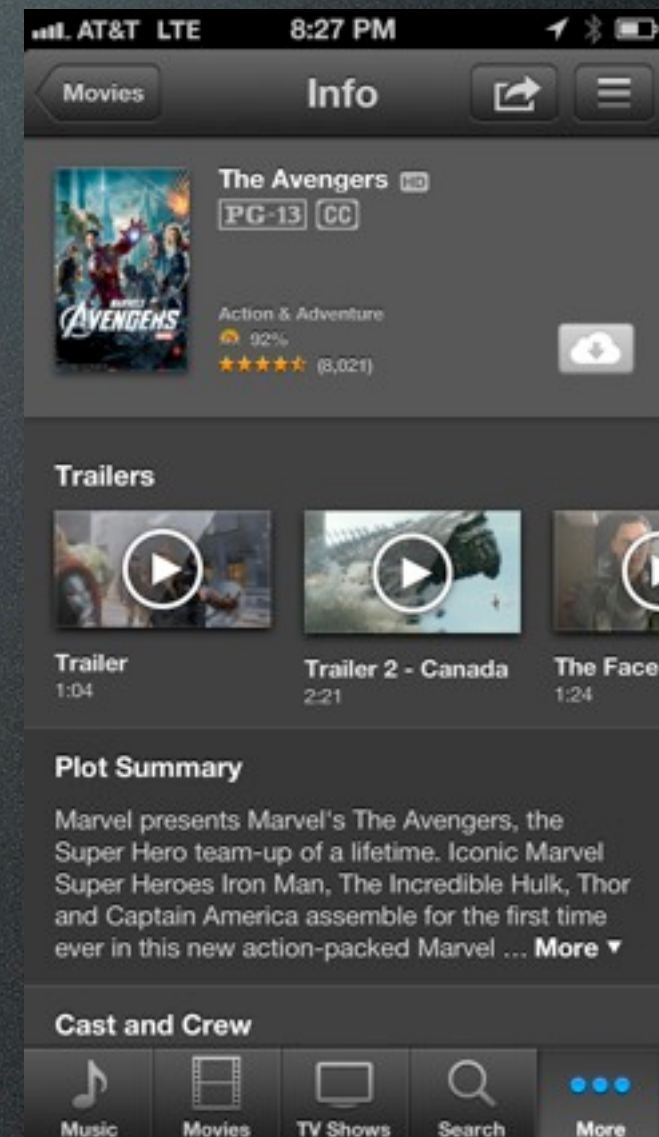   - 50GB - $100 / year

        - Aggregates with your 5GB free

iCloud Sharing
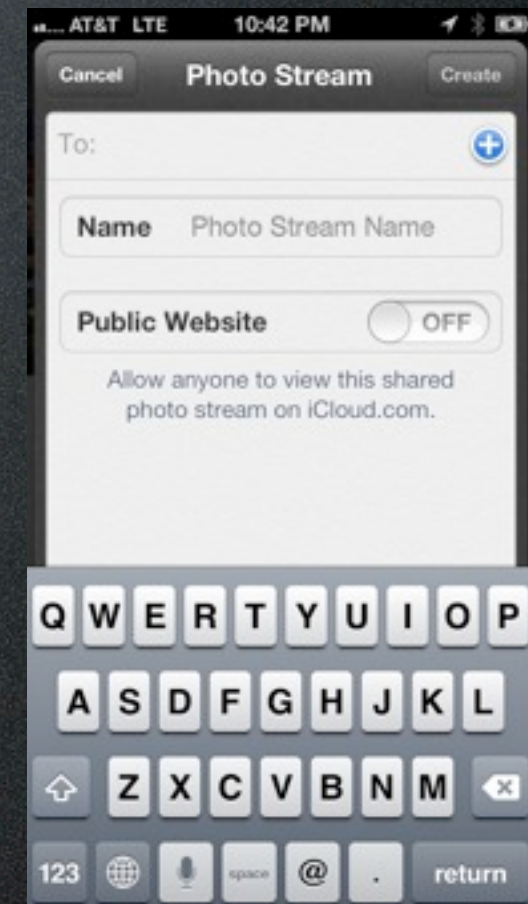
iTunes in the Cloud

- Download purchased music, movies and TV shows

- View/Listen to content while it downloads

- Upload music purchased elsewhere using iTunes Match

Options to iCloud

- Mail, Contacts & Calendars

  - Hosted Kerio

  - Hosted Exchange

  - Google Docs

Options to iCloud

- Document storage/sync
  - DropBox
  - Soonr
  - LogMeIn File Transfer & File Sharing
  - SugarSync
  - SkyDrive
  - Google Drive

Options to iCloud

- Find My iPhone/iPad/iPod Touch/Mac

  - Many MDM solutions

    - Maas360

    - MobileIron

    - Others

- Back to My Mac

  - LogMeIn

  - GoToMyPC

Thank you!

Q & A

Resources

- http://www.apple.com/icloud/setup/

- http://en.wikipedia.org/wiki/ICloud

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