



Esri International Developer Summit
Palm Springs, CA

Deploying Windows Phone Applications

Rich Zwaap

Agenda

- Overview
- Deployment during development
 - Overview
 - Demo
- Windows Phone Store
 - Overview
 - Demo
- Enterprise distribution
 - Overview
 - Demo



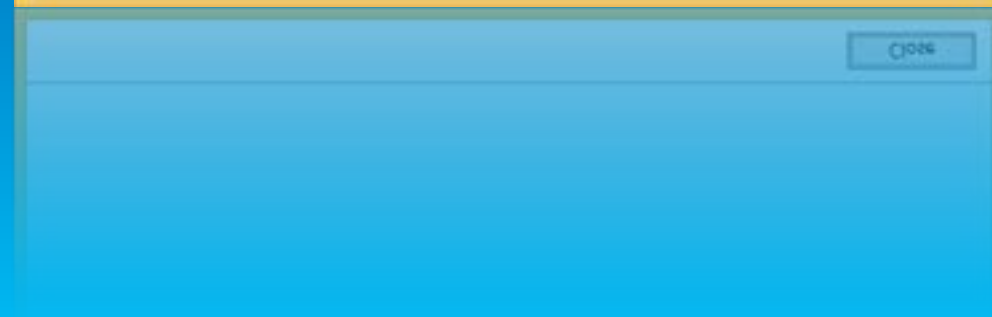
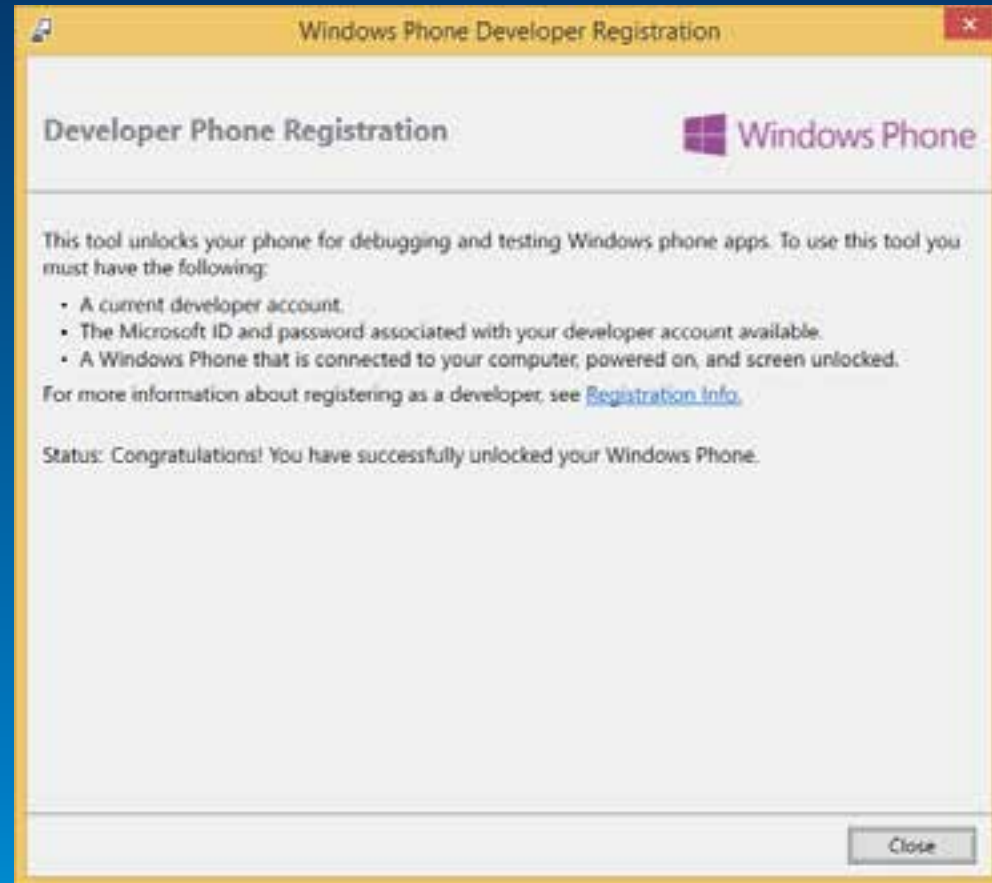
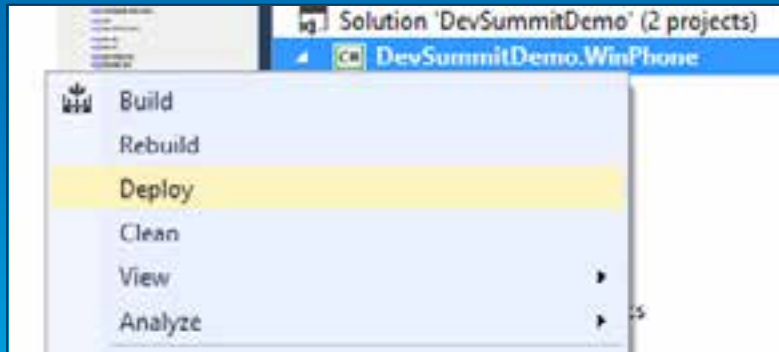
Deploying Windows Phone Applications

