WHITE LABEL

BECOMING A WHITE LABEL PARTNER

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DISCOVER MORE ABOUT TANAZA'S WHITE LABEL PROGRAM

WHAT IS WHITE LABEL?

White Label means that other companies can "rebrand" the Tanaza software to make it appear as their own software to final customers and Wi-Fi clients. Like many other software companies worldwide, Tanaza provides you with the opportunity to WHITE LABEL its software.

ABOUT THE TANAZA WHITE LABEL PROGRAM

The Tanaza White Label Partner Program is a special partner program, addressing the needs of those who want rebrand and customize the Tanaza software for their final customers.

ELEMENTS AVAILABLE FOR RE-BRANDING (FOR ALL CUSTOMERS AND PARTNERS)

Many elements within the Tanaza software can be "re-branded" with your logo and company name without joining the white label program.

Here are some examples of elements that you can "re-brand" for free:

- You can add one or more logos to the splash page
- You can use your own background
- You can add links to your website on your splash page
- You can configure the Wi-Fi to ask for Facebook Likes
- You can configure the Wi-Fi to ask for Facebook Check-ins at your location
- You can customize the landing pages that the users are redirected to after they log in
- You can add multiple image and video advertisements to the splash page
- Your can use any external, branded splash page with your Tanaza Powered devices

ELEMENTS AVAILABLE FOR RE-BRANDING (ONLY FOR WHITE LABEL PARTNERS)

Tanaza enables only some of its elements for white labeling:

- URL of the Splash Page

- URL of the Tanaza Dashboard (for Wi-Fi clients analytics, voucher-based authentication and social analytics)

- URL of the Tanaza Splash Page Editor (for splash page creation and editing)

- Logo and background color of the Tanaza Dashboard

WHITE LABEL

BUSINESS MODEL

ADVANTAGES OF THE WHITE LABEL PROGRAM

HIDING TANAZA

Remove the Tanaza name from the splash page and dashboard URLs so that it's hidden from your customers and their Wi-Fi clients.

- Enable your customers to access Wi-Fi data and their list of Wi-Fi clients through your own branded dashboard (dashboard.yourcompany.com).

- Translate and customize automated emails to invite your customers to access the dashboard, or to edit a splash page.

- Allow your customers to autonomously create and edit their own personalized splash pages.

GETTING HIGH-LEVEL SUPPORT

As a White Label Partner, you have access to premium-level support from the Tanaza Customer Success team. This means that your cases have high priority and you will receive an answer within 48 hours of submitting your case (for urgent cases, within 24 hrs). We are available 5 days a week (Monday to Friday: 9am- 6pm CEST).

REBRANDING AND REPOSITIONING

- You may want to join the white label program because your brand is very well-known and you would like to customize your hotspot with your brand and image, and manage the end user experience

- White Label gives you 100% freedom to position your product in the market

  - You can set any price, as it will never be compared to other Tanaza's partners prices

  - You can sell the product through e-commerce, phone, e-mail, or using a team of sales representatives. You choose how to sell your solution and distribute it

- You can bundle the Tanaza software and Tanaza powered access points with other products and add-on services, including ones developed by you or by 3rd parties

- You can develop your own application on top of Tanaza, using Tanaza APIs. You can also bundle Tanaza with your application

Example 1:

Wayne Enterprises is a company that targets theaters, concert venues, nightclubs and pubs in Gotham city. The promotional package for these final end users includes:

- Being listed in a mobile application about nightlife in Gotham City

- Wi-Fi hardware (provided by Wayne Enterprises) and software (Tanaza White Label) that allows users to access free Wi-Fi at these locations, in exchange for personal and contact information (e-mail, phone number, etc..).

- Technical Support

- Personalized e-mail marketing campaigns, targeting Wi-Fi users connected to Wayne Enterprises Wi-Fi networks, to promote future events and initiatives

If you need more info about how to price your White Label solutions, read this blog post.

TEST: IS WHITE LABEL THE RIGHT CHOICE FOR ME?

White label is the right choice for you if you have the need to change not only the splash page logo and background, but also the splash page URL or the dashboard URL.

We want to help you find out if it's the right choice for you, with a simple test. Please take a minute to answer the following questions to find out.

