



# ownCloud ownBrander

ownBrander easily lets you create your own branded Android and iOS ownCloud sync apps, your own branded ownCloud desktop sync client, and your own branded web interface. You supply your own branded artwork and let the wizard help you guide you through the process. Customers will be able to access the app through their customer.owncloud.com accounts.

## Problem:

You want deliver a consistent custom look and feel across all user interfaces including desktop, mobile and web. How can you easily make changes on your time schedule to implement the corporate look and feel without impacting other IT priorities?

## Solution:

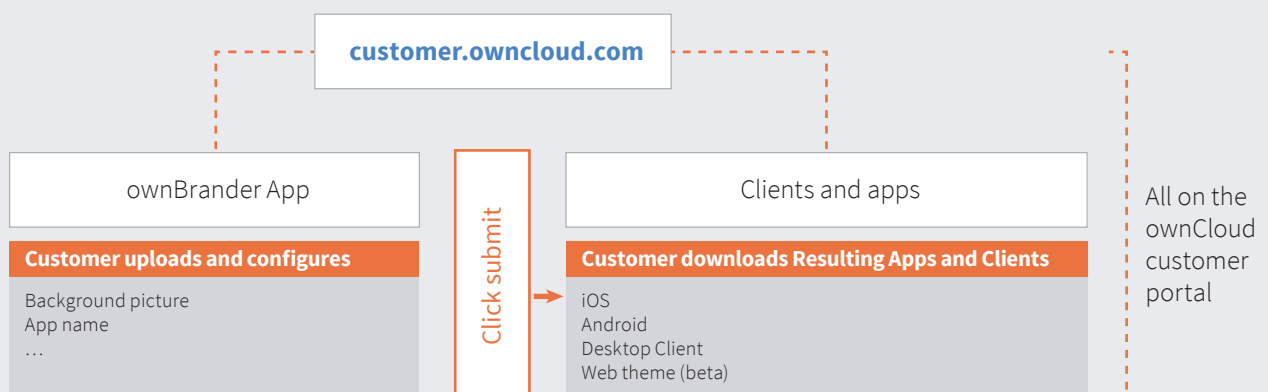
ownBrander – a wizard-based ownCloud app hosted by ownCloud on customer.owncloud.com that you can use – much like a SaaS service. ownBrander allows you to quickly make configuration changes to their Android, iOS, desktop and web clients on their own terms and timelines. Improving Admin control over access, management and ease of use, ownBrander lets you make the changes you want, when you want them.

## ABOUT OWNBRANDER

ownBrander offers:

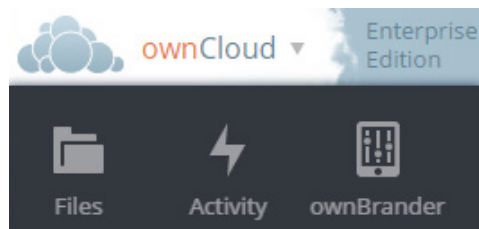
- Pre-set URLs
- Customizable images and icons
- Enabling/disabling of select features, such as:
  - Help
  - Multi-account on/off
  - custom user agent strings
  - Twitter and feedback links
- Single sign-on\* (SSO)

\* ownCloud Professional Services can assist with this option to support customer's specific requirements, for an additional fee.



## OWNBRANDER – HOW IT WORKS

What you need: You will only need to provide your own custom branded artwork to build mobile apps and desktop sync clients (for iOS apps, you will also need to obtain/ install a P12 Certificate and provisioning profile from Apple).



**NOTE:** You will be responsible for distributing the resulting apps and clients; ownCloud does not have the rights to do this for you. Distribution includes:

- Apple AppStore
- Google Play Store
- Amazon app store
- Email or web site (desktop and android only)
- Publish on your MDM or EMM
- ...

### Desired Configuration:

- URL
- Logo
- Icons
- Colors
- ...

