RESELLER CENTRE MANUAL

Enterprise SMS

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Welcome to Reseller Centre manual

The following manual contains all of the information necessary for you to use and manage our Reseller Centre. This consists of two main Applications: Reseller Panel and Customization Centre. Both applications are described in detail. To facilitate your reading and learning we advise you to use the table of contents that appears at the beginning of the manual.

Reseller Panel enables you to manage your clients' accounts, prices, routes and currency displays.

Customization Centre enables you to customize or white-label applications for your clients' use.

Only resellers have access to the Reseller Panel and Customization Centre applications.

Reseller Panel

Reseller Panel is an application that enables you to manage your clients' accounts, prices, routes and currency displays.

HOW TO START

Before using and creating subaccounts in Reseller Panel it is necessary to:

1. Set the currency rates that you will use for clients' display currency; even if your clients want to use credits instead of currency you must define credit prices per SMS.

   Just in case your client want account balance display in the same currency you have your main account settled, there is no needs to use and fill the currency table.

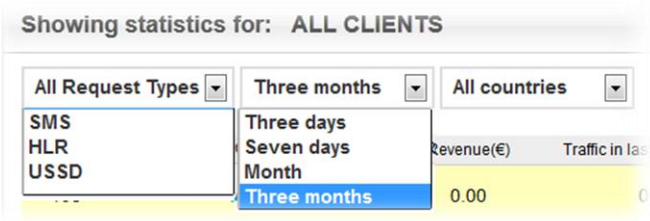
   If you wish to use the currency display balance without setting rates at the beginning, you will be automatically redirected to the currency table page to edit rates when you register new clients.

2. Make sure that billing addresses are set correctly. If these are not correctly set, a special "contact" window will open via which you may send an enquiry to your provider/salesman.

Reseller Panel is divided into 3 main menus: Dashboard, Client Management and Currency table. Please check below details for each area.

Dashboard

This menu displays statistics for **services used** (if you select "All Request Types" then the report will include all available services) for a **given time period**: 3 days; 7days; One month; Three months. **A country filter** can also be set.

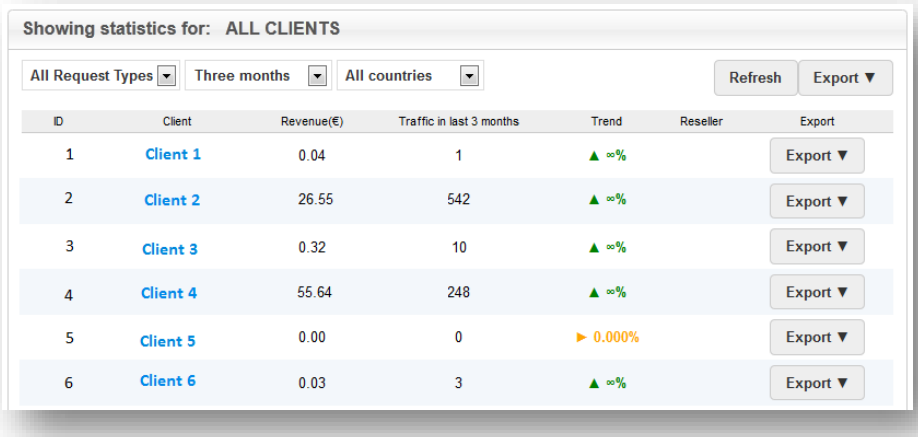


Filter

A **client filter** may also be set to provide data on a specific client or all clients. Additionally, you can accomplish country filtering by selecting a country on the map, or you can zoom out to display all countries.

Table of content

The client table contains **income**, **traffic** and **trend** data for the given time period, request type and country selection.



ID	Client	Revenue(€)	Traffic in last 3 months	Trend	Reseller	Export
1	Client 1	0.04	1	▲ ∞%		Export ▼
2	Client 2	26.55	542	▲ ∞%		Export ▼
3	Client 3	0.32	10	▲ ∞%		Export ▼
4	Client 4	55.64	248	▲ ∞%		Export ▼
5	Client 5	0.00	0	► 0.000%		Export ▼
6	Client 6	0.03	3	▲ ∞%		Export ▼

Trend

The formula for calculating trend data is as follows:

$$trend(\%) = \frac{traffic_{AV} - past\_traffic_{AV}}{past\_traffic_{AV}} * 100$$

$\text{traffic}_{\text{AV}}$: the average number of messages sent per day for period T, i.e., the total number of messages sent in period T divided by the number of days comprising period T

$\text{past\_traffic}_{\text{AV}}$: the average number of messages sent per day in the period 3 months prior to period T

Examples of trend calculation:

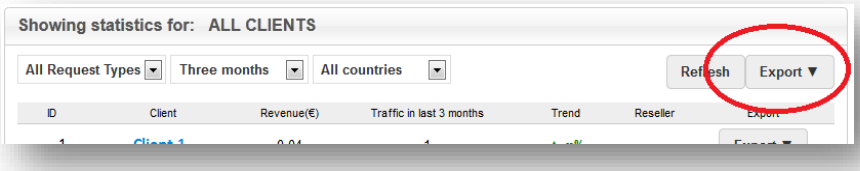
Period T is 3 days (03.06.2012, 04.06.2012, 05.06.2012); during those 3 days, 18 messages were sent – an average of 6 messages per day. In the period (02.03.2012 – 02.06.2012) 736 messages were sent; that 3-month period saw an average daily message count of 8. In this framework the trend calculation looks like this: (6-8)/8*100= -25%

Export dashboard data

You can export data into XLS and CSV formats for all clients or for a single chosen client.

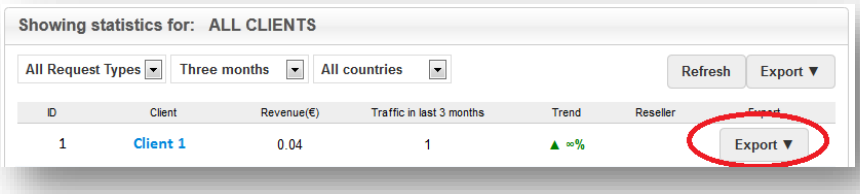
Export total clients data

If you want to Export traffic data for all clients, click on the "Export" button that appears next to the "Refresh" button.



Export individual client data

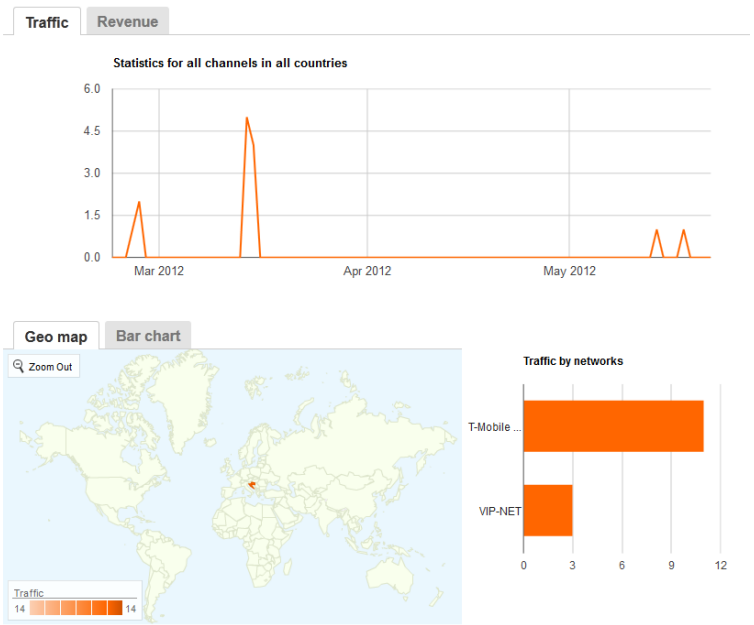
If you want to export prices for individual client, click on the "Export" button that appears in the client data row.



When you select a particular client from the table, line and bar graphs displaying traffic figures will appear.

