

MSP Secret Weapon: Winning White Label Strategy



Table of Content

1

Introduction

The Beauty of White Label

2

3

Step by Step – White Label Ahsay Backup Solution

Hassle Free On-boarding Support

4

5

Conclusion

INTRODUCTION

Managed Service Providers (MSPs) who purchased the white-labeled product save time and money in figuring out the best way to self-develop a product. They dodge all the troubleshooting, working outside of their knowledge base, wasting money in finding the most cost-efficient ways to produce the product, and can instead speed up their time to market.

In this ebook, we will guide you through every step of the process, showing you how to leverage re-branding services to speed up implementation of cloud-back-up-as-a-service in your managed services portfolio. Ultimately, you can focus on your aim to convert leads into loyal customers.

The Beauty of White Label

Creating your own product from scratch might sound like a great idea, but unless you've done it before, you probably aren't aware of all the energy and resources that go into creating an original product. Why waste time trying to develop existing product or system when you can white label?

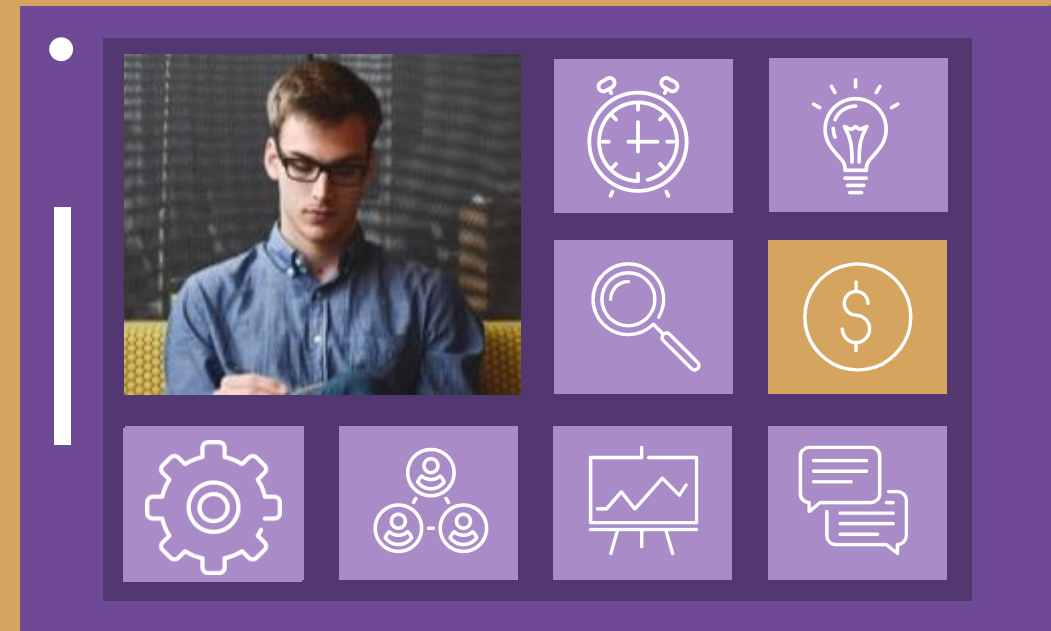
As a White Label technology provider, Ahsay creates and innovates affordable backup solutions that are designed to be used in any MSP technology platform. These solutions are ready to be "integrated" into your platform and can be fully re-branded by you.



The Beauty of White Label

Lower Development Cost

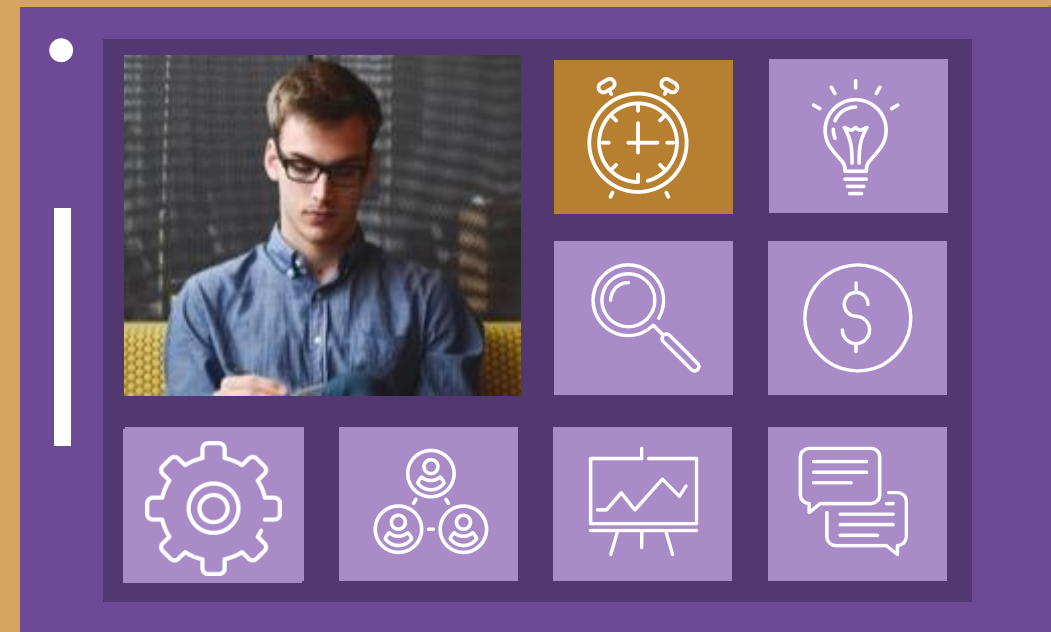
As the development of white label solutions is covered by Ahsay, MSPs like you can simply partner with us and add functionality of Ahsay backup solutions into your platform without the need for development resources to be in house.



