



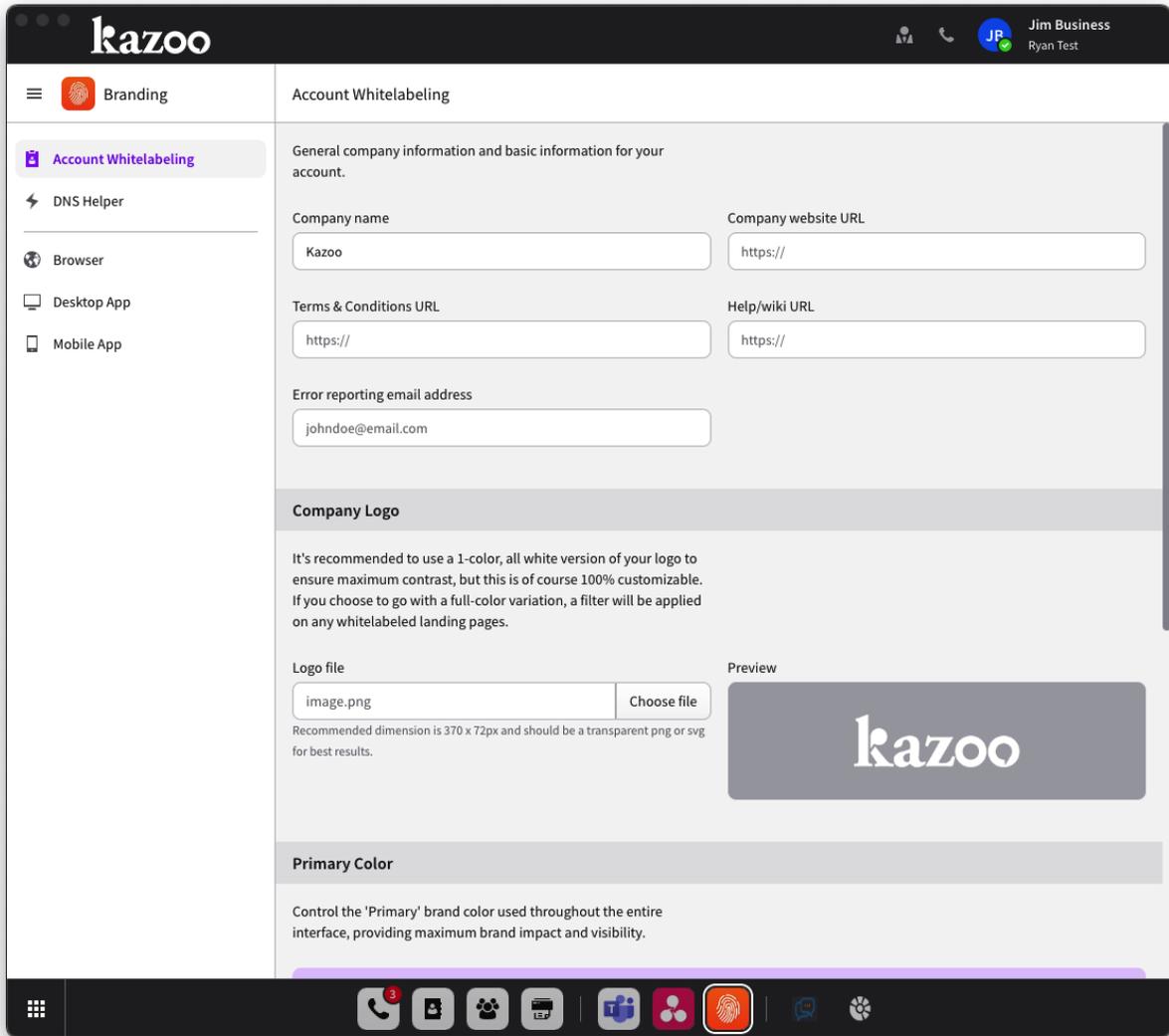
Branding



This is a guide for the Branding app within comm.land. Currently, this app is released in Alpha state and we will be adding more features.

Features coming soon include:

- Child accounts will inherit Parent Account branding
- Customize the desktop app, including icons, generic installer and downloads page
- Migrating existing email templates from Monster UI into comm.land
- Setting preferences for carriers and porting
- Mobile app



