



# Relay Training and User Guide for Self-Registration



Bookmark this URL:

<https://partner-relay.apple.com>

- The images in this guide do not necessarily reflect the products or assets that you have on your Relay site.
- Your Relay site is unique to your business and will only show products and assets available to you.

# Partner user commitment

By using Relay, you commit that:

- You have a legitimate business reason to be on Relay.
- To access Relay, you use your own business email address and password.
- Assets downloaded from Relay will only be used to support your business's Apple marketing efforts.
- Apple has the right to revoke Relay access for any user at any time.

# Relay | Self-registration

# Self-Registration on Relay

## Two log in options:

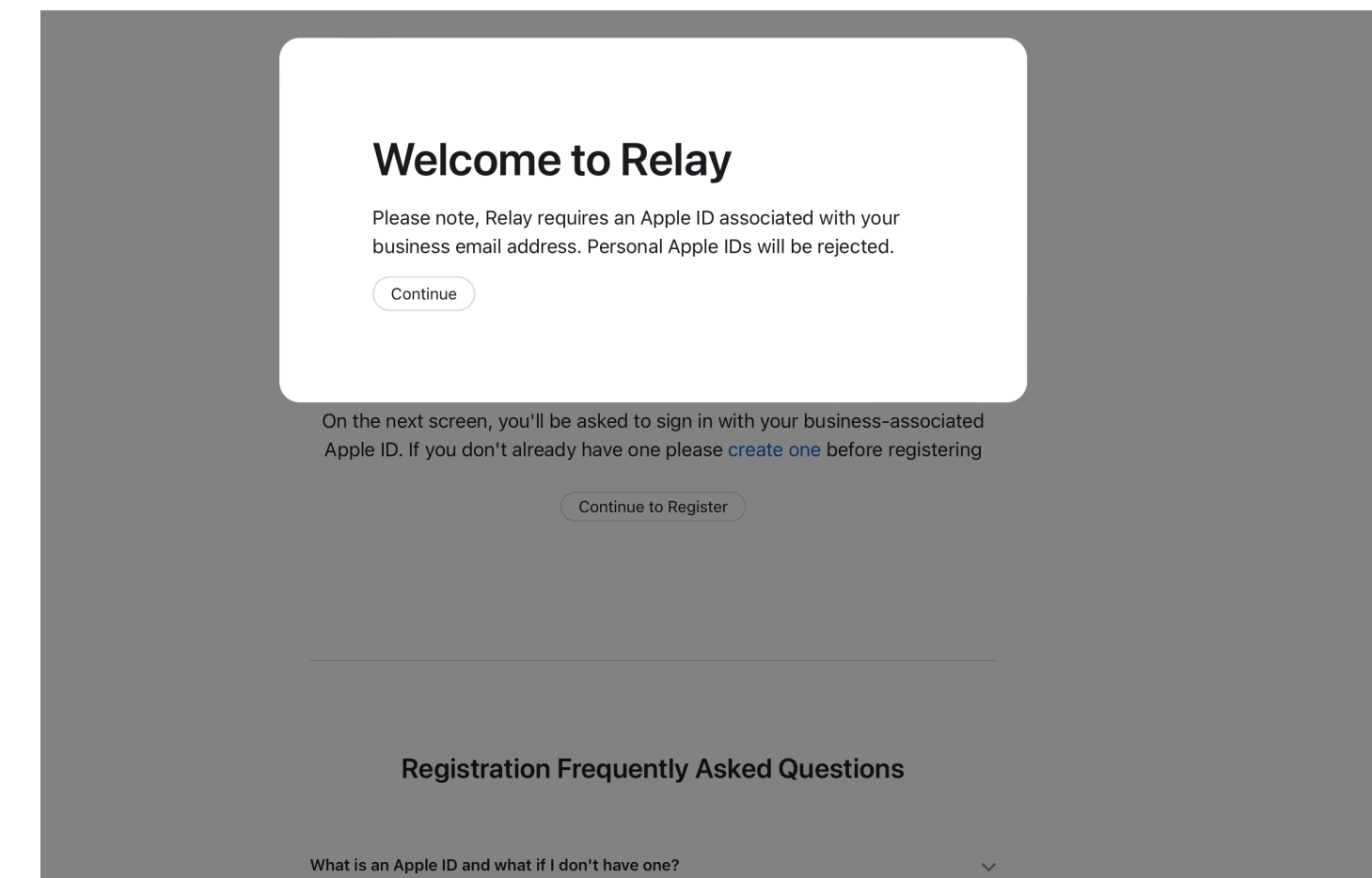
- Log in: If you've already completed the registration process
- Register: If you're new to Relay and have not register as a partner

Log in to Relay at <https://partner-relay.apple.com>

Register at

<https://partner-relay.apple.com/pre-registration>

If you've forgotten your password, go to <https://iforgot.apple.com>



## Relay Registration

### Before you Register

Relay requires using the Apple ID associated with your business account to register. Personal email addresses will not be accepted.

On the next screen, you'll be asked to sign in with your business-associated Apple ID. If you don't already have one please [create one](#) before registering

Continue to Register

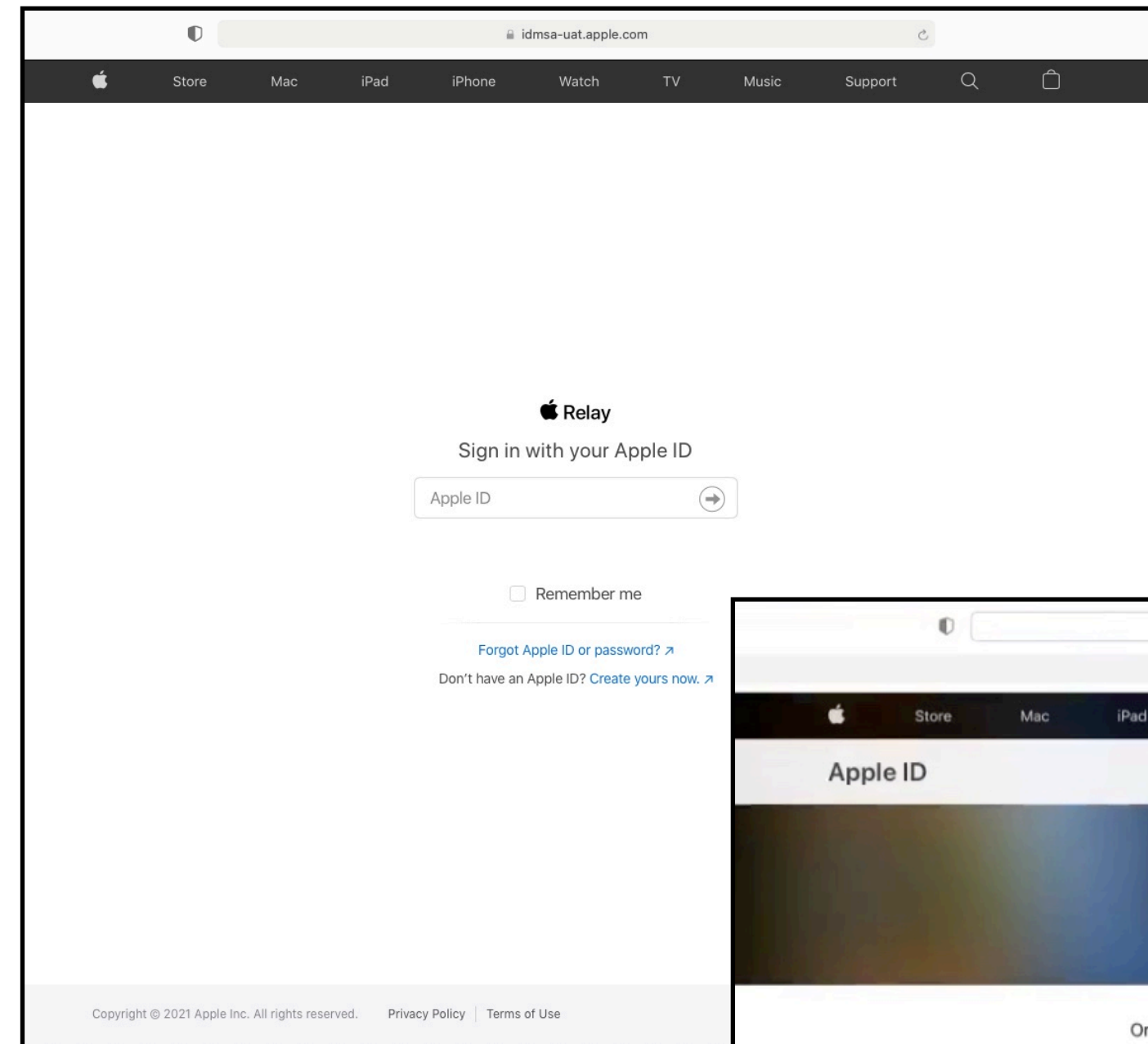
### Registration Frequently Asked Questions

What is an Apple ID and what if I don't have one?

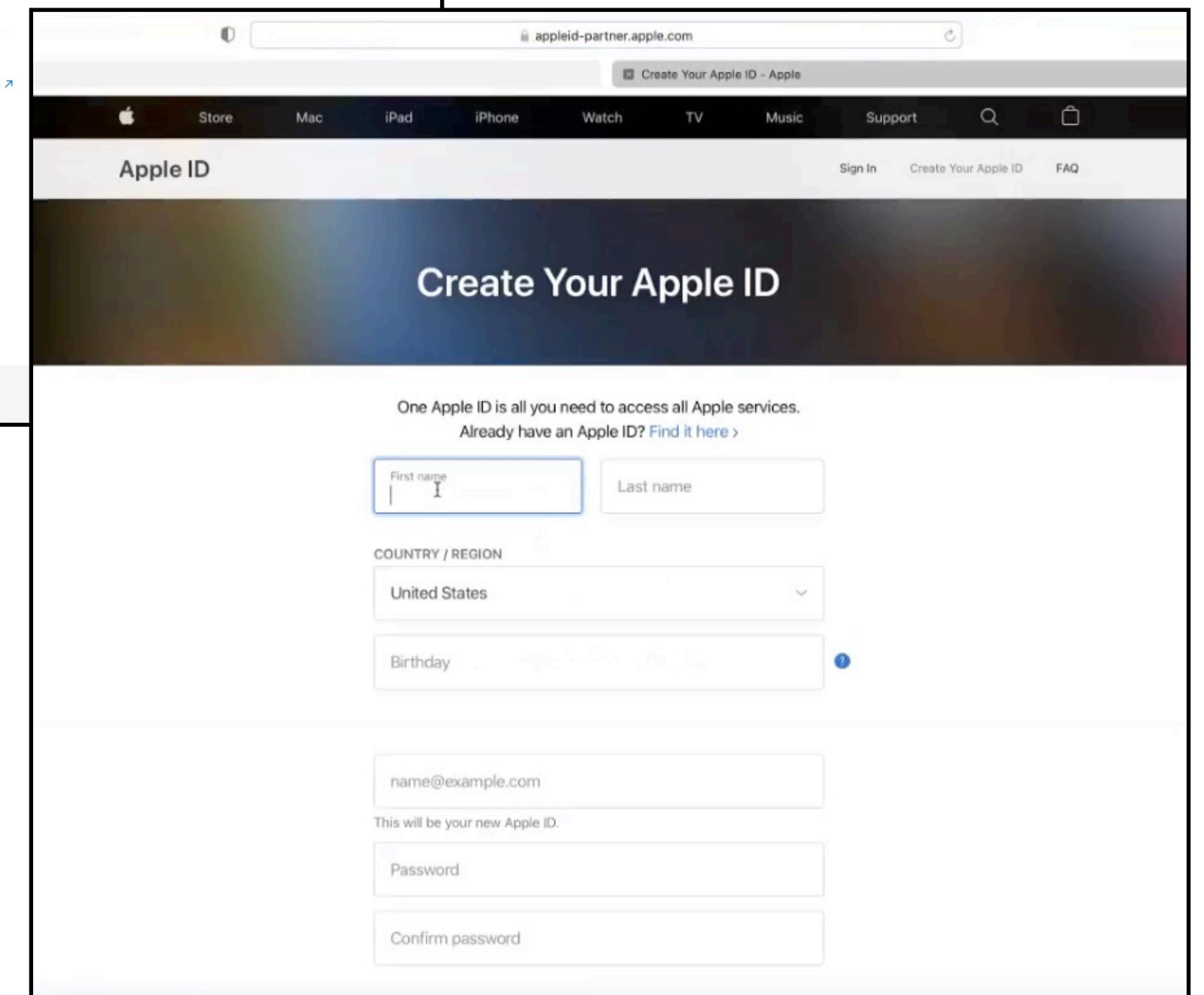
# New registration

Once you've clicked "Register":

- Enter your Apple ID
- If you don't have one, select "Create yours now."



