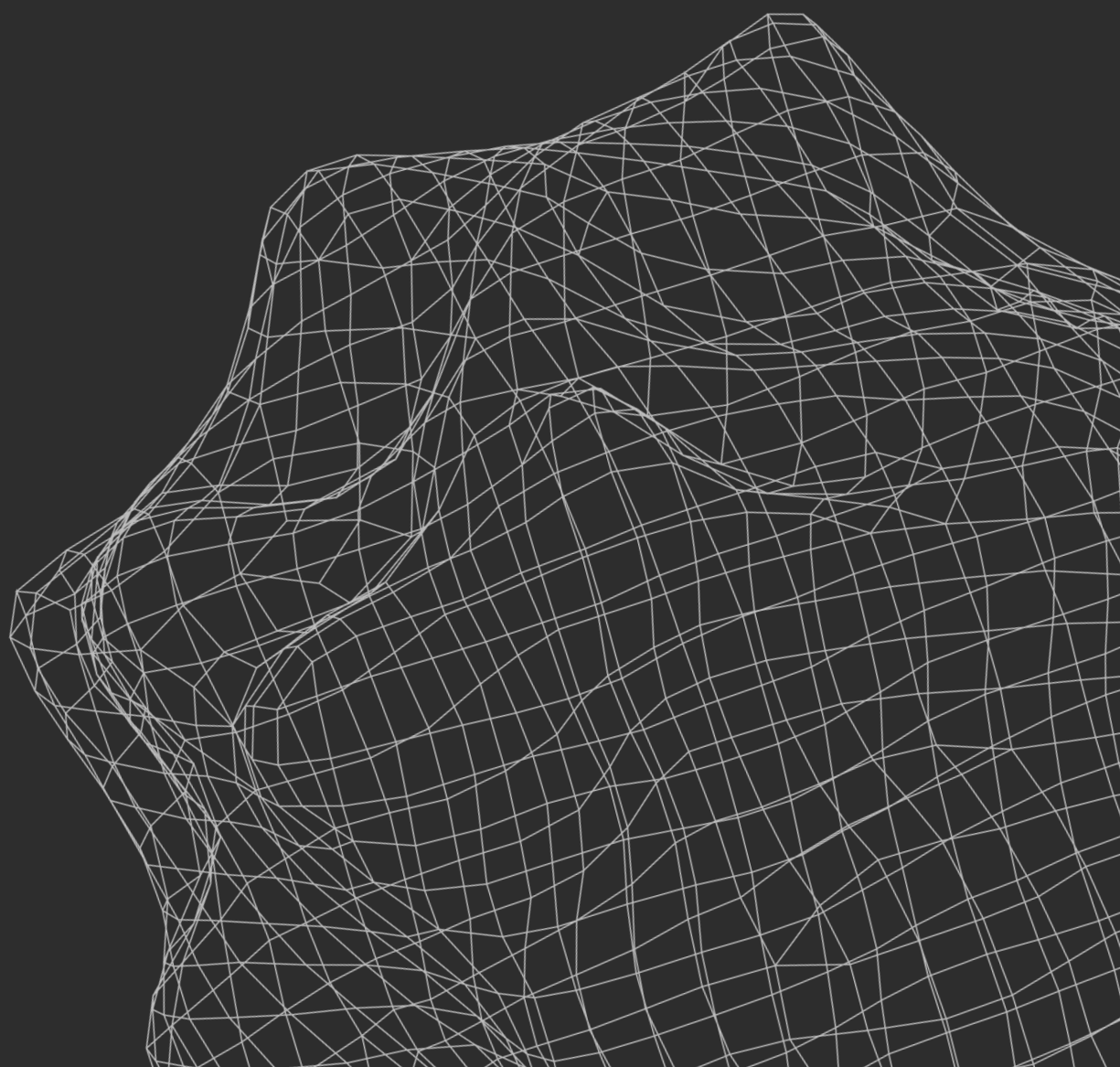




Guide for resellers



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3	Whom to sell SafeDNS to
6	Marketing materials available to SafeDNS resellers
7	How to provide SafeDNS services to your customers
7	Reseller Account
8	Adding New Customers
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Whom to sell SafeDNS to

You can resell the SafeDNS web filtering services to:

- Home users
- Businesses of any size
- Educational institutions (of any level – schools, colleges, universities, etc.) and libraries
- Camping grounds, cafes, family restaurants, coffee shops, and other public/guest Wi-Fi providers
- Internet and mobile service providers

SafeDNS provides solutions adapted to each of these particular types of clients.

We are not limited to these types of clients, any unique project can be discussed with your manager

Safe Home & Family Plans

The SafeDNS solution for home users allows families with kids to manage and control kids' access to the internet and protect all of family's web-connected devices against web-based threats and unwanted content online. For 4 years in a row SafeDNS received Approved Parental Control Product award as a result of rigorous tests and reviews by AV-Comparatives, a world-known test lab.

Basic, Pro & Pro+ Plans for Business

Business of any size, from SOHO and SMB to enterprise, can significantly benefit with SafeDNS. The filtering service blocks access to malicious and phishing resources, prevents the inclusion of corporate computers by botnets, ensures internet usage policy compliance, and saves work time by only allowing online activities relevant to the company. Here you can [familiarize yourself with the tariffs](#) and the features included in each plan.

Education and Nonprofit

The SafeDNS solution for educational institutions and libraries safeguards students and staff from dangerous and explicit content on the internet leaving educational, age-appropriate sites available to network users. SafeDNS is indispensable for regulatory compliance:

SafeDNS blocks content to help users comply with regulation	Country	Why it is important
Children's Internet Protection Act (CIPA)	US	To get government-based funding an educational institution should comply with CIPA
A list of virtual media harmful to young people compiled by Federal Review Board for Media Harmful to Minors (BPjM)	GER	It is against the law to make the resources from this list accessible to minors. The list is included into a separate filtering category, German Youth Protection
A list of URLs compiled by Counter Terrorism Internet Referral Unit (CTIRU), run by the Metropolitan Police	UK	It is against the law to make the terrorism-related resources from this list accessible to web surfers in the UK. The list is included into a filtering category, Hate and Discrimination
A list of Child Abuse Images and content (CAIC) list compiled by Internet Watch Foundation (IWF)	UK	In 94 countries it is against the law to make such content accessible. To comply with regulation, prevent distribution and sharing child sexual abuse content online and prevent re-exposure to victims, SafeDNS, as an IWF Member, receives the list and includes its resources into a separate filtering category, Child Sexual Abuse (IWF)

SafeDNS blocks content to help users comply with regulation	Country	Why it is important
An URL List of resources with child sexual abuse material compiled by the Canadian Centre for Child Protection (C3P), as part of Project Arachnid	CAN	In line with the goal of fighting propagation and sharing of child sexual abuse content, SafeDNS includes the list into a separate category, Child Sexual Abuse (Arachnid)

WiFi hotspots

Filtering out such heinous resources matters to public Wi-Fi providers too. They can benefit from a SafeDNS solution, called Hotspot Edition, adapted to their needs by making their wireless networks safer and more child-friendly.

Cloud or on-premise categorization database

ISPs use SafeDNS to protect their entire customer base against web threats and offer end-users means to safeguard young internet surfers from harmful web content and online time wasters.