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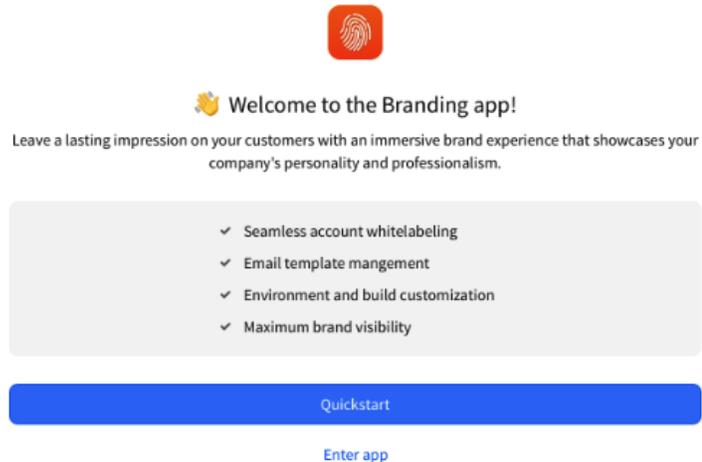
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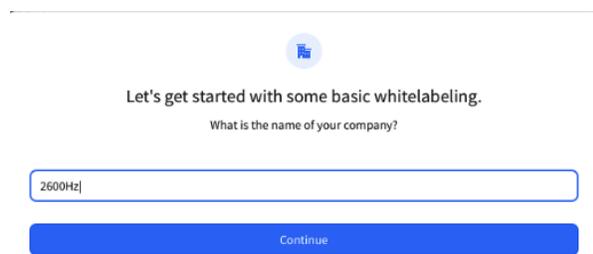
Getting Started

If you have never used the Branding app before, you will be greeted with an option to use the Quickstart or simply enter the app.

If you select “Enter app” you will be placed in to the [account whitelabeling](#) page.

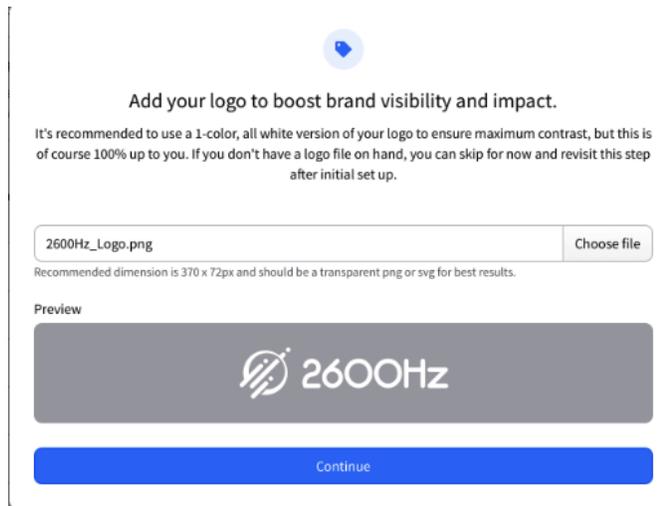


If you select “Quick Start”, you will be guided through 3 easy steps to get your account branded at the basic level.

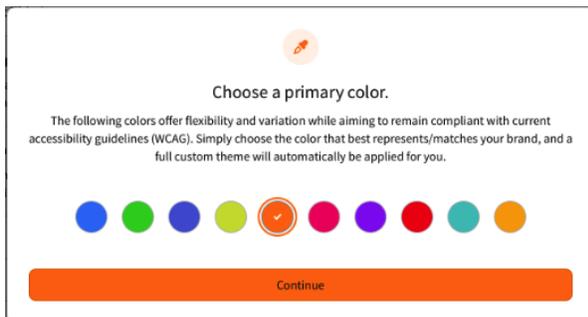


First, you will need to enter your company name

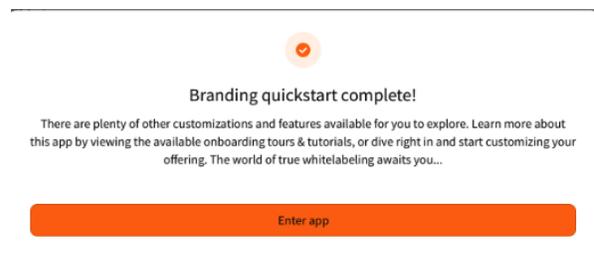
Second, you can upload your company logo



Third, you can select your brand's colors



Upon hitting enter app, you will land in the account whitelabeling section and your options from the Quick Start will be populated here.



Account Whitelabeling

This is the page where it all starts, if you followed the Quickstart, you will notice your info filled in for you.

Account Whitelabeling

General company information and basic information for your account.

Company name

Kazoo

Company website URL

https://

Terms & Conditions URL

https://

Help/wiki URL

https://

Error reporting email address

johndoe@email.com

Company Logo

It's recommended to use a 1-color, all white version of your logo to ensure maximum contrast, but this is of course 100% customizable. If you choose to go with a full-color variation, a filter will be applied on any whitelabeled landing pages.

Logo file

image.png

Choose file

Recommended dimension is 370 x 72px and should be a transparent png or svg for best results.

Preview



If you opted to head straight to Account Whitelabeling, you will see that a Company Name is required for saving this page.