- Options
 - Dev deployment
 - Develop and test
 - Windows Phone Store
 - Varying levels of visibility
 - Feedback metrics
 - Enterprise
 - Completely within your organization
 - End-to-end control



Dev Deployment

- Unlock Your Phone
 - Microsoft Account (free)
 - Windows Phone 8 SDK
- Deploy from Visual Studio
 - Set build target to ARM
 - Run or deploy



DEMO

Dev Deployment

Rich Zwaap

Sign in

Microsoft account [What's this?](#)

Password

Sign in

[Can't access your account?](#)

Don't have a Microsoft account? [Sign up now](#)

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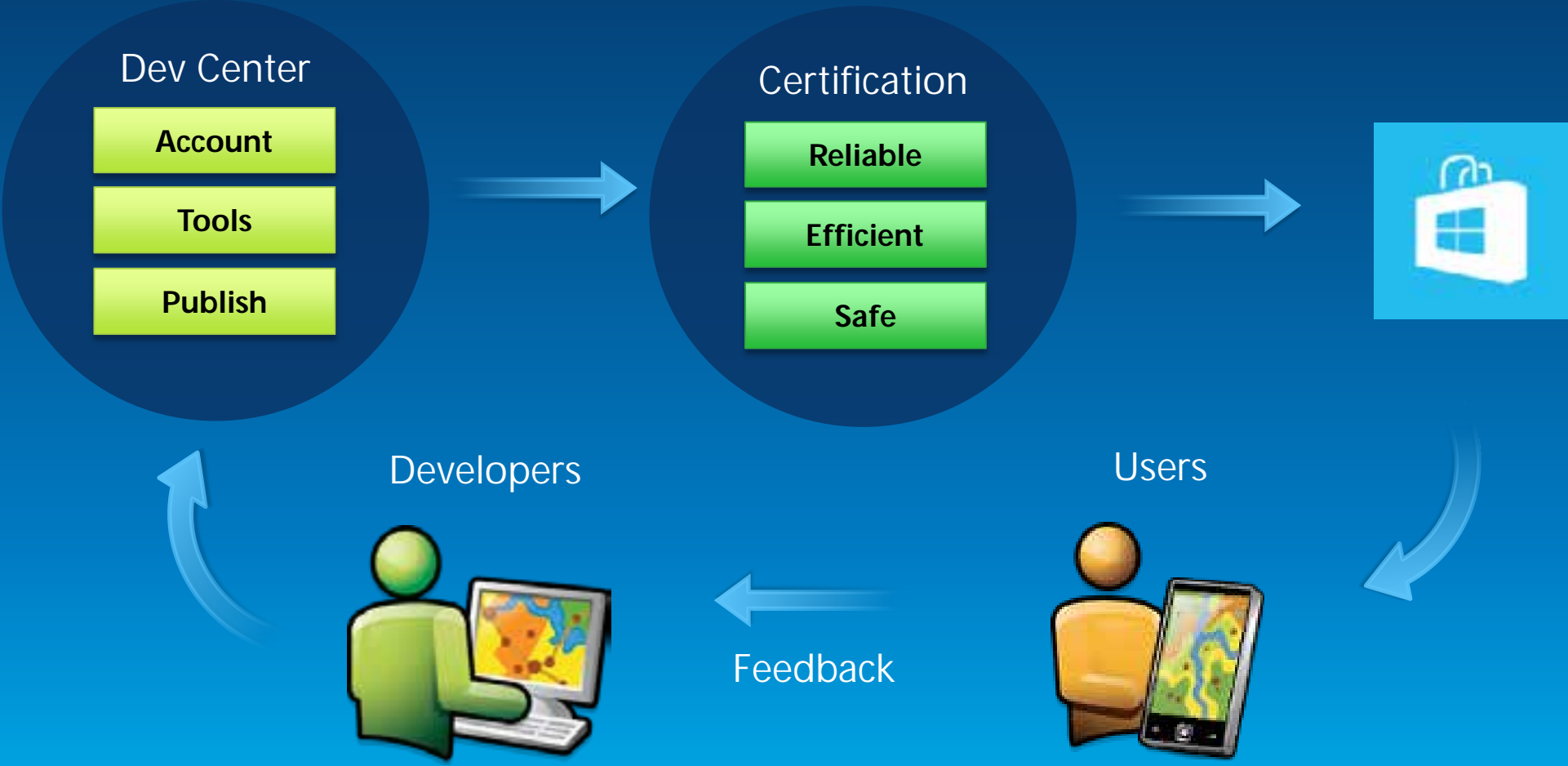
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Deploying to Windows Phone Store