A screenshot of the Apple Relay sign-in page. The browser address bar shows "idmsa-uat.apple.com". The page features a navigation bar with links for Store, Mac, iPad, iPhone, Watch, TV, Music, and Support. The main content area is titled "Apple Relay" and "Sign in with your Apple ID". It includes a text input field for "Apple ID" with a right-pointing arrow icon, a "Remember me" checkbox, and two links: "Forgot Apple ID or password? >" and "Don't have an Apple ID? Create yours now. >". The footer contains "Copyright © 2021 Apple Inc. All rights reserved." and links for "Privacy Policy" and "Terms of Use".



A screenshot of the "Create Your Apple ID" registration page. The browser address bar shows "appleid-partner.apple.com". The page has a navigation bar with "Sign In", "Create Your Apple ID", and "FAQ" links. The main heading is "Create Your Apple ID". Below the heading, it states "One Apple ID is all you need to access all Apple services. Already have an Apple ID? Find it here >". The registration form includes: "First name" and "Last name" text input fields; a "COUNTRY / REGION" dropdown menu set to "United States"; a "Birthday" date picker; an email address input field with the placeholder "name@example.com" and a note "This will be your new Apple ID."; a "Password" input field; and a "Confirm password" input field. The footer is light blue.



# New registration

Enter your employer/business before accepting the terms and conditions and then clicking "Submit".

The screenshot shows a web browser window with the URL `partner-relay-uat.apple.com`. The page header includes the Apple logo and the word "Relay".

## Relay Registration

You must fill out all fields and agree to terms and conditions to register with Relay.

### Your employer information

Please enter the name of your employer. If the country/region associated with your Apple ID is different from the country/region of your employer, please change your country here. This will not change any information associated with your Apple ID.

Employer

Country/Region **United States**

### Your information

This information is taken from your Apple ID.

First Name	Last Name
Chhavi	Sharma

### Review & Submit

Please read and accept the terms and conditions below to register with Relay. You agree to be bound by these terms and conditions when you click submit.

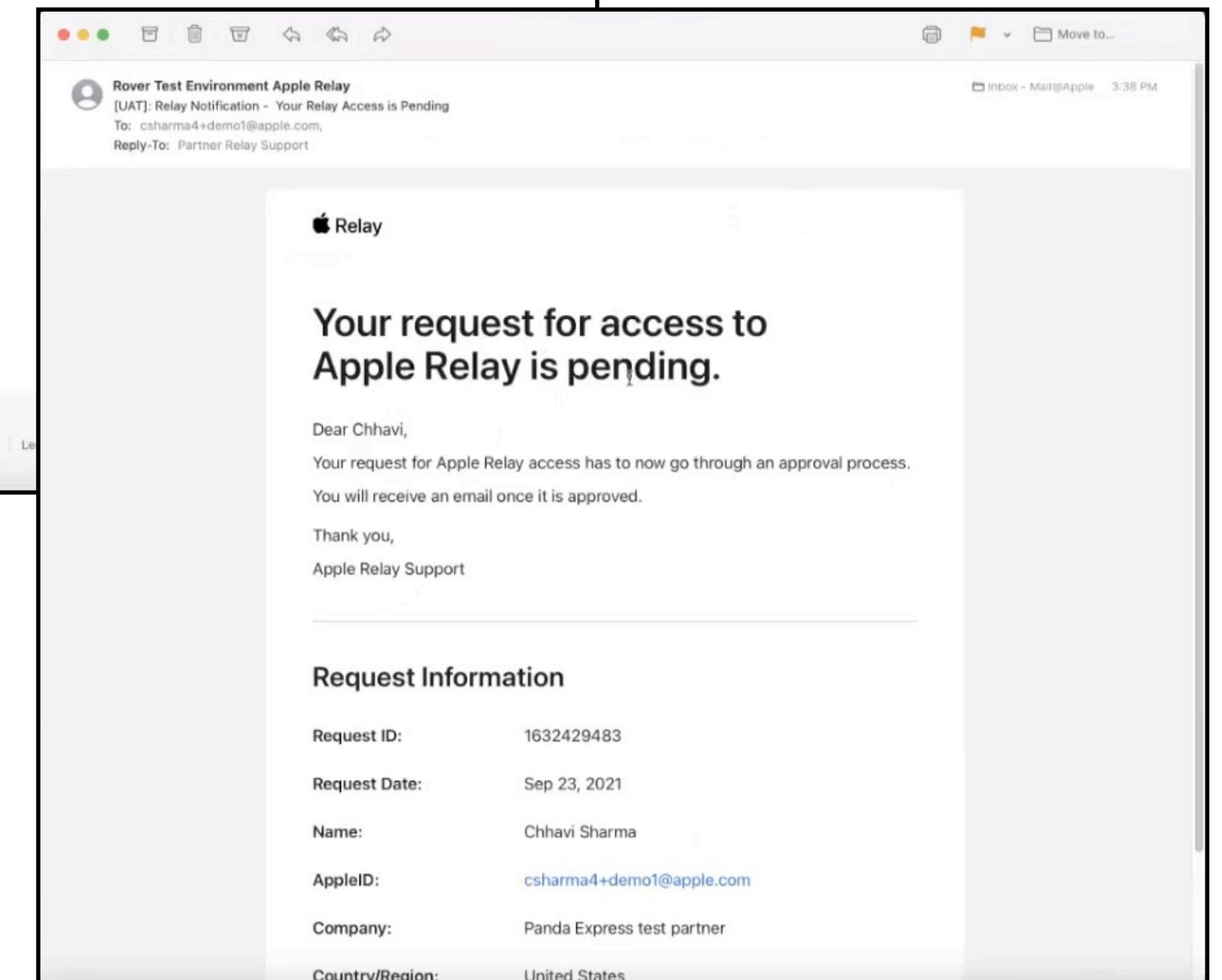
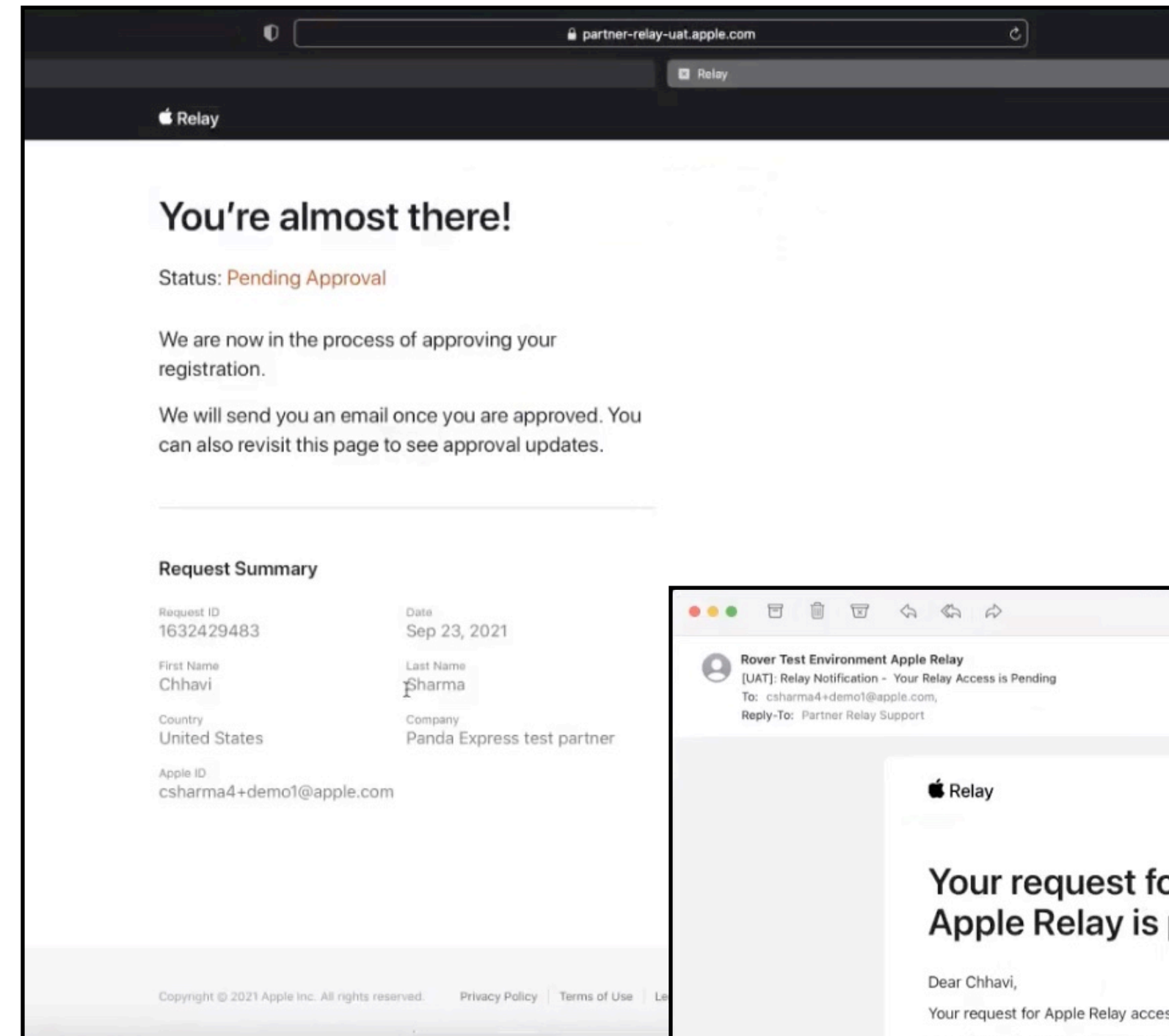
Relay provides online Confidential Information for the use of Apple, Inc. and its employees, contractors, and registered users, including Apple Authorized Resellers, Wholesalers, Distributors, Dealers, Retailers, VARs, Higher Education Resellers ("Apple Resellers") and certain individuals related to the Apple Resellers who have a legitimate business need-to-know.

Please read this Relay Agreement ("this Agreement") carefully. Do not proceed further and do not access any information on Relay if you are not authorized by an Apple Reseller to access Relay on its behalf, or if you do not accept any term or condition of this Agreement. **By using Relay, you will be deemed to have agreed, on your own behalf and that of your Apple Reseller, to all of the terms and conditions of this Agreement just as if you and your Apple**

# Pending approval

Once self-registration is complete, the screen will refresh to a **Pending Approval** status.

An email confirmation will be sent as well.



# Approval on hold

If access is denied/deactivated upon registering, you will see "Approval on Hold".

An email with this information will also be sent.

You will need to reach out to your Apple representative to investigate the hold.

partner-relay-uat.apple.com

Relay Management

Apple Relay

## Approval on Hold

Status: **Access Denied / Deactivated**

Your Relay registration is currently denied.

This could be for a couple of reasons including:

- Company name was entered incorrectly
- Your account is not applicable to Apple Relay

Please check your email for more information and next steps.