The Beauty of White Label

Speed up Time to Market

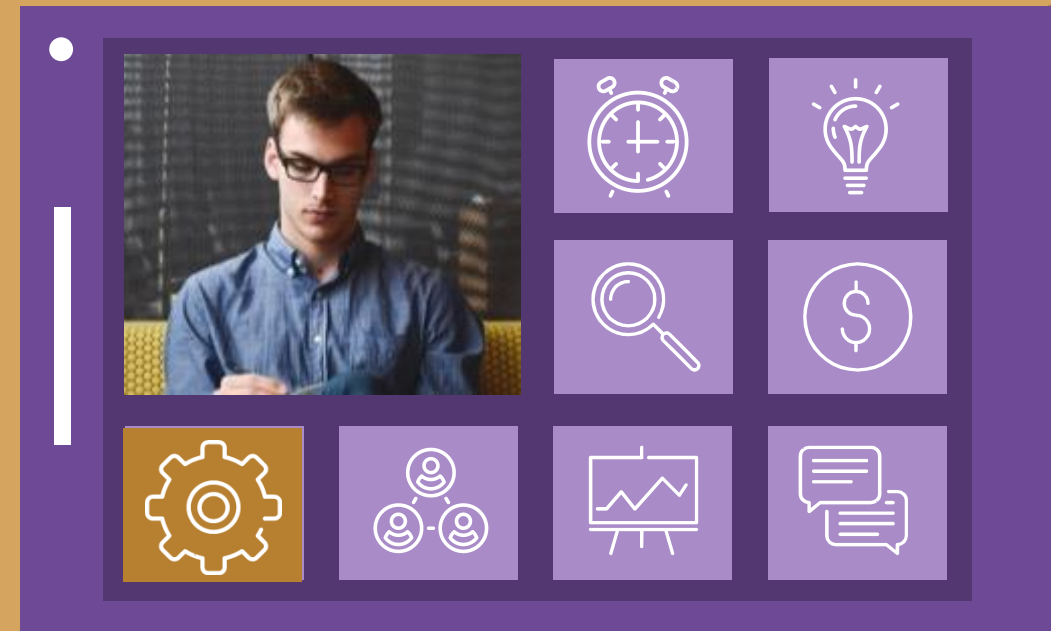
Building a solution from scratch will obviously take longer than partnering with an existing white label solution. Through a partnership, you can get to market faster and provide your customers with a solution it needs.



The Beauty of White Label

Stay Innovative

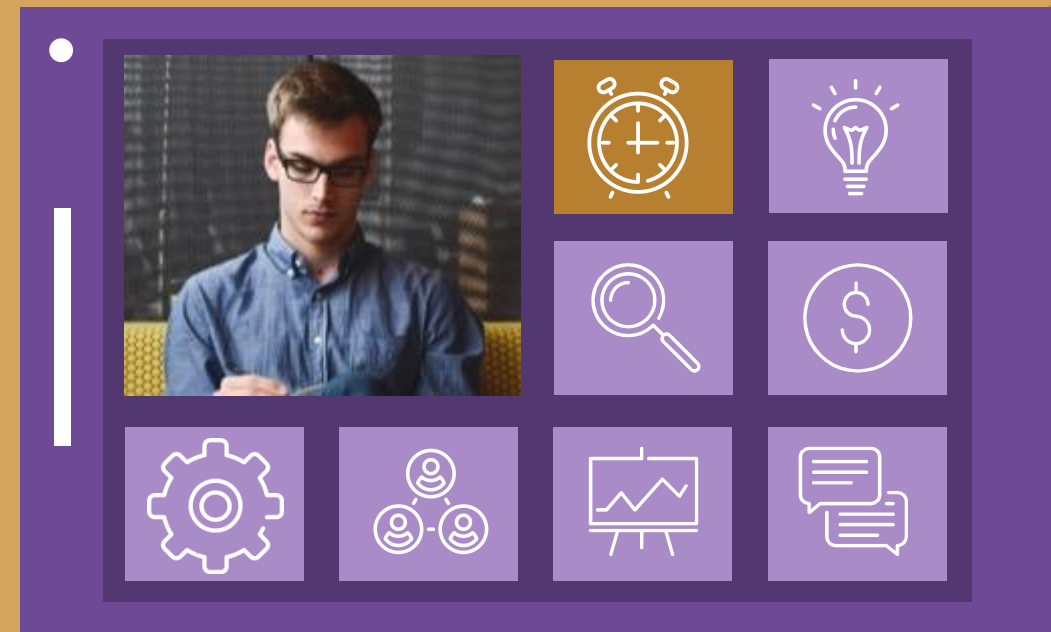
Backup solution is crucial to your technology platform and having Ahsay as your white label backup solution is a great way to keep this part of your solution fresh and innovative. We will provide continuous updates of the solution with the most market demand features available.



The Beauty of White Label

Ready Made Tools

Rather than going through the hard way of launching your own product, you can use an already made product with your name attached. You get the full package which includes customizable layout of your website, a powerful administration system, payment handling enablement, marketing tools, and lots more.