Account Whitelabeling

General company information and basic information for your account.

Company name

Required

Fill in your

- Company Name (required)
- Company website
- Error reporting email address

General company information and basic information for your account.

Company name	Company website URL
<input type="text" value="Kazoo"/>	<input type="text" value="https://"/>
Terms & Conditions URL	Help/wiki URL
<input type="text" value="https://"/>	<input type="text" value="https://"/>
Error reporting email address	
<input type="text" value="johndoe@email.com"/>	

Upload your company logo, this will affect the whole account

Company Logo

It's recommended to use a 1-color, all white version of your logo to ensure maximum contrast, but this is of course 100% customizable. If you choose to go with a full-color variation, a filter will be applied on any whitelabeled landing pages.

Logo file

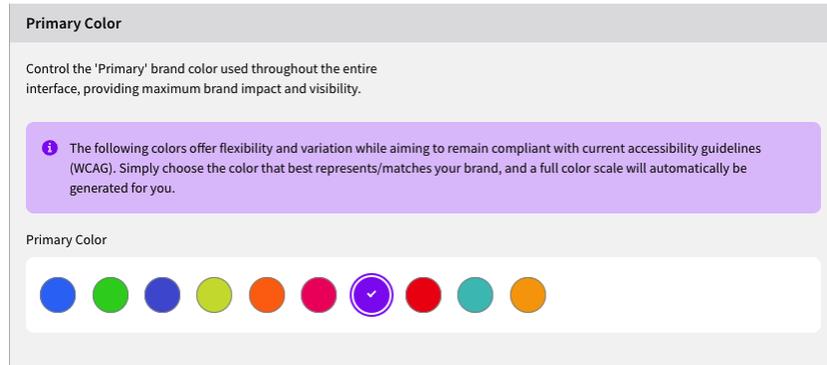
Recommended dimension is 370 x 72px and should be a transparent png or svg for best results.

Preview 

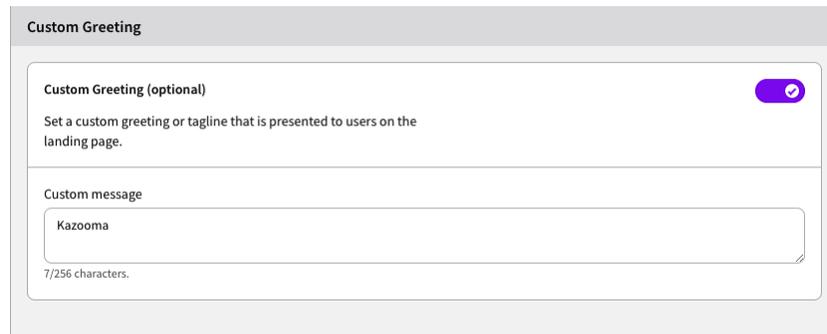


To white-label the UI for sub-accounts accessing comm.land via a web browser, you must configure browser settings and set up white-label DNS. If these two steps are not completed, you will need to manually set your logo under each account within the desktop app.

Set a primary color, this affects color across the app.



Choose to enable a custom message at the login screen for your users.