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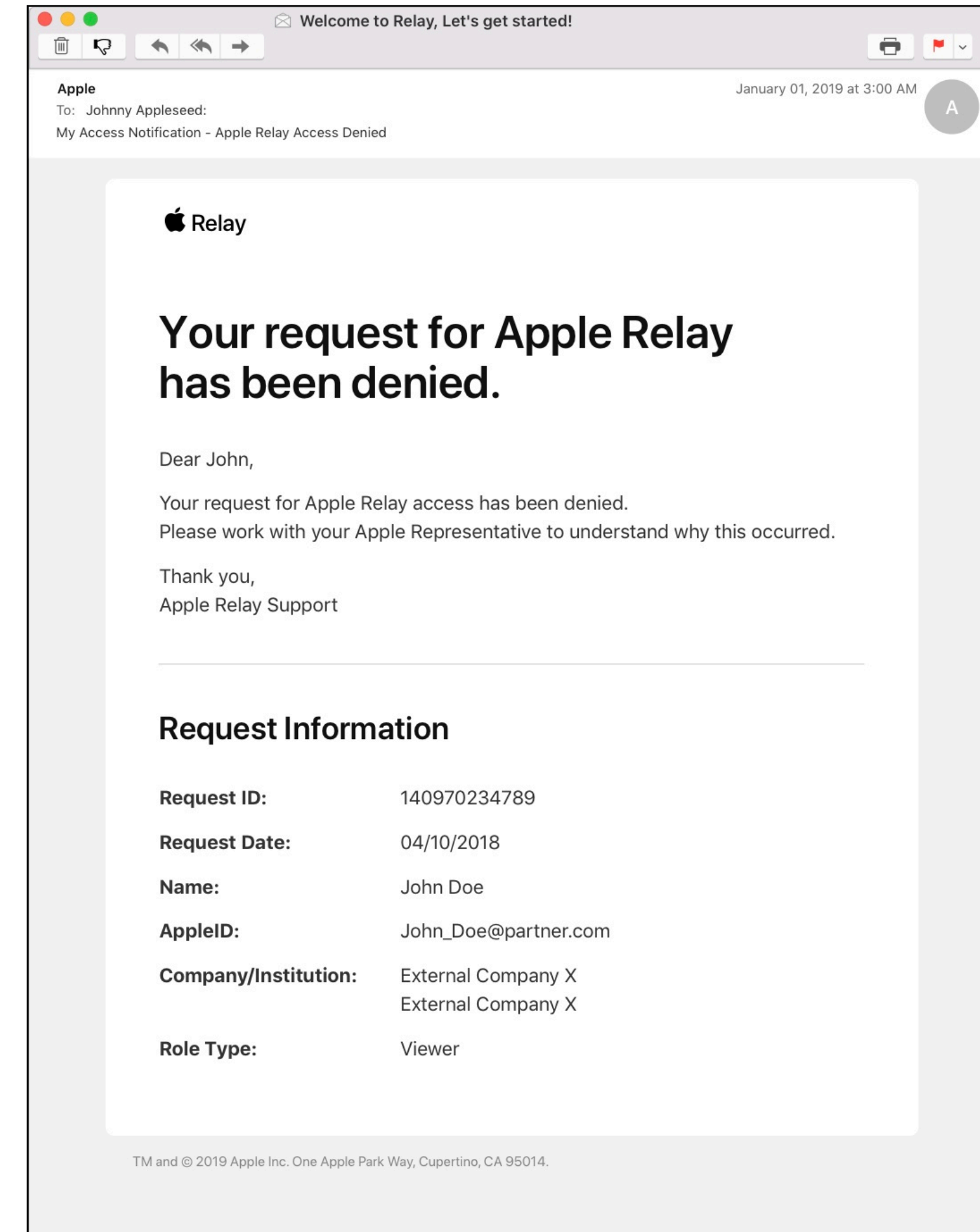
### Request Summary

Request ID	Date
1632429483	Sep 23, 2021
First Name	Last Name
Chhavi	Sharma
Country	Company
United States	Panda Express test partner
Apple ID	
csharma4+demo1@apple.com	

# Access is denied/deactivated

If you are denied in the self-registration tool, you'll receive an email.

You'll need to reach out to your Apple representative to investigate the hold.

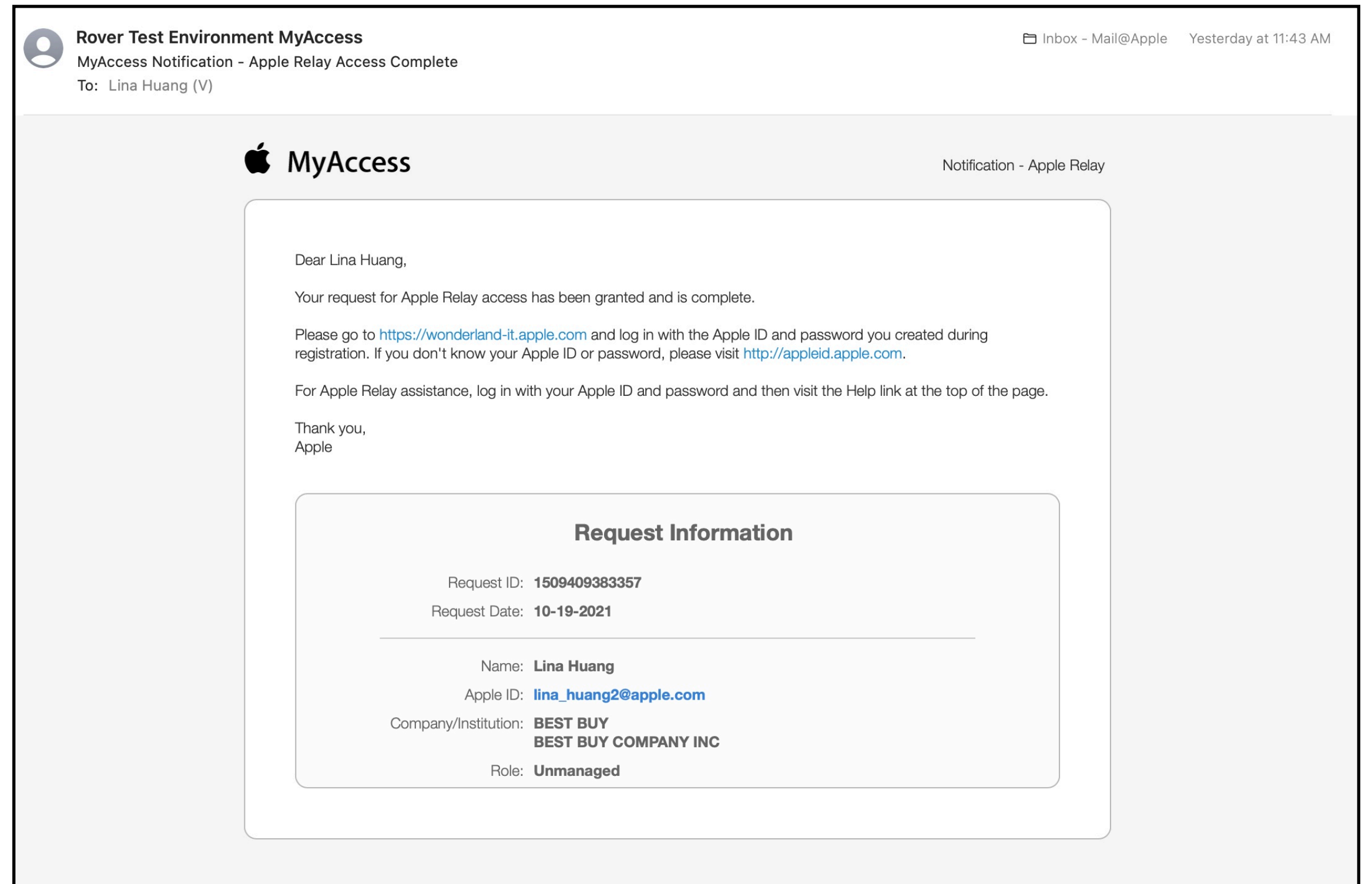


# Welcome to Relay

If access is approved, you'll receive an email confirmation.

Upon returning to Relay, you'll proceed to login with your new credentials.

Log in to Relay at <https://partner-relay.apple.com>



# The basics: Homepage

# Relay basics

## Relay has two pages:

- The homepage
- The library

The homepage is where you'll select the products you want assets for, similar to browsing on an online store.

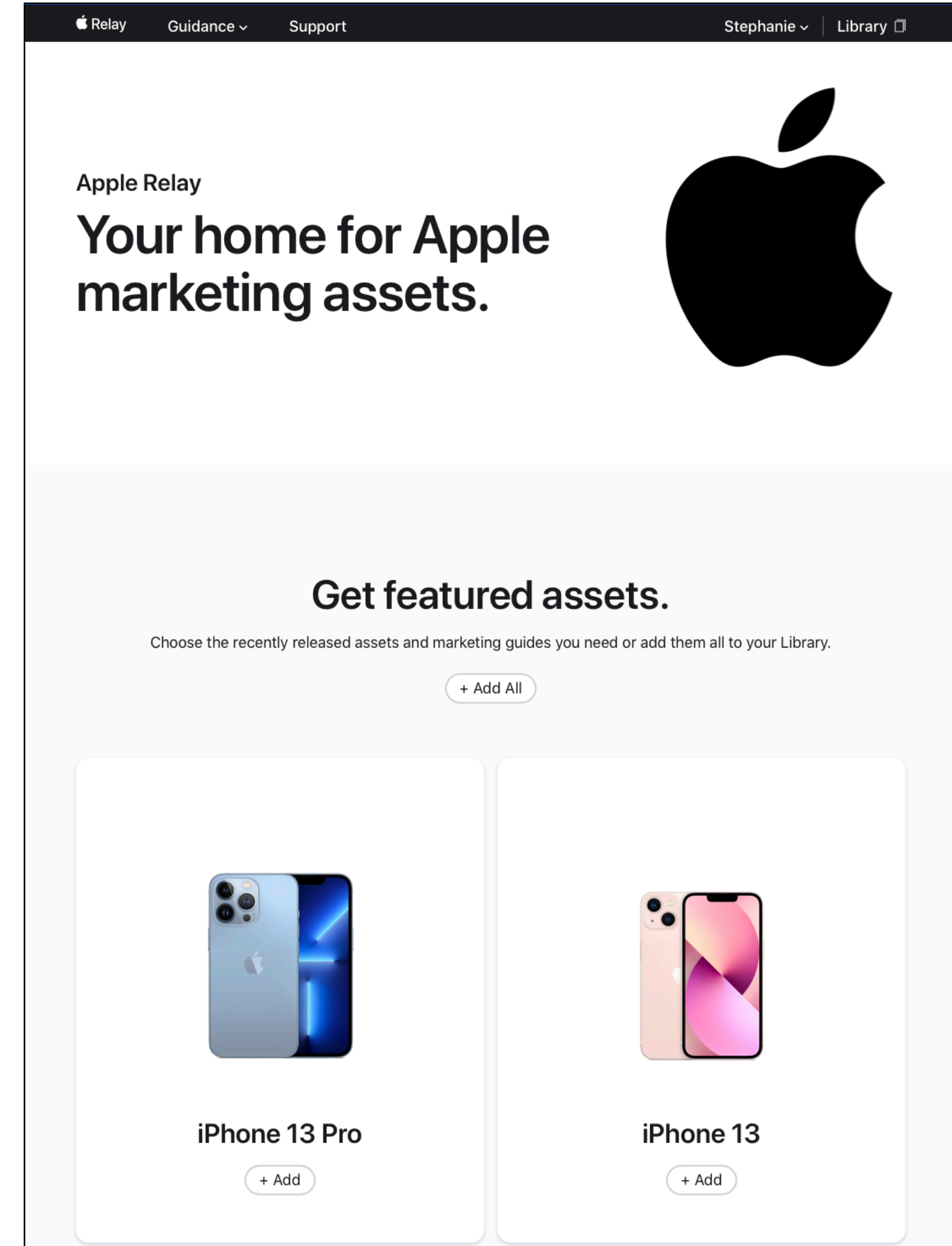
The library is where you'll choose and download the assets you want, similar to a cart.

# Relay homepage

## Featured assets

This includes recently launched products and services.

This also includes previously launched products and services that have asset updates.



