

9/20/2017

SPOT Business Systems, LLC, deployed our first MDC Mobile App offering in May of 2017. This offering provides the ability to mass-deploy customized apps for our customers in a cost-effective package. Our MDC Mobile effort has consumed 4,000+ hours of development time and energy. We continue to enhance the mobile app offering and provide you and your customers with the latest technology and easy access to your business. On the road of developing our Mobile App offering, we chose to build an engine that would support hundreds of options available to store management used to customize and provide maximum flexibility of features and branding. The app would use a shared code base and deployment tool in an effort to provide a cost-effective option for app deployment.

With 40+ apps published and in operation we published 9 apps the first week of September and Apple rejected all 9 of these apps. They rejected them stating “we are violating developer guidelines.” We have learned that in August Apple decided to change the rules on how we can develop and deploy apps on the Apple store. They made 2 guideline changes that are causing an interruption in our app development and deployment process. These changes are:

4.2.6 - Apps created from a commercialized template or app generation service will be rejected.

4.3 - Don't create multiple Bundle IDs of the same app. If your app has different versions for specific locations, sports teams, universities, etc., consider submitting a single app and provide the variations using in-app purchase. Also avoid piling on to a category that is already saturated; the App Store has enough fart, burp, flashlight, and Kama Sutra apps already. Spamming the store may lead to your removal from the Developer Program.

You may view the entire Apple developer guideline document at <https://developer.apple.com/app-store/review/guidelines/#design> .

The changes to sections 4.2.6 and 4.3 stopped the release and publication of apps generated by our tool and any other developer's app that are using automated processes or sharing code. In discussion with Apple on Monday 9/18/2017, they informed us they would be grandfathering all currently published apps along with the majority of the apps that are currently in testing (as of Friday 9/15/2017). This grandfather clause will allow SBS to continue to support and deploy currently published apps indefinitely using our current processes. They have provided additional guidelines for the apps that are in process. If your app has been in testing for weeks or we are waiting on completed artwork Apple may or may not grandfather the app. **We encourage you to get your in-process testing and artwork completed and returned by 9/22/2017.** On 9/29/2017, Apple will be reviewing all in-process apps and selectively granting grandfather eligibility as they see fit.

We are currently exploring options and needed modification to our current process for deploying custom apps. We should have a good picture of what we will be doing moving forward and creating new apps the first week of October.

If you have questions regarding apps that have been in process prior to 9/15/2017 please contact appsetup@spotpos.com.

Articles for reference

<https://developer.apple.com/app-store/review/guidelines/#design>

<https://techcrunch.com/2017/06/21/apple-goes-after-clones-and-spam-on-the-app-store/>

<http://www.businessnewsdaily.com/10153-itunes-guidelines-affect-app-makers.html>

<http://appleinsider.com/articles/17/06/21/apple-cleaning-hundreds-of-thousands-of-titles-from-app-store-in-review-guidelines-crackdown>