

*The benefits of
deploying a
white label for
your
organisation*



sslpost

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SSLPost white label ELMhub for your organisation

We've engineered a comprehensive, intuitive platform that integrates every element of the employee journey within a single, unified system.

The benefits of ELMhub are profound and multi-faceted, delivering clear returns for your organisation.

We're not just offering a tool; we're providing a strategic partner committed to empowering your organisation to optimise its most valuable assets – your employees.

Our commitment to continuous innovation ensures our solution remains future-proof, scaling effortlessly with your growth and seamlessly adapting to the ever-evolving business and regulatory landscape.

This whitepaper details the benefits of choosing a white label deployment of your ELMhub platform.

Overview

SSLPost offers three options for **ELMhub** Employee Self Service portals:

- 🔒 Multi-tenanted platform
- 🔒 White label for portfolio expansion (multiple different client accounts)
- 🔒 White label for single business (one company, many departments/branches/brands)

White label advantages

Deploying a white-label instance can offer several benefits, especially for businesses looking to scale quickly, customise configuration or maintain brand consistency without reinventing the wheel.

Here's an overview of the main advantages:

Branding & customisation

- 🔒 **Full branding control:** White-label solutions allow you to fully brand the solution as your own. This means you can apply your company's logo, colour scheme, and other visual elements, creating a seamless brand experience for your users.
- 🔒 **Customisable features:** White-label solutions also allow you to customise certain features during configuration, ensuring the solution fits your specific outcomes, needs, preferences and security policies, without needing to build it from scratch or be restricted by default configurations.
- 🔒 **Domain reassurance:** SSLPost white labels utilise unique domains, chosen by the client to underpin brand confidence and recognition.

Cost and time efficiency

- 🔒 **Faster time to market:** Rather than developing a solution or service from the ground up, deploying a white-label solution allows you to launch your offering quickly. This reduces development time and associated costs.
- 🔒 **Lower development costs:** Developing software or a service internally can be expensive. White labelling reduces the need for a large development team and costly infrastructure by providing a ready-made solution.

Focus on core business

- 💡 **Focus on what you do best:** Our white-label solutions allow you to focus on your core competencies, whether that's marketing, customer service, or scaling your customer base, while the technical complexities are handled by SSLPost.
- 💡 **Reduced maintenance burden:** We manage the solution's technical maintenance, updates, and scalability. This helps your business avoid the headache of system upgrades and performance optimisation.

Scalability

- 💡 **Easier scaling:** Our white-label solutions are built with scalability in mind, meaning you can scale your business without worrying about the infrastructure behind the solution. As your user base grows, the solution is designed to grow with you.
- 💡 **No need for major infrastructure investments:** You can scale without heavy investments in physical infrastructure or hiring additional technical staff.

Risk mitigation

- 💡 **Proven technology:** Since white-label solutions are developed by our specialists using a risk-based approach, you're using a solution that has already been tried, tested and proven in the market. This reduces the risk of bugs, inefficiencies, or failures that come with developing new software from scratch.
- 💡 **Compliance & security:** We handle the compliance and security protocols, ensuring that our solution meets and exceeds industry standards, legal requirements, security compliance and practices. SSLPost are Cyber Essentials certified and ISO27001 accredited.

Market differentiation

- 💡 **Expand your offering:** By adding an SSLPost white-label solution to your portfolio, you can quickly diversify the services you offer without needing to develop new capabilities internally.
- 💡 **Faster market penetration:** You can enter new markets or segments faster with an SSLPost white-label solution that's already functional and reliable; helping you stay competitive.

User trust

- 💡 **Reliability & professionalism:** We have significant expertise in our solutions, so your users get a high-quality experience which helps build trust and credibility for your organisation's brand.

Revenue opportunities

- 💡 **New revenue streams:** By offering an SSLPost white-label solution under your own brand, you can generate new revenue sources without needing to create the solution from scratch. For example, payroll bureaus and accountancy firms often use SSLPost white-label solutions to resell additional Employee Lifecycle Management services to clients.

Control & management

- 💡 SSLPost white label solutions offer central control and management through the built-in admin dashboard. We also offer different accesses for different levels of administrator. This underpins your Access Control Policy in providing access dependent on role and responsibility.

In summary, deploying a white-label instance is a smart way to leverage an existing, well-developed solution to meet your specific business needs, save time and resources, and maintain a high-quality, branded experience for your customers.

Why choose SSLPost ELMhub?

- 💡 **Unparalleled efficiency:** HR teams, for example, gain a significant reduction in administrative burden, freeing them to focus on strategic workforce planning, talent & development, and fostering a positive company culture. Imagine the same impact on other departments such as payroll, compliance and operations!
- 💡 **Enhanced employee experience & retention:** By providing a cohesive, consistent, and user-friendly experience across all touchpoints, we foster higher employee satisfaction, deeper engagement, and ultimately, a significant reduction in costly turnover. Happy employees stay.
- 💡 **Mitigated risk:** Our robust compliance features and single source of truth and delivery, drastically reduce the potential for costly legal issues and regulatory fines, protecting your organisation's financial health and reputation.



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