SafeDNS complies with rules and regulations of CIPA, IWF, BpJM and the Canadian Centre for Child Protection (Project Arachnid).

Marketing materials available to SafeDNS resellers

As a SafeDNS solution Reseller you can use texts from SafeDNS marketing materials (available in .pdf at the links below) to prepare the ones for your customers:

Business & enterprise

- [Safe internet for business in English](#)
- [Safe internet for business in Spanish](#)

Wireless network

- [Web filtering for WiFi protection in English](#)
- [SafeDNS solutions for WiFi providers in English](#)

Education

- [Safe internet for educational institutions and libraries in English](#)
- [Reliable Service for Web Filtering & Access Management for Aurora University. Case Study: in English](#)
- [Top-notch Filtering Quality and Service Reliability for De La Salle University. Case Study: in English](#)

Video tutorials

- [SafeDNS Windows Agent Features in English](#)
- [SafeDNS Dashboard overview](#)

ISP and mobile operators

- [SafeDNS for Internet and Mobile Service Providers in English](#)

Relevant cases and documents are always available in the [content library](#)

How to provide SafeDNS services to your customers

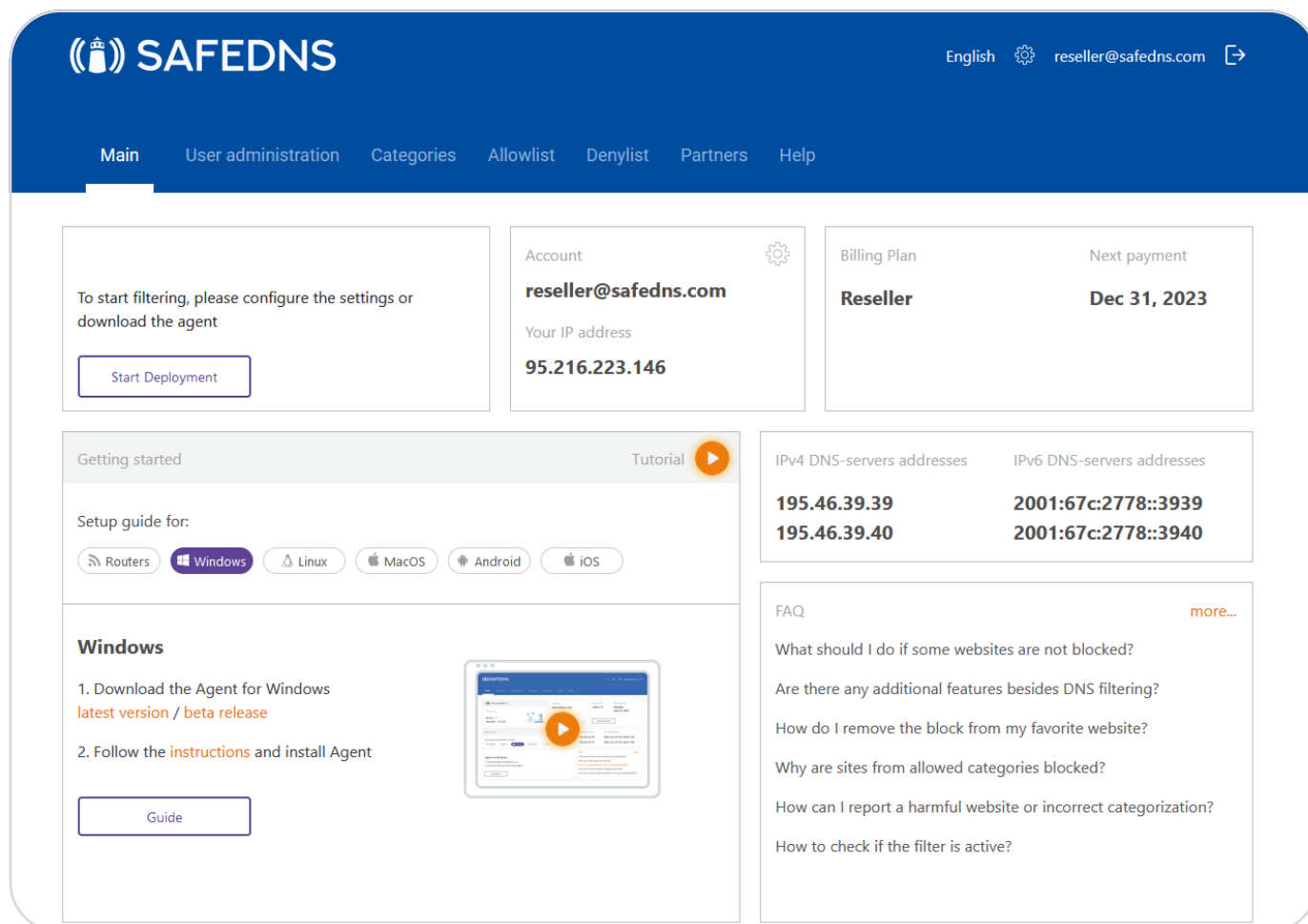
To provide your clients with the SafeDNS filtering service, please, read carefully the section below.

Reseller account

When you join the program, first register at SafeDNS. Then, SafeDNS will activate a Reseller plan via your account. Or sign up for the Reseller plan directly. You will have a 14-day free trial.

A SafeDNS Reseller account gives you the ability to provide your customers with individual accounts. You can create and manage their accounts, define their filtering settings or allow these customers to manage their internet access themselves in their accounts.

With your Reseller Account credentials you access SafeDNS Service Dashboard. It consists of a menu bar, a main menu and an information box. When you log in to your Reseller account, you will first enter the 'Main' menu with the quick guides on how to get started (see Picture 1 below).



