

BlueMagnet Software Customization (Private-Labeling)

Introduction:

This document describes the customization process for BlueMagnet software in detail so that a client or a reseller can get a private-label copy that can be sold without any references to BlueMagnet, BlueMagnet website or Mind Vision Consulting (MVC).

Why you may need to customize BlueMagnet?

The main reason why a reseller or a client may need to customize BlueMagnet is to sell it at a different price than what we offer and hence, make extra profit. Below are some of the reasons why you should consider customizing BlueMagnet:-

1. You want to market the software with your company's name, logo and website which adds more credibility to your product.
2. You want to market this solution on the Internet freely (just like we do with BlueMagnet).
3. You need to have your own software and to decide how it should work.
4. You want to set the software price to whatever you think will be suitable for your own market. You may sell it for \$300 or maybe more.
5. If your users (clients) tried to search the web for more information about the software, they won't find any (except what you want them to see). If you don't change the software name, they would find BlueMagnet website and make a direct comparison between your prices and the prices that we offer on our website.
6. You want to create your own business based on our solution and you don't want to invest time and money to develop or support the solution. We'll handle that for you. Your business will just focus on selling the software and making profit.

How much does it cost?

MVC provides you with a setup for our software that is tailored specifically to your needs and business requirements in exchange for a *nonrefundable* fee. To determine how much the customization process costs, you can either refer to our website <http://www.bluemagnet.com> or you can contact our customization team at custom@bluemagnet.com

How long does it take to finish the customization and deliver a working setup?

The customization process normally takes 10 working days to be completed from the time that you place the order and provide us with the necessary information about your software.

The customization process includes:

- 1. Changing Software Name:** You can select any name to use for the software. That name will replace our original name "BlueMagnet" inside the software and the setup.
- 2. Changing Software Logo (Icon):** We can also change the software logo (icon) for the software as well. To do that, you should provide us with the icon (using standard resolutions) that we can use.
- 3. Change Company Name:** We will change the name of the company that created the software so that Mind Vision Consulting and MVC will be replaced by your company's name throughout the software and including the license agreement.
- 4. Remove any References to our Website:** We will remove any references to our website and replace them with yours instead. If you don't wish the software to refer to any website, we can modify it to accomplish that as well.
- 5. Change "Buy Now" target:** In the original software, when a customer clicks the "Buy Now" button, he will be transferred to our order page on BlueMagnet website. You can choose to replace that with another page or you can even stop loading the webpage altogether. In that case, we will show your customer a message box reading something like *"Please contact your reseller for more information about how to buy this software"*. You can customize this message as well.
- 6. Update Documentation:** we will provide you with a modified documentation as well. The documentation will refer to the software by its new name (the name that you choose).

How to order

To order BlueMagnet customization, please click here <http://www.bluemagnet.com/customization/>

OK! I've ordered, now what?

If you decided to go ahead with BlueMagnet customization, our custom team will contact you to get more details about your software and how you want to customize it to suite your business needs. After we start working on the customization, you can't change any of the information that you provided and we will not be responsible for the final result as long as we have created the customized version exactly as you have requested.

At the end of the customization process, we will send you a completely tested setup that you can distribute to your customers.

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Licensing Issues:

The customization process doesn't mean that you will be able to sell the customized software by yourself. You still need to buy the licenses from us to unlock the software for your clients. You can either arrange for us to handle the orders for you and send the licenses to your customers on your behalf or we can send you the license and you can forward it to them. It's up to you.

License Discounts:

Placing an order for BlueMagnet customization entitles you to get a 50% discount locked on the software license price. This means that we will sell you the license for your customized software at 50% of the original BlueMagnet license price.

Languages & Localization:

If you're interested in getting BlueMagnet in your local language instead of the default (English), we can provide you with a localized setup for BlueMagnet in exchange for a *nonrefundable* fee. Please check our website <http://www.bluemagnet.com> for more information about our pricing. Or you can contact our customization team at custom@bluemagnet.com.

After you place the BlueMagnet localization order, we will give you a list of all the sentences/words used in BlueMagnet in order to provide us with the translation to your local language. After we receive that list back from you, it will need up to 10WD to send you a tested BlueMagnet setup in your local language.

If you want to place a BlueMagnet localization order, please click here <http://www.bluemagnet.com/localization/>.

I hope this document answers all your questions. If you still have other questions, please feel free to contact us here custom@bluemagnet.com and we will do our best to answer them for you.