



Datasheet

ownCloud ownBrander

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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?

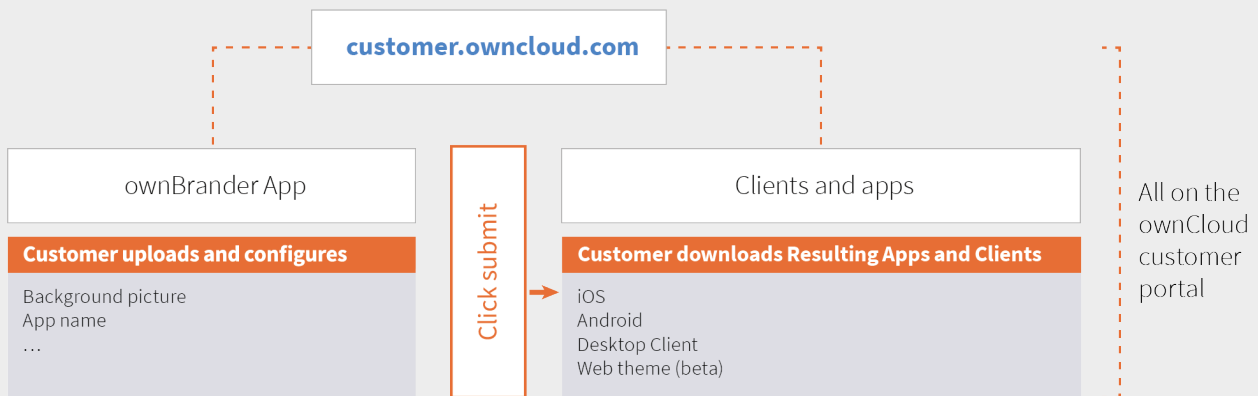
Solution

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 your Android, iOS, desktop and web clients on your 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:

With ownBrander you can pre-set URLs, customize images and icons, integrate single sign-on (SSO)* and enable or disable select features such as help, multi-accounts, custom user agent strings as well as Twitter and feedback links.

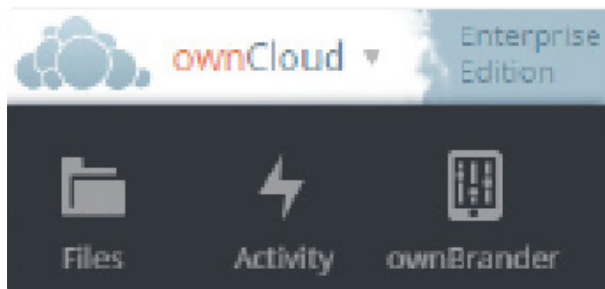
*ownCloud Professional Services can assist with this option to support your specific requirements, for an additional fee.



ownBrander – How it works

You will only need to provide your own custom branded artwork to build mobile apps and desktop sync clients. For the iOS app you will also need to obtain/install a P12 Certificate and provisioning profile from Apple. However, you will be responsible for distributing the resulting apps and clients. ownCloud does not have the rights to do this for you.

Branded ownCloud apps can be distributed via the Apple App Store, Google Play Store, Amazon App Store, via email or your website (desktop and Android only) and you can even publish them on your MDM or EMM.



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:

You can configure these components:

- URL
- Logo
- Icons
- Colors
- and many more!

These clients are supported for branded ownCloud apps:

- iOS
- Android
- Desktop
- Web

Accepted files:

- .apk
- .ipa
- .rpm
- .exe
- .zip
- and many more!