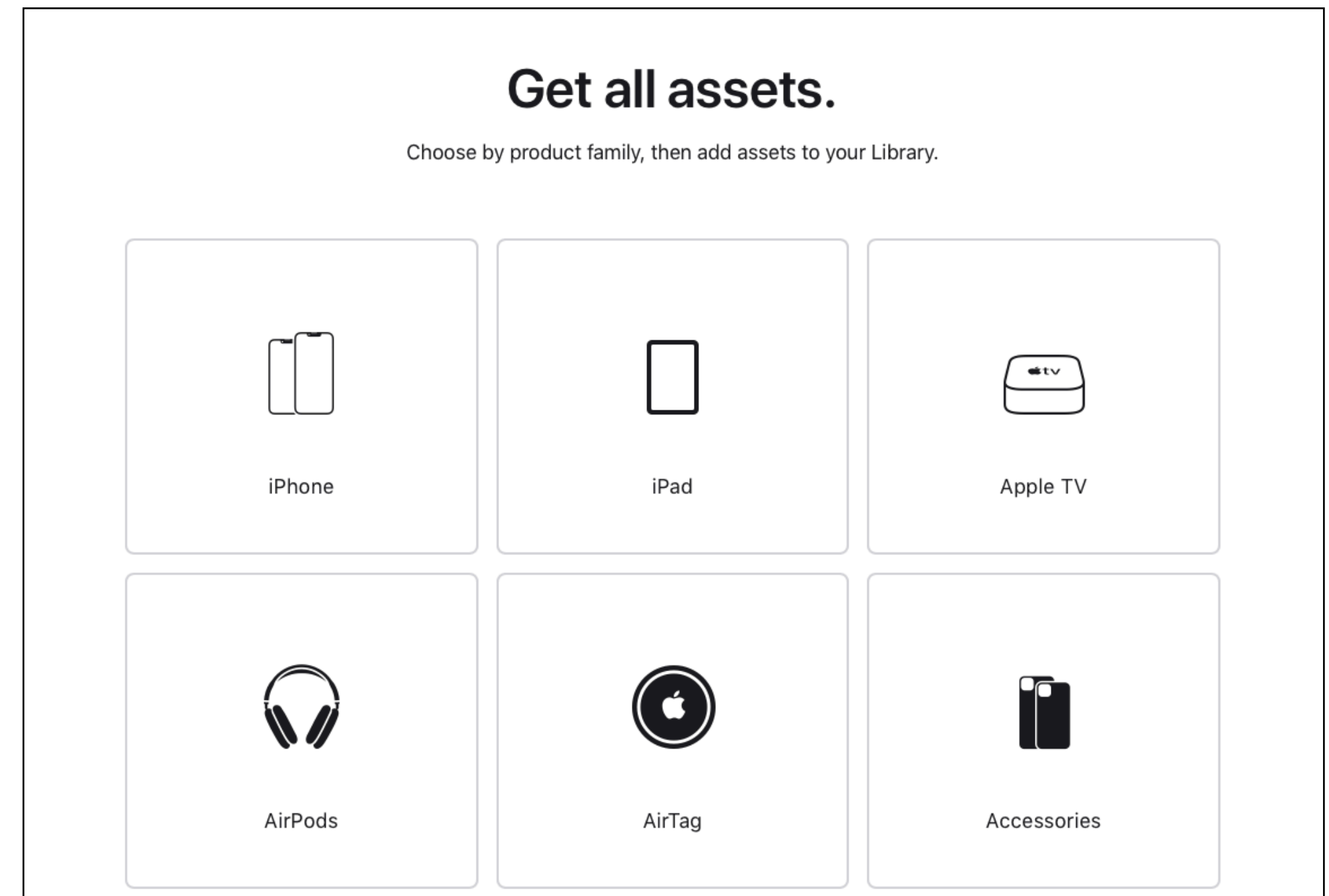


# Relay homepage

## Assets by product family or service

This includes assets for launch products, as well as assets for previous models.

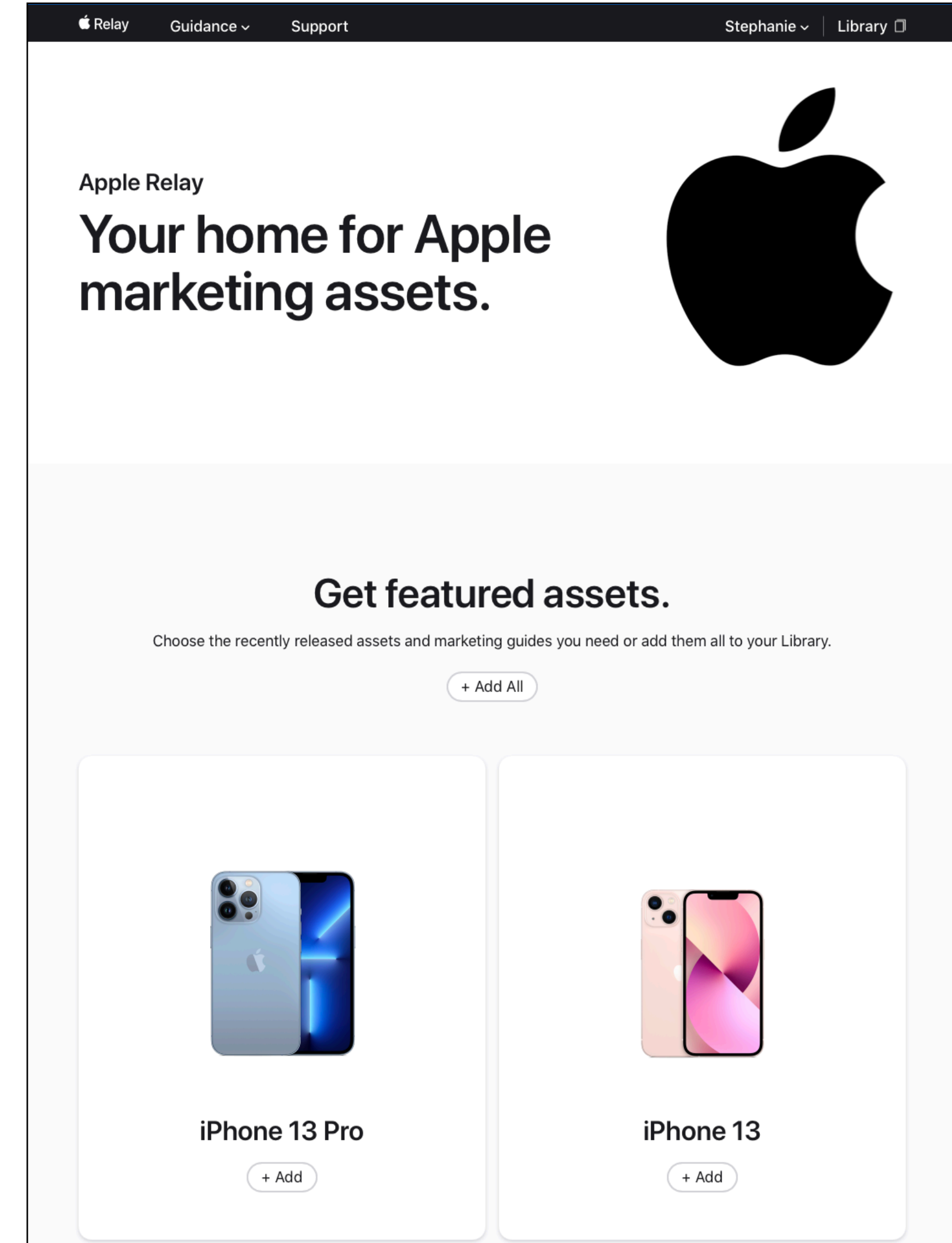
Accessories are also in this area.



# The basics: Library

# Relay library

Click on "Library" in the upper right corner of your top navigation bar.



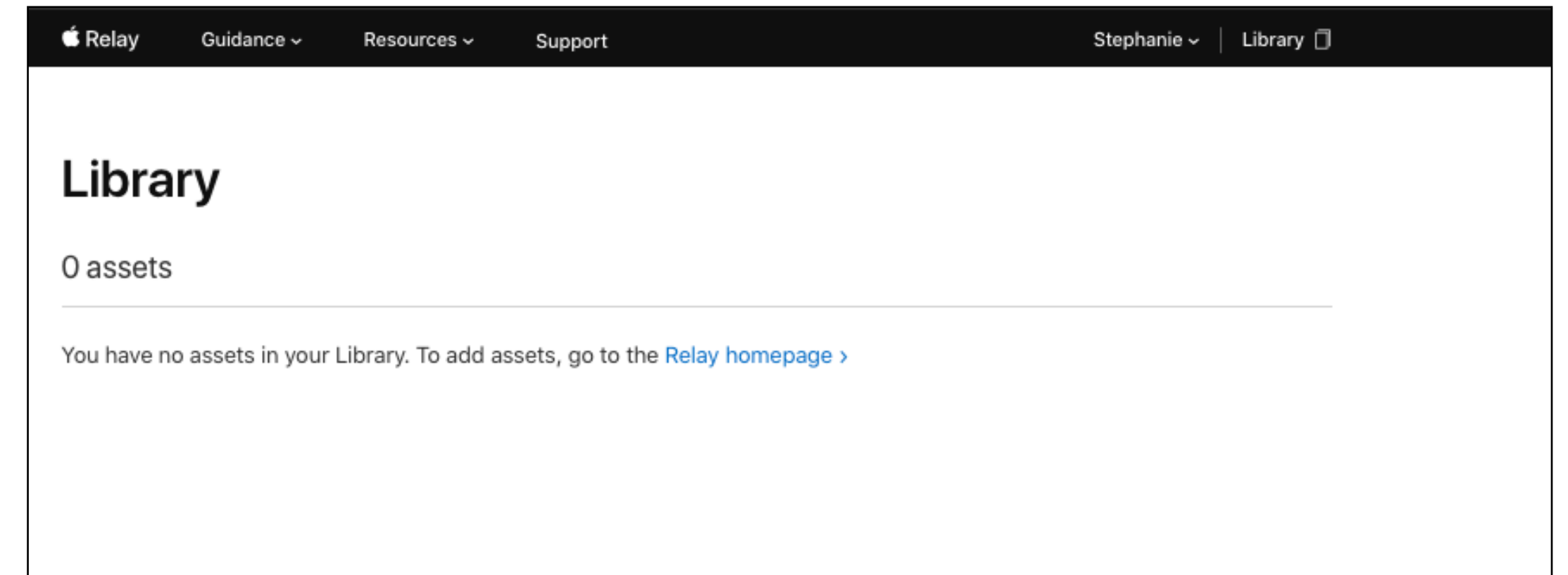
# Relay library

The Library is similar to a cart.

Your assets will be here once you select them from the Homepage.

If empty, you'll be directed to the Homepage to select assets.

If there is a blue dot in the Library icon on your top navigation bar, this indicates that there are assets in your Library.



