



Yelo

A Basic Guide On Whitelabel App And Website - Yelo



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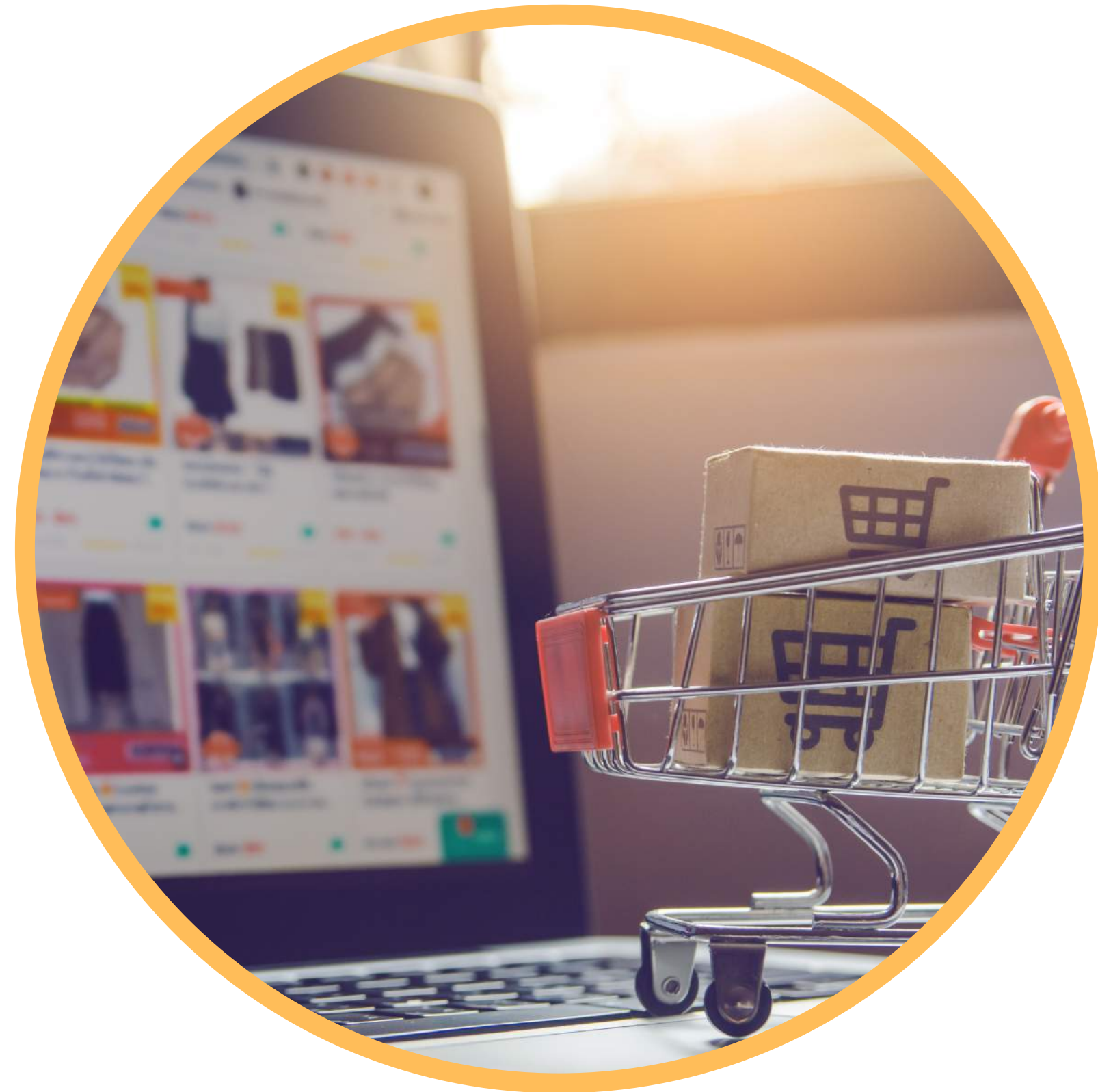
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Every type of Whitelabel product is re-brandable, re-sellable. Here “Re” implies that even though a company owns the product, they can sell it again to another buyer at a price of their choice. The catch is that the reseller can do their branding on the product, and the buyer won’t know who is the original designer or manufacturer.

