



## Keepit Partner Whitepaper

### Keepit is Online Backup – Easy and Simple

Keepit.com is a unique, simple and easy online backup solution for securing important electronic files like photos, documents and emails automatically every day. The vision for Keepit.com is to become leader in digital insurance through simplicity and competitive price.

### Technical information

Keepit.com is a simple and award-winning online backup solution to secure your most important data from the accidental deletion of files to catastrophic data loss as a result from hardware failure, natural disaster like fire or flooding.

Keepit.com offers a unique online backup solution that is both highly secure and inexpensive. Built on a robust technology foundation provides both flexibility and scalability.

For more information, you can download our technical whitepaper here:

<http://keepit.com/documentation>

## Being a Keepit Partner

As a Keepit Partner you get the degree of integration and branding you wish. This means you can choose to simply use our client as it is, or get a fully branded white label backup client, using your logo and colors.

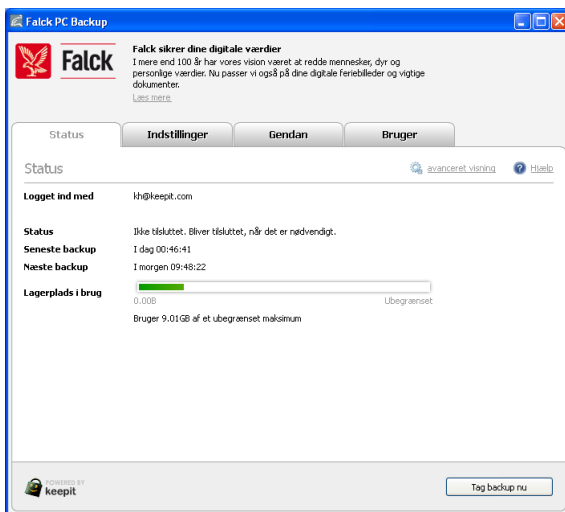
## White label support

The versatility of Keepit.com is very high and also allows for a private label version of the software. After supplying us with all the graphics, text, links etc, we need 1-2 weeks to build, test and release your white label solution for your testing. Depending on your choices regarding integration and communication, you could be up and running with your own online backup solution within 3 weeks.

## Application design

Keepits flexible GUI allows for various options and degrees of branding. Examples of whitelabelled clients:

Falck, Nordic alarm and security provider  
Solution: Topbanner with news item



MySecurityCenter, European software vendor  
Solution: Topbanner – no news item



## E-mail communication

### Best practice

Great communication is important in every customer relationship, and when it comes to a subscription business like online backup, it is crucial. Especially since we are selling an intangible product for emergency situations.

Great customer communication will keep your customers loyal and your business top-of-mind – and will help securing every customers business year after year.

So make sure that you are able to provide great customer communication – either through your own marketing tools or by using Keepit’s pre-defined white labeled mail flows.

#### Using your own marketing tools

If you all ready have an e-mail communication frame work, you are more than welcome to use this. We still ask you to go through our mail flows to have an idea about the types of e-mail communication, we consider ‘best practise’ based on years of experience.

Upon request, we will forward a copy of all our mail flows, if you want inspiration for the wording of your own communication.

#### Using Keepit mail flows

Keepit has an extensive mail flow engine to secure great customer communication. As a white label partner you can choose to let us be responsible for the e-mail communication to your customers. The e-mails will of course be white labeled with sender, logo and regards.

We have several editions of the mail flows depending on trials, GB-limited solutions or direct sales. However, they all have a common structure based on existing flows. We also have additional smaller flows like “Win back” or “Get new trial”.

Upon request, we will forward you the full text versions of all standard mails. If you wish to change the wording of the standard mails, we charge a service fee of €2,000 per language (all texts and links must be delivered in one package – price includes testing and corrections)

## Web and integration

The API is used to white label web features of the Keepit service. An extensive toolbox of commands and functions give you the ability to build your own controlpanel for your userbase – without having to implement any backend locally – Keepit will take care of everything! The Keepit API facilitates a wide range of functions and requests – all found in the API online documentation referred to in this section. Here you also find your options regarding the use of our license key-option.

#### Key Features

- createAccount – create a new user account via an API-request
- editAccount – update user information for a user
- upgradeSubscription – upgrade a user from one product to another
- renewSubscription – renews a subscription for a new/extended period
- getStatus – an overview on the user status for a specified user

## License keys

Keepit supports generation of activation keys (license keys). A license key is a token for a particular product for a specific period of time and for a specific number of end-computers. I.e. one activation key can contain one or more licenses to computers for the same product for a specified period of time.

Activation Keys can be requested through Keepit in batches for particular product configuration.

A future API access to activation keys generation will be integrated directly in the Keepit API.

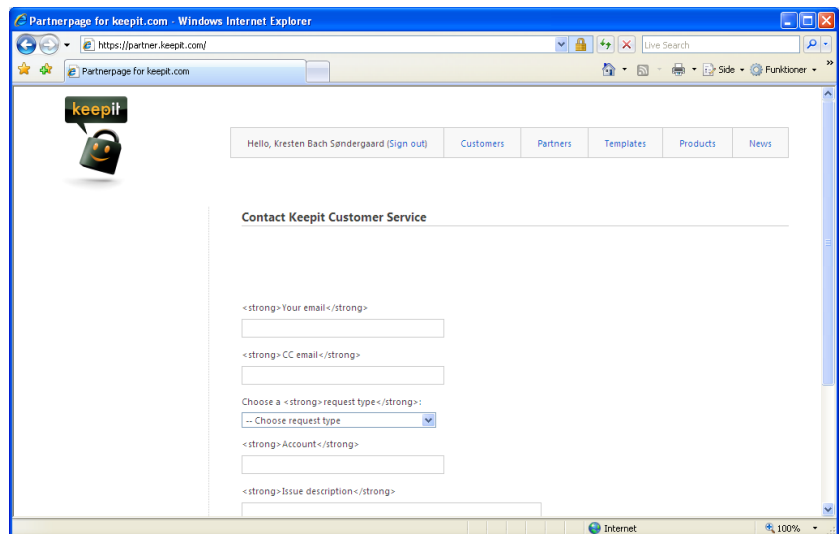
## Partner Tool for 2<sup>nd</sup> level support

As a Keepit partner you can choose to let Keepit handle the customer service and support of Keepit, or you can do it yourself.

We will provide a partner tool enabling you to get easy 2<sup>nd</sup> level support, for any inquiries you are unable to find a solution to. 2<sup>nd</sup> level support is handled by our most experienced Keepit supporters in cooperation with our technical staff.

In the Partner Tool you can find the following:

- FAQ
- Detailed information about the application
- Control panel to manage customers (i.e. check status, suspend, delete)
- Contact form to our 2nd level support
- Communication framework.



Contact Keepit.com partner support to learn more about the possibilities in a white label / private label agreement.

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