Bar chart & graphs

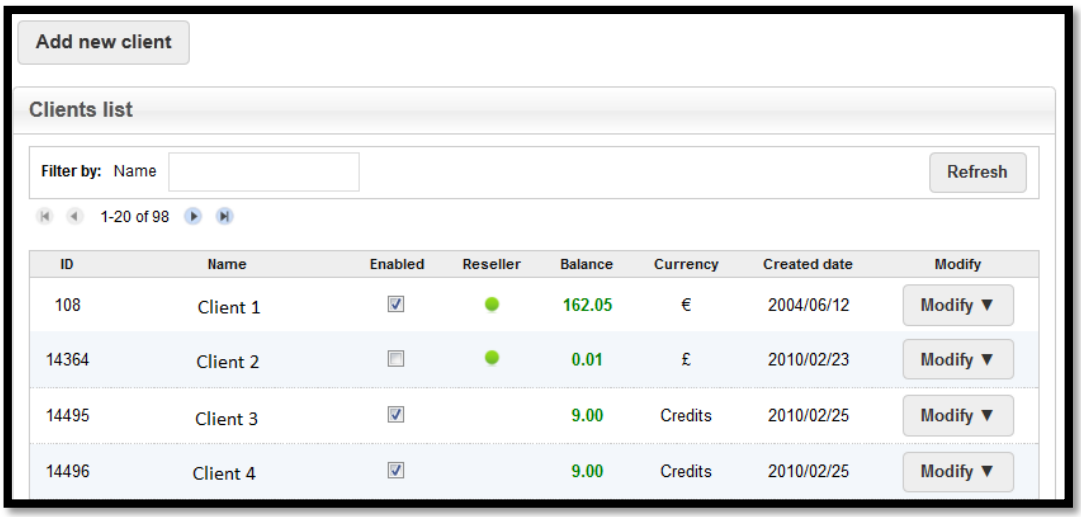
The line graph shows total income and traffic, while the bar graph shows traffic by network. The geo map/bar chart displays traffic by country. All data corresponds to the filter(s) selected at the top of the page.



NOTE: Dashboard traffic also includes the current day's traffic, with data refreshing every 60 minutes.

Client management

This menu displays basic information about clients: whether their accounts are enabled, whether they are resellers, account balances and currencies, and the date of account creation. Use the filter to search for a particular client.



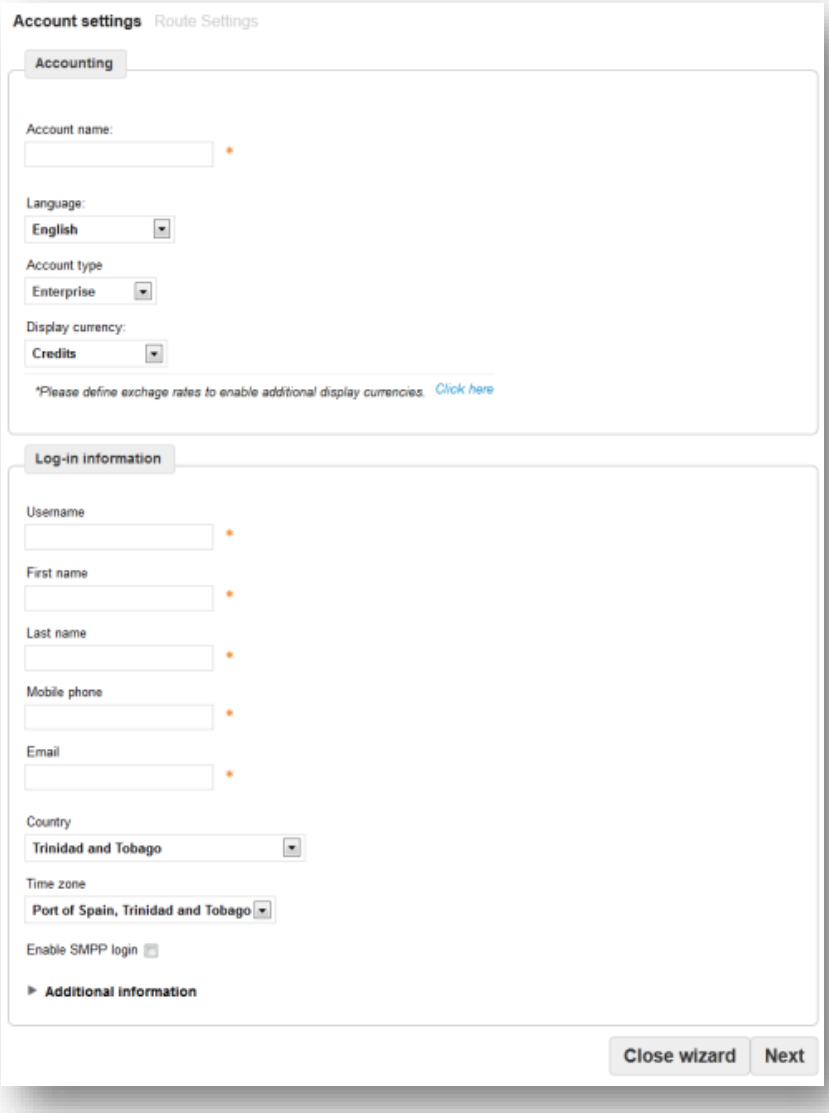
The Client management menu allows you to Create new accounts and Modify existing account settings.

Create new accounts

There are two basic steps to account creation: Account setting and Route settings.

Account Settings

Set all necessary user information



Account name

Must be unique to the client of the logged-in reseller

Account Type

Define if your client is a company using your messaging service or is a reseller that is going to resell your white label product.

Display currency

Define the currency your clients what to have visible his/her balance account. If you are not sure the currency your new client is going to choose, then we advise you to set always “Credits”, as this option can be later changed in any moment with any currency table. In case you select at this step a specific currency, you will not have the possibility to change it in any other currency value or Credit balance display.

Username/SMPP Username

Must be unique to the company.

Can create SMPP clients

If a reseller has enabled the “Can create SMPP clients” option, his clients will be able to create SMPP users. However, if a reseller does not have this option enabled, then he will not be able to set this option for his clients, either.

Enable SMPP Login

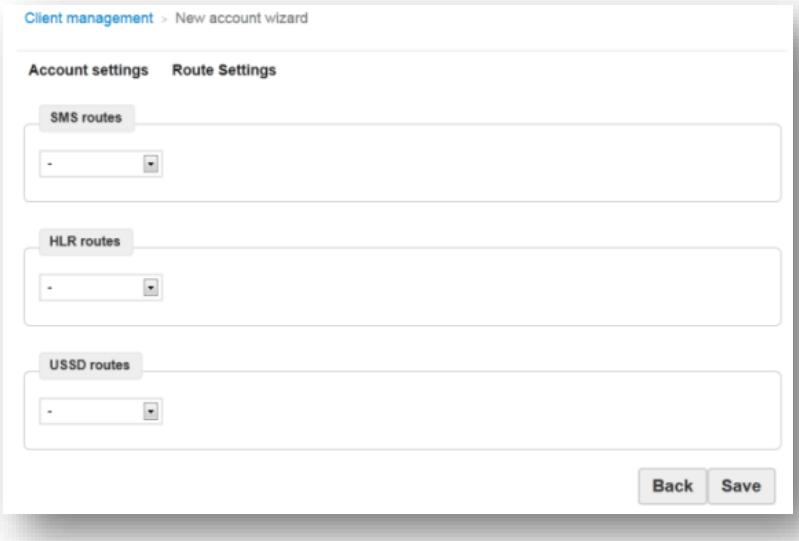
Click on “Enable SMPP Login” to create SMPP users; it is possible to set SMPP Username.

Passwords for Username/SMPP Username are automatically generated.

Overlooked settings receive default settings. The default display currency is Credits.

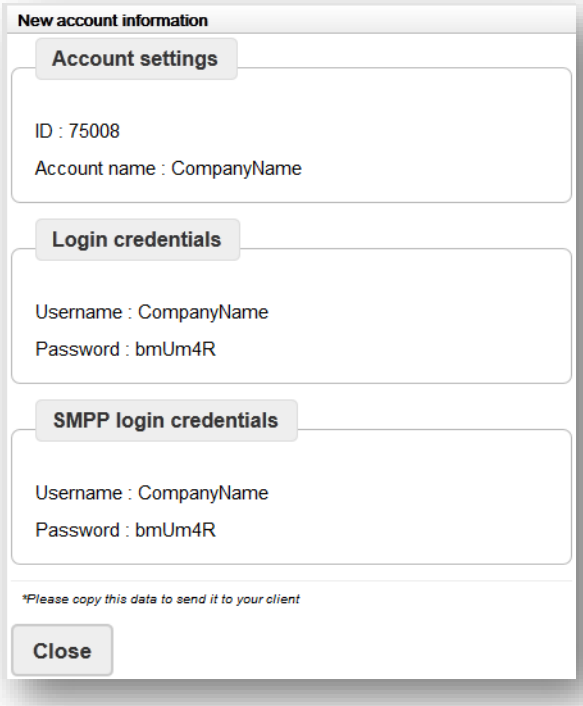
Route Settings

Route settings can only be used to set routes, and to request routes that the reseller has set.



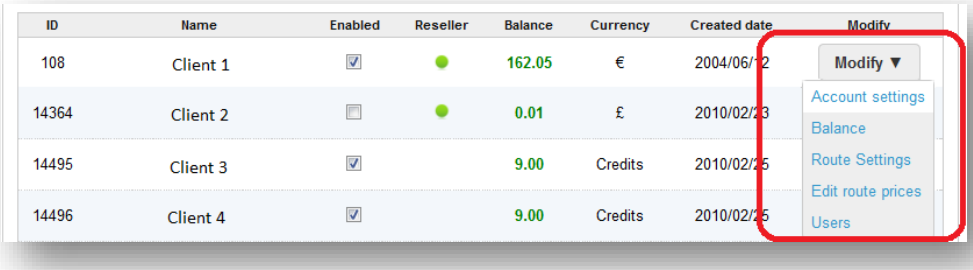
Data overview of the new account

At the end of the process **a pop-up window** appears, containing basic information about the newly created account, including username/password and, if applicable, SMPP Username/password. The contents of this window should be copy-pasted into an email to be sent to the owner of the newly created client account.



