



Ribbon Connect

Customer White Labelling

<Account Name>

Version	
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Ribbon Connect – Direct Routing as a Service



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Version History

Date	Version	Change Details	Updated By
10 th Dec 2020	0.1	Initial Draft for Review	Ian Walling
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1. Introduction

The Ribbon Connect Direct Routing as a Service comprises a telephony component and an administrative portal. The integration with Microsoft and with the customer's PBX makes use of brand and customer domain names. These are visible to the customer both as DNS records they must publish and in configuration within Office 365 portal and PowerShell.

There are two elements of branding within a full white labelling solution within Ribbon Connect DRaaS:

1. Telephony. This includes the following elements:
 - a. Domain name used in DNS records that customers must publish
 - b. Domain name used in Office 365 configuration
 - c. Service name used in Office 365 configuration and Portal

2. Portal. This includes the following elements:
 - a. Partner URL for the Ribbon Connect portal
 - b. Logo within the Ribbon Connect portal
 - c. Transactional email sender address and name
 - d. Link to Partner support and commerce site from the Ribbon Connect portal
 - e. Microsoft Authentication window logo and app name
 - f. Custom PBX and Trunk templates
 - g. Option to restrict customer access to only Partner-approved templates

2. Telephony Branding

This domain name must be one you can fully delegate to the Ribbon Connect DNS servers. Usually, it will not be used for anything else, although we can add in a small number of CNAME entries if you wish to have 'www' and 'support' point somewhere.

Title	Comments	Partner to Complete
Brand Domain Name	Equivalent of rbbnconnect.com Can be a top-level domain or can be a subdomain	
Service Name	Can include spaces	
Service Short Name	Cannot include spaces	
Optional	List of A, CNAME or MX records you wish us to publish within this domain. Provide FQDN, and CNAME Value	

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2.1 DNS Delegation

DNS hosting for the Brand Domain Name specified in **Error! Reference source not found.** must be delegated to the Microsoft Azure DNS servers on the Ribbon Connect account. This comprises four NS records, which will be provided once the brand implementation commences.

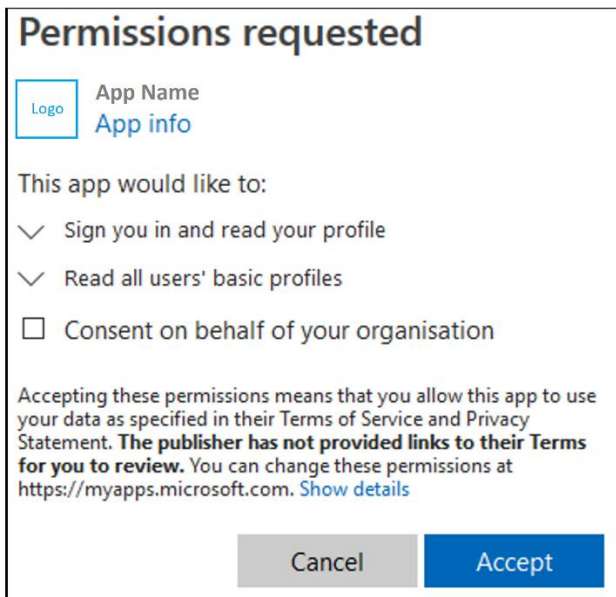
3. Portal Branding

3.1 Portal Visuals

The portal URL must be an entry within the domain name delegated in **Error! Reference source not found.** E.g. if the domain name is 'adomain.com' then the portal URL could be 'admin.adomain.com' or 'portal.adomain.com' or any other name ending in '.adomain.com'.

The portal will be secured with an SSL certificate acquired from Let's Encrypt.

Access to the portal is via Azure Active Directory, and the name of the Azure Active Directory application is shown when the user initially consents to using their credentials with the app:



Title	Comments	Partner to Complete
Portal URL hostname	Equivalent of admin.rbbnconnect.com	
Logo (attach file)	Transparent background PNG file. Minimum size 600px x 300px	

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Logo Icon (attach file)	This will be used as a page shortcut icon and favicon. Transparent background PNG file, square cropped, minimum 64px x 64px	
Support Site Link	Option to display a help link at the top of the portal for your customers e.g. https://support.myorg.com/	
Commerce Site Link	Option to display a store link at the top of the portal for your customers e.g. https://store.myorg.com/	
Azure AD Application Name	<i>The App Name in the screenshot at 3.1</i>	
Azure App Terms & Conditions URL	This link is shown to the end user on the Azure AD consent screen	
Azure App Privacy Statement URL	This link is shown to the end user on the Azure AD consent screen	

3.2 Transactional Emails

Access to the portal is granted by means of an email invitation. The content of the email is not customisable; however, the email sender name and address must be specified.

Title	Comments	Partner to Complete
Email from Name	e.g. 'RibbonConnect'	
Email from Address	e.g. 'noreply@rbbnconnect.com'	

The email address must use the domain name delegated in **Error! Reference source not found.**, so only the user part can be customized.

3.3 PBX & Trunk Template Restriction

The portal can show PBX and Trunk templates specific to your brand. The screenshot in Figure 1 shows all available PBX options. For each you can choose if the field display value is *show*, *show locked* (e.g. as per Expiry in the screenshot) or *hide*. Default values can also be provided for all fields.

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Country * United Kingdom ▾	SIP Domain * <input type="text"/>
SIP Proxy <input type="text"/>	Expiry (seconds) 🔒 <input type="text"/>
Protocol * UDP ▾	Registration Enabled * Yes ▾
Encrypt Media * No ▾	Supports Refer * Yes ▾
Suppress Contact Data Param * No ▾	Suppress Contact Rewrite * No ▾

Figure 1 - All available PBX template options

Title	Comments	Partner to Complete
List of global PBX and Trunk templates to make available to customers	Specify “all” to use the global PBX template library or specify which of the global templates you wish to include.	
Details of any custom PBX or Trunk templates to create	If you have your own PBX then we can create a template that hides unnecessary fields and hard-wires any settings that are common across all customers. For each field specify the default value and the display type (show/show locked/hide)	
Allow custom PBX and Trunk configuration?	If “yes” then we will show the ‘custom’ PBX option	
Optional	List of A, CNAME or MX records you wish us to publish within this domain. Provide FQDN, and CNAME Value	

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3.4 Service Restriction

Title	Comments	Partner to Complete
List of services to show as available for new accounts (Trunk, PBX, Teams, Skype for Business Enterprise)	If the new brand only offers Teams integration the Skype for Business service options can be hidden from the portal	