?	Have you developed any application, or distributed any product, or provided any service, that is complementary to Tanaza Wi-Fi and that can be "bundled" with it?	YES ○ NO ○
?	Is your brand very well-known?	YES ○ NO ○
?	Does your company have a strong reputation in your sector?	YES ○ NO ○
?	Do you have already many customers and sizable revenue streams?	YES ○ NO ○
?	Are you able to provide high-level, value-added support?	YES ○ NO ○
?	Are your customers willing to buy your products and services, even if they cost more than those of your competitors?	YES ○ NO ○

If you answered YES to 3 or more questions, we suggest you consider the white label program for your business.

WHITE LABEL

PRICING OPTIONS

PRICING

In order to become a white label partner, you will be asked to pay a one-time setup fee (that includes the White Label configuration and support), plus the cost of licenses. You can pay for licenses monthly or annually.

> **Do you wish to join our White Label Program?**
> **Click here for more information.**

DIFFERENCE BETWEEN WHITE LABEL PROGRAM AND RESELLER PARTNER PROGRAM

In comparison to the White Label program, Tanaza's Reseller Partner Program is the cheapest option to start selling your solutions. Choose the White Label program if you would like to hide Tanaza from your end users and to sell your solutions at a higher price. However, if you plan to resell our software at the suggested price, the white label program might not the best option for you.

SUGGESTED END USER PRICE IN $US:

Annual, multiannual, lifetime licenses.

License type	Suggested End User Price
1 Year	$168
3 Year	$504
5 Year	$840
Lifetime License	$686

Example 2:

Jim must choose between two alternatives: the reseller program, with each Tanaza license at $80 / year; and the white label program, with each license at $124 / year. He plans to sell his solutions at $189 / year, including add-on services like support and maintenance.

Tanaza always suggests partners to charge an additional fee for support, maintenance, setup, etc. In Jim's case, the price for the solution would be $168 for the software + $21 for add-on services. This price is exactly the one that we suggest reseller partners to apply, so the Reseller Program is the best option for Jim as he would receive a 54% margin on this solution.

With the White Label program, he would have a lower margin on the solution as the price of each Tanaza license would be higher.

Discover more about the typical business model of a white label partner!

FREQUENTLY ASKED QUESTIONS

FAQ

HOW DOES SOCIAL AUTHENTICATION WORK?

Tanaza features Wi-Fi Social Login: users can easily log in to Wi-Fi using their favorite social network or identity provider, including Facebook, Google, Linkedin, Twitter, Instagram, Windows Live and VKontakte.
The social login is enabled by using Tanaza's proprietary application "Access Internet", that is maintained and managed by Tanaza.
For security and compliancy reasons, white label need to create their own applications to make social login work. But don't worry, instructions about how to create these applications are published on our success portal.

However, in some cases some additional effort is needed.
For example, Facebook requests all apps to pass through an approval process, particularly when additional permissions are needed to perform the login flow.
Please check this article to discover if your application needs additional permissions.
Please consider that Tanaza doesn't allow you to use Tanaza's proprietary app for your White Label solutions for security reasons.

HOW DO I CONFIGURE MY WHITE LABEL?

1 • Accept the partnership agreement and complete the purchasing process with the help of a sales representative. Payment should be completed before step 2. Click here to go to your account now.

2 • Create the CNAMEs and send them to the support team at support@tanaza.com

3 • Once the CNAMEs are verified, our team will perform the white label provisioning. This process takes up to 48 hours (business hours are Monday to Friday: 9am- 6pm CEST).

4 • Once, the provision is completed, you will be able to activate your white label

   A | configure the splash page to work with your custom URL
   B | configure the social login to work with your social applications

C | [configure the dashboard to work with your custom URL](#)

D | [customize the emails sent by the system](#)

E | [configure the splash page editor to work with your custom URL](#)

Check this article for further info: https://success.tanaza.com/s/article/How-to-activate-your-White-Label-Overview-and-steps

CAN I HAVE MULTIPLE WHITE LABELS?

Yes, you can. If you need multiple White Label configurations, you simply have to follow the whole configuration process for each single one, and pay the setup fee for each White Label that you configure.