Picture 1. Reseller's Dashboard Main page

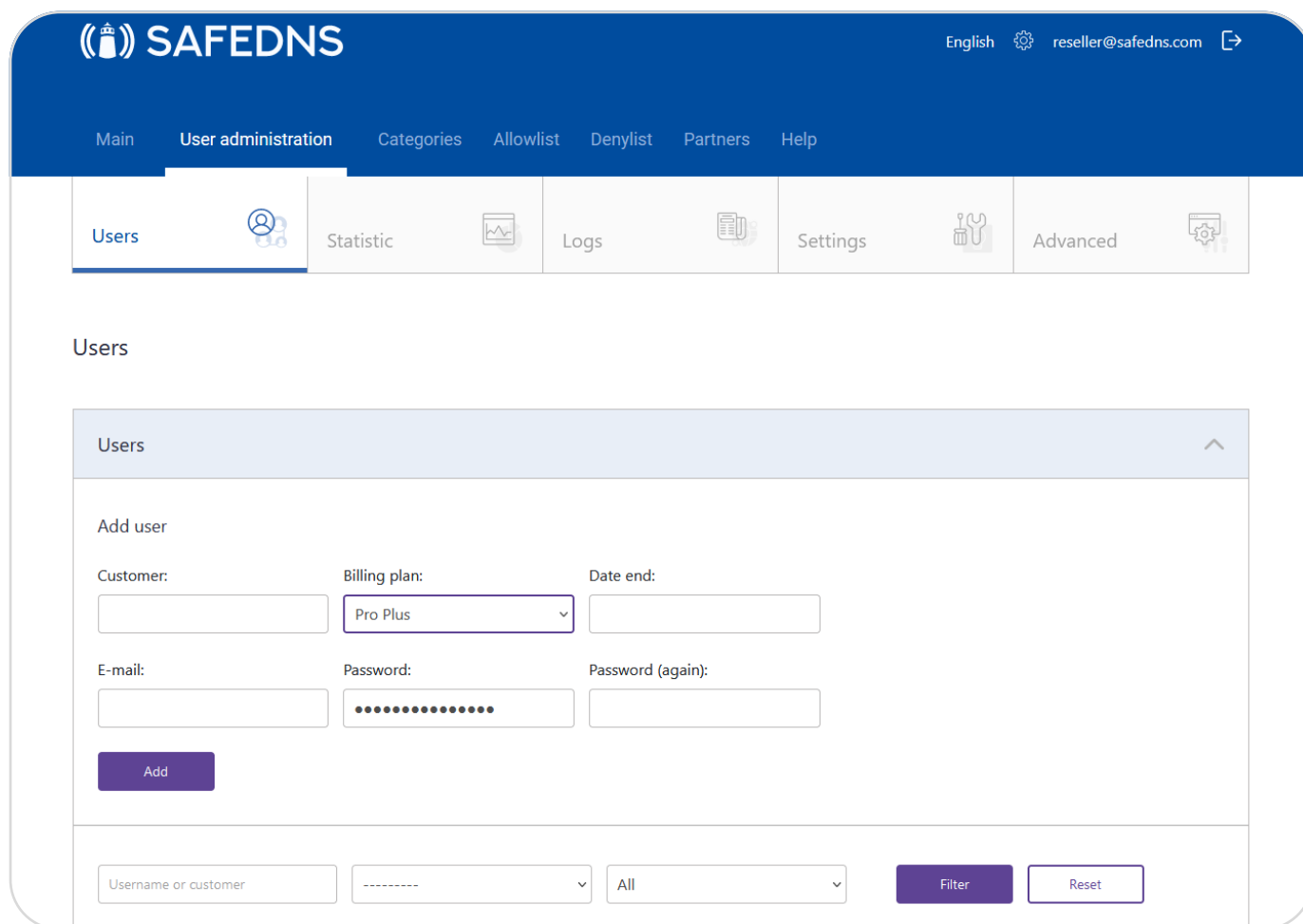
Along with the 'Main' section, there are 5 other menu bars: 'User Administration', 'Categories', 'Allowlist', 'Denylist' and 'Help'.

In the 'Categories' menu, you can define filtering settings that will be applied to all of your newly created customers by default. Please note, that if you give your customers access to their accounts, they will be able to change the existing settings at any time. In the 'Allowlist' and 'Denylist' you can List websites you want to block or allow for your customers. These settings will be applied on top of your customers' filtering settings.

This means that the settings you make will be in priority.

Adding new customers

To add a new customer to the SafeDNS service, enter the 'Users' tab on the 'User Administration' page of Dashboard, as shown in the Picture 2 below:



The screenshot shows the SafeDNS dashboard with the 'User administration' menu bar selected. The 'Users' sub-tab is active, displaying a form to 'Add user'. The form includes fields for 'Customer', 'Billing plan' (set to 'Pro Plus'), 'Date end', 'E-mail', 'Password', and 'Password (again)'. A purple 'Add' button is at the bottom left of the form. Below the form is a filter section with a text input 'Username or customer', a dropdown menu, a 'All' filter button, and a 'Reset' button. The top of the dashboard features the 'SAFEDNS' logo, language settings (English), a user email (reseller@safedns.com), and a navigation bar with links to Main, User administration, Categories, Allowlist, Denylist, Partners, and Help.

Picture 2. Adding a New Customer

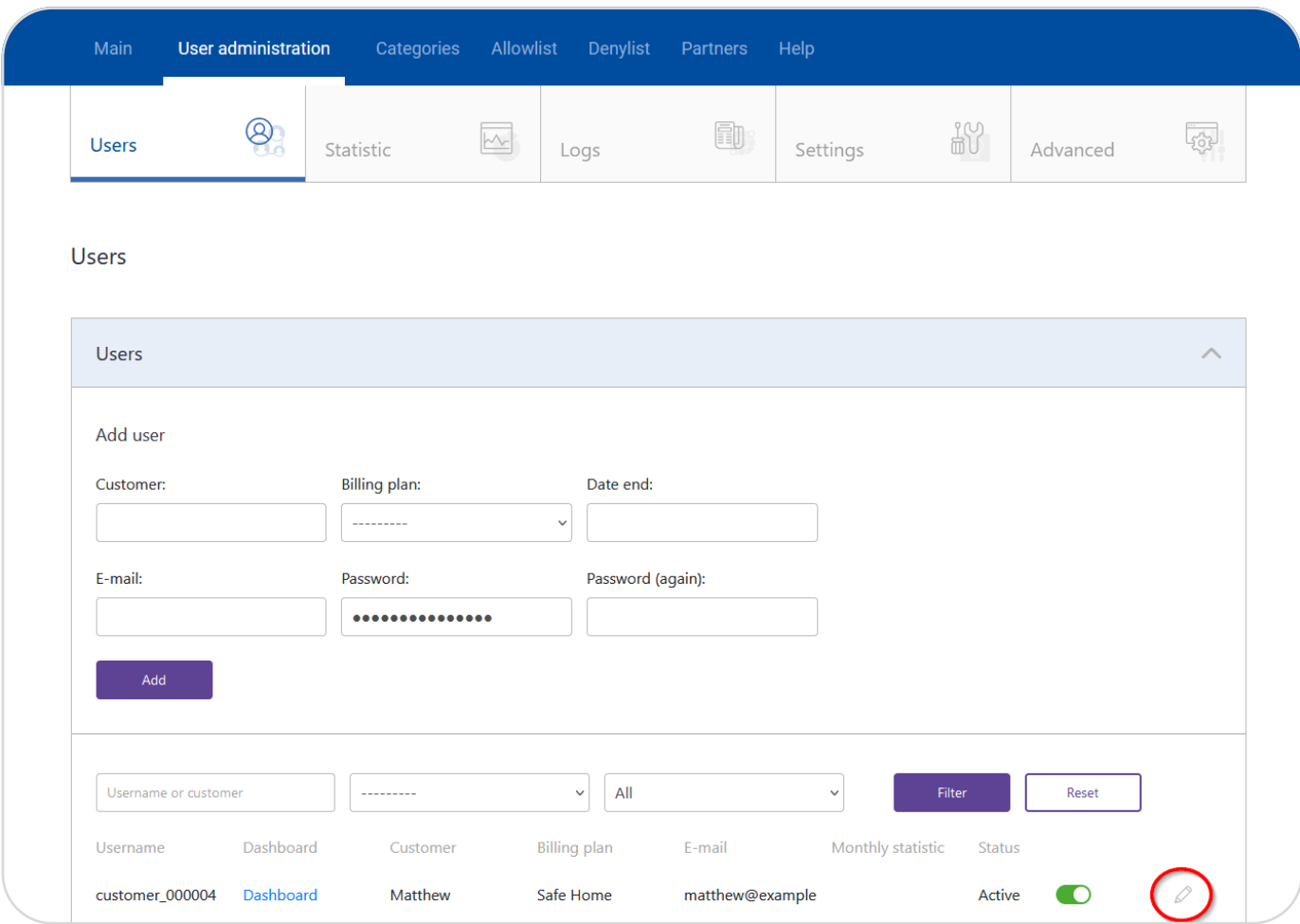
Each of your customers must be entered in this form as a separate user in Dashboard. Please, do not add different customers as the same user, but you may create multiple users per customer (see Picture 2).