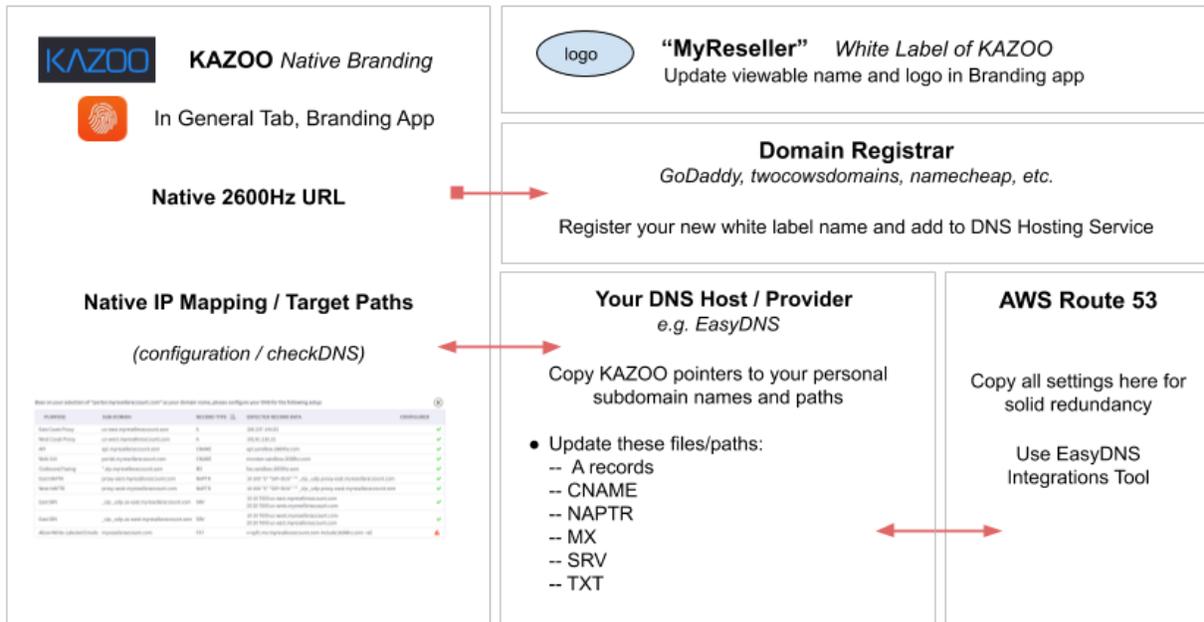
DNS Helper

How this works

On its most basic level, DNS points human readable “names” to machine readable “data”. These are called DNS records. The most basic of which (an A record) points a “name” such as `www.2600hz.com` to an IP address `23.239.13.252`. More advanced records can tell phones what port numbers to use, what servers they should prefer most and least and what protocols to use (SRV and NAPTR records). 2600Hz uses over a dozen of these records for its hosted Kazoo service, `zswitch.net`.

Resellers wishing to white-label zswitch must configure their domain names to include all these records. In this guide, we will show you how to point your domain to a supported DNS provider (easyDNS), configure your records, then replicate those records to another DNS provider (Amazon Route 53) for extremely reliable white-labeled DNS configuration.

Here’s an illustration:



Disclaimer

If you are very familiar with DNS, you may be aware that there are other services and methods you could use to implement your DNS. This purpose of this document is to provide as easy a path as possible for those who are not as familiar with DNS to successfully white-label without complicating the process by explaining all possibilities. You are free to use the services and methods that suit you best.

Before you start

- Purchase a new domain name specifically for your white-label branding via a Domain registrar, such as
 - <https://godaddy.com>
 - <https://tuowdomains.com>
 - <https://namecheap.com>
- Setup an account at <https://easydns.com>



Some DNS providers also offer domain registrar services. Using a DNS provider's built in registrar service can seem like it simplifies nameserver settings, however it's generally best to keep your registrar service with a major provider to ensure the security of your domain registration.

- Make sure you have access to your login credentials for both services, as you will need to update them below.

White-label DNS configuration

Initial configuration settings

DNS Helper

Responsible for all the behind-the-scenes whitelabeling magic. If the information provided here is not correct, your custom whitelabeling will not work properly.

Domain name

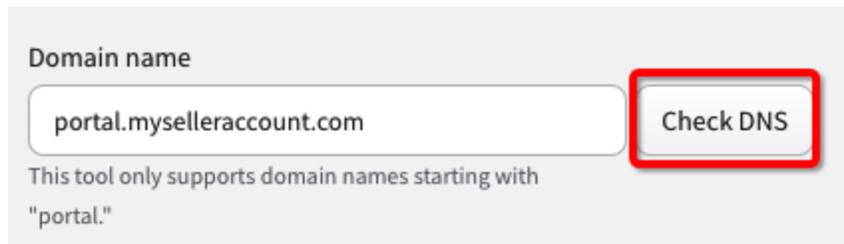
This tool only supports domain names starting with "portal."

Realm suffix 

Displayed provisioner URL 

- Enter your white label Domain name URL, using "portal" to prepend it.
- Enter the Realm Suffix using "sip" to prepend your URL name. *The Realm Suffix will be used to generate the account realms of accounts created by your white label interface.*
- Save Settings

Select the "Check DNS" button to the right of the Domain Name field



The screenshot shows a form with a label "Domain name" above a text input field. The input field contains the text "portal.myselleraccount.com". To the right of the input field is a button labeled "Check DNS", which is highlighted with a red rectangular border. Below the input field, there is a note: "This tool only supports domain names starting with 'portal.'"

This displays a template of all domains records that need to be configured. You will want to keep a tab showing this open at all times, as you will be copying the information from this page to your DNS management system.

DNS Guide

✕ Close guide

Based on the domain name you provided above, please configure your DNS for the following setup:

Purpose	Sub-domain	Record Type	Expected Record Data	Status
East Coast Proxy	us-east.myselleraccount.com	A	104.237.144.93	!
West Coast Proxy	us-west.myselleraccount.com	A	192.81.135.31	!
API	api.myselleraccount.com	CNAME	api.sandbox.2600hz.com	!
Web GUI	portal.myselleraccount.com	CNAME	monster.sandbox.2600hz.com	!
Outbound Faxing	*.sip.myselleraccount.com	MX	fax.sandbox.2600hz.com	!
East NAPTR	proxy-east.myselleraccount....	NAPTR	10 100 "S" "SIP+D2U" "" _sip....	!
West NAPTR	proxy-west.myselleraccount....	NAPTR	10 100 "S" "SIP+D2U" "" _sip....	!
East SRV	_sip._udp.us-east.mysellerac...	SRV	10 10 7000 us-east.mysellera... 20 20 7000 us-west.mysellera...	!
East SRV	_sip._udp.us-west.mysellera...	SRV	10 10 7000 us-west.mysellera... 20 20 7000 us-east.mysellera...	!
Allow White-Labeled Emails	myselleraccount.com	TXT	v=spf1 mx:myselleraccount.c...	!

