The Hexadimensional

Virtual SMS Gateway System

Reseller Guide

Document version 5.5

hexadimensional

Table of Contents

hexadimensi nal

Introduction

The Hexadimensional SMS Site helps you harness the power of SMS for your organization's communications requirements.

While the site includes a large number of features related to messaging and list management, it also includes a comprehensive Reseller system.

This document details the features of the Reseller system, and is targetted at Resellers who wish to resell the SMS services to their customers, by white-labelling the service.

Being a Reseller

Being a reseller allows you to provide the same set of SMS services to your customers, while profiting from the margins on each SMS sent.

The benefits of being a Reseller are:

- White-label (rebrand) the web site to your own domain name, looks, logos and graphics.
- Acquire customers to your reseller site, and build loyalty to your own brand.
- Create and manage accounts, credits and messaging rates of your customers.
- Allocate accounts to sub-resellers as required.

Being a Reseller offers a host of benefits, namely:

- Market SMS services through your own brand, thus retaining customers through brand loyalty.
- Very little technical knowledge is required for a reseller to maintain the service.
- No startup costs, server/hosting costs or purchase license fees.
- Flexibility to provide different prices to different customers.
- Built-in Billing and Credit Card Integration.

Steps to become a Reseller

- Sign up for an account at hexadimensional.net (You may already have completed this step)

- Acquire a Sendername for your account. (You may already have completed this step)

- Topup your account with credits. (You may already have completed this step)

- Acquire a domain name from any domain name reseller.

- Enable the rebranding settings on your account.

- Specify any free test credits that you would like to provide to new subaccounts who sign up.

- Point your domain to the site.

- Rebrand your account with your logos and graphics by customizing your Template.

- Upload web pages for the login page and pricing, etc.

- Setup default price markups for new subaccounts.

Optional steps

The below steps, while optional, will enhance the value of your site.

- Setup your online support chat.

- Setup your Credit Card Merchant settings.

- Alter the template texts of notification emails and SMSs.

The above steps are detailed in later chapters of this guide.

hexadimensional

Sign up for an account

Reseller accounts are no different from an ordinary account, except for the rebranding steps.

Details of Signing Up for a new account are detailed in the **Users Guide**.

Acquire a Sendername

Acquiring a sendername is an important step in the rebranding process, since you need to allow one of your sendernames to be used by subaccounts. This process allows your subaccounts to test the messaging functionality right after signup, without waiting for the sendername approval process.

Acquiring a sendername is detailed in the **Users Guide**.

Note that a sendername that belongs to your parent account cannot be used by your subaccounts.

Topup your account with credits

The rebranding process may involve an extra charge, which will be deducted for the current month from the credits in your account. Ensure that you have sufficient credits before beginning the rebranding steps.

The charges will be displayed on the site during the rebranding process.

If the rebranding is cancelled, any monthly fees paid for that month are refunded, pro-rata. Signup fees are not refunded.

Acquire a domain name

A Domain Name is basically an Internet Address by which people reach your website. When someone types the URL of your domain name into a web browser, your web-site's pages will be shown, starting with home page. Behind the scenes, the domain name is actually pointing to the address of a server, ie, an IP Address.

You will have to acquire a domain name to commence rebranding. Alternatively, a sub-domain of one of your existing domains will also suffice, for example, websms.yourcompany.com . An annual fee is to be paid to the domain-hosting company for the domain-name.

Note that the domain name is not restricted to being a '.com', ie, you can use any Top-Level-Domain for your domain name, for example '.co.uk', '.info', '.biz', '.org' or any specific to your country.

You can acquire a domain name from any domain name Registrar. Popular Registrars include GoDaddy.com, UKReg.co.uk, eNom.com and NetworkSolutions.com. Some country-specific Top-Level-

Domains may be available from specific Registrars in those countries only.

As mentioned earlier, a domain name actually points to an IP Address. It should be setup to point to the Cname record "smsgw.hexadimensional.net" in order for you to start the rebranding of your web-site. Also note that any changes to the settings of your domain would require from a typical time period of 1 day until up-to 4 days.

Enable the Rebranding Settings

To enable rebranding:

- Login to your account on the site. Your login should be the administrator for the account.
- Navigate to My Account - Rebrand Account - Edit.
- Enter the details in the boxes provided as per the screen shot below.

Rebranded Domain Name

The first field will be your domain name that you have acquired to associate it with your rebranding.

Rebranded Company Name

Here you enter the name of your organization. It will be used on web pages and other communication with your subaccounts.

Contact Details

Here is where you enter the contact details of your company (Reseller Contact details). It will be displayed on your website's Contact Us section.

Sender Name for Sub Accounts

This can be set to any sender name you own. It will be used by your SubAccounts for their campaigns, until they acquire their own sendernames. It is typically your company name, or an independent name.

