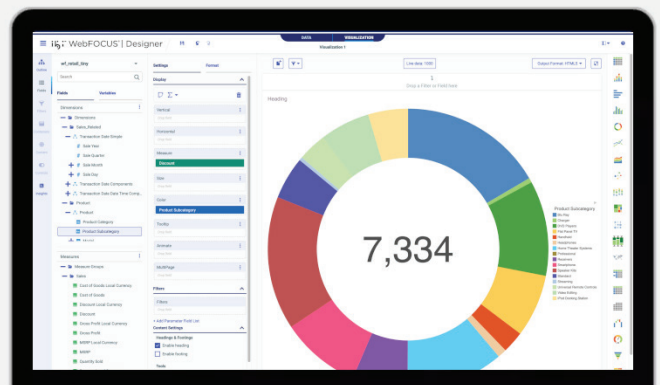# ibi™ WebFOCUS® White Labeling

Brand it Your Way

How Does it Work?

The ibi WebFOCUS White Labeling feature enables your organization to brand the WebFOCUS platform as your own. Seamlessly change the color palette, logos, and more all from the WebFOCUS Hub—easily transforming WebFOCUS to match your organization's branding with the click of a button. Administrative users can download and upload color palettes to collaborate with corporate branding teams, ensuring that WebFOCUS visually aligns with your organization's specific brand standards and extending your brand's continuity across the platform.

The new White Labeling feature allows for a unified user experience when embedding your WebFOCUS deployment into another application, saving your organization time and money that would otherwise be spent on developing a similar platform in house.

The WebFOCUS Hub with and without the new White Labeling feature activated.

Benefits to User:

- **A Consistent Branding Experience:** Modify the look of the Hub, Home Page, Designer, and Reporting Server to provide a consistent branding experience.

- **No Technical Experience Required:** WebFOCUS provides White Labeling capabilities without requiring any coding skills or technical expertise.

- **Save Time and Money:** Allows administrative users to download and upload color palette files directly from the GUI, saving time and money otherwise spent on manually configuring the branding and appearance of the WebFOCUS platform or building your own program in-house.

- **Increase Customer Loyalty and Trust:** By extending your brand across WebFOCUS, increase customer loyalty and trust—giving customers the experience of working directly with your company that they know and trust.

Key Use Cases:

- **Embedded Capabilities:** White Labeling ensures that WebFOCUS integrates seamlessly into your company's existing technology infrastructure and embedded deployments, making it easier to use and more convenient for employees.

- **Unified Styling:** White Labeling customizes the look and feel of the WebFOCUS interface, including logos, color schemes, and other visual elements—matching your unique brand's identity.

- **Improved User Experience:** White Labeling improves your user experience by allowing a customized look and feel of the WebFOCUS interface to meet the specific needs of your organization.

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