For each user, you need to determine which plan would be the best fit for each user. Each Business plan already includes 15 users. If you need to add additional users or switch to another pricing plan, please contact your manager to clarify the procedure. [Compare features available on different SafeDNS Plans.](#) Each of your customers must be entered in this form as a separate user in Dashboard. Please, do not add different customers as the same user, but you may create multiple users per customer (see Picture 2).

Customer management in reseller account

Adding additional licenses

You can change the plan for any customer by going to the 'Users' tab and clicking on the pencil button in the List of users. Select another plan from the List (see Picture 3).

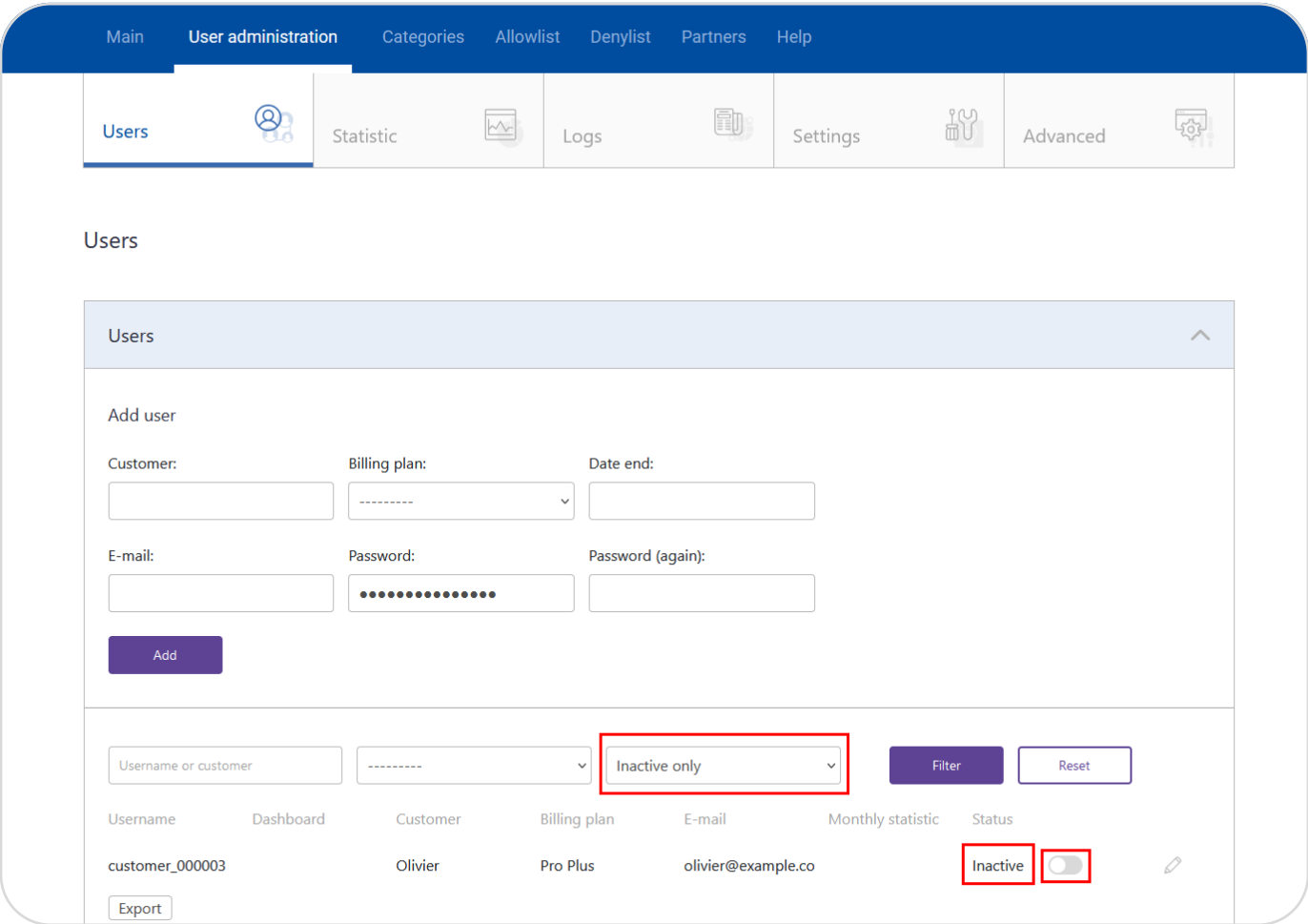


Picture 3. Changing Customer's Plan

Deactivation of customer's subscription

The expiration date of a user should be set during the process of creating a user. Also, the expiration date can be changed manually after a user was created. The user’s account settings can be found under the “Pencil” button.

It is possible to deactivate a user manually by unchecking the checkbox “Active”. You can do it by going to the 'Users' tab and switching the 'Status' button in the list of users. Or it can be done automatically due to a set expiration date in the user’s account settings. (see Picture 4).