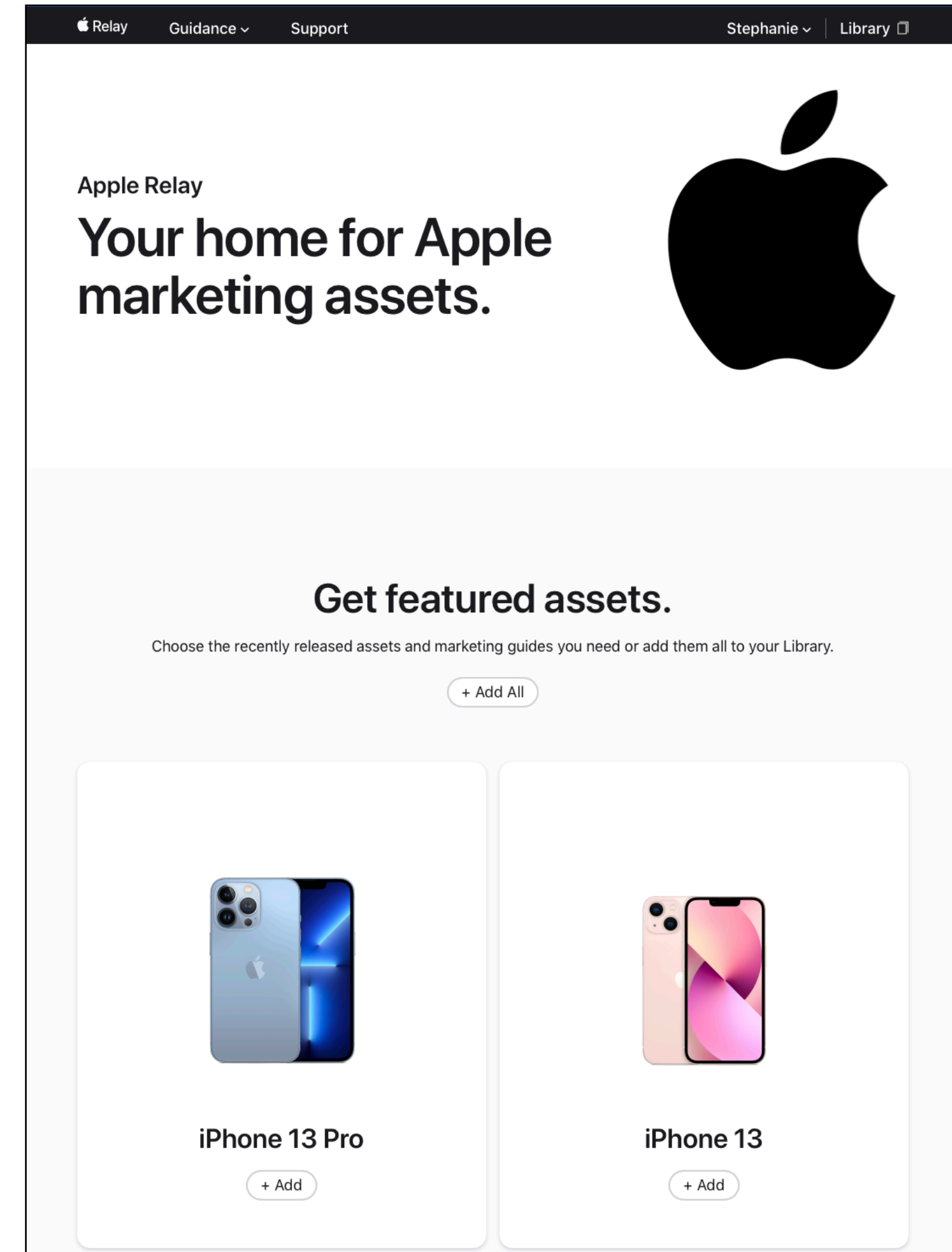
# How to find assets and guides

# How to find launch assets and guides

On the homepage:

- Option 1: "+Add All" for all the latest assets.
- Option 2: "+Add" for a particular product's assets.

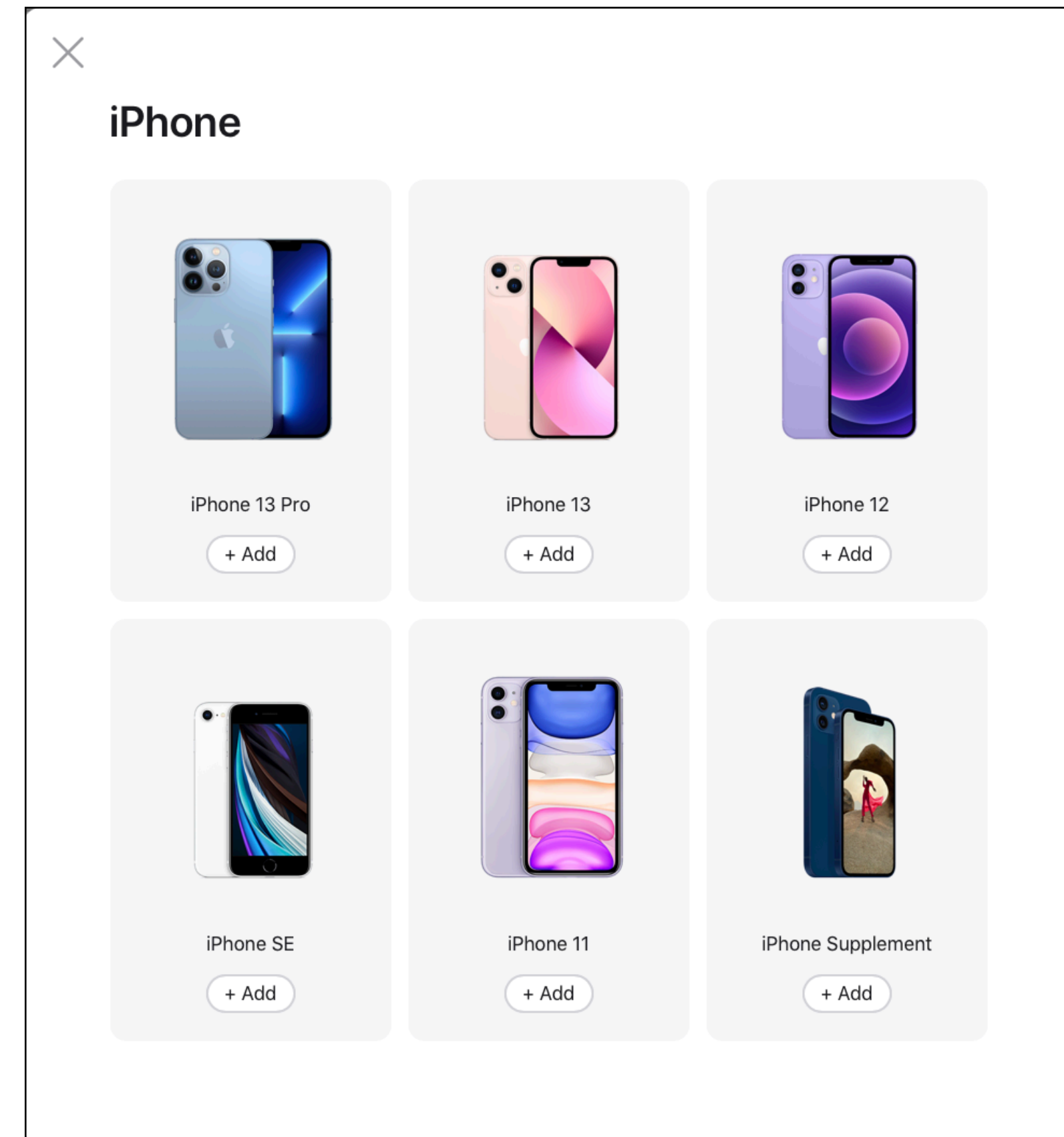
Assets, including relevant guides and accessories, will be placed in your Library.



# How to find assets by product family, service or accessory

On the homepage:

- Scroll down to the middle of the homepage and click on the desired family.
- A pop-up will appear.
- Choose which item you want and click "+Add".
- Assets will be placed in your Library.

