

# Getting Started

Apple Business is a tool that allows businesses of all sizes to manage their locations and display their logo to users across Maps, Siri, Mail, Tap to Pay on iPhone and other Apple apps and features.



1. Go to <https://business.apple.com/> to get started.
2. Sign in with an existing Apple Account or enter an email address to create a new Apple Account for Work.
3. Fill in information about your organization.
4. Review and agree to the Terms and Conditions.
5. Complete the optional questions to customize your experience.
6. Start exploring Apple Business.

*Note: You'll need to verify your organization to unlock all Apple Business features.*

- ➔ Delegate through your third-party partner's platform:  
Select partners allow you to connect to Apple Business directly from their platform through delegation. Follow the steps on their platform to authorize them to access and manage your brands and locations.
- ➔ Delegate through Apple Business:  
If you work with a partner that does not offer delegation directly from their platform, you can authorize them to manage your locations and brand by following the steps listed [here](#).