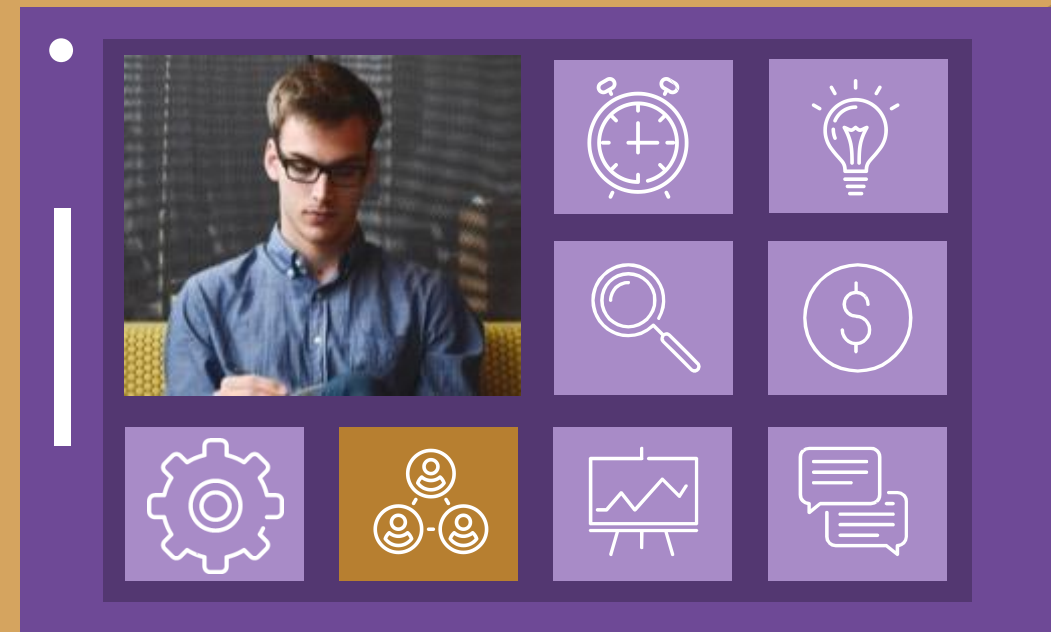


The Beauty of White Label

Simple Setup Process

If something goes wrong with a product or a client complains, if there is a problem with the platform, you get access to our support. It's like having a team of engineers on standby for you. You may even join our ServeMeFirst Service to get immediate access to technical support and ensure a smooth implementation.

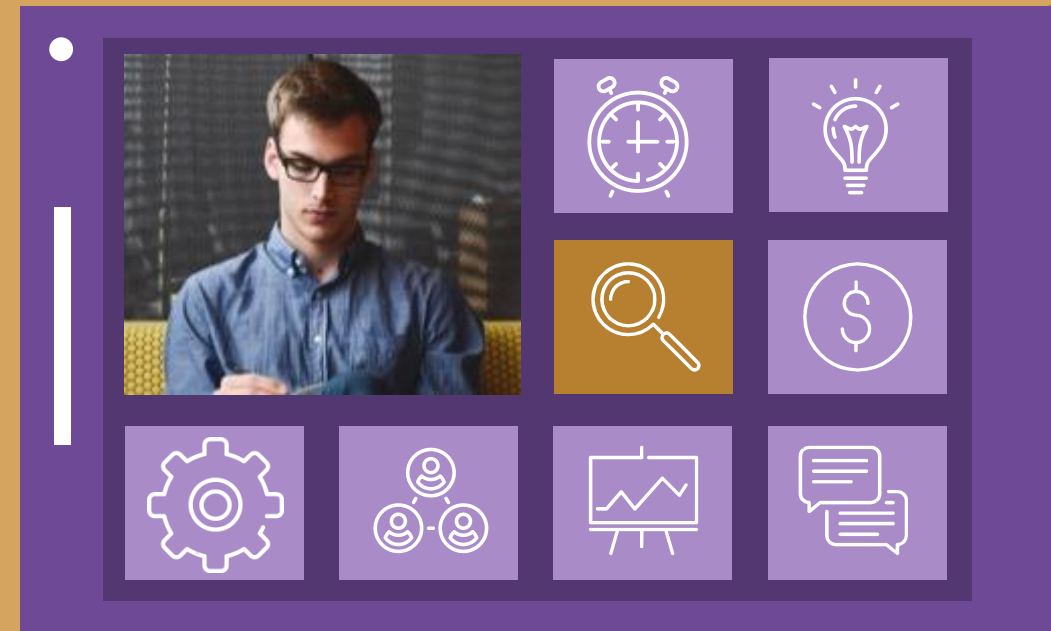
We have everything you need to get started right away. Ahsay has a great white label support team to help you learn about the platform, and we provide resources including setup, debugging, marketing tools, and more. We will do the optimizations on the back-end – you just need to handle your business, and sell it!



The Beauty of White Label

Your Own Branding

When you are using a white-labeled service, you will also be able to put your own brand name on it, and market it how you want. White labeling boosts the visibility of your brand.