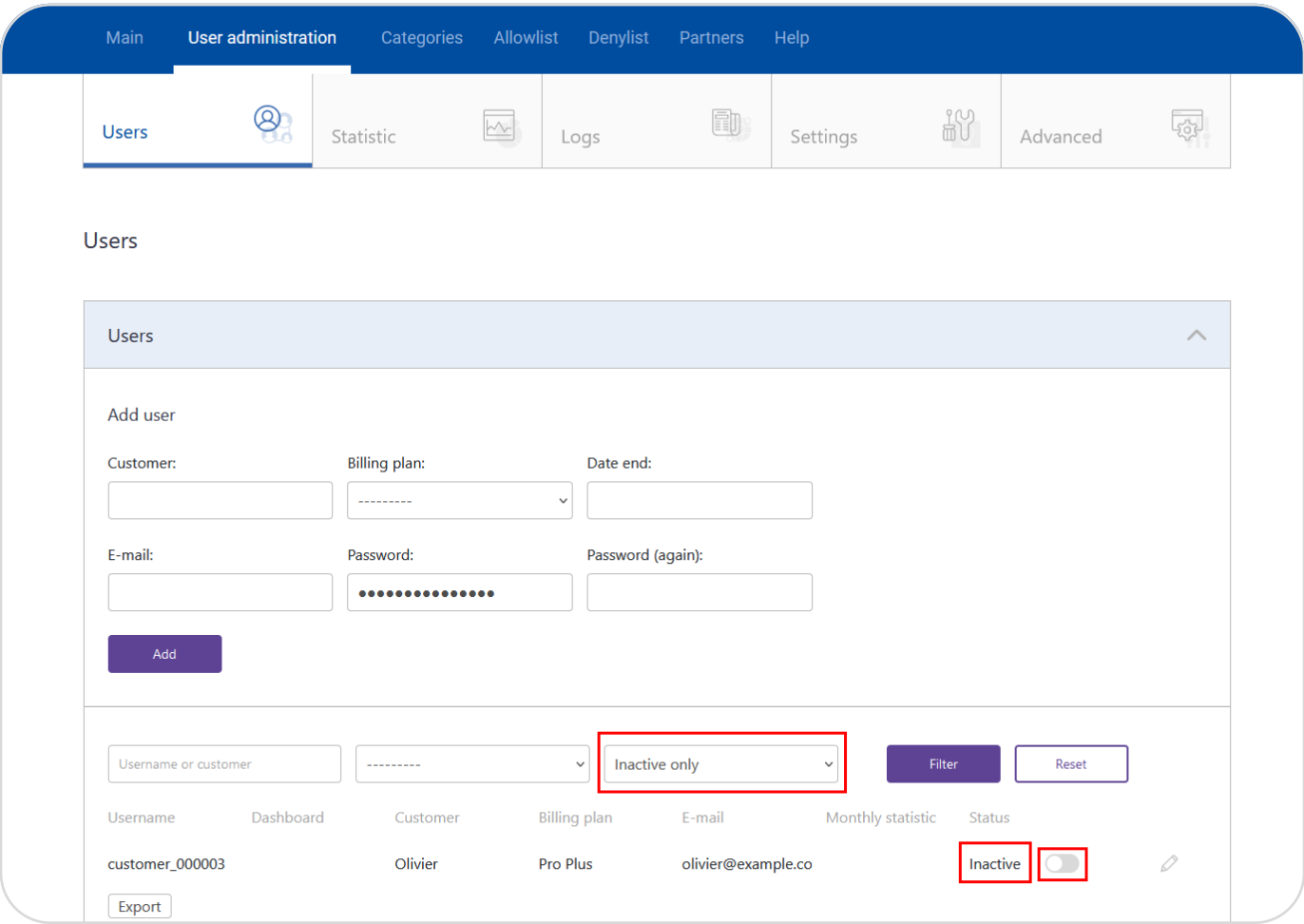


Picture 5.1

By default, deactivated users are shown in the list along with active accounts. It is possible to choose which users you want to see: active, inactive or all. To see a needed type of users in the same tab, select needed type in the drop-down menu and click 'Filter' at the top of your user list.

Reactivation of customer's subscription

When you need to find and reactivate an "old" license. Please go to the "Users" tab, filter out "Inactive only" and switch the account status button (see Pictures 5.1, 5.2)



Picture 5.1

MainUser administrationCategoriesAllowlistDenylistPartnersHelp

Users

Statistic

Logs

Settings

Advanced

Users

Users

Add user

Customer:

Billing plan:

Date end:

E-mail:

Password:

Password (again):

Add

Username or customer

Active only

Filter

Reset

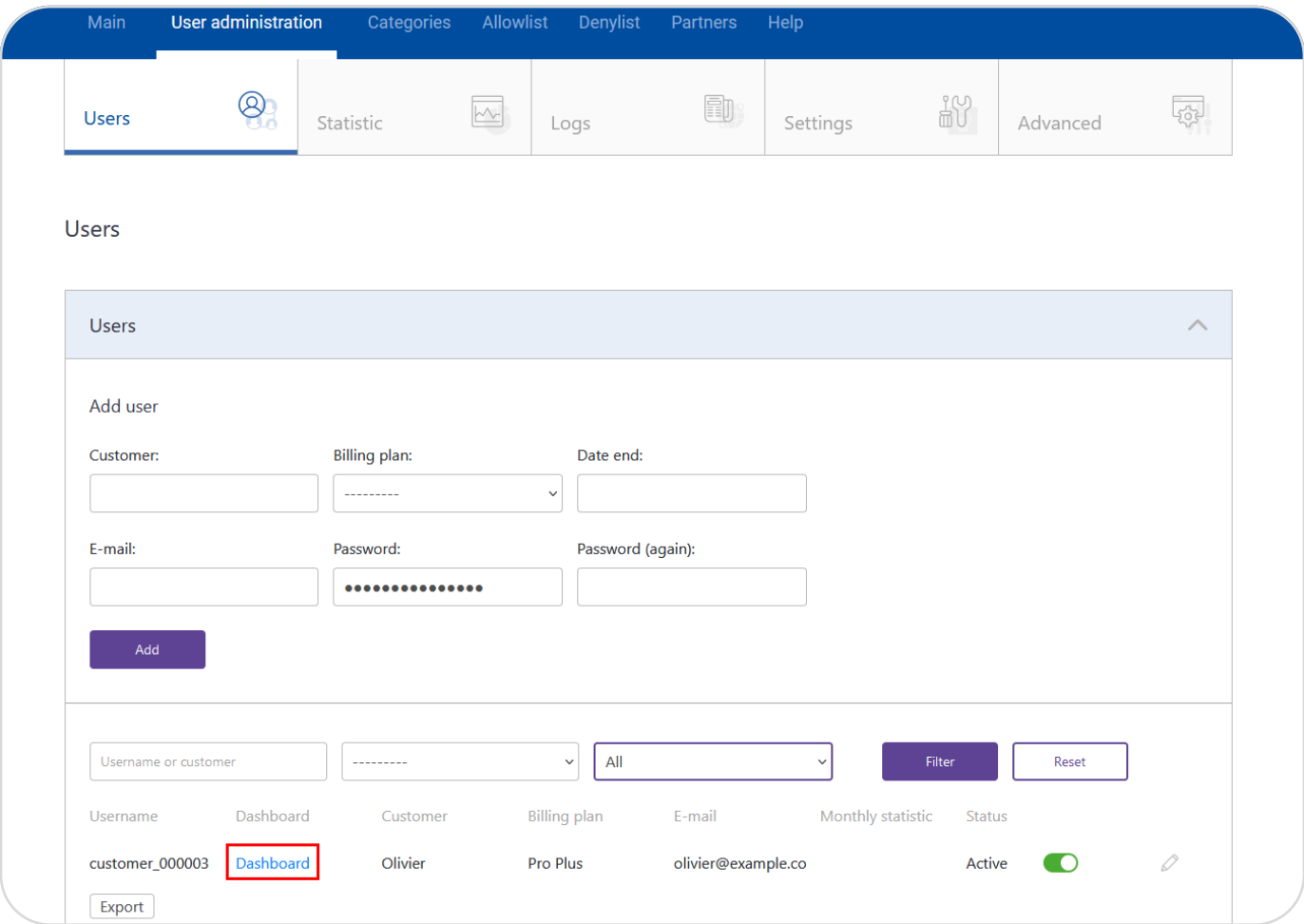
Username	Dashboard	Customer	Billing plan	E-mail	Monthly statistic	Status	
customer_000003	Dashboard	Olivier	Pro Plus	olivier@example.co		Active	<div></div> <div></div>

