

# How to launch a White Label Storefront with StreamOne®

A partner how-to guide for MSPs, CSPs and resellers to build, brand, and scale a self-service storefront.

[Click to explore document](#)

# Executive summary

## Executive summary

### The challenge

### Why StreamOne® White Label Storefront

### How it works

### Operational impact

### Partner stories

### Resources & next steps

This how-to guide walks through how a Managed Service Provider (MSP), Cloud Service Provider (CSP) or reseller can launch a **StreamOne® White Label Storefront** to standardize cloud ordering, provisioning, and billing **without increasing operational workload or risk.**

As customers expect self-service access to cloud subscriptions, licensing, and invoices, operations and support teams are increasingly burdened by repetitive, low-complexity requests. StreamOne® White Label Storefronts provide a governed, partner-controlled self-service layer that integrates directly with StreamOne® backend systems for provisioning, billing, entitlement management, and reporting.

Using **configurable storefront templates, Role-Based Access Control (RBAC), customer-specific pricebooks, and rules & recommendations**, partners can expose controlled self-service functionality while maintaining strict governance over identity, access, pricing, and product availability.

The result is a **repeatable, scalable cloud operations model** that reduces ticket volume, enforces policy by default, and provides customers with a consistent management experience under the partner's brand.



The challenge

Why StreamOne®  
White Label Storefront

How it works

Operational impact

Partner stories

Resources  
& next steps

# The challenge

## Partner profile

Managed Service Provider (MSP), Cloud Service Provider (CSP) or reseller with centralized cloud operations, billing, and support teams supporting SMB and mid-market commercial customers across multiple cloud vendors. **Primary operational objectives:**



**Reduce support and billing ticket volume** tied to routine subscription changes and invoice requests.



**Standardize provisioning and lifecycle management** across customers and vendors.



**Enforce governance by default** across identity, access, pricing, and purchasing.



**Maintain partner control** over branding, pricing logic, product availability, and customer access.



The challenge

Why StreamOne®  
White Label Storefront

How it works

Operational impact

Partner stories

Resources  
& next steps

# The challenge

## Rising self-service expectations

Customers increasingly expect the same digital buying and management experience they receive from leading SaaS providers—fast, intuitive, and self-service. **In many cases, partners are finding consistent friction around:**



Adding or removing seats



Checking renewal dates & subscription status



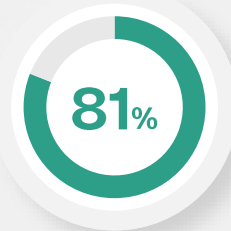
Downloading invoices



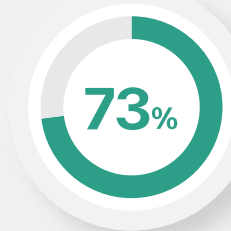
Purchasing commonly requested SaaS add-ons

These tasks could drive a high volume of low-value support tickets that consume technical and billing resources.

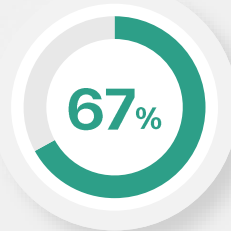
**Market indicators reinforce the urgency:**



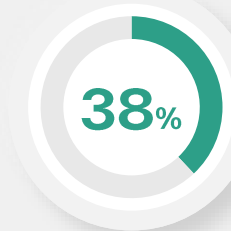
of customers attempt to resolve issues themselves before contacting support.



favor website-based self-service portals for problem resolution.



prefer self-service over speaking with a representative.



of Gen Z and millennial customers may abandon an issue if it can't be resolved via self-service.

Relying solely on email- and ticket-driven workflows **does not scale without adding headcount**, whereas a governed self-service storefront can.

# Why StreamOne® White Label Storefront

Many partners choose **StreamOne® White Label Storefronts** to deliver a modern customer experience without sacrificing control. **StreamOne® enables the partner to:**



Launch a **fully branded storefront** with custom URL and visual identity.