Modify account settings

A “Modify” button appears at the end of each client information row.



The modify button enables you to:

- Change account settings
- Show/hide a client’s account balance
- Add/Remove routes
- Change pricelist/block networks
- Add more users to a client’s account

Account settings

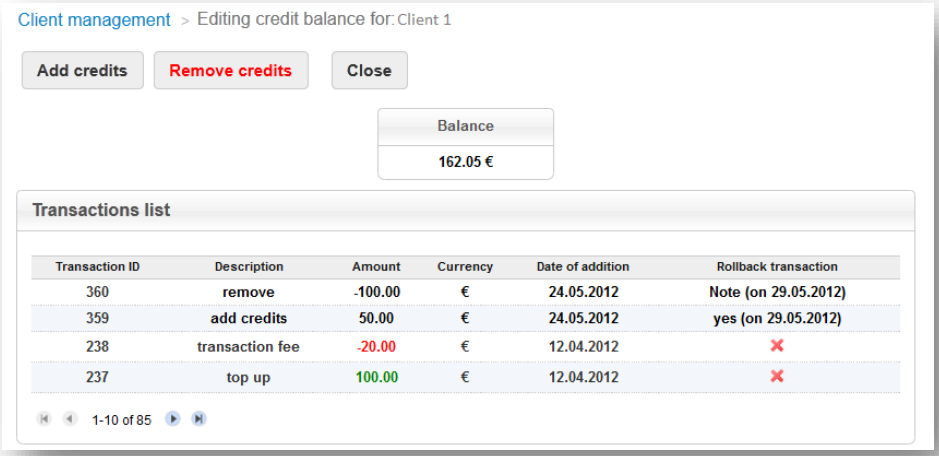
The account type option “Reseller” may be set at any time. If a client is already set as a reseller, however, this cannot be un-set.

“Can create smpp clients” can only be set if the client is a reseller. It cannot be removed once it is set.

The currency may be changed if the client (or the client's client, in the case of a reseller) has not sent any messages, or if credits are the selected currency. As soon as a client starts to use the platform and sends his/her first message, the currency cannot be changed.

Balance

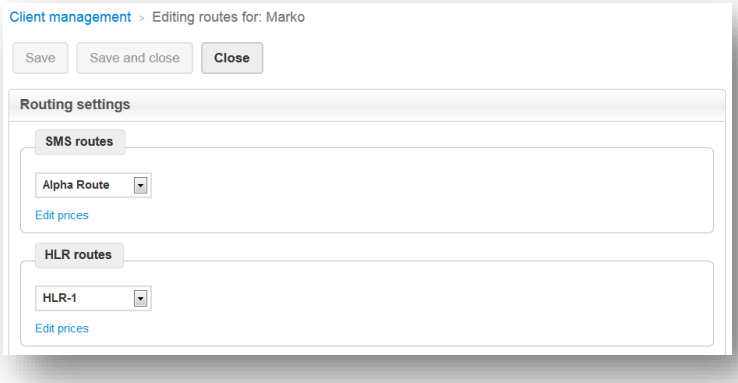
This option allows you to add/remove credits to/from your clients' accounts.



In the table it is possible to reverse transactions (be they positive or negative). Transactions cannot be reversed if they were denominated in a different currency than the one currently set, however.

Route settings

This section allows you to select service routes you want to allow for a specific client.

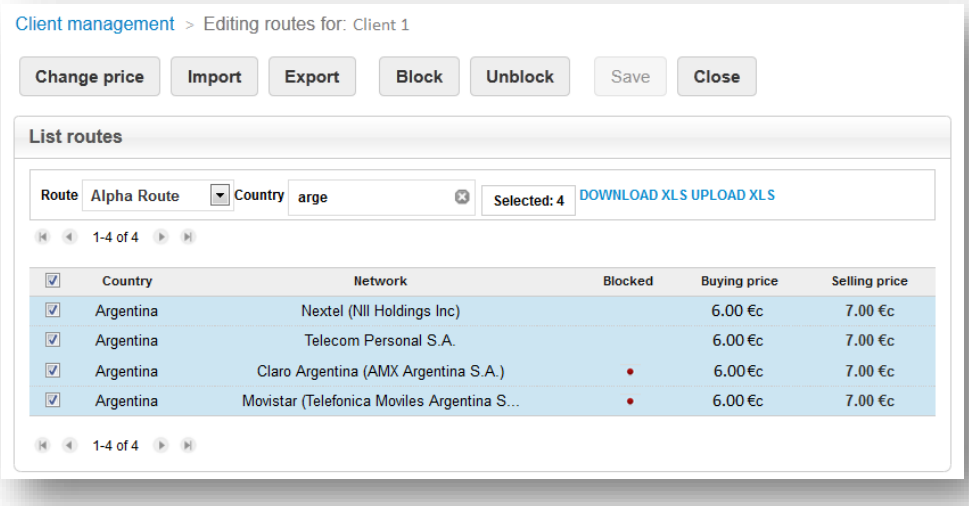


If you change a route, for example the SMS route "Alpha Route" to another one, all Alpha route settings and changes made on this route for the specific client will be deleted and the Alpha route will again be available with the default prices. In case you want to assign the Alpha route to the same client again, you will have to set all the price changes again. In order to avoid losing all route prices and restriction settings, you can download this pricelist and save it on your computer. In case you want to assign the Alpha route to your client again, you can simply import the saved route to the client's SMS route price list.

If your client is also a reseller, and you have defined a route for him that his clients start to use, you will not be able to change the route for your reseller client, as the route is already in use by his subaccounts.

Edit Route prices

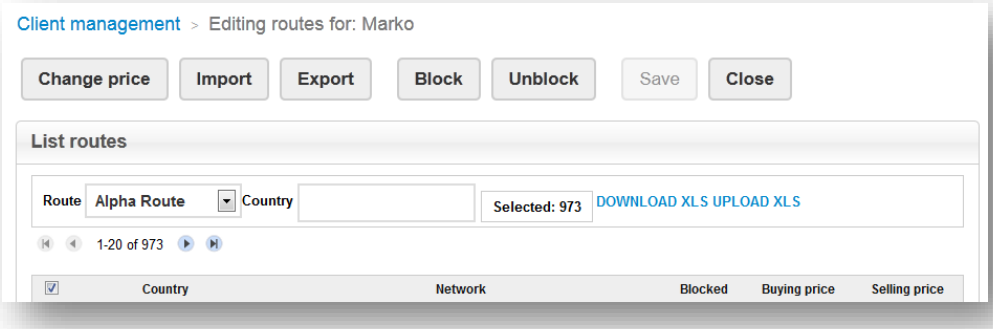
"Edit route price" is the section where you can edit the pricelist of your predefined Routes. It shows a table of networks in the selected route.



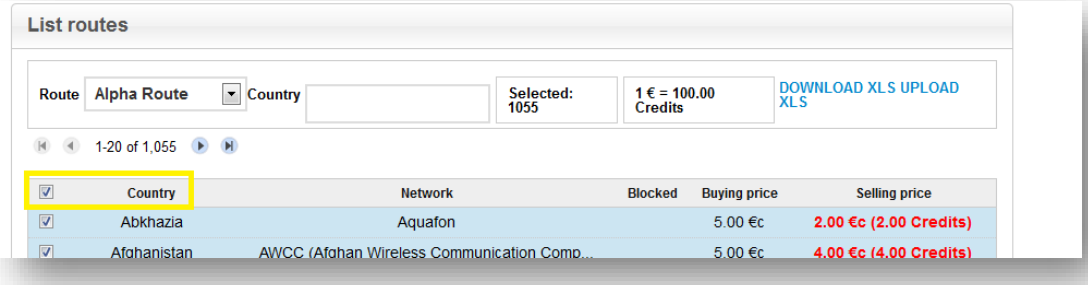
To change network price, it is necessary to select networks and choose one of the editor menus: *change price*, *import*, *export*, *upload XML*.

- Filtering by country is available
- You can always Export the entire route to an xls file, modify it on your desktop and then Upload it back on your Reseller Panel with the option "Upload xls".

- Networks can be blocked or unblocked by clicking on block/unblock button of the editor menu
- The editor menus always appear above the “List routes” table.

