



WHITE LABEL GUIDE

BY TIM TECHNOLOGIES

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PUBLISHING HISTORY

Date	Part Number
October 2011	White Label Guide
March 2017	ABN & ACN update
August 2017	Style update
January 2018	Expand on descriptions of white label fields
February 2018	DNS and SSL configuration
September 2018	Add pricing information
February 2019	Add Instagram social media setting

WHITELABEL

The TIM4biz White Label Guide introduces you to the areas of the TIM4biz.com website that can be customized to reflect your business name and identity and remove references to TIM4biz and TIM Technologies, excepting the copyright message.

Throughout the site references to TIM4biz or TIM Technologies are replaced with your name, for example “TIM4biz Call Accounting” becomes “White Label Call Accounting”. If any field is left blank we replace it with a generic description rather than the TIM4biz specific version, for example “Call Accounting”.

The white labelling covers a number of areas:

- Name and identity
- Social media
- Public email addresses
- No reply email addresses
- Address and telephone
- Search engine optimization
- Email server
- User interface

Name and identity

The obvious part of the white labelling is to replace TIM Technologies name and logos with your own. These values are used on the website and email contact with customers.

- Name – Replace “TIM Technologies Pty Limited” with your name
- Short name – Replace “TIM4biz” with your short name
- ABN and ACN – Replace the TIM Technologies details on the contact page.
- Domain – Replace tim4biz.com with your domain, using a subdomain on your existing domain will require additional collaboration in pointing your subdomain to 203.82.210.201 and SSL certificate generation.
- SMS from – When sending SMSs replace “TIM4biz” with your own 14 character prefix (no spaces)
- Logo – Replace the TIM Technologies logo with your logo – maximum 440 x 45 pixel. This logo is used at the top left of all pages of the website.
- Logo for email – Replace the TIM Technologies logo used on email with your logo – maximum 440 x 45 pixel. This logo is used at the top of emails.
- Banner image – Replace the front page image with your banner image – 960 wide x maximum 475 high. You are welcome to use a white intent on the left and right of the image to narrow the image in a similar way the TIM4biz video banner is pinched.
- Favicon – Replace the TIM4biz favicon.ico with your favicon.ico. Favicons are usually displayed in web browser tabs, address bars and bookmarks.
Multiple resolutions in the icon are recommended, the standard TIM4biz favicon.ico has 3: 16x16, 32x32 and 64x64 images in the favicon.ico.

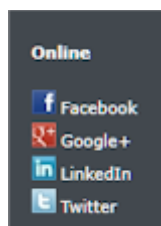
Social media

The footer of the website can display links to your existing social media accounts. If you provide URLs to your existing accounts standard icons will be displayed on the site footer.

If no URL is supplied for an account the link is not displayed.

- Optional Facebook URL, for example <https://www.facebook.com/tim4biz>
- Optional Google+ URL, to be retired at end March 2019
- Optional Instagram URL, for example <https://www.instagram.com/tim4biz/>
- Optional LinkedIn URL
- Optional Twitter URL, for example <https://twitter.com/TIM4biz>

For example

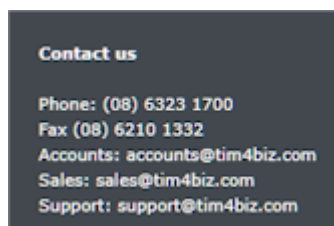


Public email addresses

Customer email contact details can be displayed on the website footer along with your phone numbers.

- Optional accounts email address displayed on the site footer
- Optional sales email address displayed on the site footer
- Optional support email address displayed on the site footer

For example



No reply email addresses

TIM4biz can automatically send emails to your customers. You can specify a different 'from' address for each of the different emailed actions. TIM4biz.com uses the single address web@tim4biz.com for all actions.

- Alerts
- Reports
- Quotes
- Order
- Demo

- Other

Address and telephone

Your telephone and, if applicable, fax number is displayed on the site footer and 'Contact Us' page. Your address is displayed on the 'Contact Us' page.