Export

Picture 5.2

Management of customer's filtering settings

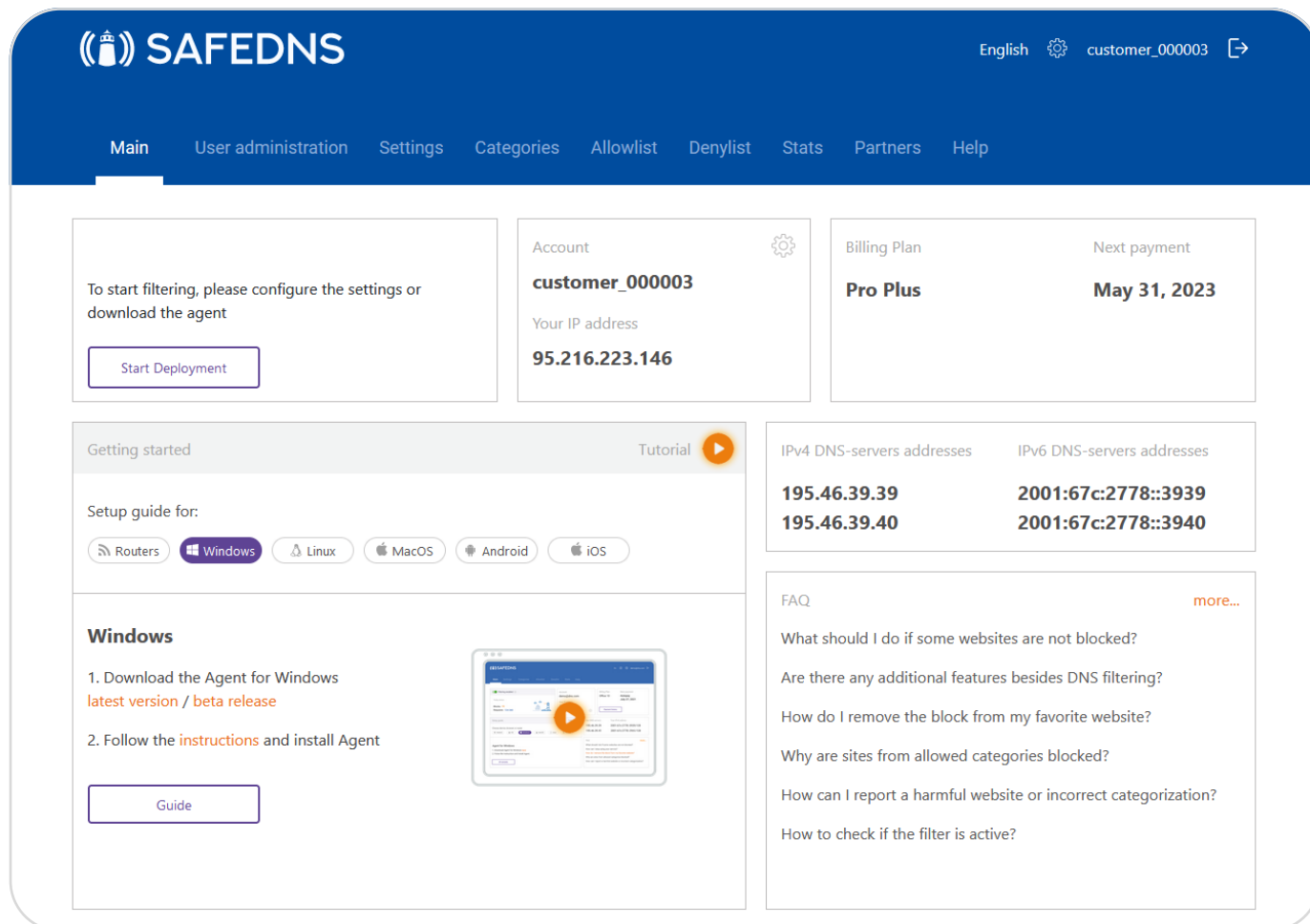
To manage all settings for your customer, enter the 'Users' tab and press the “Dashboard” button of an active user (see Picture 6).



Picture 6. Management of customer's filtering settings

You will take control over the user's account and can manage all the needed settings on their behalf. Please, refer to the SafeDNS [online guides](#) for information on how to use Dashboard and the SafeDNS service.

To log off a user account, press the 'Log off' button at the top of Dashboard and you will return to your Reseller's Dashboard (see Picture 7).



Picture 7. User's Dashboard

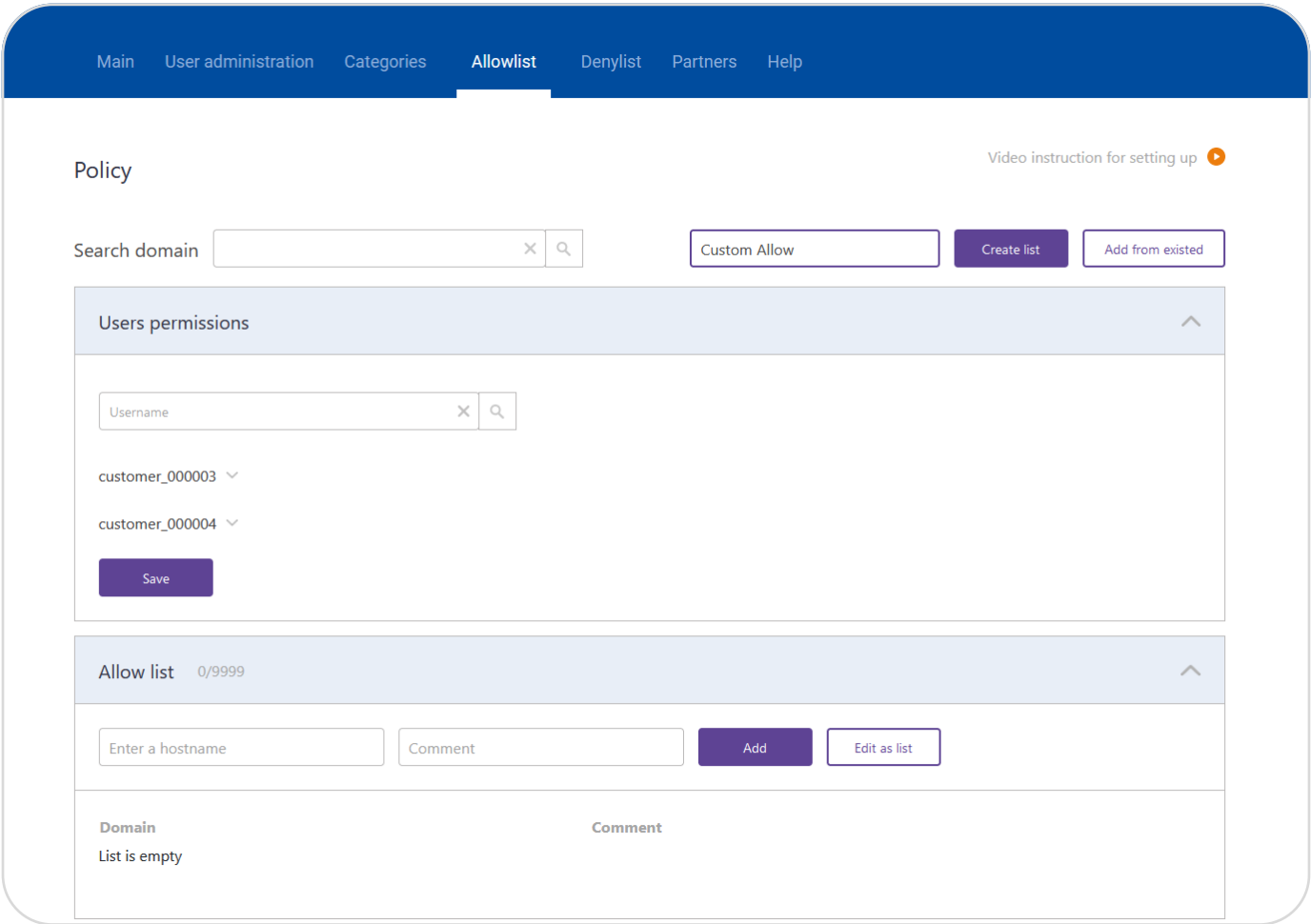
If your customers want to log in and manage the settings themselves, they should use their automatically created username (not their email) as a username. Email can be used as a username in case you created users by API method.