Offer **self-service customer sign-up** with click-through agreement acceptance.



Enforce **role-based access control** and MFA.



Enable or disable functionality **by customer type** (purchasing, lifecycle, billing, reports).



Support **multi-language and multi-currency** expansion.



Use **rules & recommendations** to power automated cross-sell and upsell.



Launch with **no deployment or maintenance fees.**

**Most importantly, StreamOne® allows partners to scale operationally without relinquishing pricing authority, governance, or customer ownership.**

## How it works

# Implementation walkthrough: What it looks like in practice

### Step 1: Define who your storefront is for (customer group setup)

Every storefront on StreamOne® is assigned to a Customer Group, making this the foundational step.



#### What you do

Create a Customer Group. Assign at least one customer to the group. Configure portal functionality at the group level: enable or disable modules such as purchasing, invoicing, support, reports. Use the preview to see what customers will have access to.



#### Why this matters

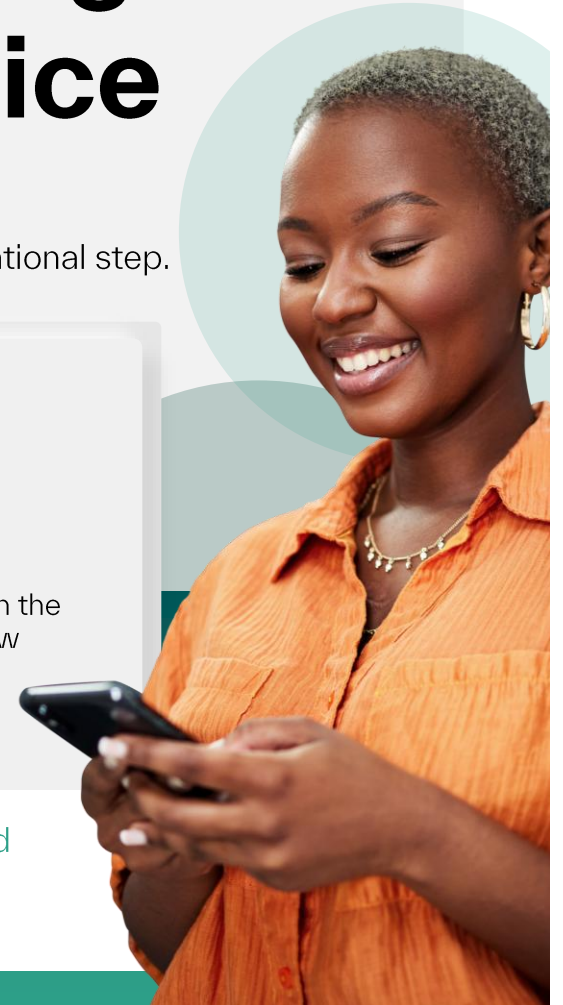
Storefronts are published to customer groups, not individuals. All customers in the group inherit the same experience. New customers added later automatically follow the same rules.



**Goal:** Decide who will use the storefront and what they're allowed to do.



**Best practice:** Start with a standard self-service setup and refine as you learn from customer usage.



## How it works

# Implementation Walkthrough: What it looks like in practice

### Step 2: Brand your storefront experience

This step covers both the login experience and the storefront itself. What you do...



#### Login page (global)

Upload your logo.  
Select one background image.  
Add an optional tagline.



#### Storefront creation (storefront manager)

Create at least one storefront. **Customize:** header and footer (navigation & links), home page banner (required), & optional value proposition or product spotlight content. Save as draft until ready.



#### Publishing

When ready, publish the storefront to your customer group. If no custom storefront is published, customers will see a default, unbranded experience.



**Goal:** Make the storefront look and feel like your digital front door—not a third-party marketplace.



**Best practice:** Think of this step as “making it look like you.”

## How it works

# Implementation Walkthrough: What it looks like in practice

### Step 3: Decide what customers can buy (catalog & access controls)

By default, customers can see all available products—this step lets you refine that experience.