- Managed through Dev Center
- Developer account required
 - \$19 for individuals, \$99 for orgs
- Beta
 - By invitation only
 - No certification
- Public - hidden
 - Not discoverable by browse or search
 - Normal certification
- Public
 - Visible in store



Publishing to the Windows Phone Store



DEMO

Publish to Windows Phone Store

Rich Zwaap

Upload and describe your package

Publish Demo 1

If your app contains more than one package, you can upload additional packages. Select the first one here. [Learn more.](#)

Packages

This is an important page, because in addition to uploading your package, you'll provide the first impression of your app. The info you provide will be part of the Store's listing for your app. If you're updating an existing app, this page will also include packages that you've already uploaded. Packages that are available in the Store after you've published your submission.

Package name	Version	OS	Resolution	Language
<input checked="" type="radio"/> PublishDemo_Release_ARM.xap	1.0.0.0	8.0	WVGA, 720P, WXGA	English

[Add new](#)

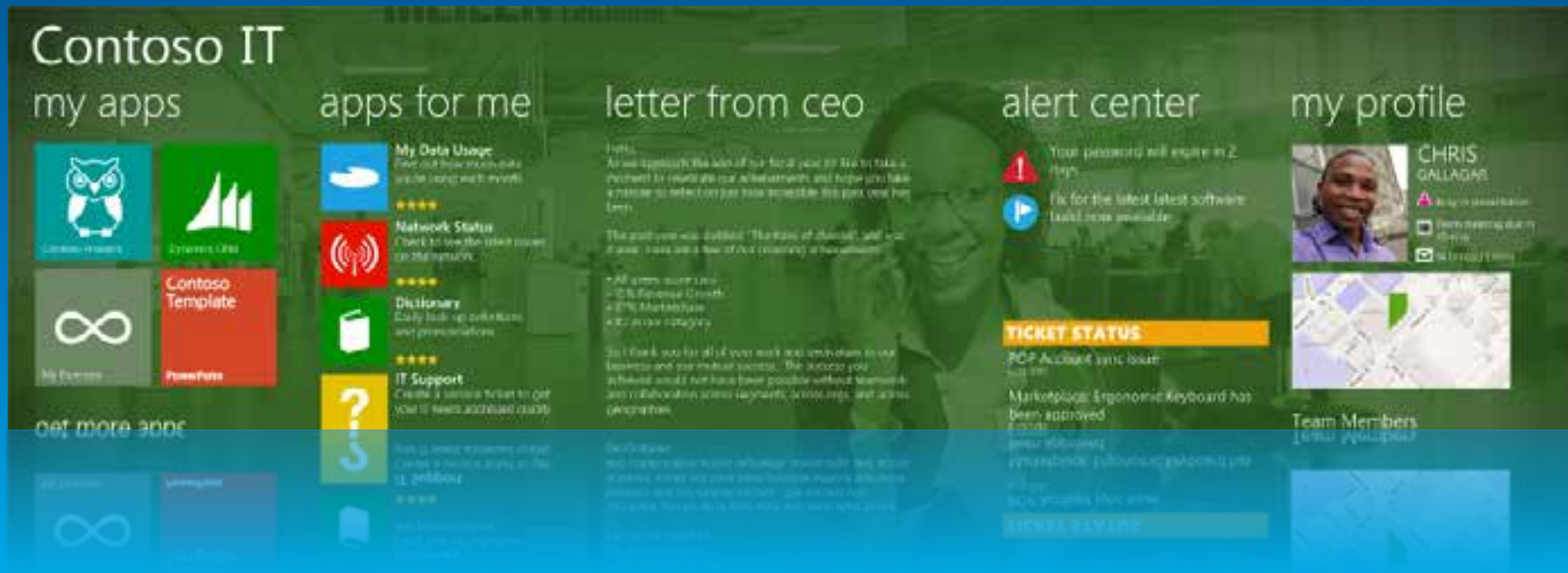
Select a package above to view or edit its Store listing and other info.