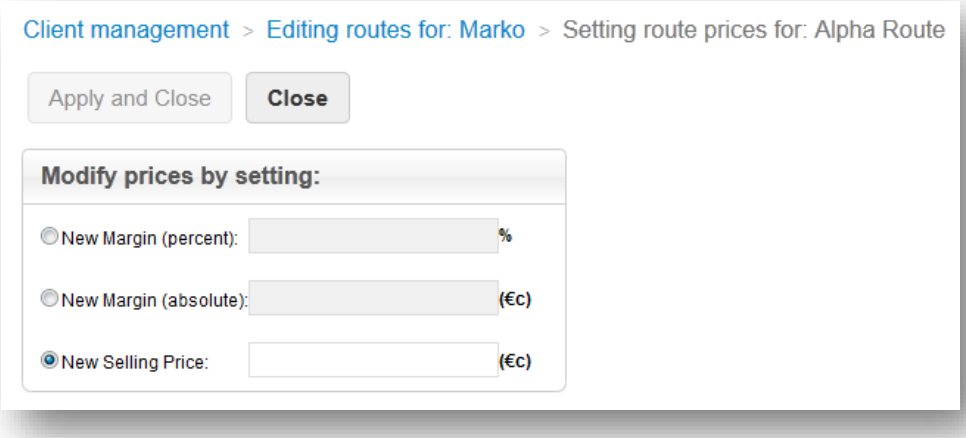


If you want to change the pricelist for the entire route, you can mark the check box “Select All” at the top of the check box column, close to the column “Country”



If the selling price is lower than the buying price (calculated according to the defined rate), the colour of the price changes to red – this is valid for all the editor menus

Change price



You can use three different ways for modifying your selling price:

Set new margins in percentage

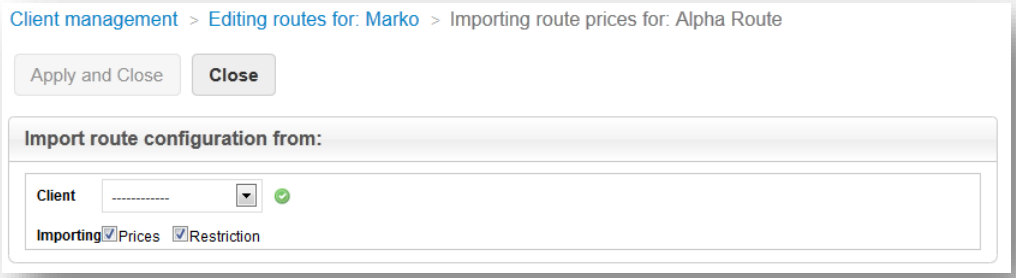
Set new absolute margin, which means you set the price according to a fixed profit (difference between selling price and purchase price) for each message sent

Set new selling price in client's currency

Upon accepting the set price (Apply), you are directed back to prices editor, and it is necessary to click "Save" button to permanently save changes

Import pricelist

This section allows you to import prices and route restrictions from another client who has the same route and currency defined.



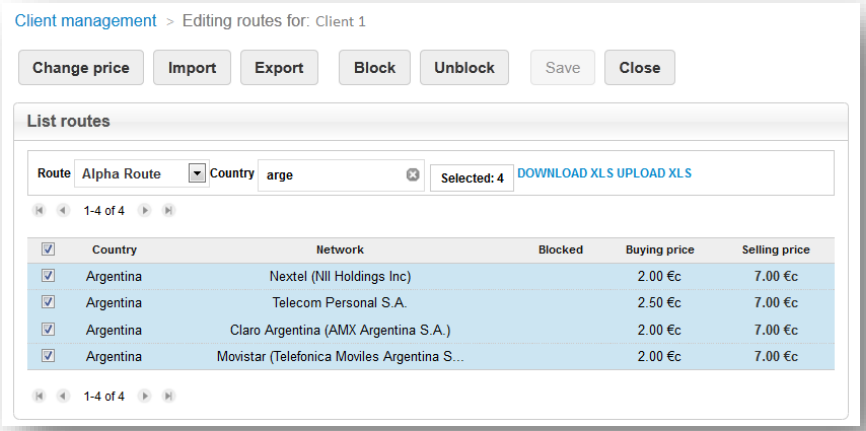
You can import only prices, only Route restrictions or both. The same principles are valid for export and upload XML options.

Upon accepting the set price by clicking on "Apply" or "Apply and Close", you are redirected to prices editor, where it is necessary to click on "Save" button to save changes permanently

Export pricelist

Export option allows you to export client route prices to the pricelist of other clients who have the same route and currency settled. In this way you can easily copy client route prices to one or more other clients that have the same route and currency settled.

You can use the filter for easier network selection.

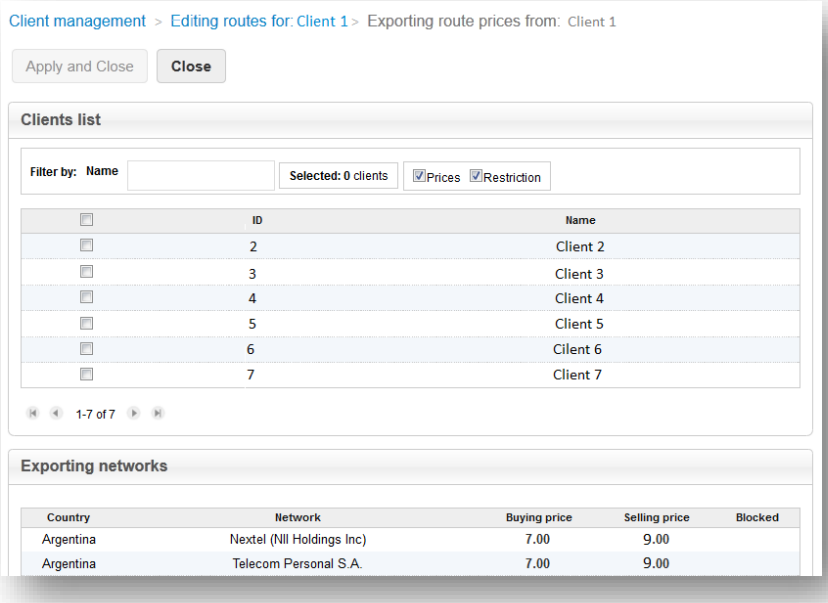


To export route prices you have to first select the route you want to export, and after that select from the Editing route windows the route networks you want to export. Once you define networks you need to click on Export button at the top of the table.

To export the entire route from one client to another mark the “Select all” check box at the top of the first route table column. The filter box has to be blank.

If you want to export specific networks from one client’s route pricelist to other clients’ pricelist you have to select (mark check boxes) the networks, you want to export; and then click the export button.

Export route prices can be done on more than one client at a time. Use the check box to select accounts you want the route to be exported to.



You can also export client’s pricelist restrictions by leaving the “Restriction” check box marked available at the top of the table.

If you don’t want to export the restrictions of that route you have to unmark the check box “Restriction”.

In order to apply the export route prices, you have to click on “Apply and Close”.

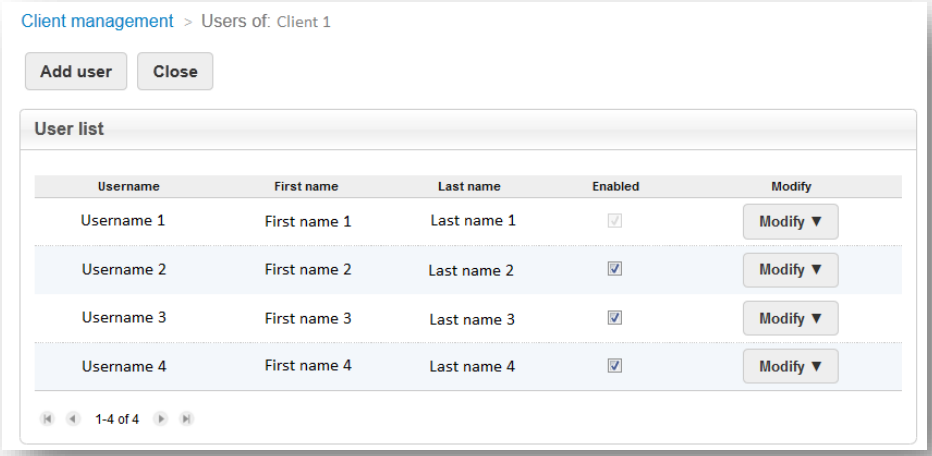
Upload xml

Setting prices /restrictions from the previously exported XML

The table with changes is displayed – if we export it in XML and change just one network, then only that network will be shown

Users

This section allows you to enable/disable User accounts. If you disable a user this one will not have the possibility to log into your Application Centre area anymore, until you enable it again.