#### What you do

Create product exclusion rules for items you don't want customers to see, **examples:** education SKUs, triennial terms, specific vendors or plans. Apply exclusions to the customer group (recommended).



#### Why this matters

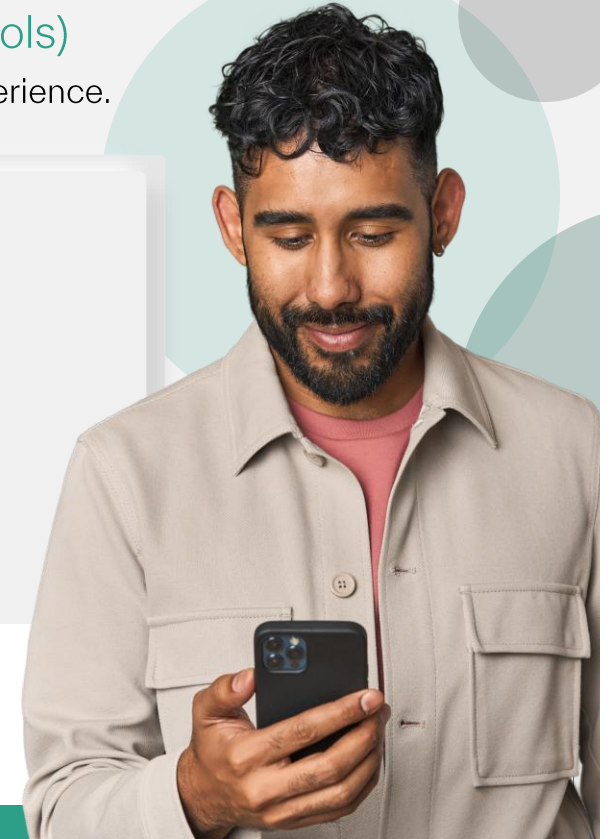
Reduces confusion and purchasing errors. Ensures customers only see relevant, supported offers, and automatically applies exclusions to future customers added to the group.



**Goal:** Keep the storefront focused on the products you actually want to sell.



**Best practice:** This is how you curate the marketplace without ongoing manual work.



## How it works

# Implementation Walkthrough: What it looks like in practice

### Step 4: Set pricing and protect your margins

This step is mandatory. Skipping it will expose public pricing.



#### Choose a pricing strategy

Mark up from cost or discount from public MSRP.



#### Create a Pricebook

Duplicate the appropriate base pricebook (cost or master/MSRP). Apply a global pricing adjustment.



#### Assign pricing

Assign the pricebook to each customer:  
Customer → billing → cloud providers → edit.



#### Result

Customers only see prices you approve. Vendor price changes sync automatically. Margins are protected without manual updates.



**Goal:** Ensure customers see your pricing—not public MSRP.



**Best practice:** Set it once, scale it everywhere.

## How it works

# Implementation Walkthrough: What it looks like in practice

### Step 5: Finalize experience & launch

#### Final touches



#### Email branding

Configure a **reply-to email address** for notifications (account settings → email notifications).



#### Terms and conditions (EULA)

Review and edit the default agreement if needed (settings → terms). Customers accept these terms on first login.



#### Optional: custom domain

Use a branded URL (e.g. storefront.your company.com)

**DNS & Certificate steps**



#### Publish & go live

Publish the storefront to your Customer Group. Customers can now register, sign in, and self-serve.



**Goal:** Ensure everything customers interact with—emails, terms, and access—feels fully white-labeled.



**Best practice:** Your storefront is live and customer-ready.

# Operational impact

## Final touches

### Reduced ticket volume

Common requests—seat changes, renewals, invoices—shift to self-service.



### Improved customer experience

24/7 access to cloud management without sacrificing governance or control.



### Standardized cloud operations

Consistent workflows across customers, vendors, and regions.



### Revenue lift

Rules-based recommendations and bundles increase add-on attach rates and average order value without adding sales headcount.