Set up your EasyDNS account and copy its nameservers to registrar



This guide assumes the domain you are using will be used ONLY for white labeling Zswitch services. This step is dangerous if not.

- Set up your account with easydns.com, selecting an appropriate plan for your expected volume
- Get your new nameservers from easyDNS

Domain Settings

Domain Information	info nameservers usage
Domain Management	move let expire delete backups clone add-ons
Service Management	upgrade downgrade switch registrar renew
Domain Portfolio	<i>not assigned</i> set

- Overwrite your nameservers on your registrar (godaddy or the like) account

Nameservers

Last updated 4/22/2020 10:37 AM

Using default nameservers [Change](#)

Nameserver

ns49.domaincontrol.com

ns50.domaincontrol.com

Enter My Own Nameservers

Changing nameservers is risky, and change could potentially lead to your website disappearing from public view.

dns1.easydns.com



dns2.easydns.net



dns3.easydns.ca



[Add Nameserver](#)

[Cancel](#)

[Back](#)

[Save](#)

Configure your DNS records

You may want to keep 2 windows open, 1 showing the Branding app in comm.land, the other showing the records entry window in your easyDNS software.



To configure the different kinds of records, you will step through these links and assign the records shown in the branding app to the fields shown.

Configure "A Records"

"A Records" map host names to IP addresses. Click on the "A" option next to DNS Information in easyDNS (see above). Copy the data from the branding app to easyDNS as shown in the illustration below:



Branding app

Responsible for all of the behind-the-scenes whitelabeling magic. If the information provided here is not correct, your entire whitelabeling experience will not work properly.

Domain Name: Check DNS

Realm Suffix:

Provisioner URL (displayed):

Base on your selection of "portal.myreselleraccount.com" as your domain name, please configure your DNS for the following setup:

PURPOSE	SUB-DOMAIN	RECORD TYPE	EXPECTED RECORD DATA	CONFIGURED
East Coast Proxy	us-east.myreselleraccount.com	A	104.237.144.93	
West Coast Proxy	us-west.myreselleraccount.com	A	192.81.135.31	
API	api.myreselleraccount.com	CNAME	api.sandbox.2600hz.com	
Web GUI	portal.myreselleraccount.com	CNAME	monster.sandbox.2600hz.com	
Outbound Faxing	*.slp.myreselleraccount.com	MX	fax.sandbox.2600hz.com	
East NAPTR	proxy-east.myreselleraccount.com	NAPTR	10 100 "S" "SIP+DZU" "" _sip_udp.proxy-east.myreselleraccount.com	
West NAPTR	proxy-west.myreselleraccount.com	NAPTR	10 100 "S" "SIP+DZU" "" _sip_udp.proxy-west.myreselleraccount.com	
East SRV	_sip_udp.us-east.myreselleraccount.com	SRV	10 10 7000 us-east.myreselleraccount.com 20 20 7000 us-west.myreselleraccount.com	
West SRV	_sip_udp.us-west.myreselleraccount.com	SRV	10 10 7000 us-west.myreselleraccount.com 20 20 7000 us-east.myreselleraccount.com	
Allow White-Labeled Emails	myreselleraccount.com	TXT	vspf1 mc:myreselleraccount.com include:2600hz.com ~all	

Cancel Save Changes



DNS manager window

A Records map host names to IP addresses. You can have more than one entry per host to activate round-robin service for that host.

Enter an "at-sign" (i.e. "@"") on the left to indicate a A record for the root domain (e.g. "example.com"), or an asterisk (i.e. "**") to indicate a wild-card A record for your domain.

You can also enter "PARK" as the IP address to point your domain to our standard Parked Domain page.

When you have finished editing the domain information below, click on the [next] button.

hosts

A records

HOST	IP ADDRESS	TTL	DEL
us-east	104.237.144.9	7200 sec	<input type="checkbox"/>
			<input type="checkbox"/>

[add more]

BACK

NEXT



NOTES:

- Only copy the “A record” types listings to this page.
- “Expected Record Data” field in the Branding App = IP Address
- Make sure the IP address starts flush against the field and does not show a tab or space to the left.