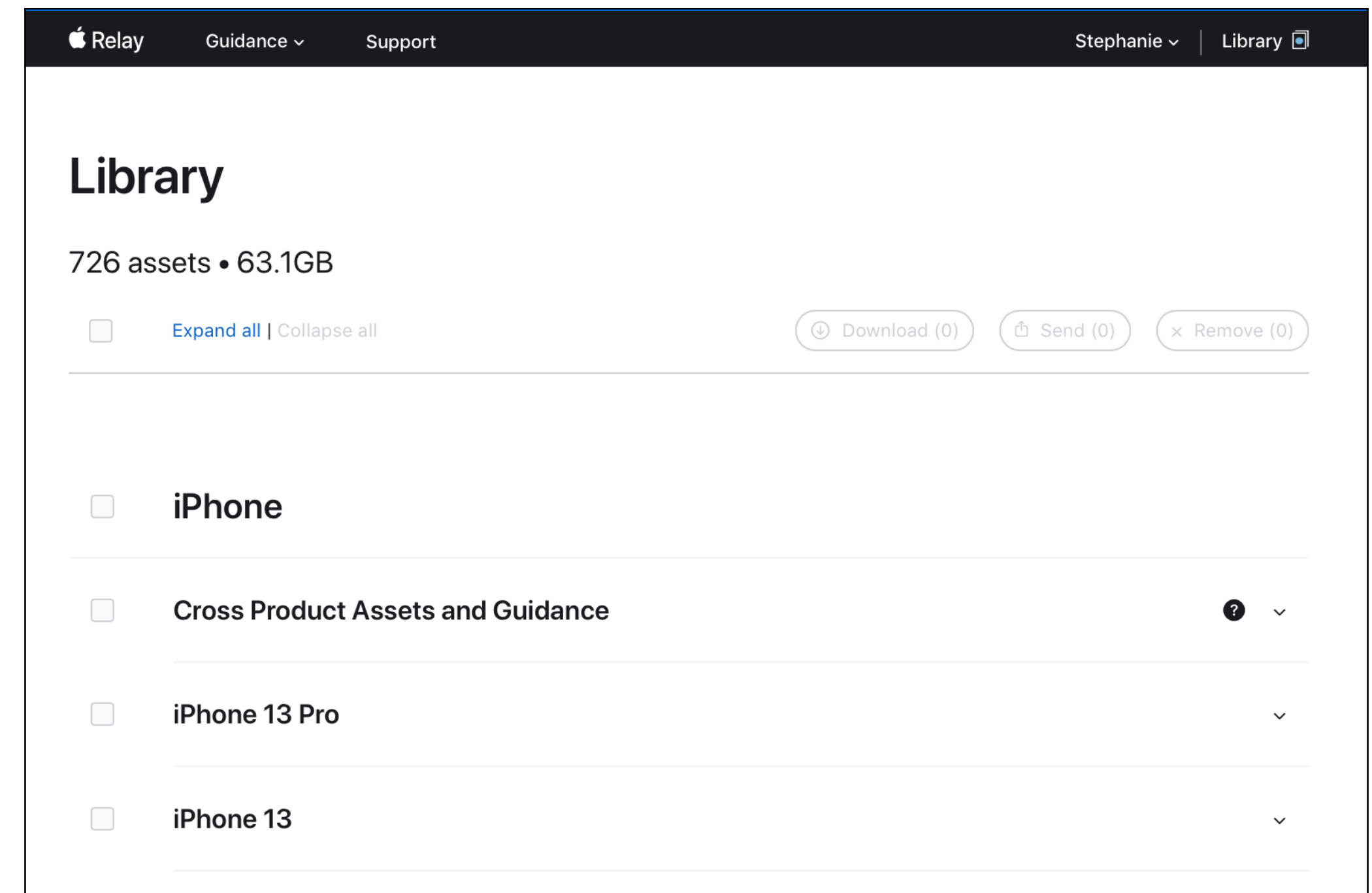


# **Actions: Selecting and previewing assets in your library**



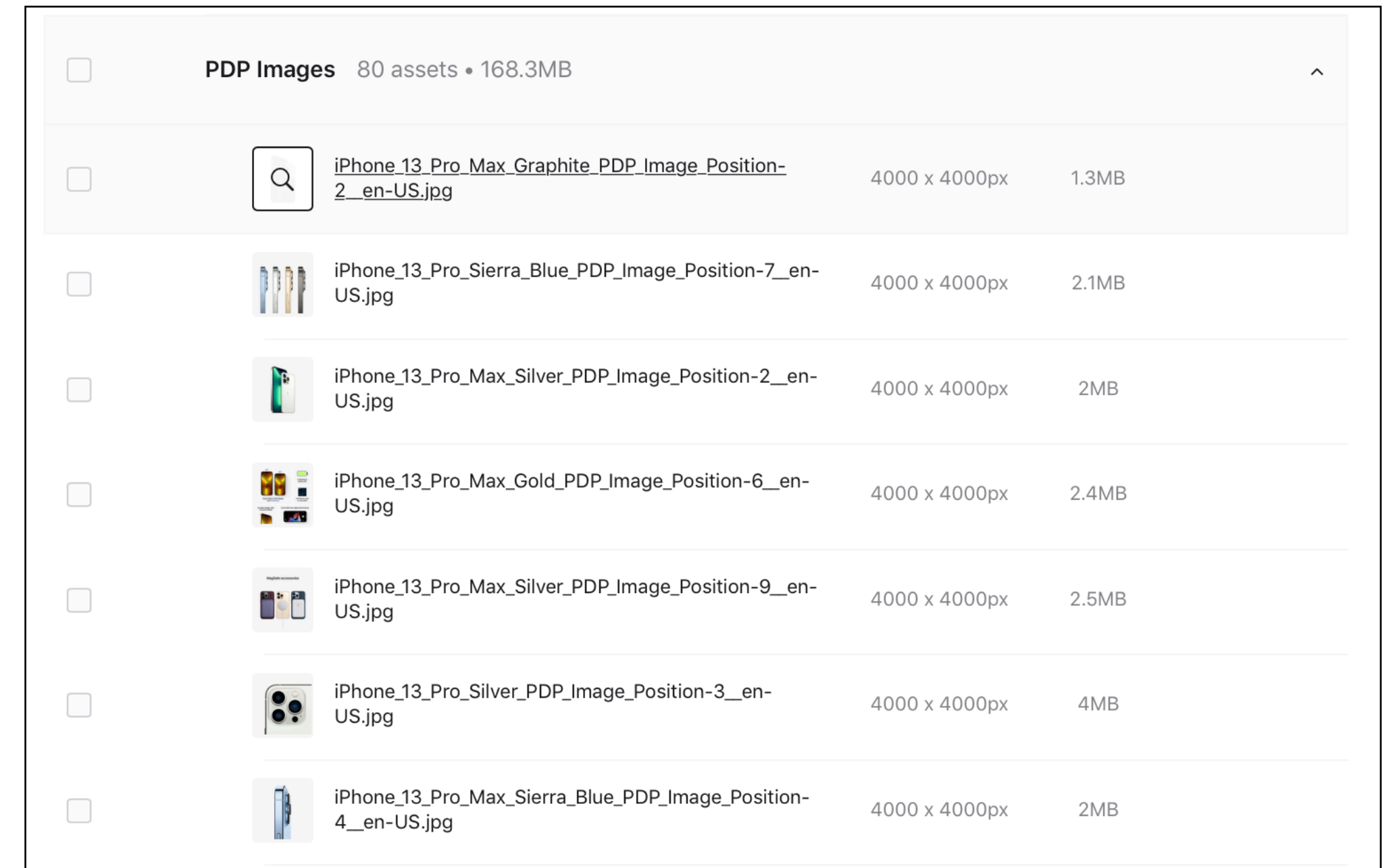
# Actions: Selecting individual assets and previewing assets

- Go to the Library.
- Click on the down arrow to the right of the product line that you want to review.
- To find the Accessories for a product in your Library, scroll down further on the page to the Accessories section.



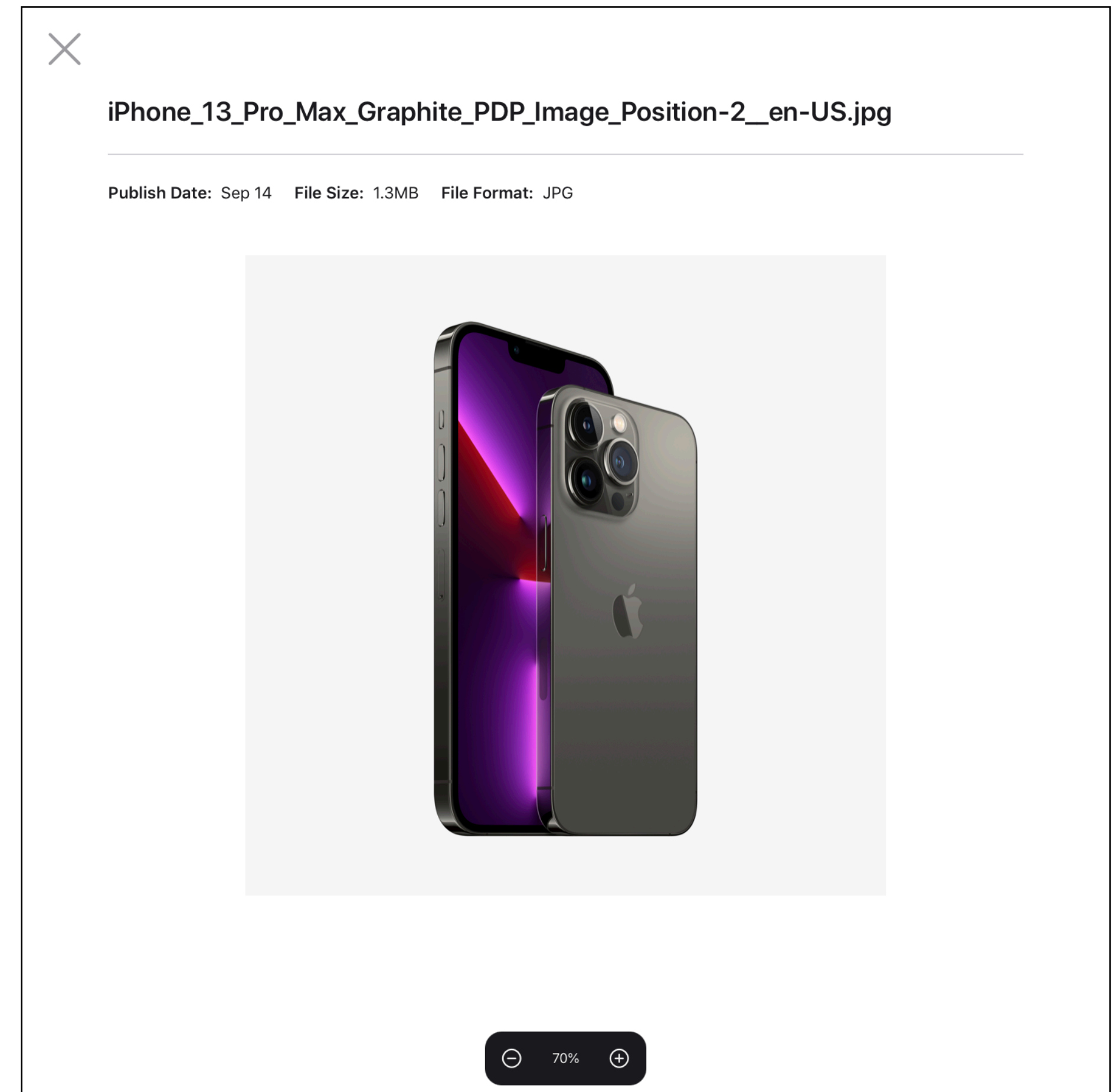
# Actions: Selecting individual assets and previewing assets

- Under the product line, you will see asset types.
- Click the down arrow to see individual assets.
- Click on the individual asset (either the thumbnail or the file name) to see a preview.



# Actions: Selecting individual assets and previewing assets

- In preview mode, you can zoom in or out with the bottom button.
- If the asset exceeds the height of the preview area, you may need to scroll down to see the entire asset.



**Actions:**

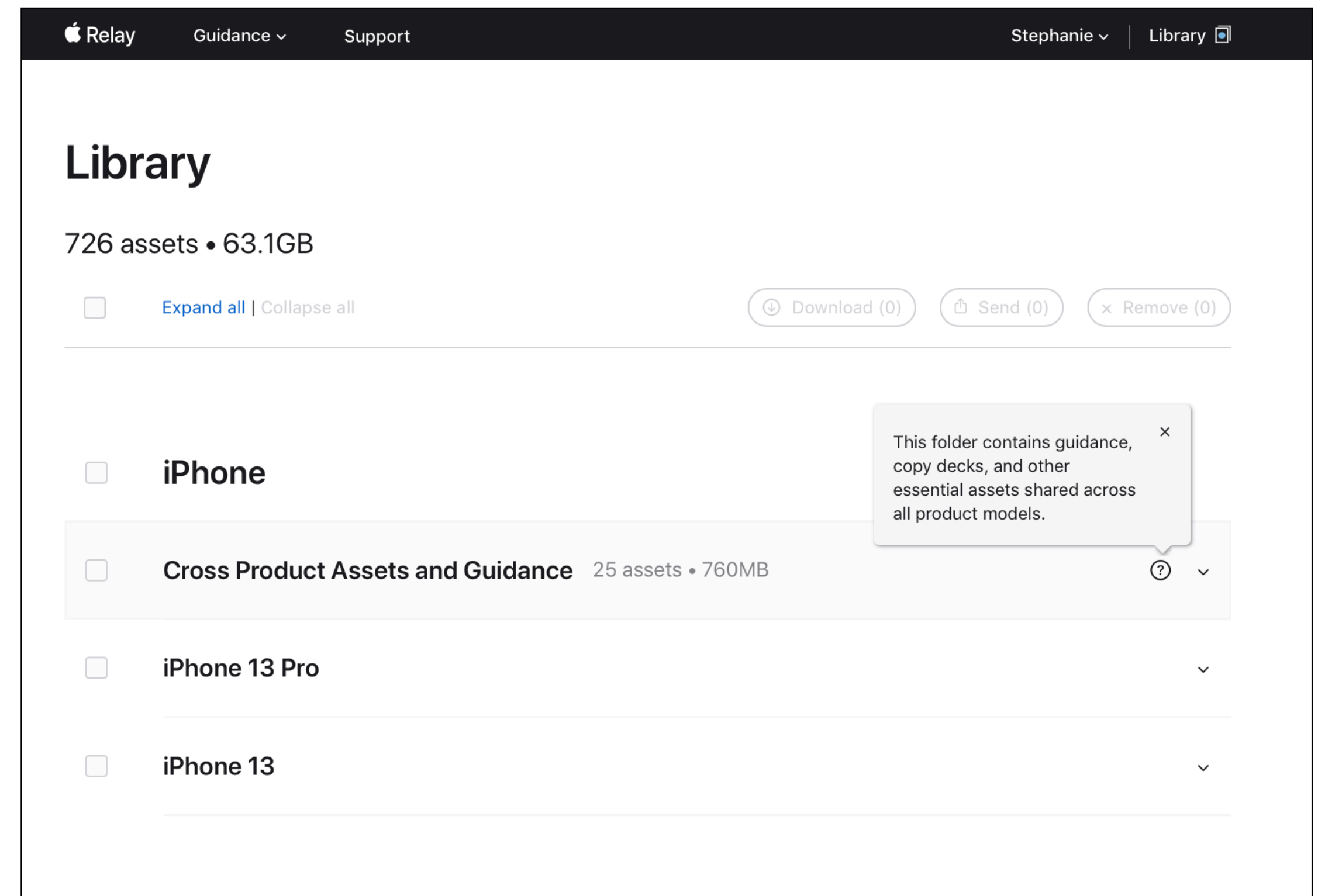
**Understanding the “cross product assets and guidance” folder**

# Important: Cross product assets and guidance folder

This folder contains assets that are shared across a product family.