So, anonymity is the key in Whitelabel products. The resellers might not have a team to build the product, but they must have an extensive network of partners and clients to help them market the product and increase sales.

The same business logic applies to Whitelabel applications and software. Company A will build the application from scratch and sell it to company B with the source code. Company B can then do the branding and sell it to the buyer with or without the source code.

Ergo, Whitelabel applications or websites are products that a company develops, but another company sells them after rebranding. The company that had originally built the product does not get any credit except the payment for their services.



It's an Everyday Practice

In everyday life, we can be using several products not manufactured by the company with its branding. Have you ever bought Starbucks Coffee Beans? Even though Starbucks has their coffee plantations in Costa Rica, not every type of coffee beans sold is grown by Starbucks, but all of them do have their labelling and brand name.

This simply means that Starbucks is procuring coffee from other plantations and branding them as their own. The same applies to digital solutions like applications, software, SaaS products, websites, etc.



Meaning of Whitelabel

The term 'Whitelabel' refers to the process of working on a generic product on behalf of another company (reseller). Have you ever heard of Whitelabel marketing companies? In these companies, the efforts put in for creating a campaign, running, analysing, and improving is made by Company A. Still, Company B can show it as their work to their clients.



Whitelabel Applications

Whitelabel applications are mostly used by companies who want to stay abreast with the current business standard, including having a mobile application or a website. We can state a long list of reasons why every business must have a mobile application to connect with their customers.

Some of them include:



Businesses need better visibility, because by 2023, 4.3 billion people are speculated to own a mobile.



For communication with the customers, because 90% of the time people spend on their mobile is devoted to application usage.



Brand recognition, as 51% of the users found a new company to engage with while conducting a search from their search engine.



Easy marketing, as 78% of the local search from the mobile ends up in purchasing a product or service offline.

So, as a service provider, your aim must be to convince your clients that they need a mobile application or a website. Then it will be easier to pitch your service as a cost-effective way to launch a mobile application without going through the hassles of development and post-development management.

Type of Whitelabel Applications

There are two types of Whitelabel applications available in the industry. Both the types differ in terms of their architecture and hosting processing.

1. Duplication of a Generic Application

Let's say that you have got an unbranded application and its source code from a Whitelabel application developer.

To sell the same to your clients and customers, you will not only duplicate the application by forking the code-base and customising but also add it with specific branding and features.

The level of customisation required is not too high. But, you can do small levels of customisation by changing the front-end aspects. In this type of Whitelabel application arrangement, one forked solution is independent of the other.

In other words, the application you have sold to company XYZ will be independent of the application sold to ABC. However, in this setting, the management and maintenance work adds to the overhead costs.



2. Multi-tenant Application (SaaS/Marketplace)

The second type of Whitelabel application solution follows a unique arrangement and is also the most popular form of Whitelabel service. Here we have a single software or application with multiple tenants or businesses using the main service for their purposes.

Think about a SaaS (Software-as-a-Service). Here, the core solution remains the same while the different clients or tenants can get a customised frontend portal according to their requirements.

Because every tenant shares the solution's core, any change in the underlying code will reflect in every user's portal. This means that bugs will show with every tenant, and the improvement and correction of the bugs will also reflect simultaneously.

The services aspect in multi-tenant solutions reduces the need to set up independent hosting and management services for the service provider, optimising the overhead costs.



Type of Solution	Generic Duplication	Multi-Tenant
Code-base	Owned by Whitelabel Agency	Owned by Whitelabel Agency
Customisation	Requires more customisation	Standardised settings with minimal customisation
Format	Independent applications for everyone	Independent UI with a shared underlying platform
Overhead Costs	Higher maintenance costs	Minimal maintenance costs
Bug Fixing and Updates	Separate updates for every application	One-time bug fixing and upgrades execution

Pros and Cons of Whitelabel Applications

Small and medium scale businesses who cannot spare thousands of dollars on building a highly potent application will find solace in using Whitelabel applications. Most importantly, it helps check every box on the list of modern marketing strategies at optimal costs.