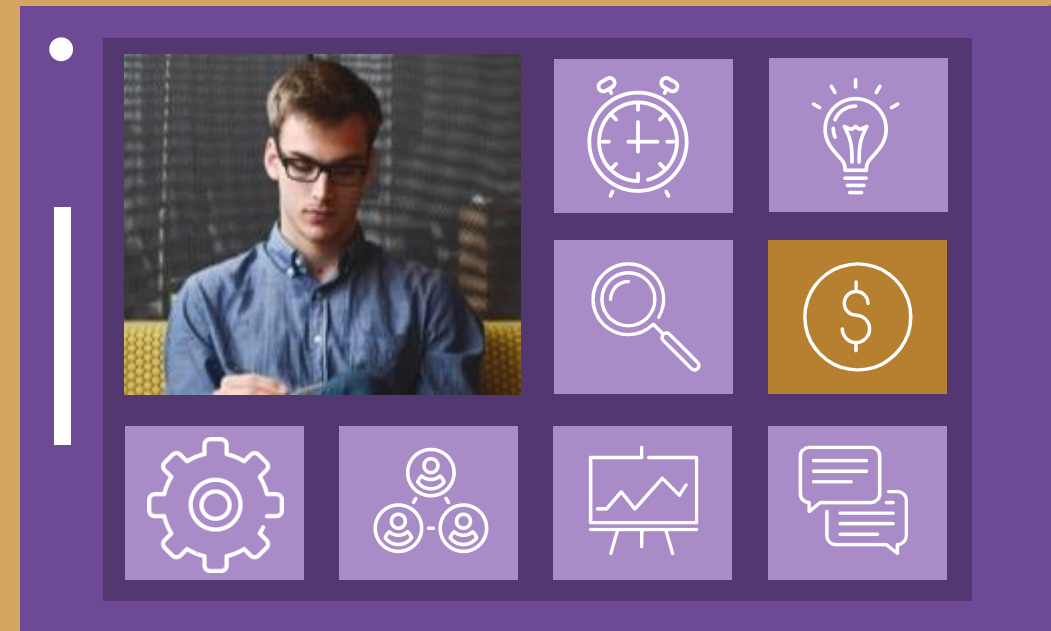


The Beauty of White Label

Your Own Profit

You set your own fees, there are no limits. The profits are yours, and you get the recurring profits from customers who use the platform. Since you are in charge of supporting end-customers, you can make your own terms and charge as much as you want for support.

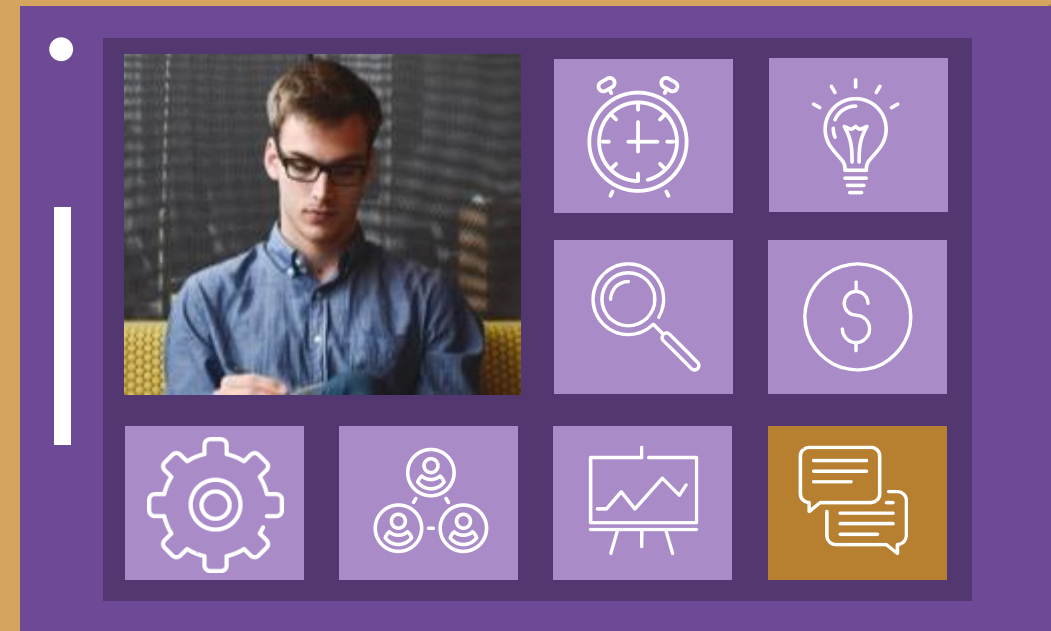
You can offer more to your customers than your competitors, quicker.



The Beauty of White Label

Strengthen the Loyalty

The Ahsay backup solutions that you're white labeling and adding to your offering are highly dependable and satisfactory. Every time a client uses your white labeled product and sees your name attached, they will associate it with convenience and quality and their loyalty to your brand will increase.



Step by Step – White Label Ahsay Backup Solution

Getting Start



The image displays the AhsayCBS web console interface. At the top, there is a header with the AhsayCBS logo and the 'air drive CONTROL CENTRE' branding. Below the header, the main dashboard is organized into several sections:

- Monitoring:** Includes Dashboard, Live Activities, Administration Logs, Backup / Restore Logs, Replication Logs, and Redirection Logs.
- Backup / Restore:** Includes Basic, Users, Groups & Policies, Sending Data, and Accepting Data.
- Replication:** Includes Sending Data and Accepting Data.
- Redirection:** Includes Joining Redirectors and Hosting a Redirector.
- System Settings:** Includes Basic, Advanced, and License.

A yellow callout bubble highlights the 'Basic' option under 'System Settings', with a hand cursor pointing to it. A yellow speech bubble at the bottom right contains the text: "With AhsayCBS version 7, you can rebrand and customize Ahsay Backup Software easily within a running AhsayCBS web console." Two cartoon characters are shown at the bottom right of the interface.

Step by Step – White Label Ahsay Backup Solution

Step 1



The image shows two screenshots of the AhsayCBS web interface. The left screenshot shows the 'Administrative Access' tab with a yellow circle highlighting the 'Administrative Access' tab and a hand cursor pointing to it. The right screenshot shows the 'Manage System User' page with a yellow circle highlighting the 'system' user in a list, and a hand cursor pointing to it. A yellow arrow points from the first screenshot to the second. A yellow speech bubble with the number '1' contains the instruction: 'Go to AhsayCBS > System Settings > Basic > Administrative Access and select a system administrator, e.g. "system".'