Your customers can log in to their accounts at the SafeDNS website, using the credentials given by you, or by doing the same through a white-labeled login portal (more on that later).

Creating the list of exceptions from filtering rules

You can also compile lists of websites to always block or allow and then apply those lists to some or all of your customers.

To create such a list, you should enter the 'Allowlist' or 'Denylist' tab, set a list name and add a list of websites to always allow or block for a user (see Picture 8).



Picture 8. Adding Allowlist' and 'Denylist

Then you should apply the newly created list to your customers' accounts by clicking on the list and selecting which customer the created list should be applied to (see Picture 9).

MainUser administrationCategoriesAllowlistDenylistPartnersHelp

Policy

Video instruction for setting up

Search domain

x

q

List name

Create list

Add from existed

Users permissions

^

Username

x

q

customer_000003 ^

☒ Custom Allow

customer_000004 v

Save

Allow list

0/9999

v

Custom Allow list

1/9999

Enter a hostname

Comment

Add

Edit as list

Domain

test.com

Comment

test only

Picture 9. Applying Allowlist' and 'Denylist' to Your Customers

In the 'Account' menu (gear icon), you can update your personal information, password, view billing history and upload your company's Logos that are to be placed in your white Label Login portal.

In the 'Help' menu, you can send a request to SafeDNS Support. SafeDNS commits to responding to your requests within 24 hours. Alternatively, you can send your technical requests directly on support@safedns.com, or refer to the company's online guides. SafeDNS also has a Help Desk portal.

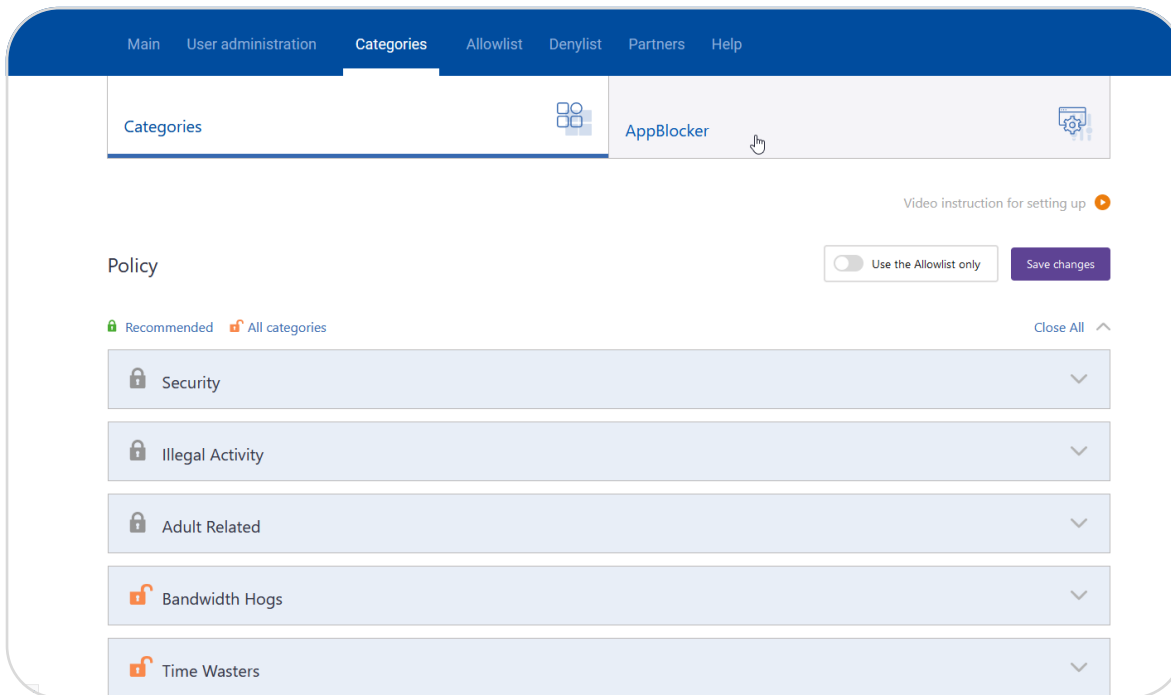
Here, right on the front page, you can find:

- FAQs and answers to them;
- All the guides on how to get started with the SafeDNS service and set up the content filtering on different devices and operating systems.

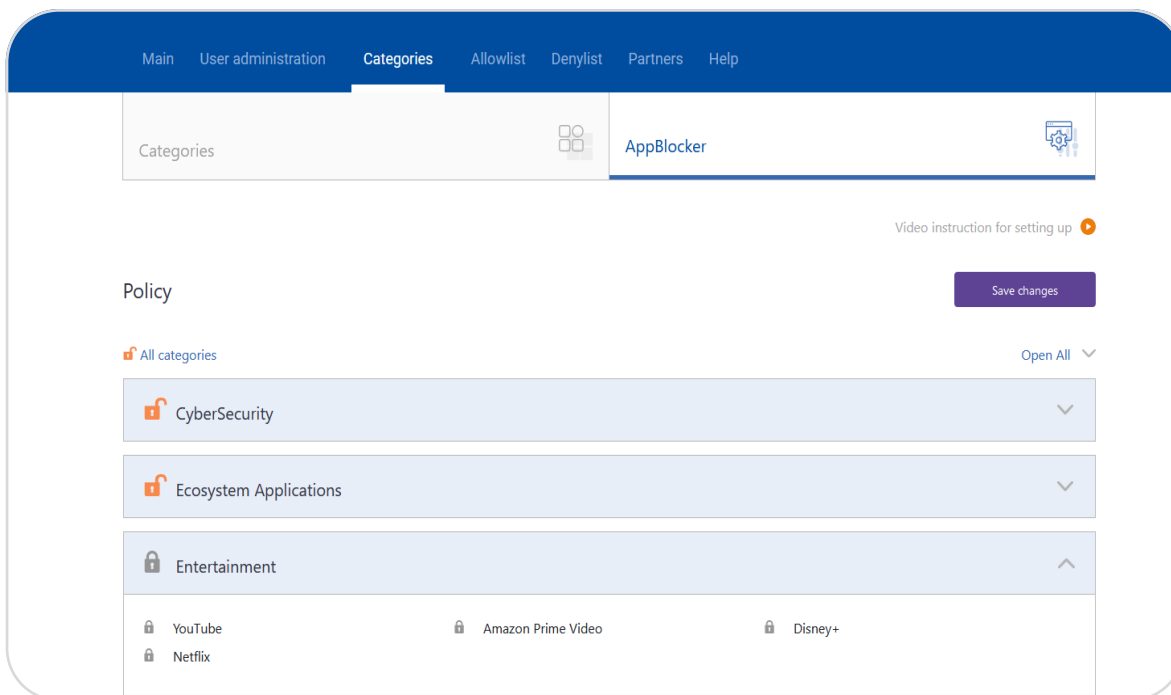
For sales and pre-sales support, please contact your MSP Account Manager. Let's take a closer Look at the settings menu of the Dashboard, to Learn how to create, manage and control customers, set up a block page, view statistics, etc.