Package version number*

 . . .

Enterprise deployment

- Internal
- No App Certification
- Organization manages the experience



Enterprise deployment



Getting started

1. Register for company account - \$99
2. Get enterprise certificate from Symantec - \$299
3. Create application enrollment token (AET)

Deploying apps

1. Install AET on phones to enable company apps
 - Email or use MDM
2. Precompile and sign apps with enterprise certificate
3. Install company apps (email, web, company hub)

DEMO

Enterprise Deployment

Rich Zwaap

Add company account?

Would you like to add the company account for Esri Inc?

add

cancel

```
MDIL image c:\demos\temp2\PublishDemo.dll generated successfully
```

```
File c:\demos\temp1\PublishDemo.dll output c:\demos\temp2\PublishDemo.dll
Processing file: c:\demos\temp1\WMAppManifest.xml
File c:\demos\temp1\WMAppManifest.xml is not an IL assembly. Copying.
Processing file: c:\demos\temp1\Assets\AlignmentGrid.png
File c:\demos\temp1\Assets\AlignmentGrid.png is not an IL assembly. Copying.
Processing file: c:\demos\temp1\Assets\ApplicationIcon.png
File c:\demos\temp1\Assets\ApplicationIcon.png is not an IL assembly. Copying.
Processing file: c:\demos\temp1\Assets\Tiles\FlipCycleTileLarge.png
File c:\demos\temp1\Assets\Tiles\FlipCycleTileLarge.png is not an IL assembly. Copying.
Processing file: c:\demos\temp1\Assets\Tiles\FlipCycleTileMedium.png
File c:\demos\temp1\Assets\Tiles\FlipCycleTileMedium.png is not an IL assembly. Copying.
Processing file: c:\demos\temp1\Assets\Tiles\FlipCycleTileSmall.png
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Processing file: c:\demos\temp1\Assets\Tiles\IconicTileSmall.png
File c:\demos\temp1\Assets\Tiles\IconicTileSmall.png is not an IL assembly. Copying.
Creating the new xap file after MDIL Compile...
MDILXapcompile Completed Successfully for the xap.(c:\demos\publishdemo_new.xap)
Cleaning up the temporary files...
Signing the xap(c:\demos\publishdemo_new.xap)...
XAPSignTool signed the output xap c:\demos\publishdemo_new.xap
c:\demos\XapSignToolOutput.log for details
```

```
G:\WINDOWS\system32
```

Resources

- Windows Phone Store
 - Certification requirements
 - [http://msdn.microsoft.com/en-us/library/windowsphone/develop/hh184843\(v=vs.105\).aspx](http://msdn.microsoft.com/en-us/library/windowsphone/develop/hh184843(v=vs.105).aspx)
- Enterprise
 - Company app distribution
 - [http://msdn.microsoft.com/en-us/library/windowsphone/develop/jj206943\(v=vs.105\).aspx](http://msdn.microsoft.com/en-us/library/windowsphone/develop/jj206943(v=vs.105).aspx)

ArcGIS Runtime SDK sessions Wednesday

Session Name	Time	Location
Building WPF Apps with the New .NET ArcGIS Runtime SDK	10:30am – 11:30am	Pasadena/Ventura/Sierra
Building Windows Store and Windows Phone Apps with ArcGIS Runtime SDK	1:00pm – 2:00pm	Primrose C/D
Building WPF Apps with Runtime SDK	2:30pm – 3:30pm	Demo Theater 2 – Oasis 1

ArcGIS Runtime SDK sessions Thursday

Session Name	Time	Location
The Road Ahead: ArcGIS Runtime SDKs	8:30am – 9:30am	Primrose A
Everything (or Anything) You Wanted to Know about the ArcGIS Runtime SDKs	10:00am – 11:00am	Primrose A
Building Windows Store and Windows Phone Apps with ArcGIS Runtime SDK	1:00pm – 2:00pm	Mesquite B
Migrating Your WPF Apps to the New ArcGIS Runtime SDK for .NET	1:00pm – 2:00pm	Pasadena/Ventura/Sierra
Building WPF Apps with the New .NET ArcGIS Runtime SDK	2:30pm – 3:30pm	Mesquite B



Understanding our world.