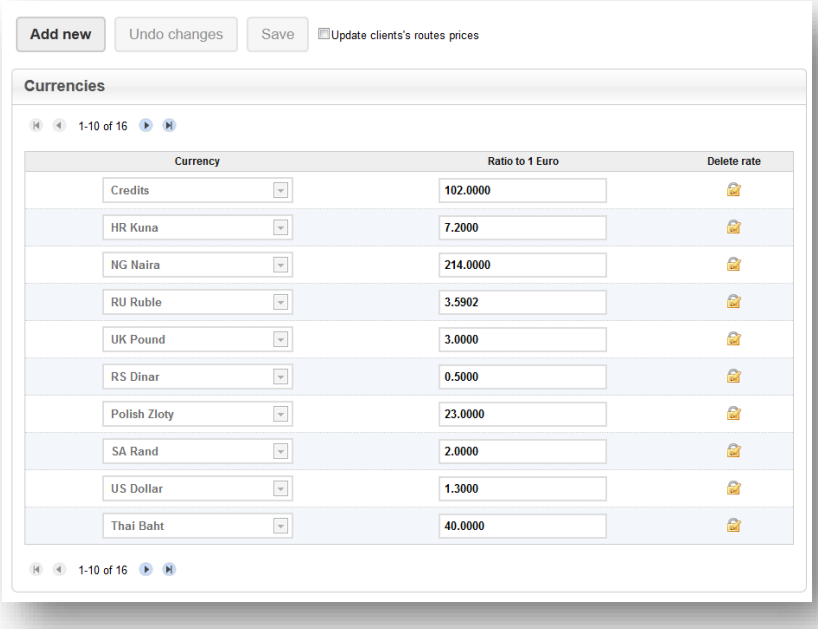
You cannot disable or delete the main user

The Modify option allows you to:

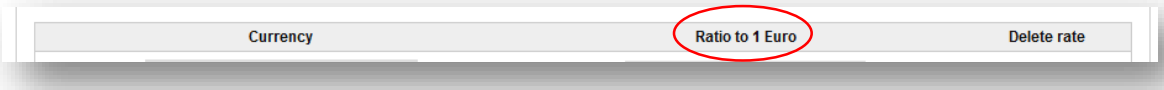
- **Edit the Password** – the new password is generated by clicking on the button; it is necessary to save changes at the end
- **Edit User's details** – upon enabling the smpp user it is possible to manually set the smpp username and password
- Create new user

Currency table

The “Currency Table” is the area where you can set the value to display the account balance to your clients. You can use different account balance value for different clients. There are two ways of currency display: Credits and Currency. In both cases the table conversion must be filled.



Appcenter currency table is the perfect solution for resellers whose clients want to see their account balance in a specific currency, as it shows the balance in their currency, even if that is not the same currency you have set for your main account. You just have to fill out the currency table by adding the new currency and, in the Ratio box, putting the right Ratio conversion value of the custom currency in relation with the main account balance currency. The main account balance is shown as the header of the currency table, as the image below shows – in this case, for the main account that has the currency set as Euro.



NOTE: it is just a currency display of your main account balance! The correct Ratio conversion values are your responsibility. Exchange rates will not be updated automatically; you will have to update them manually. Price modifications are not applied automatically to clients’ accounts; this step has to be done manually by you. Account balance displayed on the client’s panel is calculated based on the values you set in the currency table conversion.

It is not possible to set numerous varying exchange rates for the same currency

Rates may not be deleted if one of the clients is using the currency you want to delete

Currency table updates are handled by you*

*You take full responsibility for any modification or manipulation made to the currency table.

Customization Centre

Customization Centre is an application that serves you for the customization or white labelling of applications and their reselling.

Customization Centre is divided into 4 main menus: General, Layout and Theme, Contacts and Client App Settings.

General

General is the part of the menu in which you adjust basic settings.

If you do not make any changes in this menu, then your clients will not be able to connect to the Application Centre.

Default URL

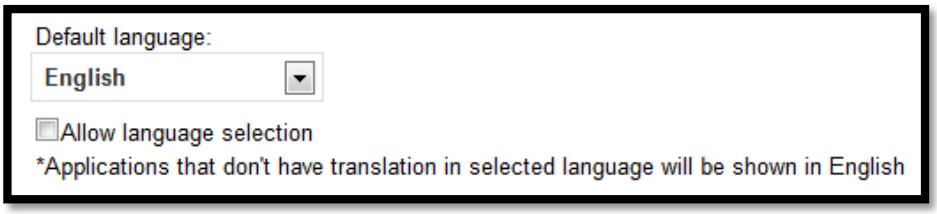
Default URL is the basic information that you must enter in order to get the platform on your own subdomain.

As soon as you save the URL (under the condition that the URL is set to point to the address named below), the Application Centre is ready to be used with the default settings.

IMPORTANT: Only accounts opened through the reseller panel interface will have access on your subdomain.

Default language

Is the default language which you have chosen to be visible to your clients.

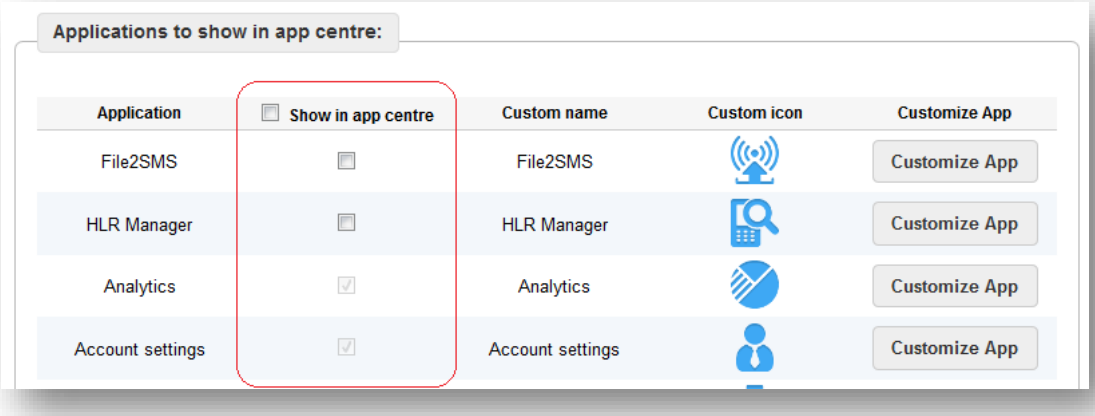


This is not the mandatory language, but if the client does not have languages set in User and Account (primary and secondary languages), or if one of the applications does not support the languages that are set in User and Account, then this default language setting is chosen. If that language is not supported, then English will be displayed.

Allow language selection: Sets whether or not clients may change their primary and secondary languages, that is, whether or not the menu item “Language” appears in the status bar.

Table of Applications

The table contains the entire list of applications available on our Application Centre. You can choose which one of those applications will be shown in your application store. If you mark the application check box under the column "Show in app centre", the application will be visible (to your clients) in your store; otherwise the application will not be visible (to your clients) in your store. The table will always include four applications installed by default for everyone: Analytics, Account, Address Book, and Price & Coverage).



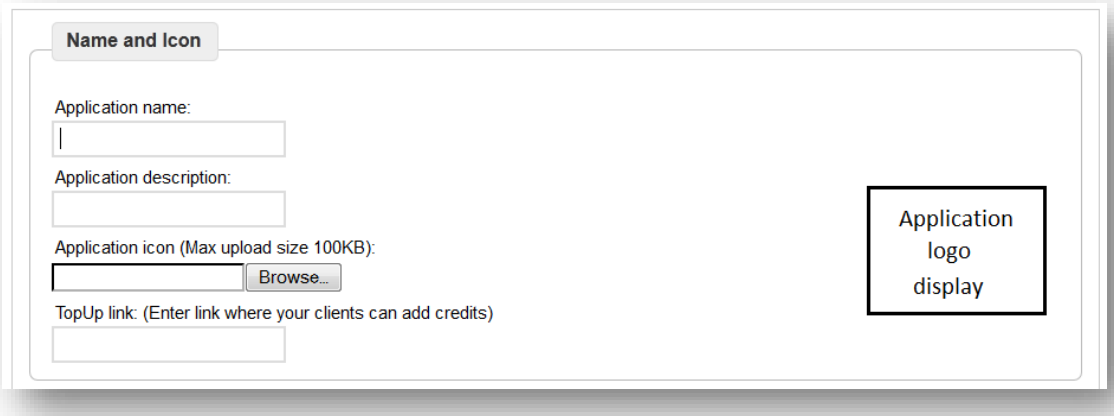
For every application (other than the four default apps), you can choose whether or not to display it in your own Application Store. If the application is a "desktop" application, then a check is conducted to ensure that all the conditions are satisfied for that application to be displayed in the Application Store, meaning that the application needs at least one language enabled.

In addition, you can click on the Customize App button where you can customize an individual application.

All changes will be saved only after clicking on the Save changes button.

