



StreamOne[®]

White Label Storefronts

Frequently Asked Questions (FAQ)

What are StreamOne® White Label Storefronts?

StreamOne® White Label Storefronts are partner branded, self-service cloud marketplaces that allow customers to discover, purchase, and manage cloud services directly, while partners maintain full control over pricing, branding, and customer relationships.

Who are White Label Storefronts designed for?

White Label Storefronts are designed for channel partners such as managed service providers (MSPs), value-added resellers (VARs), and solution providers that want to scale cloud sales and management without increasing operational complexity.

What can customers do through a White Label Storefront?

Customers can independently:

- Purchase cloud services
- Manage subscriptions and licenses
- Make real-time changes
- View billing and usage information
- Submit support requests

All actions are completed through a single, partner-branded digital experience. For the full list of White Label Storefront capabilities, download the [datasheet](#).

How do White Label Storefronts help partners increase revenue?

White Label Storefronts increase revenue by enabling automated cross-sell and upsell recommendations at key points in the customer journey. Partners can surface relevant products, plans, or add-ons based on customer behavior and purchase history—turning routine transactions into incremental revenue opportunities.

How do White Label Storefronts improve operational efficiency?

By shifting routine tasks such as purchasing, provisioning, renewals, and billing into self-service workflows, White Label Storefronts reduce manual effort and support volume. This allows partner teams to focus on higher-value activities like customer strategy and solution design.

Do partners retain control over branding and pricing?

Yes. Partners retain full control over:

- Branding and custom URLs
- Product visibility
- Pricing and margin
- Customer access and roles

Storefronts can also be tailored by customer type, geography, or segment.

Can partners create multiple storefronts for different customers?

Yes. StreamOne® White Label Storefronts allow partners to create and manage multiple storefronts tailored to different customer groups. Partners can reuse shared templates while customizing modules, content, and experiences for specific customer types, industries, or regions.

How do Rules & Recommendations improve the customer experience?

Rules & Recommendations enable partners to deliver a more personalized and relevant storefront experience. Partners can control which products, plans, and features are shown to each customer, while automated recommendations surface relevant cross-sell and upsell options based on customer behavior and purchase history.

Can customers submit support requests through the storefront?

Yes. White Label Storefronts include built-in support request functionality, allowing customers to submit support tickets directly from the storefront. This streamlines communication, accelerates issue resolution, and reduces manual back-and-forth between customers and partner teams.

What role does StreamOne® play?

StreamOne® is the automation engine behind White Label Storefronts. It enables rules-based commerce, governance controls, and intelligent recommendations that allow partners to scale cloud operations efficiently and consistently.

Is there a cost to deploy White Label Storefronts?

No. StreamOne® White Label Storefronts are provided to partners at zero cost, with no deployment or maintenance fees.

How quickly can partners launch a storefront?

Partners can launch quickly using predefined templates or configure custom storefronts aligned to their business model, branding, and customer requirements.

Are White Label Storefronts suitable for global partners?

Yes. White Label Storefronts support multi-language and multi-currency environments, making them suitable for partners serving customers across multiple regions.

To sign up for more information, [contact us here](#).