### Clients:

- iOS
- Android
- Desktop
- Web (beta)

### Files:

- .apk / .ipa / .rpm / .exe / .zip / ...

ownCloud offers a number of service packages to choose from to best suit your needs

## BRANDING SELF-SERVICE

(Included in EE)

- Branded Desktop Clients for Windows (32bit), macOS and Linux (64bit)
- Branded Android App, ready for Google Play distribution (in customer Google Developer account, for no-charge or charge) or manual install
- Branded iOS App, ready for Apple Store distribution (in customer Apple Developer or Apple Developer Enterprise account, for no-charge or charge)
- Branded ownCloud Login Page/Web Frontend
- Self-service access to ownBrander fully integrated into ownCloud Customer Portal
- How-To assistance by ownCloud Support for “hands-on” help Branding Consulting Package or ownCloud Branding Subscription required

## BRANDING SUBSCRIPTION SMALL

3500 EUR / 4200 USD  
per year

- ownCloud Support will provide screen-sharing assistance, support to setup and handle customer Android or Apple accounts, intense assistance on selecting ownBrander usage, features and image preparation

### Mobile-specific options

- **[iOS & Android]** App distribution through Mobile Device Management
- **[iOS]** App distribution by ownCloud tailored to your needs
  - a) Leveraging customer's individual Apple Developer Enterprise Account
  - b) Full Management of Apple Store Account by ownCloud (Customer has to provide account)

### Desktop-specific options

- Disallow users to modify proxy parameters (Check this option if you want to pre-configure and lock proxy settings for users. By default, proxy settings are editable by end users. If this option is checked, the proxy settings will appear grayed out to end users.)
- Notify branded clients about available updates

#### Important notice:

iOS Apps provided by ownCloud directly can not be installed on iOS devices without an Apple Developer Account, Apple Developer Enterprise Account or individual Mobile Device Management Solution allowing distribution to iOS devices.

## BRANDING SUBSCRIPTION FULL

(referred to as „advanced user“ in ownBrander;  
Included in Service Provider subscription;  
7500 EUR / 9000 USD  
per year

- All Branding Consulting Package services, including changes made in ownBrander, Android or Apple distribution in the future
- Updater server script runs on customer infrastructure, has to be configured (instead of querying ownCloud servers, the client asks customer's servers for updated software versions, on premise) [https://doc.owncloud.com/branded\\_clients/branded\\_desktop\\_client/update\\_branded\\_desktop\\_clients.html](https://doc.owncloud.com/branded_clients/branded_desktop_client/update_branded_desktop_clients.html)
- Linux repositories on customer infrastructure (Provide software sources on your own webserver, on premise)
- Server redirect depending on User-Mail-Domain (Server URL mapping according to user mail domain, e.g. user@abc.com ==> abc.educloudservices.com)
- Shibboleth/SAML support (Enable SAML authentication for end users, only necessary for iOS and Android, will be deprecated due to OAuth 2.0 recommendation)
- Modify the WebDAV path (needed for SSO support)
- No fixed server URL (Branded clients are usually bound to a static server URL. This option allows users to specify any URL manually)
- Multi-account (Enables users to connect with more than one account to one or more than one ownCloud instances with their mobile app/desktop client)
- Remove 'ownCloud'-Branding from settings page
- Custom OAuth 2.0 client secrets to restrict access from unverified clients

### Mobile-specific options

- **[iOS]** Set minimum files to show letter separators (The iOS mobile app automatically shows letter separators in the file list once the number of files exceeds 20 to make it easier for users to find the appropriate folders and files.)
- **[iOS]** Set number of uploads shown (The iOS mobile app automatically shows letter separators in the file list once the number of files exceeds 20 to make it easier for users to find the appropriate folders and files.)
- **[iOS]** Disable background transfers (Option to wrap the app in a MDM that does not support background jobs, such as Mobile Iron, or to prohibit the app to work in the background generally)
- **[Android]** Disable send to other apps features (A user can open a file from ownCloud in another app installed on the device. By default this feature is enabled.)
- **[iOS & Android]** Server URL visibility (Set the URL to be visible and editable by the end user. If selected, the URL you configured will be displayed, but users will be able to edit it manually.)
- **[iOS]** Enforce passcode
- **[iOS]** Associated Domains (private links open in branded iOS app)

