Whitelabel

The custom Hoccer™ solution

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# Server setup

## Hoccer hosted requirements

The custom messenger application can be easily hosted and maintained on Hoccer servers located in Berlin-Spandau. An exclusive virtual machine will be setup with an Ubuntu 14.04 OS and the Hoccer-Server software infrastructure. The server does not reveal any information about the communication content due to the end-to-end encryption.

## Custom hosted requirements

The customer can host the custom messenger application within the own hardware infrastructure. As a preference a virtual machine must be provided with an Ubuntu 14.04 installation. 4GB RAM should be granted as a minimum. The system must be remotely accessible, i.e. via SSH, to allow external provisioning and deployment of the software infrastructure. A static server IP must be given.

# Android world

## Hardware requirements

All devices must have Android 4.0 at a minimum. The package has a size of about 5MB. Optimized devices are Samsung Galaxy S3, S4, LG Nexus 4 and 5. The application is targeted on smartphones, but can also be used on tablets, i.e. the Nexus 7.

## Information and assets required from the customer

The Android custom messenger will be adapted to the customer by its appearance. To customize Android clients in the corporate’s visual design the following colors, assets and information are needed:

1. The name of the application
2. The custom launcher icon that will be displayed on the device’s app menu (depending on different Android devices in the resolutions 48x48, 72x72, 96x96 and 144x144)
3. The custom app-internal icon that will be displayed at the client’s ActionBar (depending on different Android devices in the resolutions 48x48, 72x72, 96x96 and 144x144)
4. The color values for the application’s main theme, incoming message, incoming and outgoing text and incoming and outgoing attachment style

## Release duration

The customization of the Android client will take half a day. This emphasizes the connection to the custom server, the adaption of the corporation’s visual design and the labeling.

# iOS world

## Hardware requirements

All devices must have iOS 7.0 at a minimum. The client is optimized for the iPhone 5 and supports iPhone 4, iPad 2 and iPod 5, as well.

## Information and assets required from the customer

The iOS custom messenger will be adapted to the customer by its appearance. To customize iOS clients in the corporate’s visual design the following colors, assets and information are needed:

1. The name of the application
2. The iTunes icon
3. The custom background image that will be displayed on the device’s app menu (in 320x480, 640x960 and 640x1136)
4. The custom app icon that will be displayed at the client’s NavigationBar (in 29x29, 40x40, 60x60 and 76x76)
5. The color values for the applications main theme, the NavigationBar and the message background color

# Delivered mobile (client) deliverables

Client systems are available for iOS and Android. An iOS deliverable would be provided via B2B distribution from the Apple App Store. The Android deliverable can be provided as an APK installation file. If the customer has a distribution platform already in place, the deliverables can be integrated easily. If no distribution process is installed, other options are listed below.

# Distribution

The deliverables can be published with the official Apple and Google platforms in private scope. For the Apple App Store the customer must be registered in the Volume Purchase Program (VPP) from Apple. This enables Hoccer to provide the White Label App in a private way. Using the VPP Apple ID, the customer requests a list with redemption codes for App downloads. These codes can be used manually to download the App on iOS devices. To have full, central control over devices and installations a 3rd Party MDM (Mobile Device Management) solution is recommended by Apple.

For Android, Google provides a Private Playstore Channel that comes in a package with the Google Apps product ($25 once, $4/device/month).

For iOS and Google clients the use of 3rd party MDM-solutions is recommended. A good comparison between some of the most used solutions can be found at <http://www.enterpriseios.com/wiki/Comparison_MDM_Providers>. The following providers are examples that support iOS 7.0 and Android 4.0:

|  |  |  |
| --- | --- | --- |
|  | <http://www.air-watch.com/> | $51 per device/year |
|  | <https://www.appblade.com/> | $3 per device/month, 25 devices free |
|  | <http://www.apptec360.com/> | €1 per device/month, 25 devices free |

# Total release duration

(after all assets are received)

|  |  |
| --- | --- |
| Server setup | 1d |
| Android deliverable | 1d |
| iOS deliverable | 1d |