- Address line 1
- Address line 2
- Address line 3
- Phone number
- Fax number

For example, on the 'Contact Us' page your name and address may appear as:

Address	Telephone
P. O. Box 188 Leederville WA 6902 AUSTRALIA	Phone (08) 6323 1700 Fax (08) 6210 1332

Search engine optimization

To ensure your site appears unique online the description that appears in search engine results can be customized.

Although keywords are no longer a factor in SEO we make them configurable to keep your site unique.

- Description – Description that appears in search results, for example “TIM4biz Cloud Call Accounting is the easiest way to report exactly how your telephone is being used or abused. Web based and hosted call accounting.”
- Keywords metatag – Additional online difference, for example “call accounting, hosted, web based, cloud, TIM4biz, phone, call logging”

Email server

To send emails on your behalf TIM4biz requires an email account on your email server

- Email – email sent from this name, e.g. TIM4biz instead of web@tim4biz.com
- Name – email address associated with the account
- Server username [required] – user name to sign in to your server
- Server password [required] – password to sign in to your server
- Server SMTP address [required] – server SMTP address, e.g. mail.tim4biz.com
- Server POP3 address – if POP3 authentication is required the POP3 address, e.g. mail.tim4biz.com
- Is POP3 authentication required?

User interface

There are a number of standard pages and elements TIM4biz can add to your white label. After the white label fields have all been configured these elements can be quickly switched on and off.

- Show demonstration page – do you want a call accounting demonstration page on your site?
- Show manufacturer logos – do you want the PBX manufacturer logos on your site?
- Show sample reports page – do you want the call accounting sample reports on your site?
- Show lost password page – do you want the lost password page on your site?
- Show accounts email – do we display your accounts email address in the site footer?
- Show sales email – do we display your sales email address in the site footer?
- Show support email – do we display your support email address in the site footer?

Domain Configuration

There are two parts to white labelling your domain name for TIM4biz. If TIM4biz is managing your domain we will do this for you. If you own and manage your domain name you will need to perform the configuration.

DNS

You need to point your domain name to the IP address of the TIM4biz website, at February 2018 this address is 203.82.210.201. This step will need to be done before your SSL certificate can be installed.

An 'A' record is required to point your domain name to TIM4biz, for example, the TIM4biz 'A' record at godaddy looks like the following:

Type	Name	Value
A	@	203.82.210.201

Once configured it can take up to 24 to 48 hours before the configuration is populated everywhere but is likely to be available to use within an hour.

Redirect

If you have multiple domain names, for example a .com and a .com.au, it is recommended you create an 'A' record for your primary domain and redirect your other domains to your primary domain. Your primary domain is the domain name you are going to use in advertising and generally use.

SSL

Once your DNS configuration is online you will be able to go to that domain and land at your white labelled TIM4biz site. At this point there is no security certificate installed and web browsers will generally warn you not to sign in as the site is not secure.

TIM4biz will request some information from you to generate a certificate request that you send to your SSL provider:

- Common Name: your domain name, for example, tim4biz.com
- Organization: your business name, for example, TIM Technologies Pty Ltd
- Organizational unit: your business department, for example, TIM4biz
- City/locality: your city, for example, Perth
- State/province: your state, for example, WA
- Country/region: your country, for example, AU

With this information TIM4biz can create the certificate request file that you send to your provider. After they verify your identity and domain ownership information they'll reply with a certificate file you need to forward to TIM4biz.

We then attached that file to the web server and your domain name will have an SSL certificate attached to it and you'll be able to sign in.

Pricing Information

One time setup fee

A one-time fee is charged for initial consultation and setup.

This covers liaising with your company to obtain and configure all the options described earlier in the document, configuration of DNS and SSL certificate and any minor website modifications that are required.

Recurring fees

Some yearly recurring fees will occur this is usually only any recurring fees for a domain name (if required) and SSL certificate.

FURTHER TECHNICAL SUPPORT

If the white label is not reflecting your identity or a new feature is displaying the default TIM4biz identity please send an e-mail to TIM Technologies support on:

support@tim4biz.com

Please include:

- Name
- Company
- Brief description of the fault

NOTE:

PLEASE ALLOW UP TO 24 HOURS FOR A RESPONSE

SUPPORT EMAILS ARE CHECKED 08:00 TO 17:00 HOURS +8 GMT