This folder may contain:

- Copy decks
- Family product images
- Product family logo
- Guide
- And other items as warranted

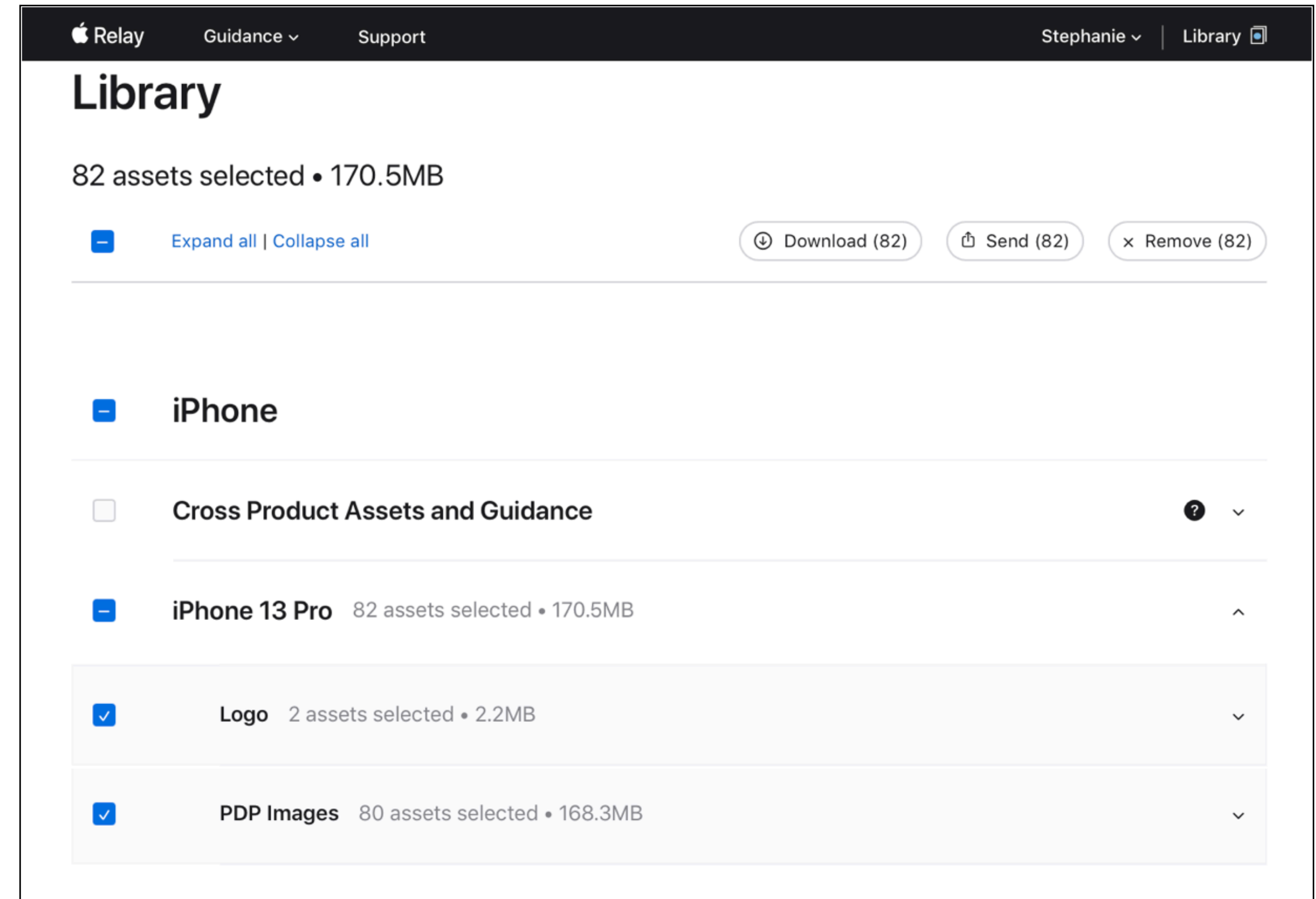


# **Actions:** **Downloading assets**

# Actions: Downloading assets

Select the assets you want to download by clicking on the square buttons to the left of each group or individual asset.

Click "Download"

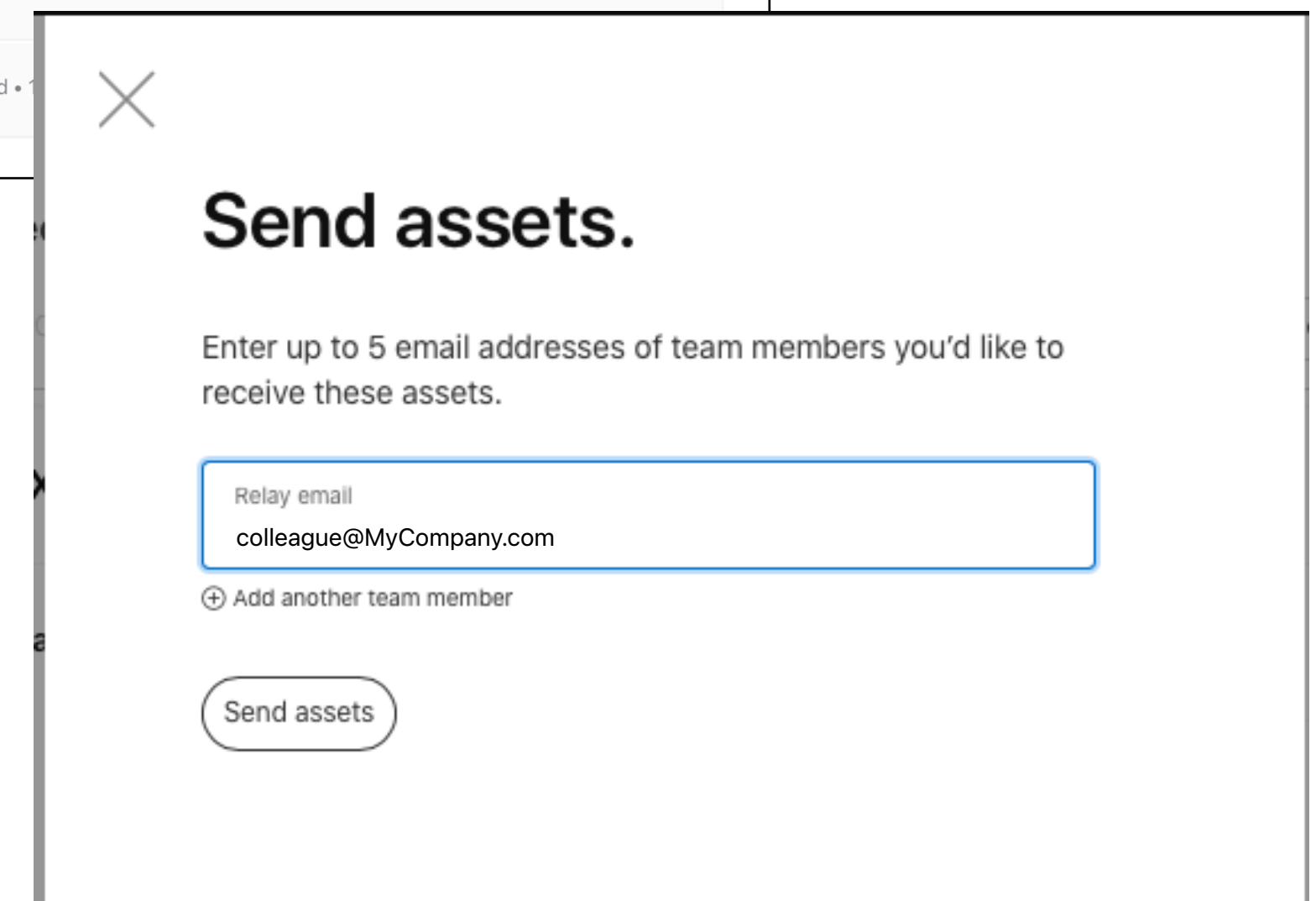
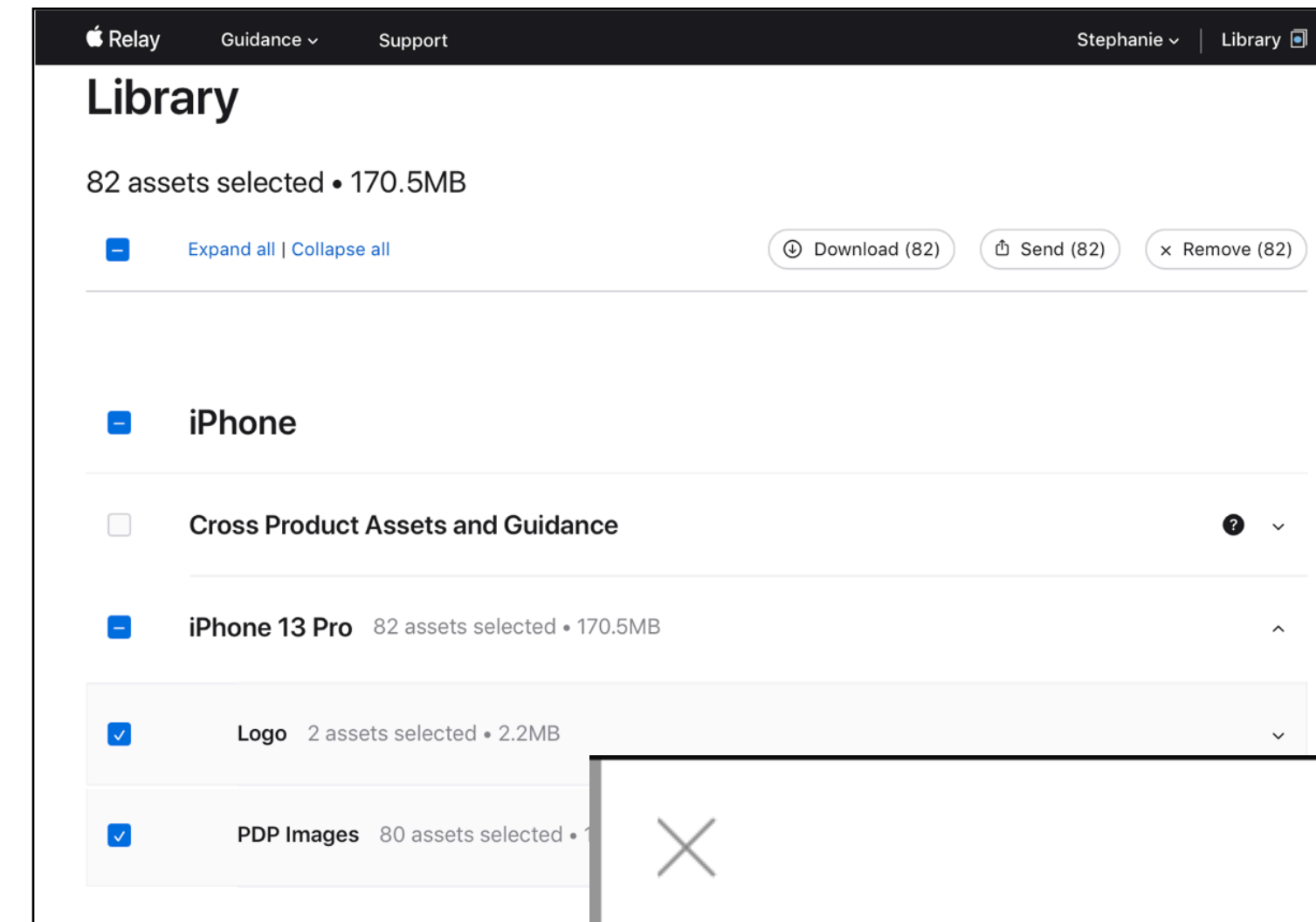


**Actions:**  
**Sending assets to another Relay user**



# Actions: Sending assets to another Relay user

- Select the assets you want to send by clicking on the square buttons to the left of each group or individual asset.
- Click "Send".
- Insert the recipient's email address.
- Click "Send Assets".
- Relay will now ask if you want to send a notification email to the recipient(s).



# Note: Sending assets to another Relay user

Once you send the assets, the recipient(s) will receive your email message, telling them to go to their Relay Library. Recipients will not receive a link to the assets; they must log on to Relay and go to their Library.

In their Library they will see the assets you shared, marked by a red dot.

In order to receive the asset from you, the recipient must:

- Already be fully registered on Relay
- Have already logged on to Relay at least once

# **Actions:** **Removing assets from your library**

# Actions: Removing assets from your library

Select the assets you want to remove by clicking on the square buttons to the left of each group or individual asset.