If you need to create multiple white labels, please get in touch with our sales department at sales@tanaza.com (phone +39 02.8718.8553) for a custom quote.
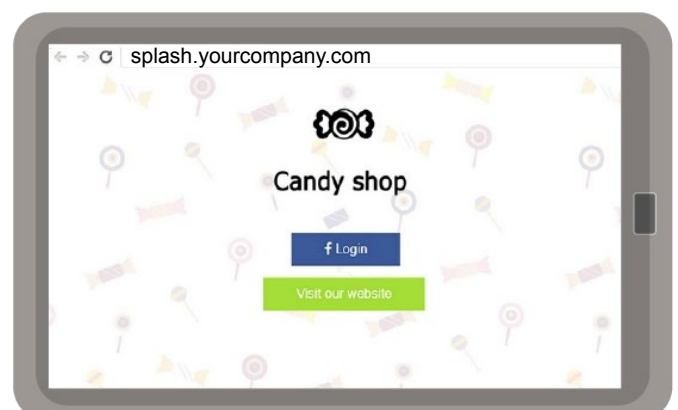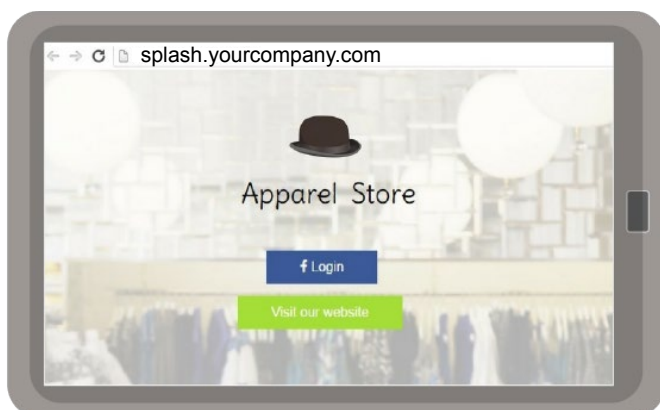
CAN I USE THE SAME WL ON MULTIPLE ACCOUNTS?

You can configure a white label and use it for the splash page of multiple final customers. For example, the white label URL of your splash page and your dashboard could be:
splash.yourcompany.com/… and dashboard.yourcompany.com/…
Through these URLs, all your customers can access their splash page or their dashboard .

However, your white label is related to your cloud.tanaza.com account, therefore you cannot use the same white label configuration for multiple

TAKE INTO CONSIDERATION...

WHITE LABEL OF CLOUD.TANAZA.COM

Cloud.tanaza.com is the core of the Tanaza infrastructure. This part of the platform is not available for White Label. However, this should not be a problem for you as a White Label partner, as all the data that you might want to share with your final end users is stored in the Tanaza Dashboard, that is available for White Label.

CO-BRANDING PROGRAM

If you didn't answer YES to 3 or more questions on our test (page 7), you may want to evaluate your other options. Rather than opting for WL, you should consider joining the Tanaza Reseller Program instead. The Reseller program is the more cost-effective and convenient alternative in terms of margins for partners, and allows you to customize your splash page with your own brand, links, custom buttons and background.

Tanaza is open to consider any request for co-branding, coming from ISPs and WISPs. Get in touch at marketing@tanaza.com for further information.

Example 3:

Wireless Internet Gotham (WIG) is a WISP working in the Gotham City district. Tanaza and Wireless Internet Gotham have a co-branding agreement where Wireless Internet Gotham provides connectivity and Tanaza Wi-Fi to its customers.

WIG sells a bundle that includes Internet connectivity and hotspot hardware and software. The modem belongs to Wireless Internet Gotham, the access points and the splash page (including the URL) are re-branded with the Wireless Internet Gotham logo, while the other software components (dashboard and splash page editor) still have Tanaza's name on them.

While Tanaza gives Wireless Internet Gotham technical support in complex cases, WIG provides technical support to its final customers and Wi-Fi clients.

PARTIAL WHITE LABEL

Partial white label means white-labeling only one of the following elements:

- Only the URL of the Splash Page
- Only the URL of the Tanaza Dashboard (including logo and background color) and the URL of the Tanaza Splash Page Editor

Example 4:

Gotham University hosts various lessons, events and conferences and the University wants to provide professors and students with a high-quality Wi-Fi connection, while allowing external visitors to access the Wi-Fi through social login.

Gotham University's Brand Manager wants 100% control over the brand image and user experience, so he asks his Tanaza Partner to customize the splash page URL as follows: wifi.gothamuniversity.com.

In this case, Gotham University doesn't need a white-labeled version of the Tanaza Dashboard and chooses a "partial white label", that includes the Splash Page URL only.

SWITCHING FROM THE RESELLER PARTNER PROGRAM TO THE WHITE LABEL PROGRAM

If you're a reseller partner and you want to switch to the white label partner program, please get in touch with our sales department at sales@tanaza.com, call +39 02.8718.8553, or click here.
Consider that you can switch from the reseller program to the white label program whenever you want.