Sender Name for Auto-Notification messages

This is used for automatically sending messages to SubAccounts, for example, the Password notification on signup. It should typically be your company name or website name.

Setup free test credits

The 'Sub Account Signup Free Credits' are the credits that will be transferred from your account to that of a newly signed up SubAccount. This is typically used as a promotional incentive to allow the SubAccounts to test his messaging functionality.

Note:

The domain name entered must match your domain name exactly.

The 'www' prefix should not be entered. Your site will still be accessible with or without the 'www' prefix.

The Rebranded Company Name and Contact Details will be displayed to SubAccounts and other visitors to your site.

The amount entered into Sub Account Signup Free Credits will be provided to each new subaccount. For example, if 5 subaccounts sign up, you will be charged 5 times of the entered value.

The Sub Account Signup Free Credits can be entered as '0' if you do not wish to provide any free credits.

The free credits are not allocated to SubAccounts you create manually through the Aggregator pages.

Rebrand your account with your graphics

The site's visuals can be rebranded by uploading graphics, and setting up your colors.

Navigate to the My Account - Rebrand Account - Customize your Template.

This page contains the following sections:

Rebranded Colors

In this section you are provided with the flexibility of choosing the colors for various items on your website such as colors for links, page title, table etc.

Predefined themes are available by clicking on the Themes button.

You can alter Individual colors through the 'Edit Colors' link, which allows you to either enter HTML color codes for the various elements, or choose a color visually by clicking on the Choose Color link.

Note that default colors will be used for colors that are not specified.

Rebranded Images

The following images will be displayed at various points in your template:

Top Bar Image:

This image is displayed at the very top of each web page. Its width must be 820 pixels, but its height can be customized. This image will typically contain your logo and any other image.

Left Menu Bar Image:

This image is displayed at the left end of each web page, with the menu superimposed on top of it. Its width must be 150 pixels, but its height can be customized.

Shadow images:

The shadow images will be displayed at the edge of the page area. They are typically used to implement a shadow effect between the page and the background of the browser area. All shadow images are optional, and if left blank, will be filled by the Page Background Color.

hexadimensional

Note:

Only jpeg and gif images are supported.

The links superimposed on top of the Menu Bar image are not guaranteed to be at exact positions, due to differences between browsers. Hence, its preferable that you not place any elements on the image that have to perfectly align with the menu items.

The top edge of the Left Menu Bar will touch and align with the bottom left of the Top Bar Image. This allows you to create designs that seamlessly flow from the top to the left.

Rebranded Image Size

In this section you will have to enter the sizes of the images that you have uploaded. Note that entering an invalid size may make the browser either stretch the image, or repeat the image, thereby ruining the look intended.

Upload Web Pages

Other web pages need to be uploaded to customize your template. These pages can be uploaded using the *File Explorer* within the *Rebrand Account* section.

The following files need to be uploaded:

- login.htm

  This page is displayed within an IFrame in the login page of your rebranded site.

- tariff.htm

  This page is linked to by the 'Tariffs' link on the login page. Use it to give a brief information about your pricing.

- faq.htm

  This page is linked to by the 'FAQ' link on the login page.

- clsms.htm

  This page is linked to by the 'View Coverage List' link on the login page.

- legal.htm

  This page is displayed within an IFrame to SubAccounts signing up under your account, using the Sign Up link on the login page.

hexadimensional

Note:

The names of the html files uploaded should exactly match the above names, including extensions as well as case.

All files are compulsory. Any files not uploaded will result in a 404 error displayed to the user.

While only html files are specified above, there is no restriction on the formats of content embedded within them. For example, a Shockwave Flash applet can be embedded into the html file. The referenced .swf can be uploaded separately using the File Explorer.

You can upload html files with names other than the ones specified above. They will be accessible only through links from the earlier-mentioned pages.

Setup your online support chat

The system is pre-integrated with the OLark online support chat system. Through this, visitors will find a chat box on your site, through which they can contact you directly over instant chat.

To enable this support chat, goto www.olark.com and signup for a free account. The ID number of your account generated by OLark should be entered into the box provided in the My Account - Rebrand Account - Instant Chat Settings.

For more information about setting up your chat client, please visit www.olark.com/features

Setup your Credit Card Merchant settings

The system already accepts payment cards. To enable your rebranded site to accept cards, navigate to My Account - Card Merchant Settings. Here you can tick the box to enable it. Note that any transaction fees charged by the Card Processor will be deducted from your account, hence it is recommended that you set a limit for card transactions and perform larger transactions over cash.

Should you wish to use a different Card Processor, or use your own Merchant account, contact support.

Alter the notification template texts

The system automatically generates email and SMS notifications on various events, for example, on a visitor signing up on your site. You can customize these texts to your own style through the My Account - Rebrand Account - Manage Notification Templates section.