Customize Application

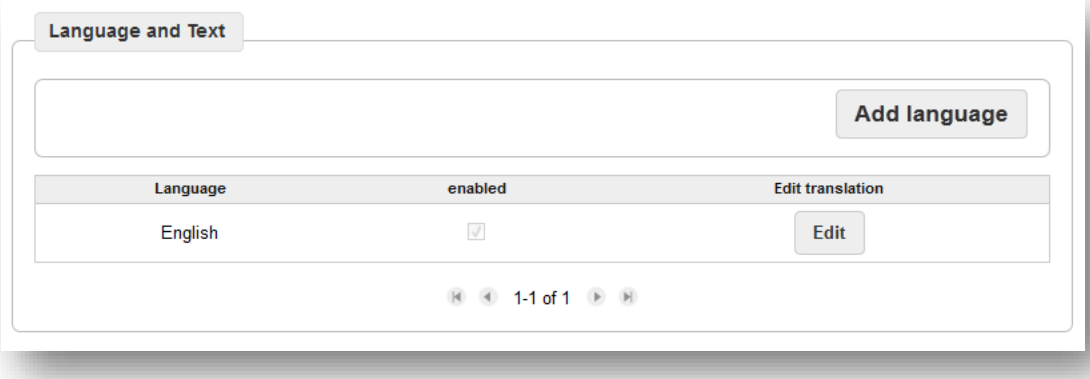
Customize app is the section where the settings for certain applications are set. Here, the names, descriptions and Application Centre icons can be changed.



The icon can be uploaded in .jpg, .bmp, .gif and .png formats and may be no larger than 100 kB.

If the application is a desktop application, then the icon must be in .ico format, and TopUpLink may be enabled for it. By clicking on the link, your clients may make payments, add credits and so on.

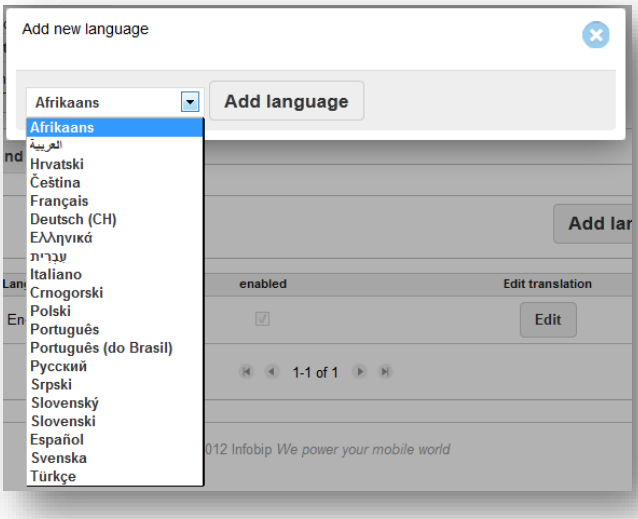
Below that is a table with languages available for the selected application.



Each language can be enabled, disabled and edited. The only exception to this is English (if the application is not desktop), which may not be deleted but only edited.

Add Language

To add a new language, click on “Add Language”.



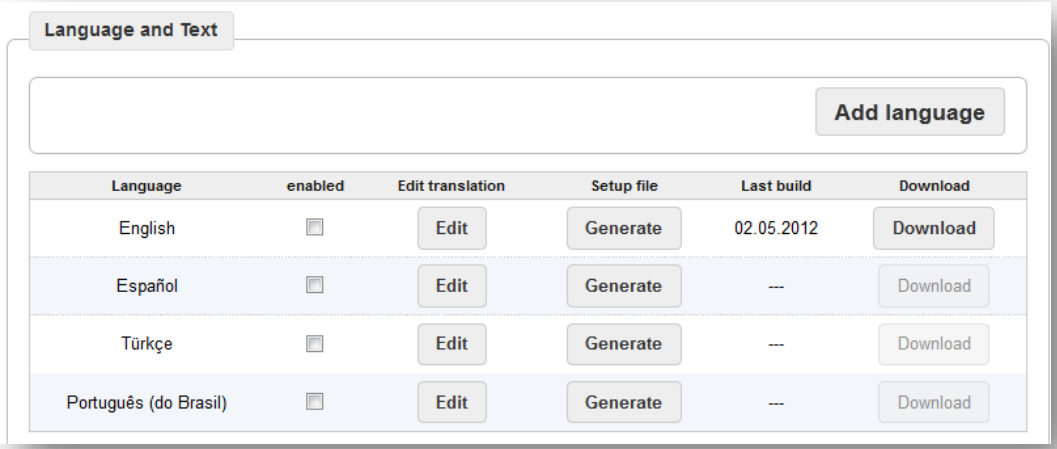
To make the new language visible, check the enabled check box for that language. This way you enable the visibility of the new language for your clients and sub-clients.

Keep in mind that if you choose a new language that is not the default “English” you have to enable it on any application you decided to have in the new language on your Application Store.

Our suggestion is to not enable new languages until the entire translation of the application is done, in this way you avoid your applications appearing in a mix of languages. As soon as you finish the translation, you can enable it and immediately this language will be available for your clients and sub-clients.

Customize download applications

If the application is a desktop application, the table will contain three more columns: Generate Setup File, Last Build and Download.



In order for your client to be able to use a white labelled version of the desktop application, you must generate a setup file that your client will be able to download in the download zone. Only after a setup

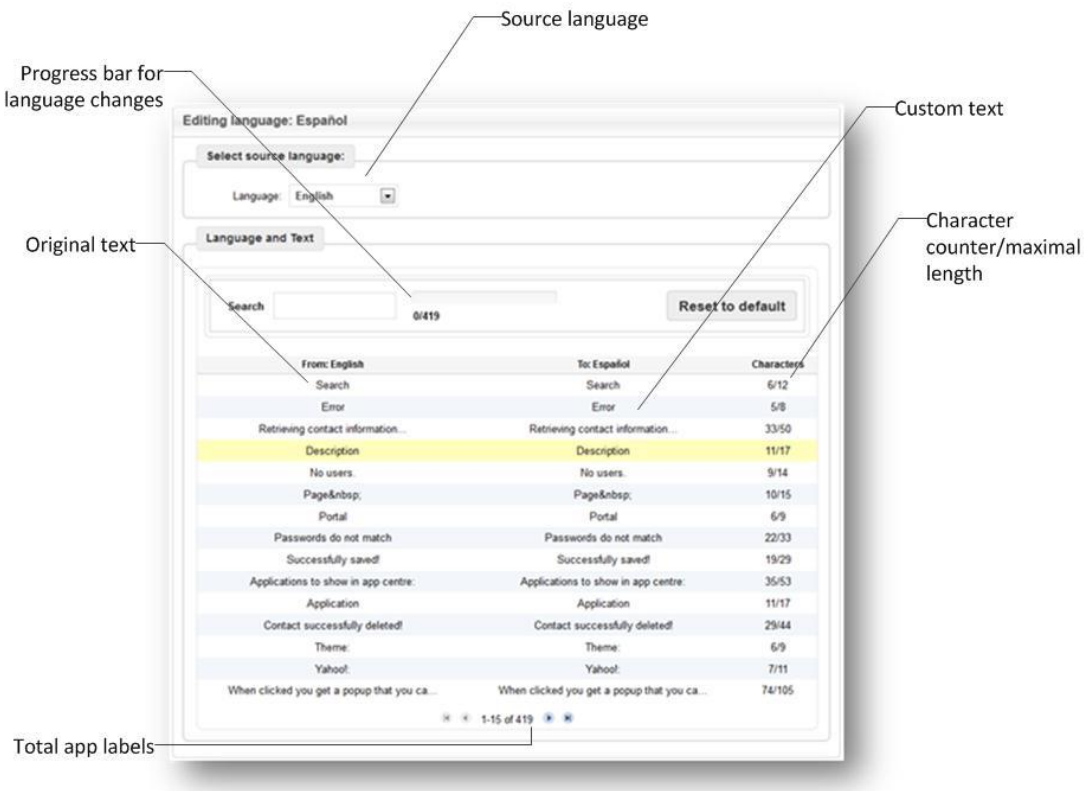
file is generated may the language be enabled. You need to generate a setup file for each individual language you want to be visible on the Application centre.

If any changes are made to the customization of the desktop application or to the language in question, then the changes will not be automatically applied to the existing build, and you need to generate a new setup file, or files. As soon as the newly generated file is created, you will be offered to download the newly generated application. The same may be done clicking on the “Download” button. The application will then be offered to your client in the Application Centre when the language is enabled.

By clicking on “Edit”, you are taken to the subdomain “Language and Text”.