While there are numerous benefits for every participant in the chain, the end-users may also have to experience some demerits of this type of arrangement.

Pros	Cons
Cost Efficiency	Data Ownership and Access Issues
Customisation	Scalability
Zero Involvement	Limited Customisation Scope
Less Time to Market	
Automated Maintenance & Hosting	

Advantages of Whitelabel Applications

- **Cost Efficiency:**

Whitelabel applications do not invite a huge initial investment. Low-cost comes from the fact that the application is a duplicated version, or the end-user will be using a SaaS platform. For startups and small businesses with a lower initial budget, using a Whitelabel application is a better choice.

Building an application or hiring a team to build one for you means looking for developers, designers, testers, DevOps, project managers, and so on. As opposed to this, you will get a ready-to-use solution at lower costs.

A Whitelabel application provider sells the same application with minimal changes to a wide gamut of businesses. Hence, businesses do not charge for the entire development process but follow a one-time fee or a subscription method.

- **Easy to Customise:**

Whitelabel applications are easy to customise for businesses because the users are not involved in the coding exercises. Organisations using Whitelabel applications have the option to customise their platform themselves, akin to the customisation in Yelo, or they can ask the reseller to customise it for them.



- **Zero Involvement in Development and Project Management:**

Zero involvement in project management implies that you won't have the headache to develop the product perfectly or manage the team and the project. While the original developer company takes all the pain of development, the reseller is involved in project management; the end-user is left with paying for the solution and starts using it.

This means that you will receive a working solution at optimal prices without any responsibility for creating and managing the development process.

- **Less Time to Market:**

Yes, this is a big advantage for businesses looking to reduce their time to market substantially. Shorter time to market helps organisations establish a beachhead and supply the product first.

Choosing a Whitelabel application to begin a marketplace can help you become a market pioneer and leverage the benefits of creating compelling offers to attract a large customer base.



• Maintenance and Hosting

In terms of maintenance, the application reseller is responsible for the application uptime and provisioning a hosting solution. Even though you may not have access to the source code, which minimises the scope of customisation, you will also not have to deal with any maintenance work.

The application reseller will most probably have a team of developers and maintenance professionals to track the application's performance. They can solve the glitches and provide updates to the application when required.

To sum up the advantages part, Whitelabel applications are pocket-friendly; they require less maintenance, no dedicated hosting solutions, and ensure quicker time to market.



Disadvantages of Whitelabel Applications

Even though the benefits of white applications are great, you should also know about some potential problems:

- **Data Ownership and Access:**

Thanks to Cloud technology, Whitelabel applications can cater to a large number of businesses simultaneously. However, the problem it creates is that your data (customers, payments, products, etc.) is available on the same storage server as others using the SaaS platform.

As a result, there is no exclusivity in data ownership and access because the service provider (the reseller) also has access to those files. However, this issue is solvable if the reseller or the SaaS service provider assures every tenant about complete separation of their data with no scope of leakage and overlapping.

- **Limited Scope of Customisation:**

Customising your business platform with a Whitelabel application that has multiple tenants undoubtedly is easy. But the extent of customisation is limited. This reduces the scope to build a bespoke brand presence and enhance its visibility in the process. Whatever customisation abilities are there, they are generic, with little to no scope of making a difference.

Having said that, the onus of choosing the right platform is on you. Hence, ensure that the Whitelabel application you are choosing already has the required design elements that augment your product, services and enhance the user experience.



- **Scalability:**

Whitelabel applications work on an “as-is” basis. Your business requirements, needs, and customers might increase, but every Whitelabel application may not be able to accommodate these changes.

Here again, the Whitelabel applications are divided in terms of inherent capacity to scale. Where some applications like Yelo provide seamless scalability depending on the needs, others might not be able to give this kind of freedom.