Enter a value for TTL

A TTL is “Time To Live”. Set as seconds, it defines how long a DNS record should reside in a client’s DNS cache without being discarded or regenerated. A common value for TTL is 7200 seconds (2 hrs) and is our recommendation for all record entries. Most DNS providers charge based on record lookups. The higher this setting, the less lookups will hit your provider; also the higher your TTL is, the longer changes to your records will take to roll out.

Save / CONFIRM your changes!

Configure “CNAME Records”

Once the “A records” are copied, move to the next page in easyDNS and copy the CNAME data from the Branding app. to the correct field in easyDNS.

CNAME records map host names to other host names, including hosts at other domains.



From Branding

API	api.myreselleraccount.com	CNAME	api.sandbox.2600hz.com
Web GUI	portal.myreselleraccount.com	CNAME	monster.sandbox.2600hz.com



To EasyDNS

aliases
CNAME records

HOST	ADDRESS	TTL	DEL
api	api.sandbox.2600hz.com.	<input type="text"/>	sec
		<input type="text"/>	sec

NOTES:

- You MUST add a dot to the end of the CNAME URL (see above). This will indicate that the URL is a fully qualified domain name and does not need to be appended by your domain name (for example .myreseller.com).
- Copy both the API and the WebGUI
- Use 7200 TTL as default to start

Configure “NAPTR Records”

NAPTR refers to the “Name Authority Pointer Record. It is used by your phone to map SIP servers and protocols. You will need to break out the information provided in the Branding app to the specified fields in the easyDNS listing.



Branding App

Outbound Faxing	*.sip.myreselleraccount.com	MX	fax.sandbox.2600hz.com
East NAPTR	proxy-east.myreselleraccount.com	NAPTR	10 100 "S" "SIP+D2U" "" _sip._udp.proxy-east.myreselleraccount.com
West NAPTR	proxy-west.myreselleraccount.com	NAPTR	10 100 "S" "SIP+D2U" "" _sip._udp.proxy-west.myreselleraccount.com
			10 10 7000 us-east.myreselleraccount.com



DNS Manager

NAPTR records

HOST	ORDER	PREF	FLAGS	SERVICE	REGEX	REPLACEMENT	TTL	
proxy-east .myreselleraccount.com	10	100	S	SIP+D2U	" " = leave blank	_sip._udp.proxy-ee	720	sec <input type="checkbox"/>
proxy-west .myreselleraccount.com	10	100	S	SIP+D2U		_sip._udp.proxy-wi	720	sec <input type="checkbox"/>
								sec <input type="checkbox"/>

NOTES:

- The values in the Branding app are concatenated in a single string. Many applications will provide separate fields for these. See red arrows.
- In the Branding app you will see a set of empty quotes; this is a “null” listing for Regex. Leave that field empty and copy the remaining to the “replacement” field.

Configure “MX Records” for Outbound Faxing

MX refers to the “mail exchange” record. This specifies the mail server responsible for accepting email messages on behalf of the domain name.



From Branding App

Web GUI	portal.myreselleraccount.com	CNAME	monster.sandbox.2600hz.com
Outbound Faxing	*.sip.myreselleraccount.com	MX	fax.sandbox.2600hz.com
East NAPTR	proxv-east.mvreselleraccount.com	NAPTR	10 100 "S" "SIP+D2U" "" sip._udp.proxv-east.mvre:

To EasyDNS



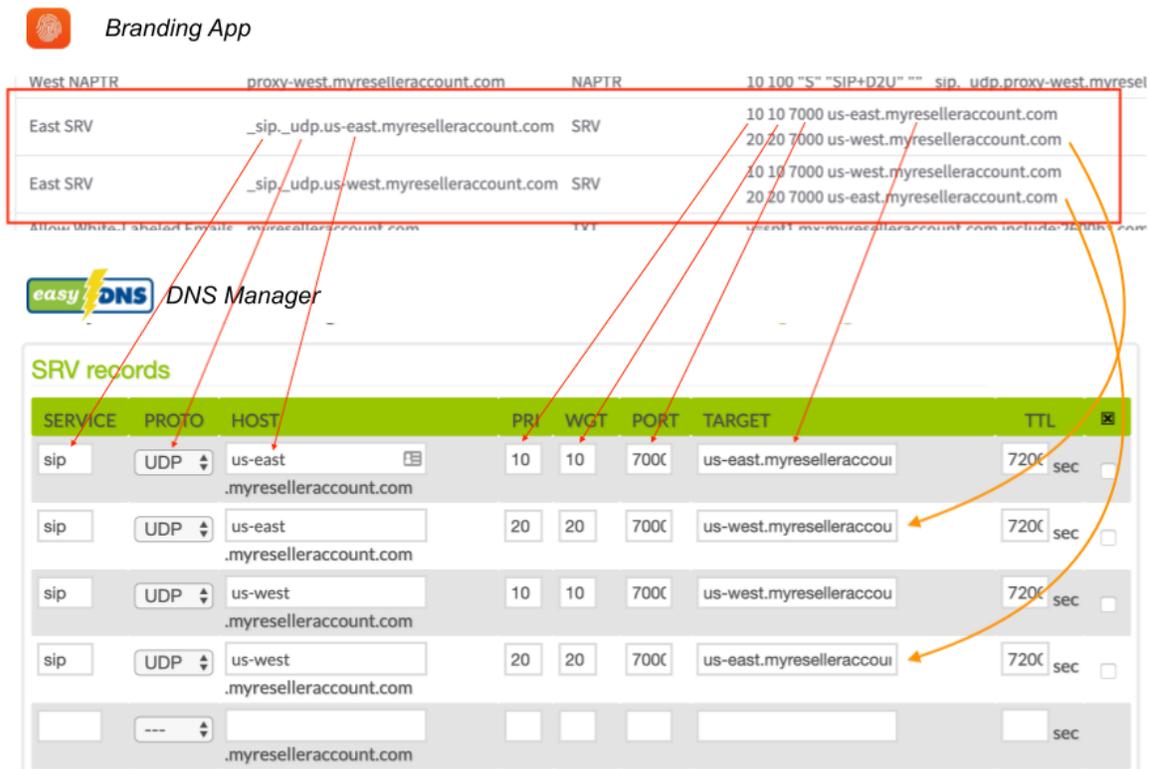
Use *.sip, so anything .sip will be forwarded to the fax domain URL.

mail exchangers
MX records

MAIL FOR ZONE	MAIL SERVER	PREF	TTL	DEL
@ <input type="text"/> .myreselleraccount.com	LOCAL	0	<input type="text"/> sec	<input checked="" type="checkbox"/>
*.sip <input type="text"/> .myreselleraccount.com	fax.sandbox.2600hz.com	0	<input type="text"/> sec	<input type="checkbox"/>
<input type="text"/> .myreselleraccount.com	<input type="text"/>	<input type="text"/>	<input type="text"/> sec	<input type="checkbox"/>

Configure “SRV Records”

SRV refers to the Service Record in the DNS. It is a specification of data in the Domain Name System defining the location, i.e., the hostname and port number, of servers for specified services.



NOTES:

- You must put the “dot” at the end of the Target URL for this record also.
- The values in the Branding app are concatenated in a single string. Many applications will provide separate fields for these. See above red arrows.
- Each SRV value should be added as a separate line. For example the branding app image above shows 2 lines per sip account; you must add these as separate lines, so there should be a total of 4 entries in the easy SRV records list. See above orange arrows.

Configure “TXT Records” (SPF Record)

An SPF record is a specifically formatted TXT record. It lists all authorized hostnames / IP addresses that are permitted to send email on behalf of your domain. This will permit Kazoo to send emails such as voicemail notifications under your domain name.

From Branding app:



Allow White-Labeled Emails	myreselleraccount.com	TXT	v=spf1 mx:myreselleraccount.com include:2600hz.com ~all
----------------------------	-----------------------	-----	---

To EasyDNS



TXT records

HOST	TEXT	TTL	DEL
@ .myreselleraccount.com	v=spf1 mx:myreselleraccount.com include:2600hz.com ~all	720 sec	<input type="checkbox"/>
 .myreselleraccount.com		sec	

Check for errors!

You should now see in the Branding app page the list with all green checkmarks at the right.

Configuration

Responsible for all of the behind-the-scenes whitelabeling magic. If the information provided here is not correct, your entire whitelabeling experience will not work properly.

Domain Name: portal.myreselleraccount.com

Realm Suffix: sip.myreselleraccount.com

Provisioner URL (displayed):

Based on your selection of "portal.myreselleraccount.com" as your domain name, please configure your DNS for the following setup:

PURPOSE	SUB-DOMAIN	RECORD TYPE	EXPECTED RECORD DATA	CONFIGURED
East Coast Proxy	us-east.myreselleraccount.com	A	104.237.144.93	<input type="checkbox"/>
West Coast Proxy	us-west.myreselleraccount.com	A	192.81.135.31	<input checked="" type="checkbox"/>
API	api.myreselleraccount.com	CNAME	api.sandbox.2600hz.com	<input checked="" type="checkbox"/>
Web GUI	portal.myreselleraccount.com	CNAME	monster.sandbox.2600hz.com	<input checked="" type="checkbox"/>
Outbound Faxing	*.sip.myreselleraccount.com	MX	fax.sandbox.2600hz.com	<input checked="" type="checkbox"/>
East NAPTR	proxy-east.myreselleraccount.com	NAPTR	10 100 "S" "SIP+D2U" "" _sip_udp.proxy-east.myreselleraccount.com	<input type="checkbox"/>
West NAPTR	proxy-west.myreselleraccount.com	NAPTR	10 100 "S" "SIP+D2U" "" _sip_udp.proxy-west.myreselleraccount.com	<input type="checkbox"/>
East SDV	sip.udp.us-east.myreselleraccount.com	CDV	10 10 7000 us-east.myreselleraccount.com	<input checked="" type="checkbox"/>



You **MUST** resolve any and all errors for your branded solution to work correctly. If there are still red configuration error notes, go back in and see if you can find the error.

