

# White Label App Worksheet

FOR SUBMITTING TO THE  
APPLE APP STORE

# Let's Begin!

Submitting your app to the app store doesn't have to be complicated. We've put this worksheet together so you understand exactly what you need to prepare for before, during, and after the app submission process.

## What to Prepare in Advance

### Your Apple ID and Password

Apple requires 2 Factor Authentication, which means that you need to have your Apple ID and password ready to go, and also have access to the email and phone number associated with the account

### Human Resource for Approvals

Apple requires the account holder and highest decision maker to be involved in the process. While your app provider can guide you through the process, Apple needs to communicate with this person in order to get approvals and make changes to your app.

### Dun and Bradstreet ID

To set up an Apple Store Business ID, you'll need to provide your company's Dun and Bradstreet identification number. Have this on hand to make the process smooth and simple.

## How to Make the Submission Process Easy

### Understand Apple

Understand that Apple is a company and that the App Store is their product. They change policies and processes often, so be prepared and be flexible. Your app provider is there to guide you, but you may experience some hurdles and delays if you submit during one of these change periods.

### Have an IT Representative Handy

There are some technical aspects to submitting an app to the App Store. While your app provider is there to guide you, it is also your responsibility during the submission process to be savvy enough to handle the technical aspects of submission. Make sure you have an IT staff member on hand at all times.

## What Happens After Creating an App Store Developers Account?

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### **Your Account is Charged Yearly**

Apple has some small maintenance fees that your account will be charged for on an annual basis. Be prepared to pay these fees and understand that they are your responsibility to pay when you are submitting white label apps to the App Store.

### **Apple Calls YOUR Business**

When you publish your event app on a container, like eventScribe, the app company handles all fees and publishing calls. However, when you publish a white label app to your account, Apple will verify all requests by calling your company. Please be prepared to handle these calls. Your app provider can guide you through the process, but Apple will not accept verification from representatives outside your organization.

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## You did it!

We hope that this Mobile App worksheet served as a useful tool. If you would like to check out some additional educational resources, please visit [gocadmium.com/resources](https://gocadmium.com/resources)