1

Go to AhsayCBS > System Settings > Basic > Administrative Access and select a system administrator, e.g. "system".

Step by Step – White Label Ahsay Backup Solution

Step 2



Profile

- Backup User Settings
- Rebrand Web Console
- Rebrand Clients

Profile

Name

Word

App Password

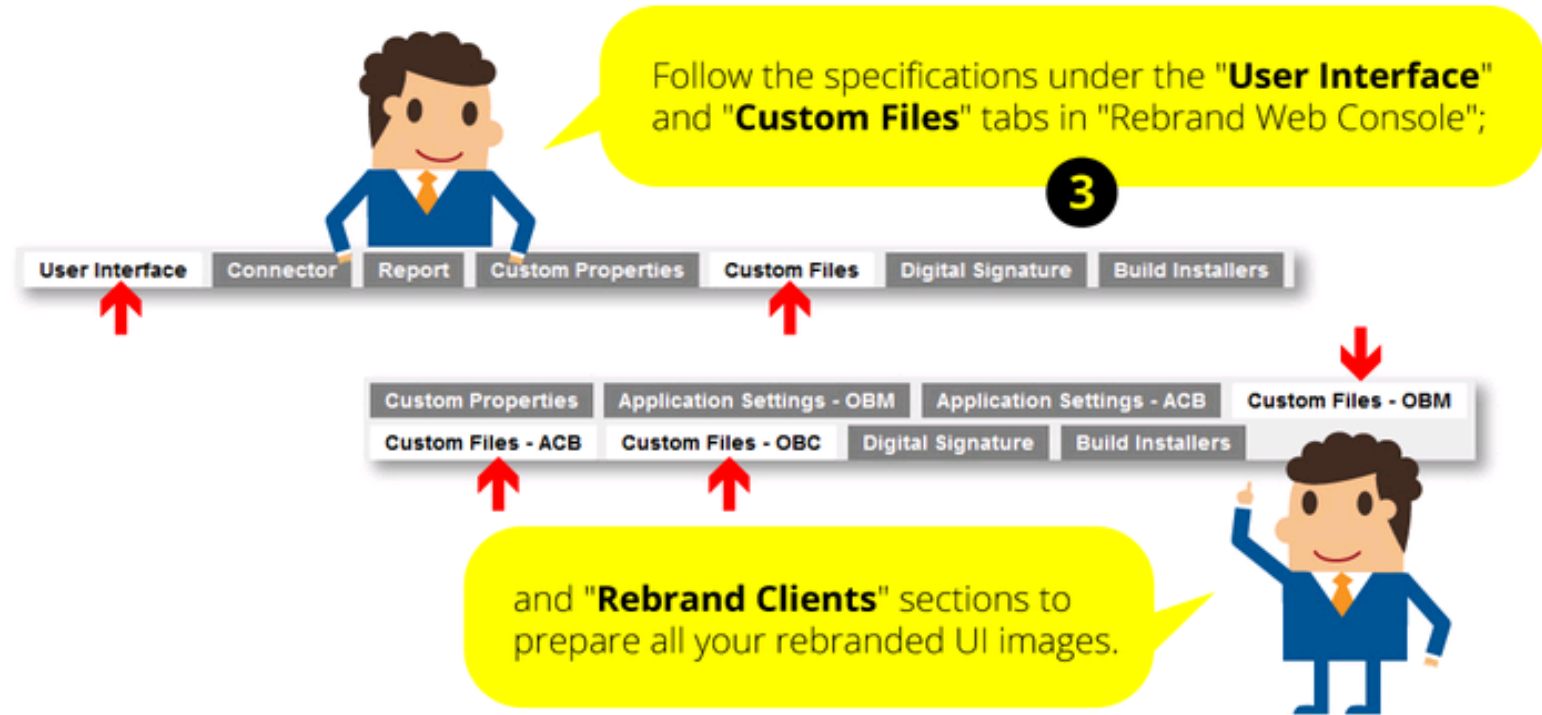
Admin

2

Under the system administrator profile, there are two rebranding options. "**Rebrand Web Console**" is for rebranding AhsayCBS, whereas "**Rebrand Clients**" is for rebranding AhsayOBM and AhsayACB client applications.

Step by Step – White Label Ahsay Backup Solution

Step 3



Step by Step – White Label Ahsay Backup Solution

Step 4



4

Upload your rebranded UI images to the corresponding image fields under the "User Interface" and "Custom Files" tabs.



Profile

Backup User Settings

Rebrand Web Console

Rebrand Clients

User Interface

Control

Report

Custom Properties

Custom Files

Digital Signature

Build Installers

User Interface

Title

airDrive

Product Name

airDrive

User Interface logo (ico_40_cbs_logo.png - 200 x 72 px)

 (Uploaded at 10:03AM, 11-04-2016, Size: 5k)

Browse... No file selected.