## Partner stories

# What real partners say about White Label Storefronts



When StreamOne® White Label Storefronts became available, we immediately jumped on board to provide a ‘manage my cloud’ experience to our customers. Our customers are able to manage their cloud directly from their own desktop.

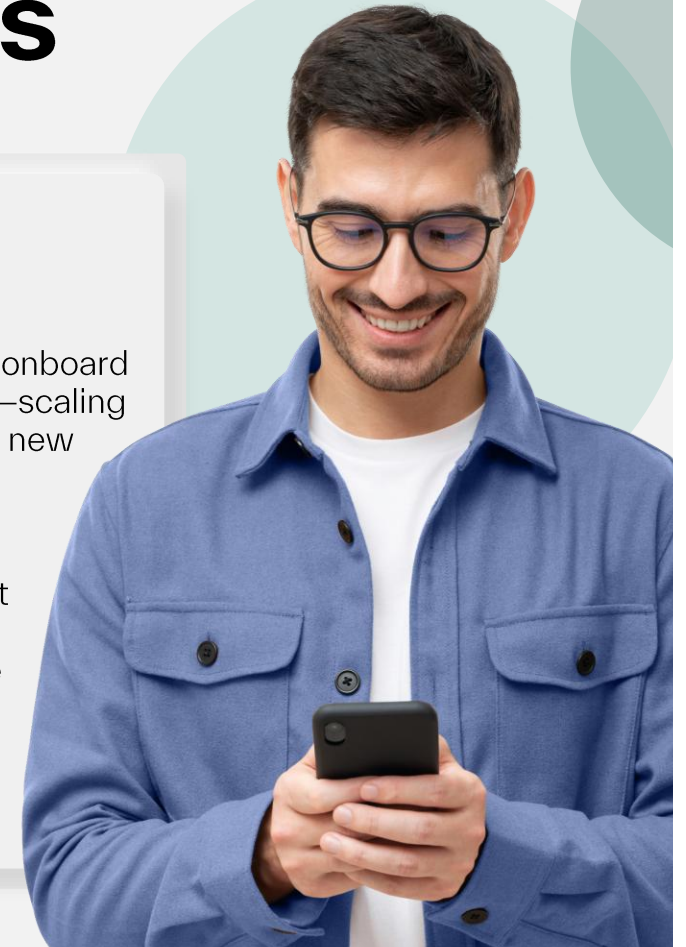
**Bryan Tuttle**  
President, CodeRight



With StreamOne® Ion, we can rapidly onboard our clients, manage license quantities—scaling them up or down as needed—and add new modules to our clients' environments.

StreamOne® Ion not only streamlines daily workflows for our employees, but it also enables our clients to easily manage their licenses using our White Label Storefronts application.

**Edwin de Goede**  
CEO, INDITO



## Resources

# Training & additional resources available

**StreamOne® Ion training:** Log in to the TD SYNEX Channel Academy and search StreamOne® Ion under TD SYNEX platforms to access all courses, including the Storefronts platform specialist certification. **Additional videos for you:**