Creating a SubAccount

1. Go to the **Aggregator** under **Reseller Settings** .

2. Cick the Add SubAccount button Add SubAccount

3. Fill the fields on the page

Note:

A *username* is optional only when the *Allow this user to login through Facebook* check box is ticked.

Managing SubAccounts

In the **Aggregator** page you manage your **SubAccount** by clicking on the icons in the table.

An example of the table is shown below:

Select

The select icon takes you to a page displaying the details of a **SubAccount**:

These are the settings you can edit on this page:

- Convert to a live account option converts this test SubAccount to a live SubAccount.

- Edit the customer address details and customer country by clicking the edit button on the bottom of the page.

Note:

All created SubAccounts are initially test accounts.

Once converted to live you can not remove credits or delete the account. This is for the SubAccount's protection.

Test SubAccounts are used for testing purposes and there will be a warning displayed on the home page of the client when he logs in to his SubAccount if it is in test mode.

In all cases the SubAccount can send messages with their credits whether if it's a test or live SubAccount.

Once converted to a Live Account you can not convert the SubAccount back to a Test SubAccount.

Transactions

This icon once clicked displays a page showing the credit transactions made to and from the SubAccount.

Credits

By clicking the credits icon it displays a page where you can add or deduct credits to a SubAccount.

Note:

Deducting amounts from a SubAccount will only be available if the SubAccount is a test account.

hexadimensional

Markups & Slabs

By clicking the markups icon you will be directed to a page to add your own markups.

A markup is the margin of profit you wish to apply on top of your purchase price when reselling to a particular customer.

A slab is a discounted increase in price that you give your customers after sending a certain amount of messages that you define.

All prices are linked to your tariffs. Refer to the user guide manual for the explanation of Tariffs.

The process of markups and slabs are going to be explained in detail below:

For example if you have tariffs with these prices:

No Of Msgs	Rate (GBP)
>= 1	0.0565 GBP
>= 5000	0.0550 GBP
>= 10000	0.0534 GBP
>= 25000	0.0526 GBP
>= 50000	0.0518 GBP
>= 100000	0.0510 GBP

If you add your markups price of 0.01 GBP, the tariffs of your SubAccounts will display:

Markup **Primary Markup** (Edit)

No Of Msgs	Rate (GBP)	
>= 1	0.0100 GBP	

Add Slab

As you can see here your price has been added to the current tariffs and they will be the tariffs of the SubAccount.

No Of Msgs	Rate (GBP)
>= 1	0.0665 GBP
>= 5000	0.0650 GBP
>= 10000	0.0634 GBP
>= 25000	0.0626 GBP
>= 50000	0.0618 GBP
>= 100000	0.0610 GBP

hexadimensional

Your Markups can be Slabs - it is considered to be a discounted price after a certain amount of messaging that your clients SubAccount has sent.

For example you want to give your SubAccount a discounted price of 0.009 GBP slab price after your SubAccount has sent 5000 or more messages.

As you can see the tariffs of the client has been changed slightly to take only 0.09 GBP increased in profit markups instead of 0.01 GBP after 5000 messages.

Note:

Refer to the user guide manual under the tariffs heading to view the details of how the 30 days volume of messages is calculated according to the Slabs.

The Markups and Slab also apply to the Numerator in the same way that is explained above to the tariffs.

Profit Calculation Example without Markups/Slabs

Usually you gain profit by adding Markups and Slabs. You will still generate profit without adding them by the accumulation of sent messages of multiple SubAccounts (Clients).

For example if you have a multiple of 20 SubAccounts (Clients). Each of these clients have sent messages equal to 4,000 messages in the past 30 days. The total messages of all SubAccounts (Clients) will equal to 20 x 4,000 = 80,000 messages.

Now consider the image below of the tariffs rates:

No Of Msgs	Rate (GBP)
>= 1	0.0565 GBP
>= 5000	0.0550 GBP
>= 10000	0.0534 GBP
>= 25000	0.0526 GBP
>= 50000	0.0518 GBP
>= 100000	0.0510 GBP

Each SubAccount (Client) pays 0.0565 GBP per message but since you are the parent account holder, technically you are paying only 0.0518 GBP per message sent. The total messages of 80,000 falls in the category of (>=50,000) within the tariffs table.

To do an accurate financial calculation of the situation:

- 4,000 x 0.0565 = 226 GBP per SubAccount (Client)

- 226 x 20 = 4,520 GBP is the total amount received from SubAccounts (Clients) for purchasing messages.

- 80,000 x 0.0518 = 4,144 GBP is the actual amount used to send the volume of messages of all of your SubAccounts (Clients) within the past 30 days.

- 4,520 – 4,144 = 376 GBP is your profit within the past 30 days.

hexadimensional