Link to article: https://discover.claromentis.com/knowledgebase/articles/592/why-i-cant-find-my-app-directly-on-apple-appstore

Why I can't find my app directly on Apple Appstore?

In-house App

If your app intended only for the employee or internal member of the organisation, Apple Guideline prohibits to have the app to be published in AppStore. In this case, we will publish your app through Unlisted App distribution so that your team member can download and install it on their own mobile device.

What is Unlisted App Distribution?

Release your apps that aren't suited for public distribution as unlisted on the App Store, discoverable only with a direct link. Unlisted apps don't appear in any App Store categories, recommendations, charts, search results, or other listings. In addition, they can be accessed through Apple Business Manager and Apple School Manager. Apps for partner sales tools, employee resources, or research studies are examples of good candidates for unlisted distribution.

Why is it suitable?

Limited audiences (such as part-time employees, franchisees, partners, business affiliates, higher-education students, or conference attendees) through a standard link that's usable on the App Store and Apple School Manager or Apple Business Manager.

Employee-owned devices that aren't eligible to be managed through Apple School Manager or Apple Business Manager.

Your target user has both managed and unmanaged devices.

[https://apps.claromentis.net]

Alternatively, you can distribute internally within the organisation through MDM. (Mobile Device Management)

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Guideline 3.2 - Business
We found that your app is an in-house app, intended for employees or members of your organization.
As such, it is not appropriate for the App Store.
For information on distributing proprietary, in-house apps, please refer to the Apple Developer Enterprise Program.
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Why it is OK on Google Play?

Google Play Distribution policy has a less strict rule regarding the in-house app.

What about security implication?

There are security implications you may want to consider such as having an app in a public app store means anyone can install it. Does your company organisation benefits from having the app widely available in public appstore?

What is the best way to deploy enterprise app?

We recommend deploying using MDM (Mobile Device Management)

Created on 5 July 2019 by Michael Christian. Last modified on 5 March 2026
Tags: app, apple, mobile, appstore