### Desktop-specific options

- Custom update URL (To ensure users are running the latest version of the Desktop Client. By default the desktop client checks an ownCloud URL to see if there is a new version of your branded Desktop Client. Check this option to customize the URL to check for an update.)
- Custom server input scheme
- Custom Server URL hint (Modify the hint displayed in the server URL field within the login view)
- Partially fixed server URL (Fix the parent domain of a fully qualified domain URL so that users only have to enter the host. For example, if the complete URL for users is company#.ownclouddemo.com, where the # changes, you can enter .ownclouddemo.com here, and users only have to enter company# when logging in for the first time.)
- Custom username input scheme
- Custom User ID (Select the kind of expected string when the user ID is inquired: E-Mail, Username or Custom)
- Custom User ID hint (Modify the hint displayed in the user id field within the login view, e.g. mylogin@company.com)
- Custom base folder for quota (With this option, the desktop client will show the quota information for a different folder than the root.)
- Custom 'about' text (Select if you wish to modify the text in the "about" section of the Desktop Client. The modified text will appear under the settings option on the General tab. If you do not modify this text, the default text will be shown.)

## SECOND BRANDING SUBSCRIPTION

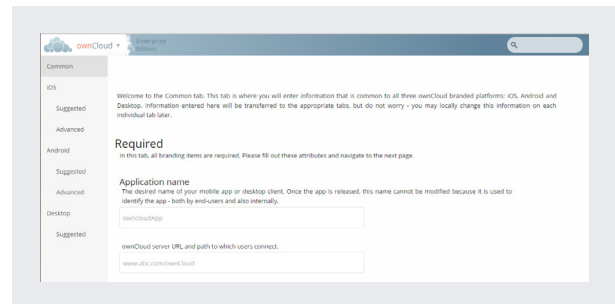
4000 EUR / 4800 USD per year per additional branding

## OWNBRANDER COMMON CONFIGURATION OPTIONS

This tab contains the information, such as app name and URL, that is common to all three ownCloud branded clients:

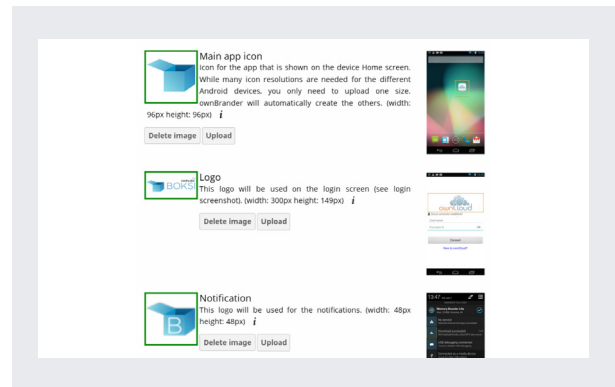
- iOS
- Android
- Desktop

In the Common tab, all attributes are required.



## OWNBRANDER SUGGESTED CONFIGURATION OPTIONS

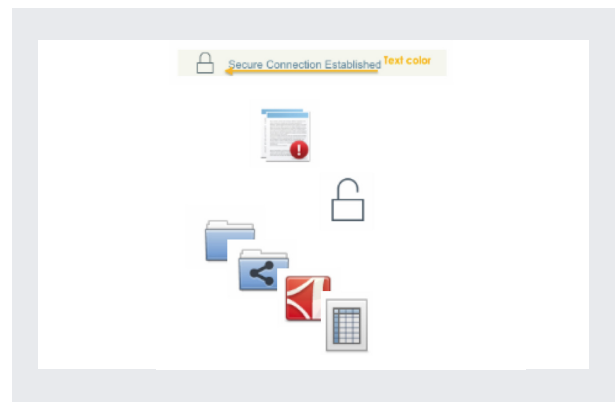
**“Suggested” Changes:** These branded images and other options are suggested. Any options not changed will use the ownCloud default elements. We suggest you modify them to take on your company’s look and feel. You can modify some, all or none of these elements.