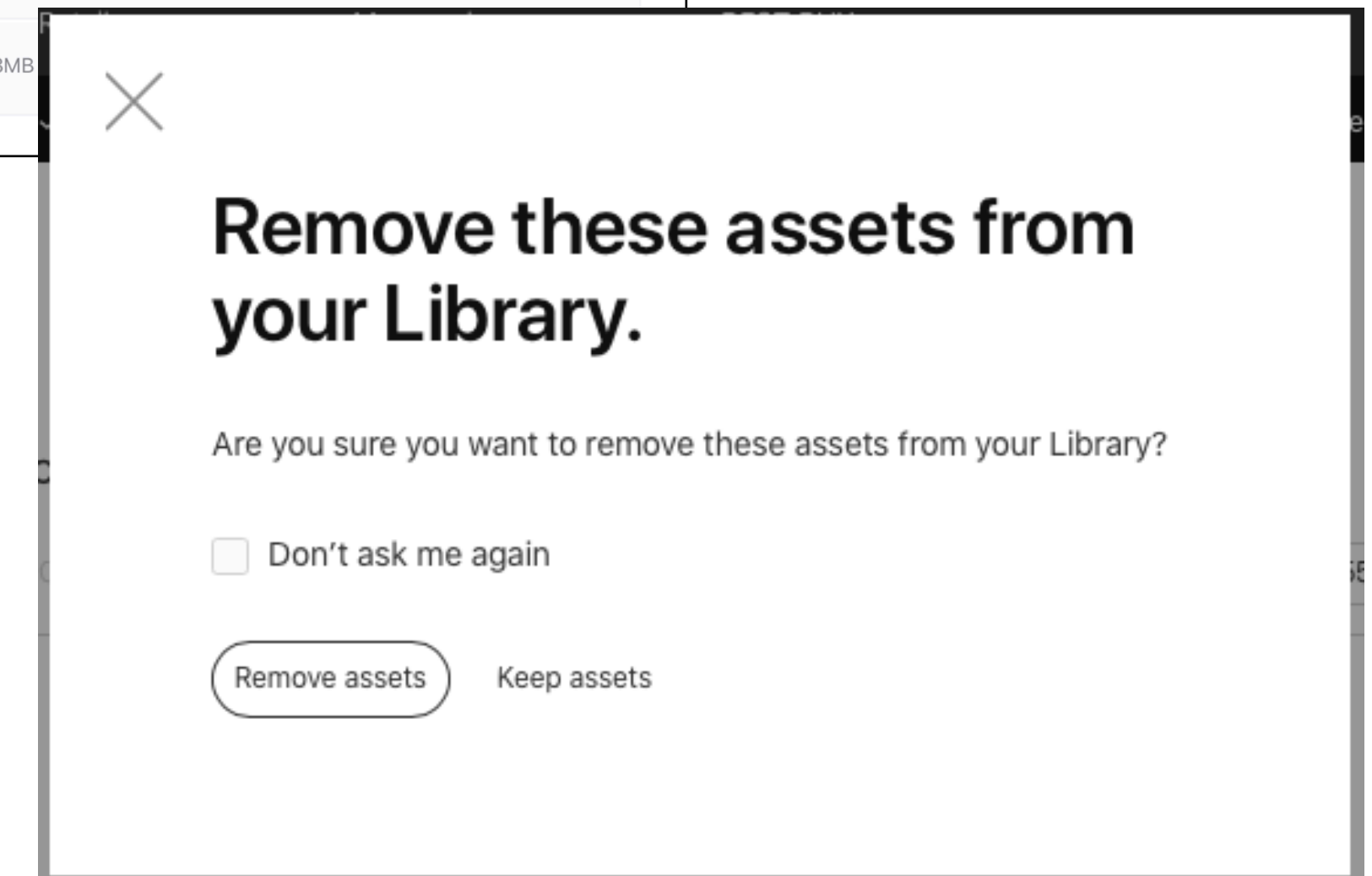
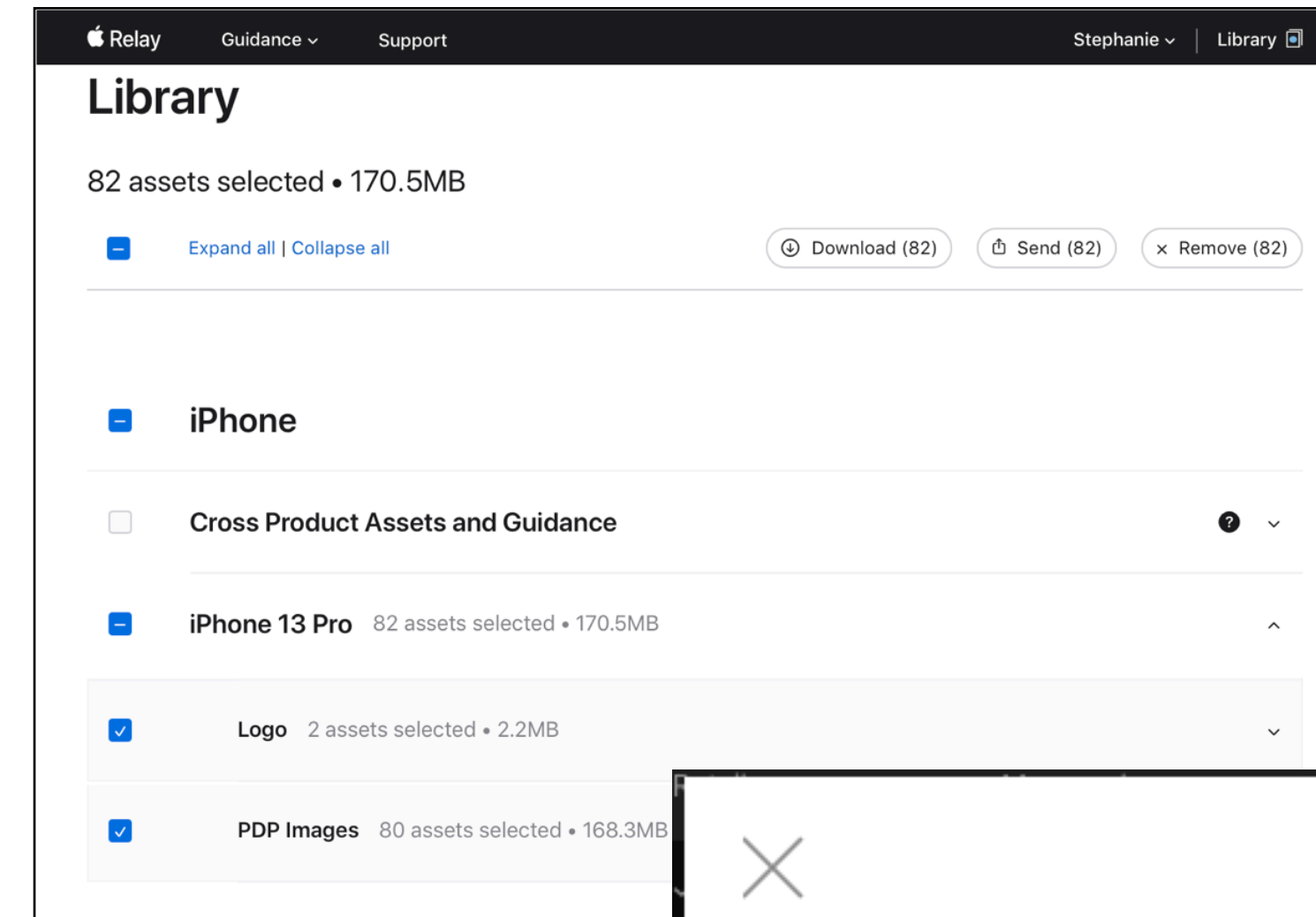
Click “Remove”. **You will be asked to confirm that you want them removed.**

Once removed, you cannot undo your action.

To place assets back in your Library, return to the homepage to select assets.

If you have assets in your Library and you log out, they will be there when you re-log in.

There currently is no history log of assets downloaded or sent.



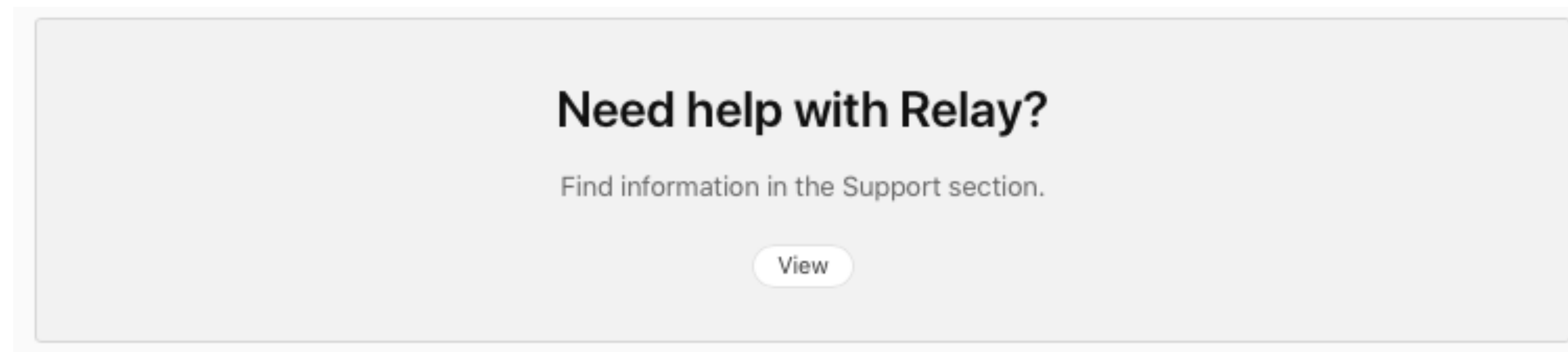
# Getting help and support for Relay

# Relay support: Access via three locations

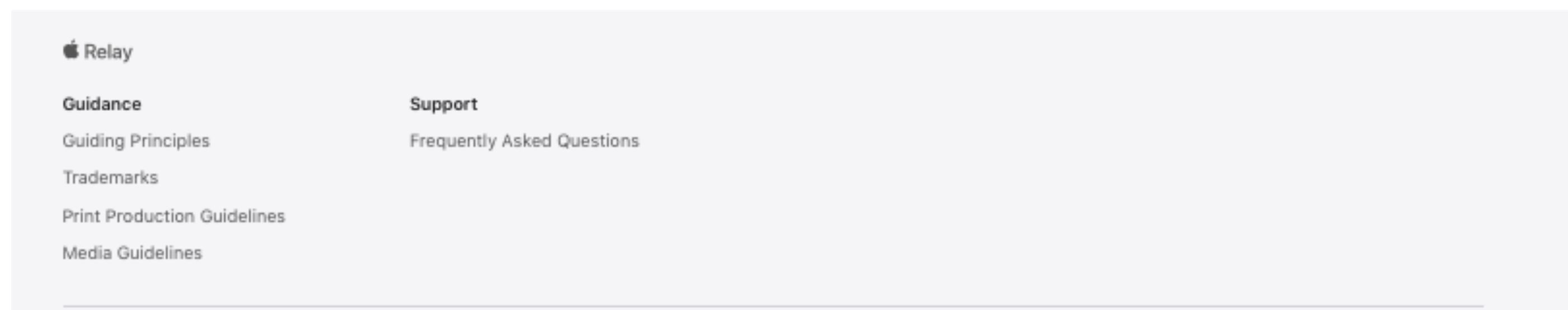
## 1. Top navigation



## 2. Bottom of homepage



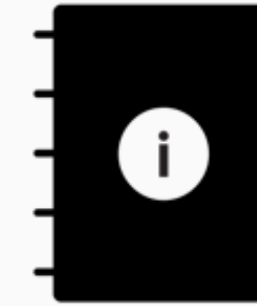
## 3. Footer



# Relay support guide

If you can't find the answer you're looking for, contact your Apple representative.

Relay User Guide  
**Support**



## In this Guide

- 
- |                       |  |                                       |
|-----------------------|--|---------------------------------------|
| 01 General Guidance   | 02 How to have the best experience ... | 03 Technical & Downloading Conside... |
| 04 Where do I find... | 05 Other Questions                     |                                       |
- 

## General Guidance

### Who should I contact for general support?

Please contact your designated Apple representative.

### Who do I reach out to if someone on my team needs access to Apple Relay?

Provide your Apple representative with their name and business email to request access.

## How to have the best experience on Relay:

### How can I get the fastest and most organized asset downloads in Relay?

Relay uses a helper application called IBM Aspera Connect to allow for fast and organized file downloads. When fully optimized, Aspera allows for up to 50x faster downloads.