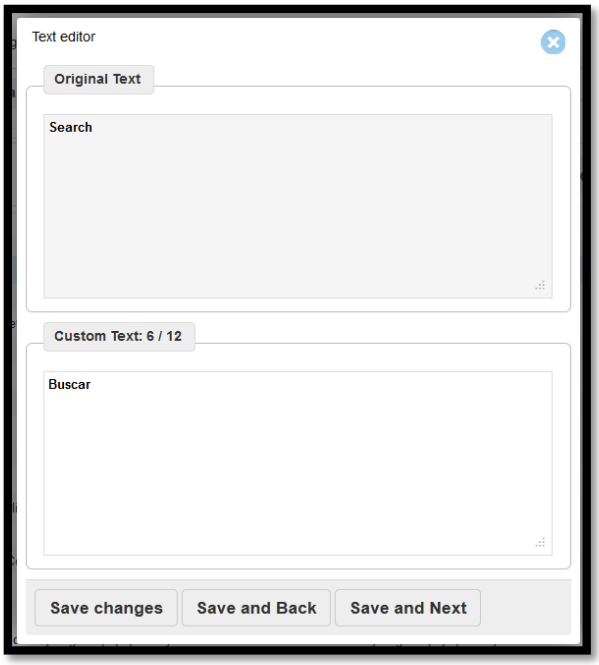
Language and Text

This is the area where the language or strings of each application may be edited.

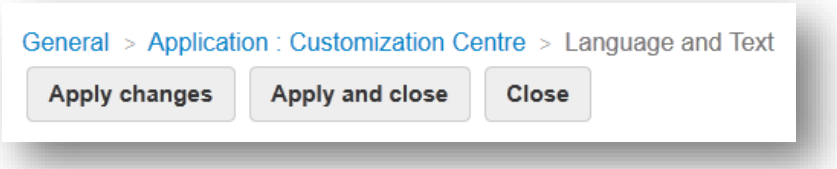


The table contains the original text (depending on the chosen source language), custom text which will be shown for the chosen target language, the maximal length of the string which may be entered and the progress bar which shows the number of labels that have been changed.

Clicking on any row opens a popup in which the existing string or text may be edited.



Changes made in the editor are saved in a special temporary field and are permanently saved when "Apply changes" or "Apply and close" is clicked.

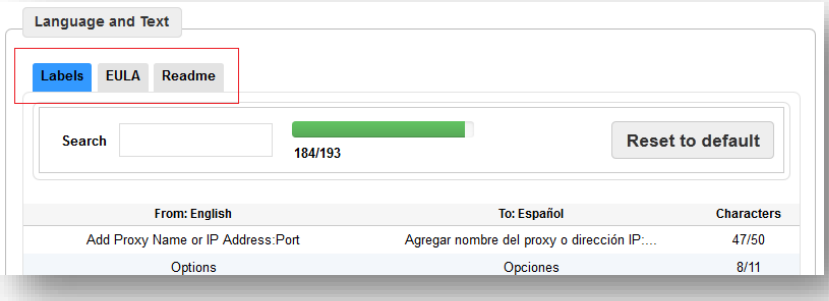


The first field ("From:") shows the translations and all changes that you made for that language in that application. The only exception to this is when the source and target languages are the same language. In this particular case, the text in the first row is the translation that is seen when logging in to a new application. "Reset to default" permanently deletes all changes that you made and returns to the original settings.

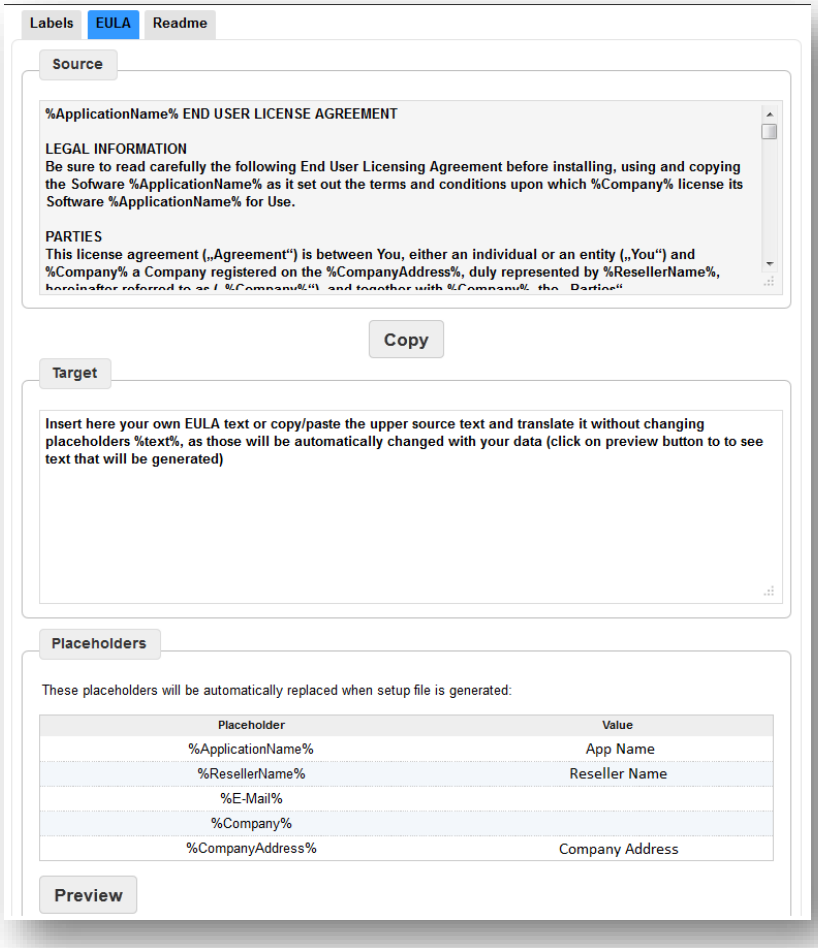
Some of the translations are used for numerous applications and they are mutual. This means that if that string is changed for one application, it will be applicable to all the other applications using that string.

Language and Text for download apps

If the application you want to translate is a download application, then two new tabs appear in the "Language and text" window, near the "Label" tab. These new tabs are "Readme" and "EULA". In order to get a proper setup file with full customization it is advisable you translate all labels and add white label Eula and Readme text.



The Source Text area contains the reseller's readme/EULA and serves as a template for generating new versions.



What you save in the target will be saved in the generated setup file which you will provide to your clients. The "Copy" button simply copies the source text into the target.

You are allowed to leave an empty readme/EULA.

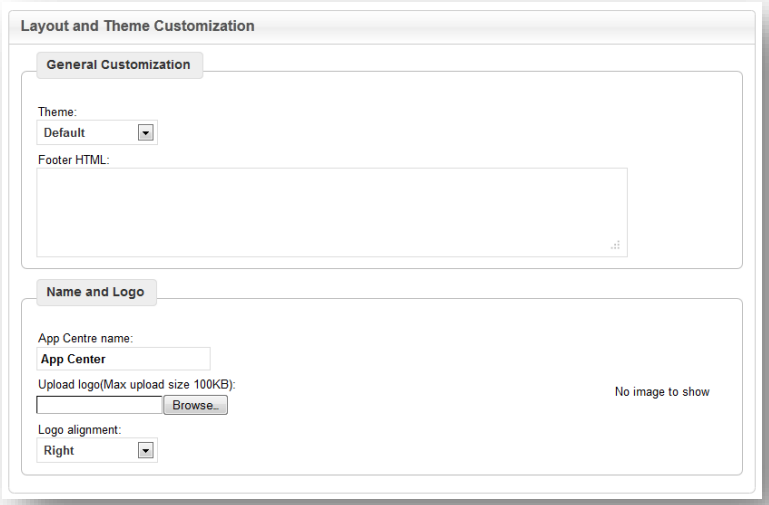
The source readme/EULA contains placeholders. These are strings that start and end with "%" characters. Generating the setup file, these placeholders will be replaced with your information, depending on which placeholder was in that place. Under the Target Text area is a table with placeholders and values which will be replaced when the setup file is generated.

Clicking on “Preview”, you can see what the target readme/EULA will look like with the placeholders replaced. The values that will replace the placeholders may be edited in Account=>User details=>Edit except %ApplicationName% which is taken from Customization Centre=> General=>Application Customization.

You can write a readme/EULA without placeholders, however, in that case your clients (who are resellers) will see in the source language text the readme/EULA with the information of the first reseller (in this case you, as you remove the placeholders), not of your reseller client. For this reason we suggest to use placeholders always, in order to avoid the generation of setups with the wrong information! Placeholders will always pull data of the correct reseller.

Layout and Theme

In the Layout and Theme area you adjust the mutual settings that will apply for all your applications and the Application Centre.



Theme

This allows the client to change the colour scheme of the entire platform, including the application centre home and all of the corresponding applications. Choosing one theme will set the entire platform to follow that theme.

Footer HTML

Allows clients to add footers, which will be always visible at the end of each platform page.

