White Label and Rebrand: How to Customize, White Label, and Rebrand Your Web and Mobile Applications

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Connect Emotionally, Assert Identity, Promote Awareness

Content and Environment Can be Rebranded
Content Rebranding Can Be Static…
Place Static Images and Logos for an Internal Audience

Image Visualizations

Cover Images
…or Dynamic
Use Dynamic Images and I18N for External Customers or Internal Teams
Personalization of Logos via HTML Tags

```html
<IMG src="https://www.modells.com/images/modells/en_us/global/globalnav/logo01.png" height=80 width=400>
```
Analytics
Product demonstration

Dynamic/Multitenant Rebranding
What You Can Rebrand in MicroStrategy

MicroStrategy Web
• Documentation in SDK to change style, logos, images, and more
  • Out of the box plugins
  • Web Customization Editor

MicroStrategy Mobile
• The MicroStrategy Mobile iOS and Android application can be white labelled:
  • Custom name, app icon and splash screen
  • Default configuration pointing to your infrastructure
  • Your enterprise push-notification certificates
  • SEE APP REBRANDING PRESENTATION – Tues 4:45 pm
• Dossier Mobile rebranding – coming soon!

MicroStrategy Dossier
• The Dossier home page can be rebranded via Web Customization Editor
• Emails can be rebranded

https://developer.microstrategy.com
Demo
Plugins, SDK

Using SDK Plugin to Change Icons

Before Customization:

After Customization:
Using WCE to make cosmetic changes to MicroStrategy Web
Plugins are Portable! Just Copy the Plugin Subfolders
Dossier Home Page
• Currently no support for creation of plugins via Eclipse. Can perform limited rebranding via manual creation of plugins.

Dossier Emails
• Customize emails that get sent out when Dossiers are shared or collaboration takes place
Summary

• MicroStrategy Web can be rebranded with the help of the SDK and the Web Customization Editor

• MicroStrategy Mobile can be rebranded with iOS/Android tools. The SDK contains detailed steps.

• MicroStrategy Dossier emails can be rebranded

• Support is very familiar with rebranding scenarios and can assist with issues.
Thank You!