## OWNBRANDER ADVANCED CONFIGURATION OPTIONS

Optional Configuration options include:

- **Colors:** Custom colors for error messages and specific text or warning conditions
- **Generic Icons:** Custom icons for different screens including File View Screen, Preview Screen and upload screen
- **Connection Icons:** Custom icons for login screen and for indicating different conditions
- **File Icons:** Custom icons for folders, shared, shared by and content type (doc, movie, pdf, spreadsheet, etc)

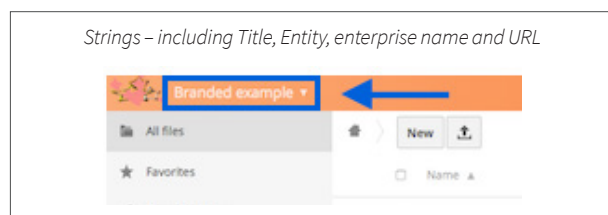
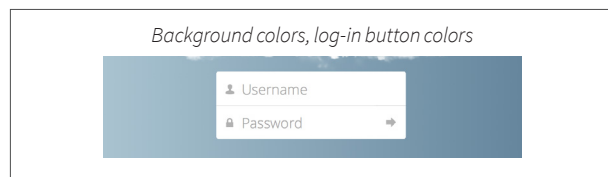
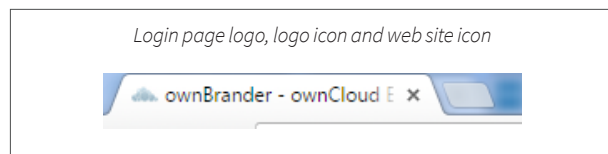


*ownBrander allows you to create your own advanced branding for iOS, Android and Desktop clients to match your company’s look and feel.*

## OWNBRANDER WEB CLIENT CONFIGURATION OPTIONS

In addition to the desktop and mobile branding, ownCloud also offers a web configuration option – which automatically builds “themes” as outlined in the ownCloud server documentation.

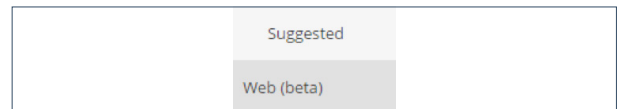
**Required items** are those that must be uploaded for the Web interface to be built correctly. These include:



ownCloud Professional Services can use ownBrander to make additional configuration changes beyond those available by default. Why?

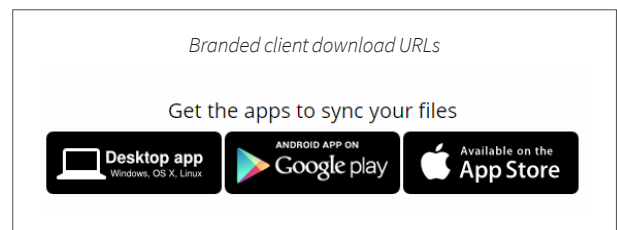
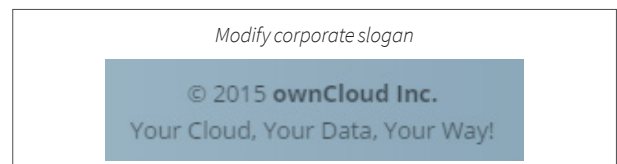
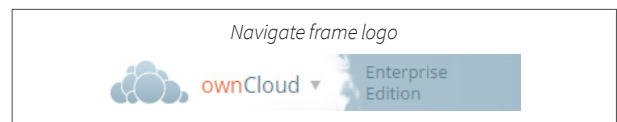
Because there are a wide variety of customization choices, and include options to personalize your ownCloud SSO configuration. This takes more than just a button click to configure. There are extra steps for server configuration, as well as ownCloud integration with an IdP, for example, that require coordination. These options are only available with an ownCloud Professional Services contract.

For more information, contact your ownCloud Account Manager.



Currently this is in beta, but is expected in production soon.

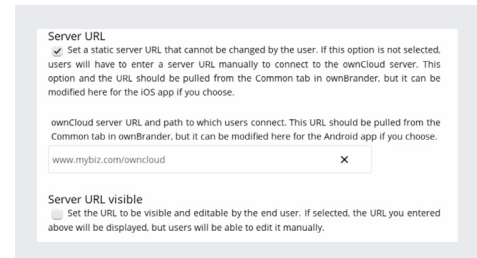
**Suggested items** are those that ownCloud suggests to improve the overall user experience and match your company look and feel. These include:



# ownBrander Use Cases

## USE CASE 1

Take base ownCloud, log in and set a permanent url

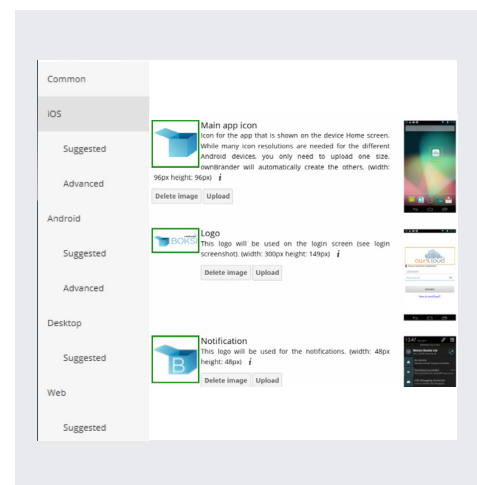


## USE CASE 2

Create appropriate iOS, Android and Desktop branding to match company web UI.

ownBrander allows you to create your own branding for iOS, Android, Desktop and Web branding to match your company's look and feel.

ownBrander allows you to easily upload your images. The wizard tells you the exact size they must be. ownBrander will resize the image for you, reducing the number of images required from 24 to 1, making it easier for you to implement your custom branding.

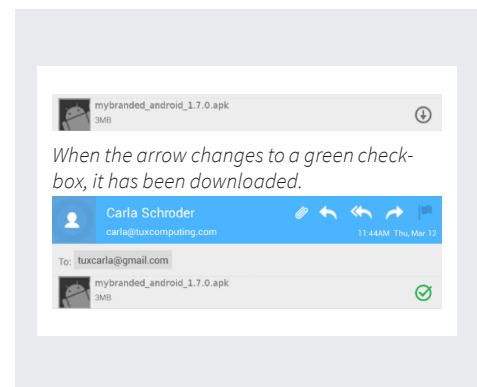


## USE CASE 3

Customer wants to deploy new ownCloud – rebrand using new code, plan for the upgrade themselves and deploy on their own schedule.

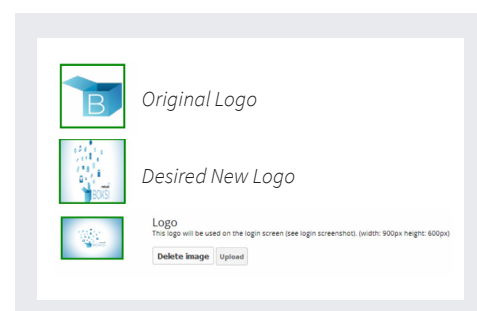
Customers can distribute updated Android clients via email, publish on their ownCloud Server or publish to the Google Play Store. This shows the distribution via email.

iOS clients are distributed via iTunes, or an enterprise EMM or MDM solution.



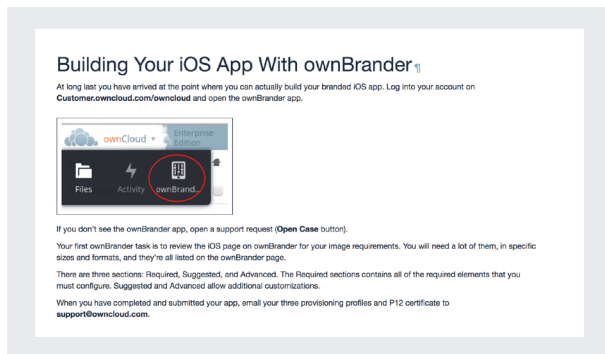
## USE CASE 4

Something has changed in customer's world (around aesthetics – i.e. new logo). Customer can go into ownBrander and quickly make the required changes.



## WHAT YOU WILL NEED FOR IMPLEMENTATION

For detailed instructions on how to create your custom branded clients, go to the ownCloud Server Administration Manual (\* online – see link below) to the chapter on Creating Branded Client Apps (Enterprise Only).







[https://doc.owncloud.com/branded\\_clients/](https://doc.owncloud.com/branded_clients/)

## OWNBRANDER – MAKE IT YOUR OWN

Use ownBrander to deliver a custom look and feel across all of your user interfaces including desktop, mobile and web.

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