App Centre Name

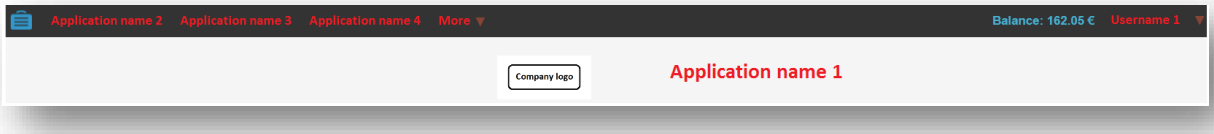
Customize the name of your Application Centre.

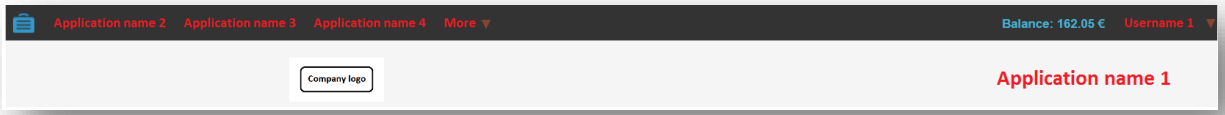
Logo

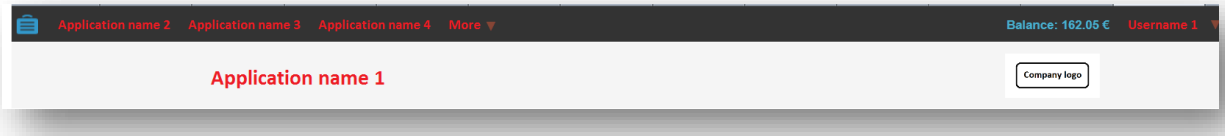
Upload a logo that will be visible on each platform page. The position of the logo will depend on the logo alignment you choose.

Logo alignment

Choose where you want your logo to be visible on the application. There are 3 different choices: centre, left or right (as the image below is showing).



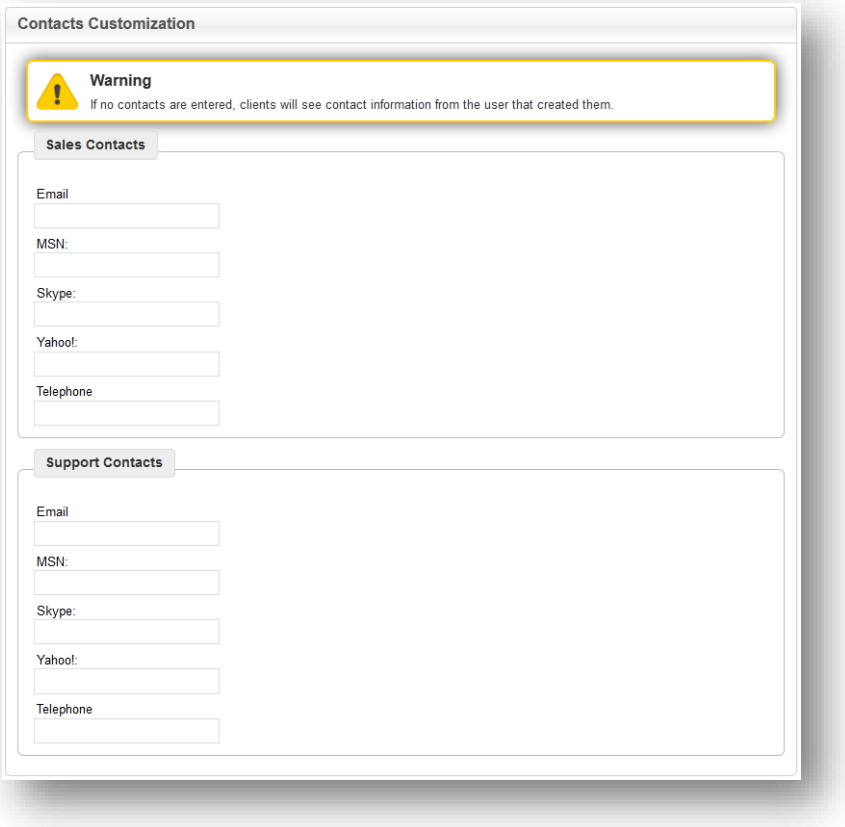




The logo can be uploaded in .jpg, .bmp, .gif and .png formats, and no larger than 100kB. The logo alignment determines in which part of the header the logo will be displayed.

Contacts

Contacts contain two groups of contacts: Sales and Support. Each group contains fields for: Email, MSN, Skype, Yahoo! ICQ and Telephone.

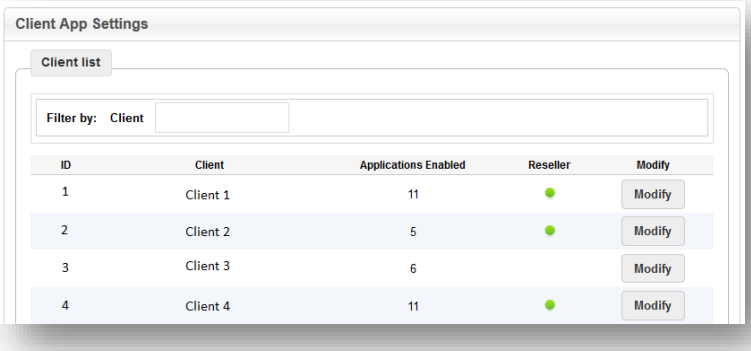


This information will be displayed in the contact form for your clients, meaning the data you introduce in those text boxes will be the information you want your clients see. Your clients will see the contact information that you has set for them. None of the fields are mandatory and you can leave them blank. In this case, the contact form will not be left blank for your clients, but will show the contact information of the reseller, or the user

logged on. In case all Text Boxes are left blank, the user receives a message notifying them that the default settings will be used.

Client App Settings

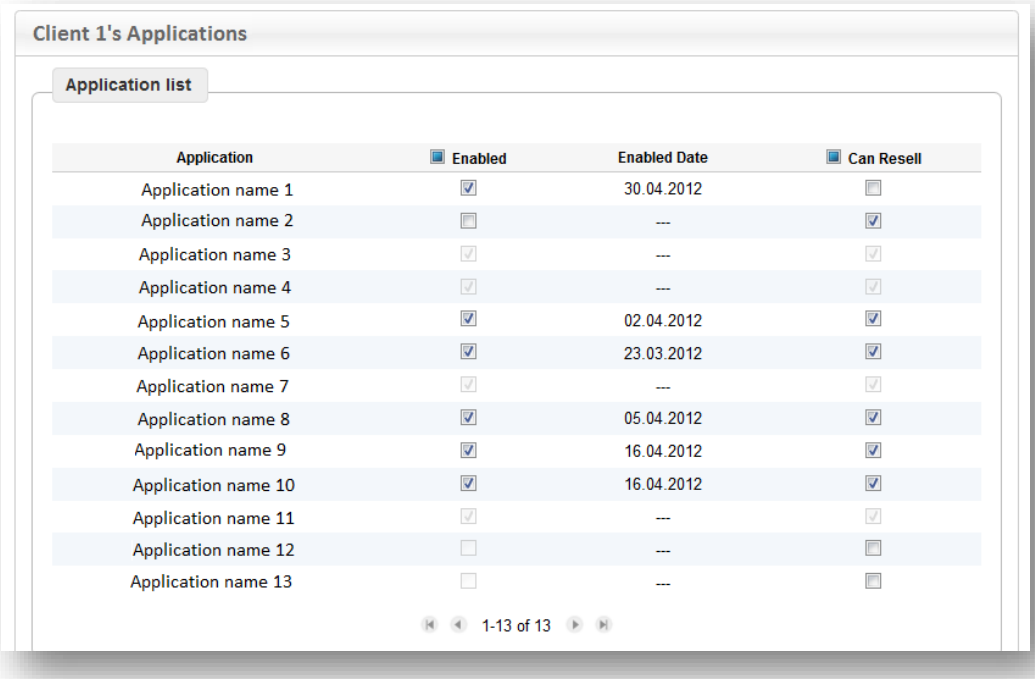
Client app setting is the area where you set special application settings for each of your client.



The table contains a list of all clients, the number of installed applications and information on whether the client is a reseller or not. A filter is located at the top of the table for filtering the list by client name. Clicking on the Modify button leads to a sub-menu of Client Applications.

Modify client's applications

Here is a list of all applications that you may resell (so, just like in the General menu).



You see which applications your client has enabled, when it was enabled last, and whether that client may resell the application.

You can manually enable an application for a client from this table.

This is useful if you did not select "Show in Application Centre" for an application that you only wish to offer some of your clients. If the application has "Show in Application Centre" set and disable the app for a client, the app will still be visible to the client in their Application Centre and will need to re-enable

it before accessing the application. Likewise, for every application you set whether the client can resell the application to their clients.

If you are not a reseller, then the “Can Resell” option will not be available for you. If you are a reseller and you unmark check boxes under the “Can reseller” column, then the application you unmark will be visible just for your reseller client but he will not be able to resell that application. Your reseller will not have applications in his customization centre under the “show in app store” option visible.