Common mistakes include:

- Not copying the full URL over (missing the last digit for example)
- Unwanted space to the left of your pasted data.
- A missing “dot” at the end of URLs, which causes EasyDNS to append your company URL at the end.

For added redundancy: Copy these records to Amazon Web Services

We recommend you copy all your settings to the Amazon Route 53 for additional redundancy. We have learned over the years that any DNS provider can and will have an outage eventually. This will allow your records to persist even if EasyDNS goes down. Here we will show you how to replicate your records using EasyDNS’s built-in replication feature.

- First, purchase the Amazon Route 53 integration service from EasyDNS.
- Then activate and copy your records.
- easyDNS will copy all your records and supply you with additional nameservers:



Integrations

Advanced

zone transfers

Integrations

Amazon Route 53 | CIRA D-Zone | Linode | ZoneEdit

Automatic Activation of easyRoute53

This will create an Amazon Route 53 account on your behalf and export a copy of your local DNS settings here on easyDNS to Amazon Route 53.

Please confirm that you really want to do this:

Once confirmed, you should see both nameservers listed.

easyRoute53 Control Panel

Zonedata
DNS Settings

[Display](#) | [Purge](#) | [Import to easyDNS](#) | [Export from easyDNS](#)
[Manage DNS Settings for myreselleraccount.com](#)

Current Nameserver Delegation

We are not your Registrar so you cannot modify your nameserver delegation from here ([click here](#) to transfer your domain to easyDNS)

Your Amazon Route 53 Nameservers

ns-652.awsdns-17.net
ns-2041.awsdns-63.co.uk
ns-185.awsdns-23.com
ns-1249.awsdns-28.org

Available easyDNS Nameservers

[dns1.easydns.com](#)
[dns2.easydns.net](#)
[dns3.easydns.ca](#)

- Finally, go back to your original Domain Registrar and add the AWS Route 53 nameservers, alternating between the EasyDNS and Route 53 name servers.

I'll use my own nameservers

dns1.easydns.com



ns-652.awsdns-17.net



dns2.easydns.net



ns-2041.awsdns-63.co.uk



dns3.easydns.ca



ns-185.awsdns-23.com



ns-1249.awsdns-28.org



Add Nameserver

Save

Cancel

SAVE AND TEST! You should now be able to test your new setup.

Frequently Asked Questions

Can I do all this DNS mapping in a single application, e.g. GoDaddy?

While it seems like tedious work to juggle both a registrar (GoDaddy or other) and a DNS web hosting service (easyDNS), we recommend using both. Each is an expert in its field. Domain registrars focus on indexing and protecting your domain name and the most popular have solid reputations for just that. DNS hosting systems are focused on reliably providing the records computers need to enable services to run on your domain name. These also offer different levels of support; we have found easyDNS provides us with all the record types we need (including NAPTR which some do not recognize) and easily creates a redundant occurrence of all settings to Amazon's Route 53 Web Service. There are likely other systems that offer similar solutions, we are happy to hear what works well for you.

Do all the Lines in the DNS Helper need to show a green checkmark?

Yes, with one possible exception: there may be an instance where the TXT value does not show a green checkmark and the white-labeling redirect processes will still work properly. But you should be well versed in DNS, SPF and mail servers if you have a custom SPF record. If ANY other record does not have a green check mark, it WILL fail.

What are some of the problems that occur if my setup is not correct?

- Your custom UI branding may not display.
- Your phones may not be able to register to make/receive calls.
- Your phones may may not fail over to a secondary cluster if their primary cluster goes down.
- Your customers may not receive their email notifications.

- Your email notifications may go into the SPAM mailbox.

Browser

Browser

Page Title

The page title displays the name of the webpage and provides context to the user about the content they can expect to find on the page.

Page title

This is often used to identify the company or product name.

Favicon

The small icon displayed in a web browser's address bar or tab that represents the website or web page being visited.

Favicon asset

No file selected...

Choose file

Required dimension is 64 x 64px and should to be a .ico, .jpg, or .png file type.

Preview



Set your page title and favicon for the browser version of comm.land, this will ensure the browser version of comm.land is fully branded to your liking.