Report logo (default.large.gif - 129 x 40 px)

 (Uploaded at 10:03AM, 11-04-2016, Size: 5k)

Browse... No file selected.

airDrive CC logo (ico_24_cbs.png - 24 x 24 px)

 (Uploaded at 10:03AM, 11-04-2016, Size: 5k)

Browse... No file selected.

airDrive BM logo (ico_05_cbs.png - 24 x 24 px)

 (Uploaded at 10:03AM, 11-04-2016, Size: 5k)

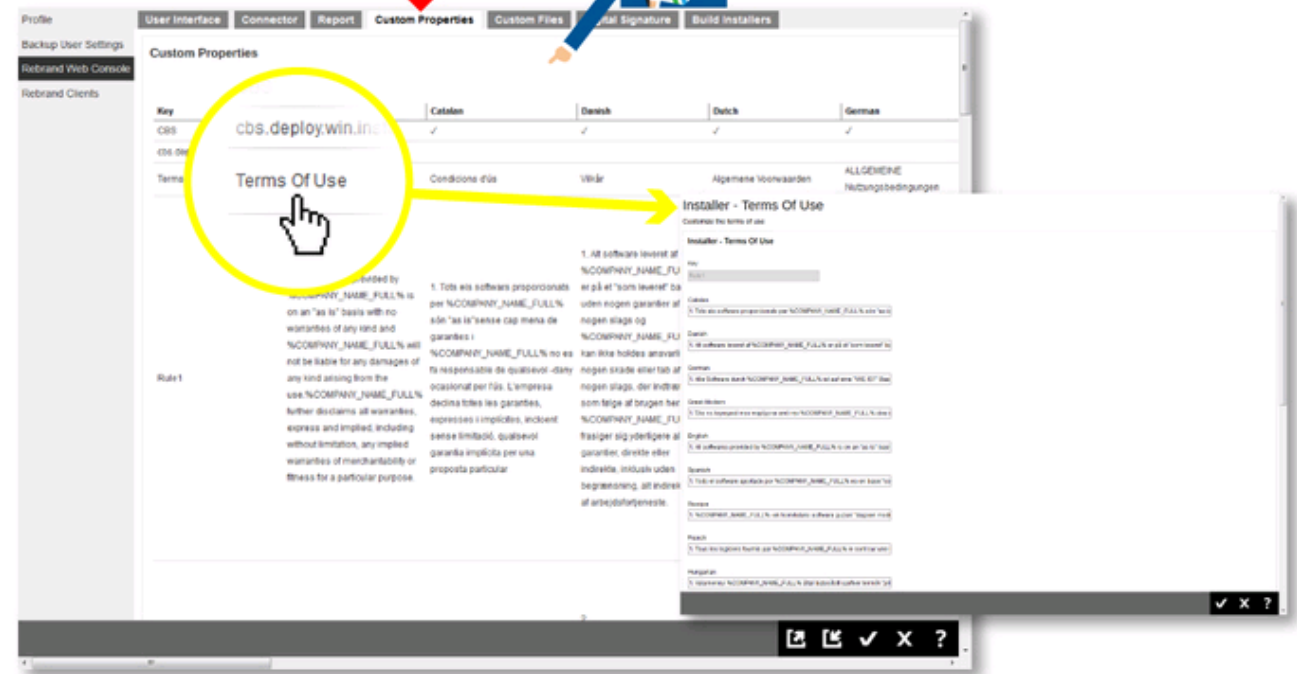
Browse... No file selected.

AHSAY™ Ahsay Backup

Step by Step – White Label Ahsay Backup Solution

5

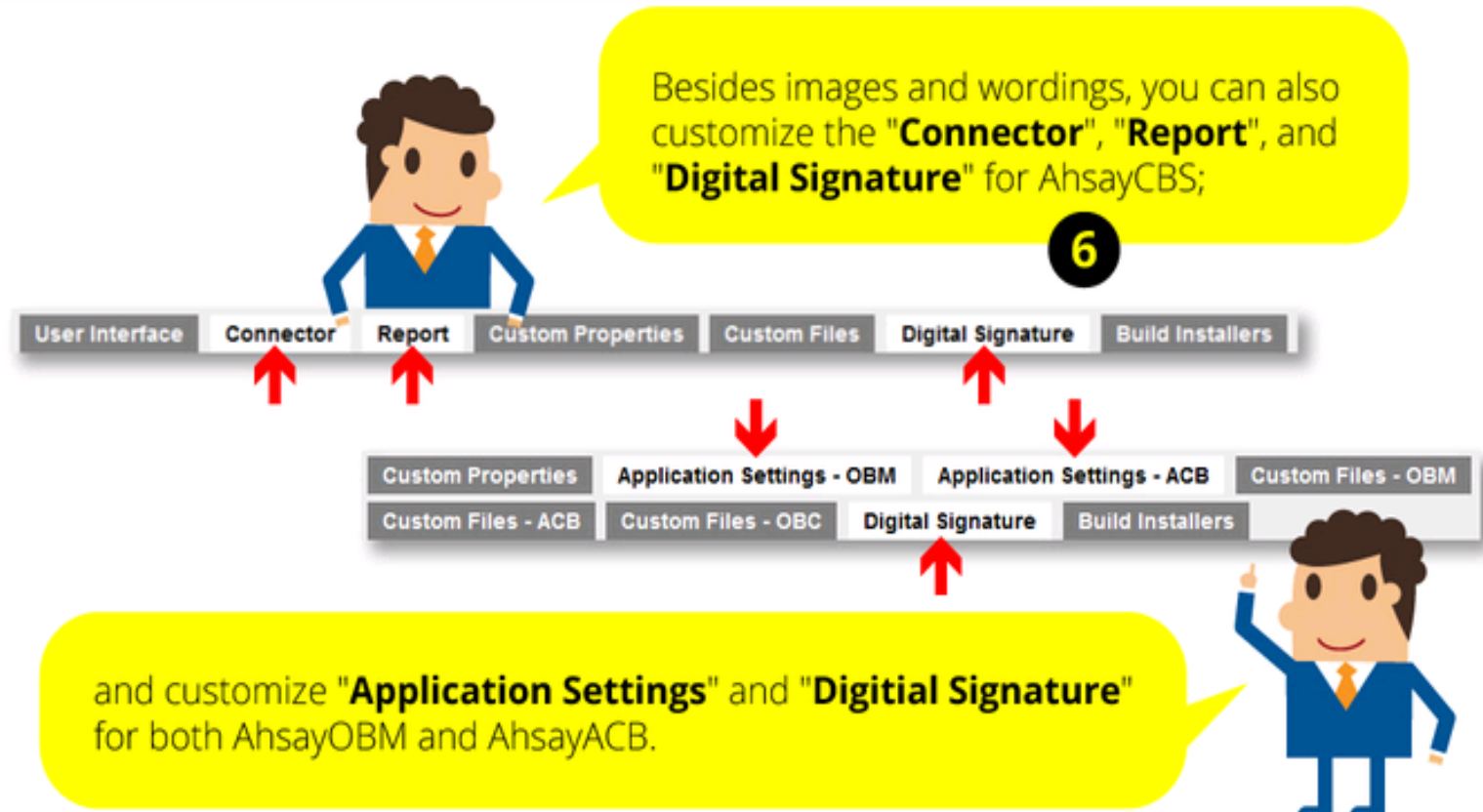
Customize the wordings shown in the user interface of AhsayCBS, AhsayOBM and AhsayACB under the "Custom Properties" tab.