### Managing rules & recommendations

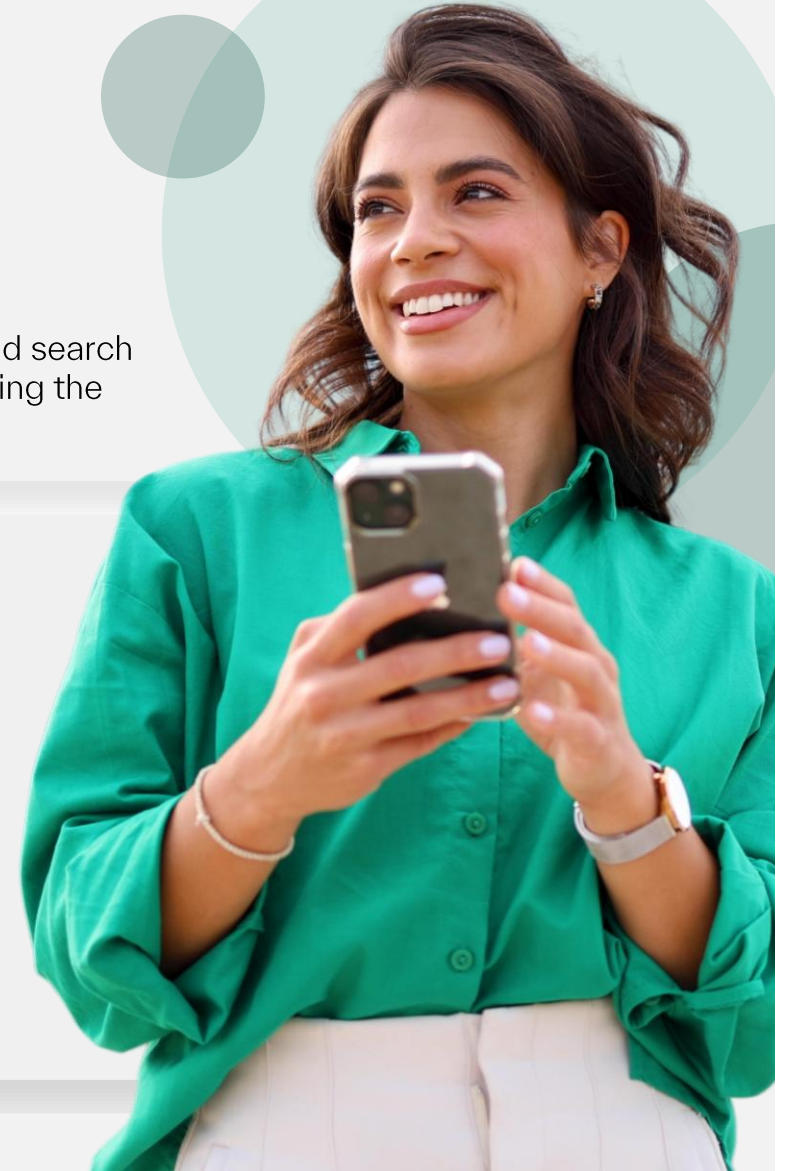
Explains how to manage your cloud product catalog while emphasizing cross-sell and upsell opportunities via product recommendations and exclusions.

[View video](#)

### Customer storefront management

Covers all setup steps and customization options available for you to tailor storefronts to your functional needs, company branding, and customer segmentation.

[View video](#)



## Resources

# Training & additional resources available

**StreamOne® Ion training:** Log in to the TD SYNEX Channel Academy and search StreamOne® Ion under TD SYNEX platforms to access all courses, including the Storefronts platform specialist certification. **And for your customers:**

### **Customer Storefront Multifactor Authentication (MFA)**

Walks customer users through the login process and explains how to set up Multifactor Authentication (MFA) effectively.

[View video](#)

### **Customer storefront navigation overview**

This is a general overview of the Storefront, outlining its key features and the range of actions customer users can perform.

[View video](#)

### **Customer storefront marketplace overview**

Provides an overview of how to navigate the Storefront's Marketplace, manage carts, and how to handle subscription orders.

[View video](#)

### **Customer storefront settings overview**

Details the configuration options available to admin customer users within the settings module of the Storefront.

[View video](#)

[Ready to get started? Launch your Storefront now!](#)

## Next steps

# StreamOne® Ion resources

Explore the **White Label Storefronts** collection in **StreamOne® Ion** and access **ready-to-use partner-facing and customer-facing page templates in one place**. Whether you are launching your first storefront or optimizing an existing one, these resources are designed to reduce guesswork, accelerate time to launch, and support ongoing success with StreamOne® White Label Storefronts. For further documentation, contact your local TD SYNnex representative.

### About StreamOne®:

StreamOne® is TD SYNnex's global cloud management platform, putting partners in control through data-driven decisions, rich customer insights and solutions aggregation. It supports the end-to-end digital journey for partners, accounting for how they acquire, purchase, manage, bill and support customers globally.

[View more information about StreamOne®](#)