While the disadvantages of working with a Whitelabel application are evident, we also have the solutions to circumvent these challenges and access a solution that adapts to your specific needs and requirements.



How to Create a Whitelabel Application?

Creating a Whitelabel application follows the same process as building any other application, except for the part where you have to think about the number of users you want onboard. With a growing number of customers, your Whitelabel application has to perform equally good for everyone.



- **Understanding the Target Audience**

Understanding the target audience means that the Whitelabel solutions provider must identify the end-user of the application. So, while creating a Whitelabel SaaS software for a marketplace developer provider, it is important to know about the end-users who will eventually use the marketplace.

For this, the developers can leverage marketing personas, market research, and create surveys to read the audience. Using these methods means increasing the time required for building the application, but it will ensure the best results.



- **Scope of Personalisation**

Whether you are creating an application for an individual client or a marketplace application for multiple users, it needs to align with the client's branding and requirements.

Hence, you cannot use the same design patterns for every application and SaaS solution. For this purpose, ask your clients for a styling and development guide that explains how they want the application to look, feel, and interact with the users.



- **Check the Competition**

It is crucial to analyse and understand how similar applications in your domain have been built for relevant industries. Create a plan to adhere to the industry standards and accommodate your solution to perform better than the competition.

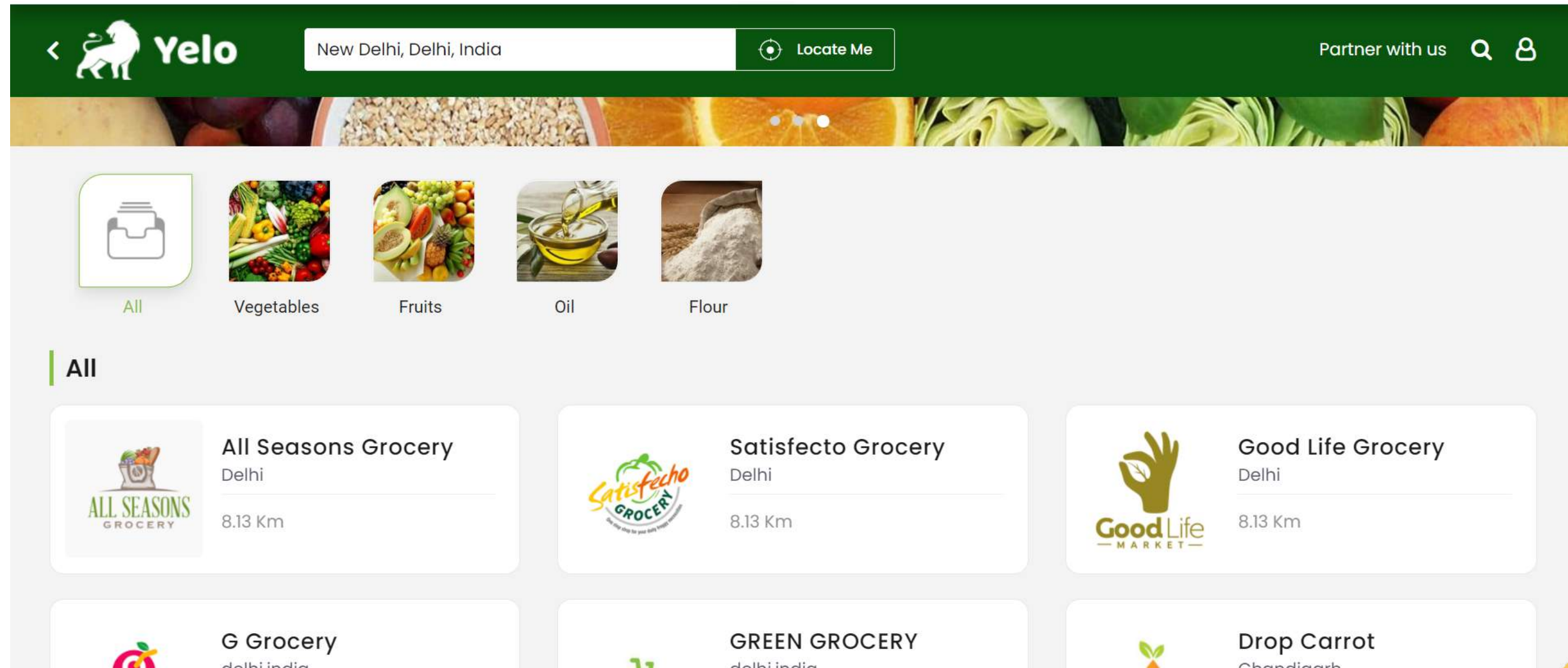
However, do not imitate your competitors. Instead, build a better solution and offer something unique to the users.