Step 5



Step by Step – White Label Ahsay Backup Solution

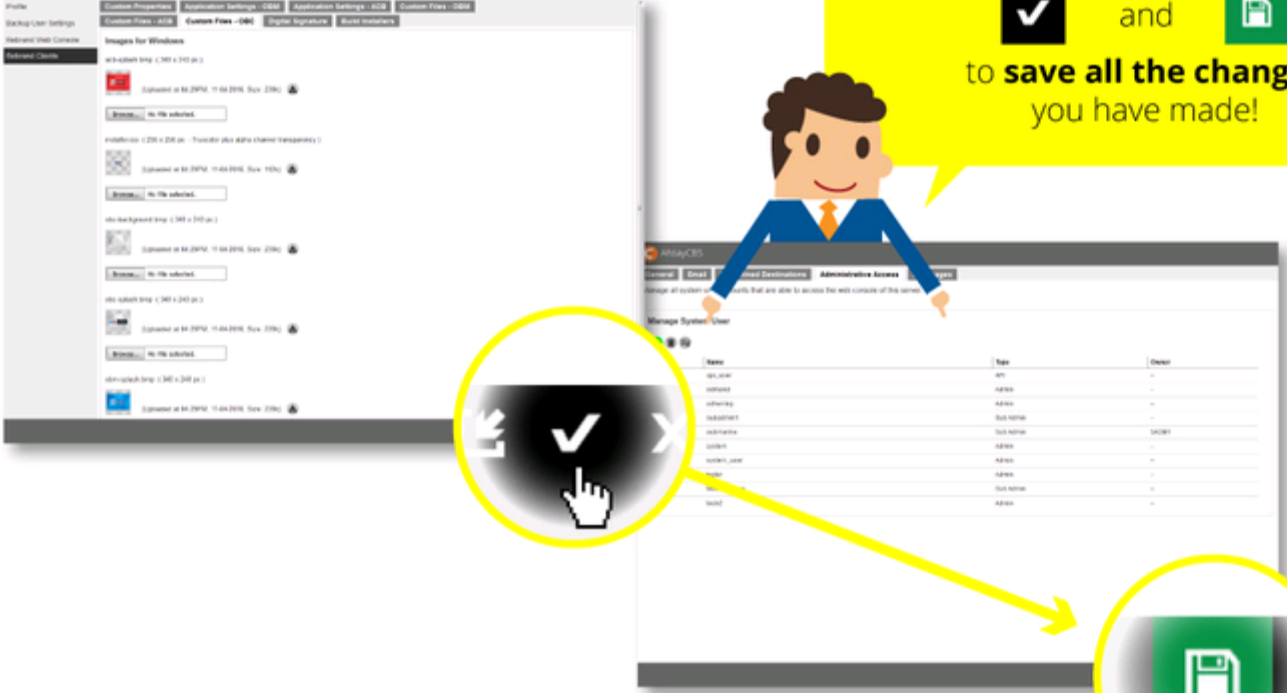
Step 6



Step by Step – White Label Ahsay Backup Solution

Step 7

7 When all of the above have been completed, make sure you have clicked  and  to **save all the changes** you have made!



The screenshot shows the Ahsay Backup software interface. The top window displays backup settings for various drives (e.g., C:\, D:\, E:\) with columns for Name, Size, and Date. The bottom window shows the 'Administrative Access' tab with a table of users and their permissions.

Name	Role	Owner
sys_admin	Admin	...
admin	Admin	...
webadmin	Admin	...
administrator	Sub Admin	...
adminstrator	Sub Admin	SECRET
admin	Admin	...
admin_user	Admin	...
admin	Sub Admin	...
admin	Admin	...

Diagrammatic elements: A yellow speech bubble contains the number 7 and the instruction. A yellow circle highlights a checkmark icon with a hand cursor. A yellow arrow points from this circle to another yellow circle highlighting a save icon with a hand cursor.