Branding self-service

Included in ownCloud Enterprise

- Branded Desktop Clients for Windows (32bit), macOS and Linux (64bit)
- Branded Android App, ready for Google Play distribution (in your Google Developer account, for no-charge or charge) or manual installation
- Branded iOS App, ready for Apple Store distribution (in your 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

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Branding subscription small

3,500.00 € / 4,375.00 \$ per year

- Everything from Branding self-service package plus:
- ownCloud Support will provide screen sharing assistance, support to set-up and handle your 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 only: App distribution by ownCloud tailored to your needs. Leveraging your individual Apple Developer Enterprise Account. Full management of Apple Store account by ownCloud (given you provide

ownCloud with account and account details)

Desktop-specific options:

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

Branding subscription full

7,500.00 € / 9,375.00 \$ per year

- Also referred to as „advanced user“ in ownBrander; Included in Service Provider subscription
- Everything from Branding self-service and Branding small package plus:
- All Branding Consulting Package services, including changes made in ownBrander, Android or Apple distribution in the future
- Updater server script runs on your infrastructure, has to be configured (instead of querying ownCloud servers, the client asks your servers for updated software versions, on premise)
- Linux repositories on your infrastructure (provide software sources on your own webserver, on-premises)
- Server redirect depending on User-Mail-Domain (server URL mapping according to user mail domain, 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 0 recommendation)
- Modify the WebDAV path (needed for SSO support)
- No fixed server URL (branded clients are usually bound to a static server. 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 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)
- iOS: Set number of uploads shown
- 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 phone. 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)
- 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: Email, user name 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 regular base folder)
- 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)

Additional branding subscriptions

4,000.00 € / 4,800.00 \$ per year and per additional branding

ownBrander configuration

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.

Suggested configuration options

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

Main app icon
Icon for the app that is shown on the device Home screen. While many icon resolutions are needed for the different Android devices, you only need to upload one size. ownBrander will automatically create the others. (width: 96px height: 96px) **i**
Delete image Upload

Logo
This logo will be used on the login screen (see login screenshot). (width: 300px height: 149px) **i**
Delete image Upload

Notification
This logo will be used for the notifications. (width: 48px height: 48px) **i**
Delete image Upload

Advanced configuration options

Optional configuration includes:

- Custom colors for error messages and specific text or warning conditions
- Custom icons for different screens including file view screen, preview screen and upload screen
- Custom icons for login screen and for indicating different conditions
- Custom icons for folders, shared, shared by and content type (.doc, .mov, .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.

Web app 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:

- Login page logo, logo icon and website icon
- Background colors, login button colors
- Strings – including title, entity, enterprise name and URL

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

- Navigate frame logo
- Modify corporate slogan
- Branded client download URLs

Individual configuration options

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

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.

Server URL
 Set a static server URL that cannot be changed by the user. If this option is not selected, users will have to enter a server URL manually to connect to the ownCloud server. This option and the URL should be pulled from the Common tab in ownBrander, but it can be modified here for the iOS app if you choose.

ownCloud server URL and path to which users connect. This URL should be pulled from the Common tab in ownBrander, but it can be modified here for the Android app if you choose.

Server URL visible
 Set the URL to be visible and editable by the end user. If selected, the URL you entered above will be displayed, but users will be able to edit it manually.

Common

iOS

Suggested  **Main app icon**
Icon for the app that is shown on the device home screen. While many icon resolutions are needed for the different Android devices, you only need to upload one size. ownBrander will automatically create the others. (width: 1024px height: 1024px)

Advanced Max height: 1024px

Android

Suggested  **Logo**
This logo will be used on the login screen (see login screenshots) (width: 300px height: 140px)

Advanced

Desktop

Suggested  **Notification**
This logo will be used for the notifications. (width: 48px height: 48px)

Advanced

Web

Suggested


mybranded_android_1.7.0.apk
3MB


When the arrow changes to a green check-box, it has been downloaded.

Carla Schroder
carla@tuxcomputing.com
11:44AM Thu, Mar 12

To: tuxcarla@gmail.com

mybranded_android_1.7.0.apk
3MB

 *Original Logo*

 *Desired New Logo*

Logo
This logo will be used on the login screen (see login screenshot). (width: 300px height: 300px)




About ownCloud

ownCloud develops and provides open-source software for content collaboration, allowing teams to easily share and work on files seamlessly regardless of device or location. More than 100 million users worldwide already use ownCloud as an alternative to public clouds – and thereby opt for more digital sovereignty, security and data protection.

For further information, please visit owncloud.com or find [@ownCloud](https://twitter.com/ownCloud) on Twitter.

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