Working on these aspects, you can build a market-relevant and customer-oriented Whitelabel application with your branding. As a startup owner or businessman, you do not need to indulge yourself in the details of building a whitelabel application.



Yelo as the Ultimate Marketplace Application Builder

Yelo, a one-stop solution for building and managing all sorts of multi-vendor marketplaces without coding. A product by Jungleworks, Yelo allows entrepreneurs like yourself to create high-performance marketplaces for any industry, boasting features like a dashboard, customer's mobile application, merchant application, creating product lists, inventory/stock management, and much more



Working with Yelo means that you won't have to rely on costly development teams to help you build adaptive marketplaces. Instead, Yelo has inbuilt functions and features to help you build, launch, and scale your multi-vendor marketplace as required.

Yelo comes with inbuilt themes that are personalised according to the industry. The Yelo themes are built by studying the industry-centric audiences and aim at delivering the best customer experience. In addition, these themes are easy to customise and are designed by professionals.

Yelo Features and Functions Worth Knowing

- **Types of Marketplace:**

Yelo offers a wide gamut of features for various marketplaces. These include marketplaces to sell goods, services, gig-economy marketplaces, peer-to-peer products, consultation, rental, etc.

- **Web Applications:**

Create and manage responsive and customisable mobile-friendly websites that will work smoothly on iOS and Android.

- **Access Control:**

When it is time to expand the team to handle the operations, you can set administrative controls to create and manage orders. You can allocate the marketing teams to focus on the campaigning, while the operations team can handle the orders with no overlapping.



- **Comprehensive Ordering Features:**

Your customers can engage seamlessly with the Yelo-built marketplaces. With inbuilt functions, including search-filter, catalogue, account creation, etc., the customers will enjoy using your marketplace and find it convenient.

- **Delivery Features:**

Yelo's delivery functions include real-time tracking, push notifications, route optimisation, and automated logistics, along with proof of delivery.

- **Multiple Payment Options:**

With Yelo, you can give your customers more than 100 payment options to complete transactions the way they want.

- **Marketing and SEO:**

Yelo offers inbuilt marketing and SEO features to help you attract users organically to the marketplace. In addition to this, you can also include discounts, social logins and even create a loyalty points program for your marketplace.

Understandably, creating a marketplace from scratch requires more time, resources, and mammoth-sized courage to venture into the new world. While we understand that it is a big leap to take in one stride, Yelo gives you a simple solution to build your dream business at a fraction of a cost and without using a team of developers and designers.



Conclusion

The idea of building an application for your business like a multi-vendor marketplace by using the services of a whitelabel platform is great. But when it comes to the implementation stage, working with a whitelabel company is even more easier and risk-free because you have the freedom to choose from a variety of solutions.

Among others, you can try Yelo to create your marketplace and use its features plus functions for building advanced, user-friendly, and top-notch service. Moreover, Yelo gives you the option to choose from a variety of different themes and customize your platform as required. In terms of scalability, Yelo has the ability to help you manage the increasing number of orders and visitors seamlessly without causing a lag.

Among the most popular use cases, Yelo is used for grocery delivery, food delivery, beauty services, and many other similar platforms, offering bespoke features to the customers and creating new possibilities for modern-day businesses.