Step by Step – White Label Ahsay Backup Solution

Step 8



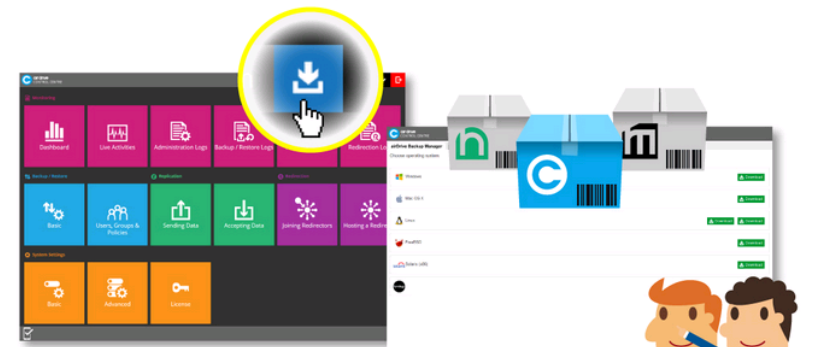
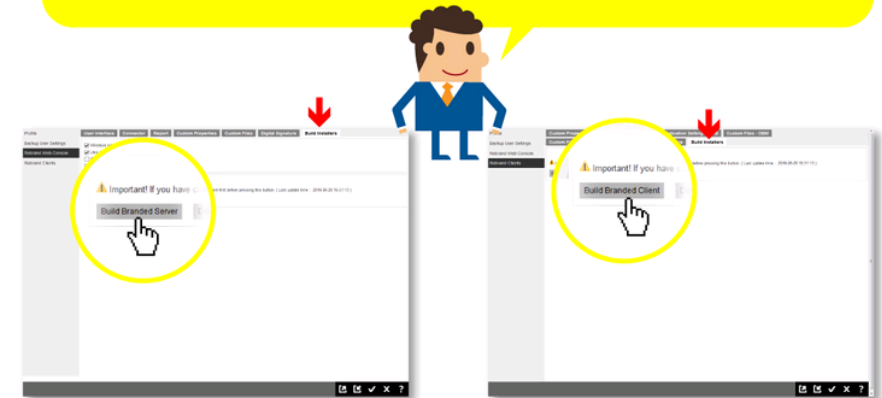
After saving the settings, your AhsayCBS' branding will take effect immediately.

Step by Step – White Label Ahsay Backup Solution

Step 9

9

You can then build your branded installers of AhsayCBS, AhsayOBM, and AhsayACB in the "Build Installers" tab of "Rebrand Web Console" and "Rebrand Clients" sections.



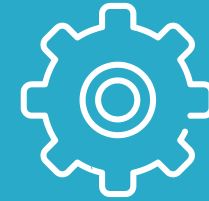
When building process is completed, you can download your branded installers by clicking

! You can only rebrand the software with a Paid AhsayCBS License and with Rebranding Option purchased. No rebranding can be done with a Trial License.

Hassle Free On-boarding Support



Ahsay professional customer support team is dedicated to help you solve any problems encountered through selected support service level.



AhsayCBS Installation and Configuration

Ahsay's professional customer service team will help you remotely install and configure AhsayCBS application on your Windows / Linux server hardware.



AhsayUp Upgrade Service

As we have been regularly helping hundreds of partners performing version upgrades, our experience can definitely ensure smooth and effortless upgrade to avoid you from running into all sorts of tricky scenarios because of potential problems in your configuration.

In Conclusion

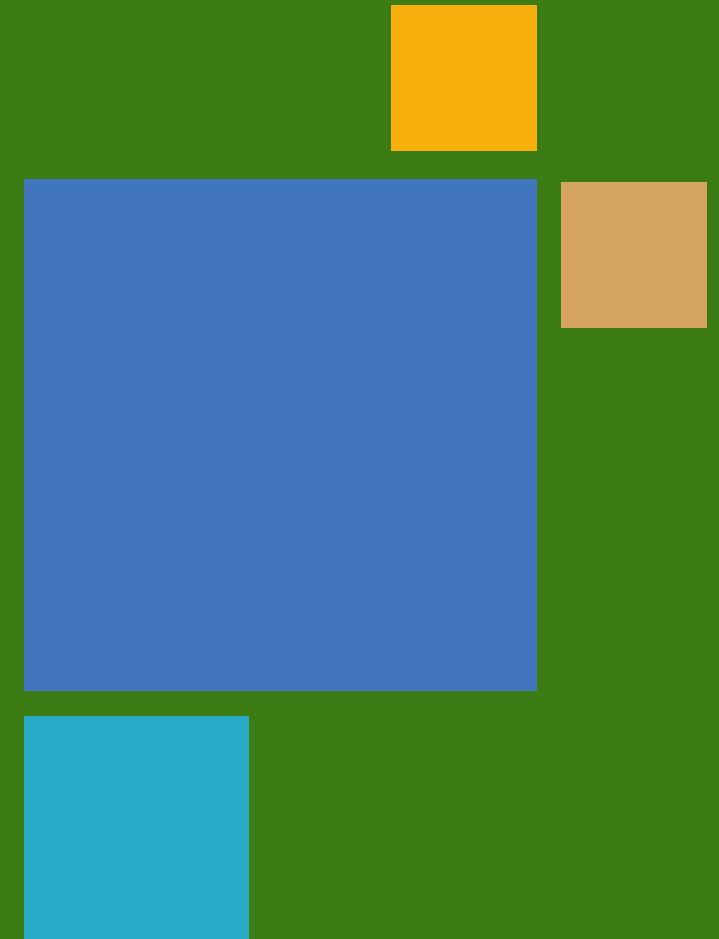
Allow you to get to market faster

Get more sales margins

Build & maintain brand loyalty on your hand

Save up technology investment

Stay focused on business development



We take care of all technology/support/market ready tasks



Relax & Have a
Coffee



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