Appblocker

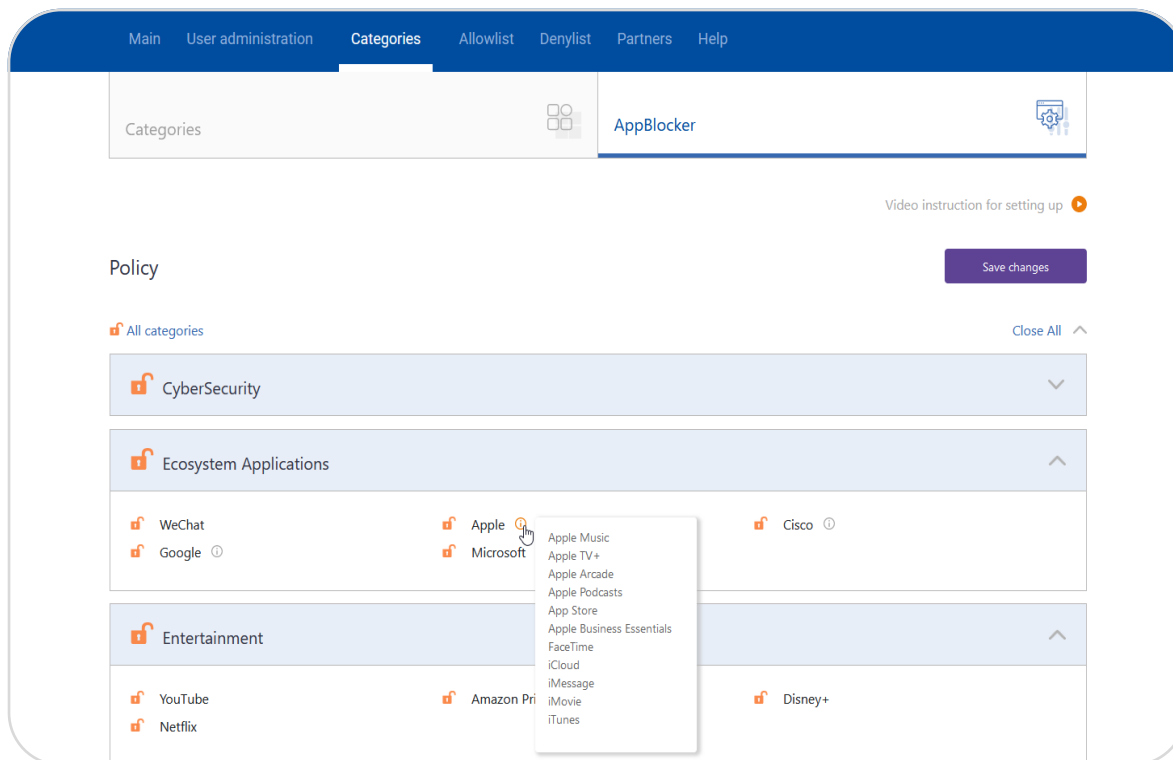
AppBlocker is a feature that blocks access to various applications separately. It helps users keep the business infrastructure safe with a more granular filtering & easily block all domains related to certain applications, such as file sharing, system monitoring, VPNs etc.



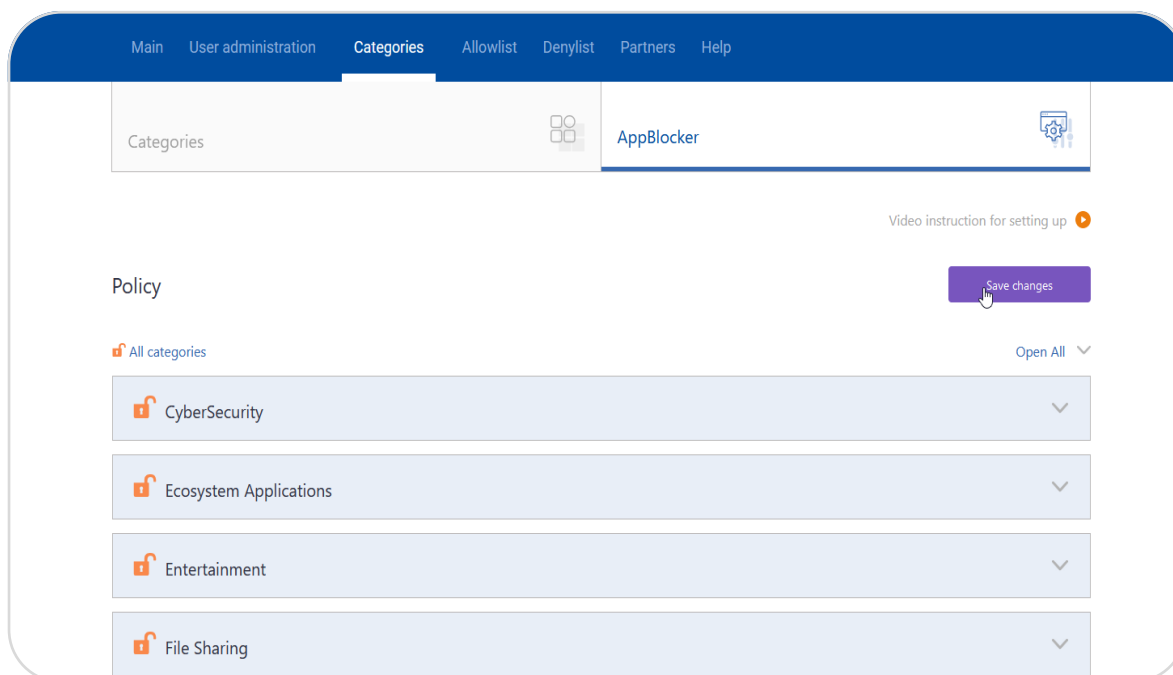
Picture 10. The AppBlocker can be accessed from the Dashboard > Categories > AppBlocker



Picture 11. General view of the Categories within AppBlocker, the whole group eg Entertainment can be blocked



Picture 12. Using the mouse-over option the services included in the AppBlocker item can be viewed. We are reviewing on a regular basis the domains included in the service



Picture 13. Once the groups or services have been selected, please tap the Save Changes button to save the settings made.

General Information:

The AppBlocker settings along with the Categories setup applied to the newly created user accounts within Reseller. If you change anything in the AppBlocker, the settings will be applied only to the newly created users.

Activity report of your customers

To check if your customers direct DNS requests to the filtering service and to confirm that connection to the service is set up correctly, you should enter the 'User Administration', then 'Statistic' tab (see Picture 10).

Users

Users

Add user

Customer:

Billing plan:

Date end:

E-mail:

Password:

Password (again):

Add

Username or customer

All

Filter

Reset

Username	Dashboard	Customer	Billing plan	E-mail	Monthly statistic	Status
customer_000004	Dashboard	Matthew	Safe Home	matthew@example	✓	Active <input checked="" type="checkbox"/>
customer_000003	Dashboard	Olivier	Pro Plus	olivier@example.co		Active <input checked="" type="checkbox"/>

Export

Picture 14. Customer's activity

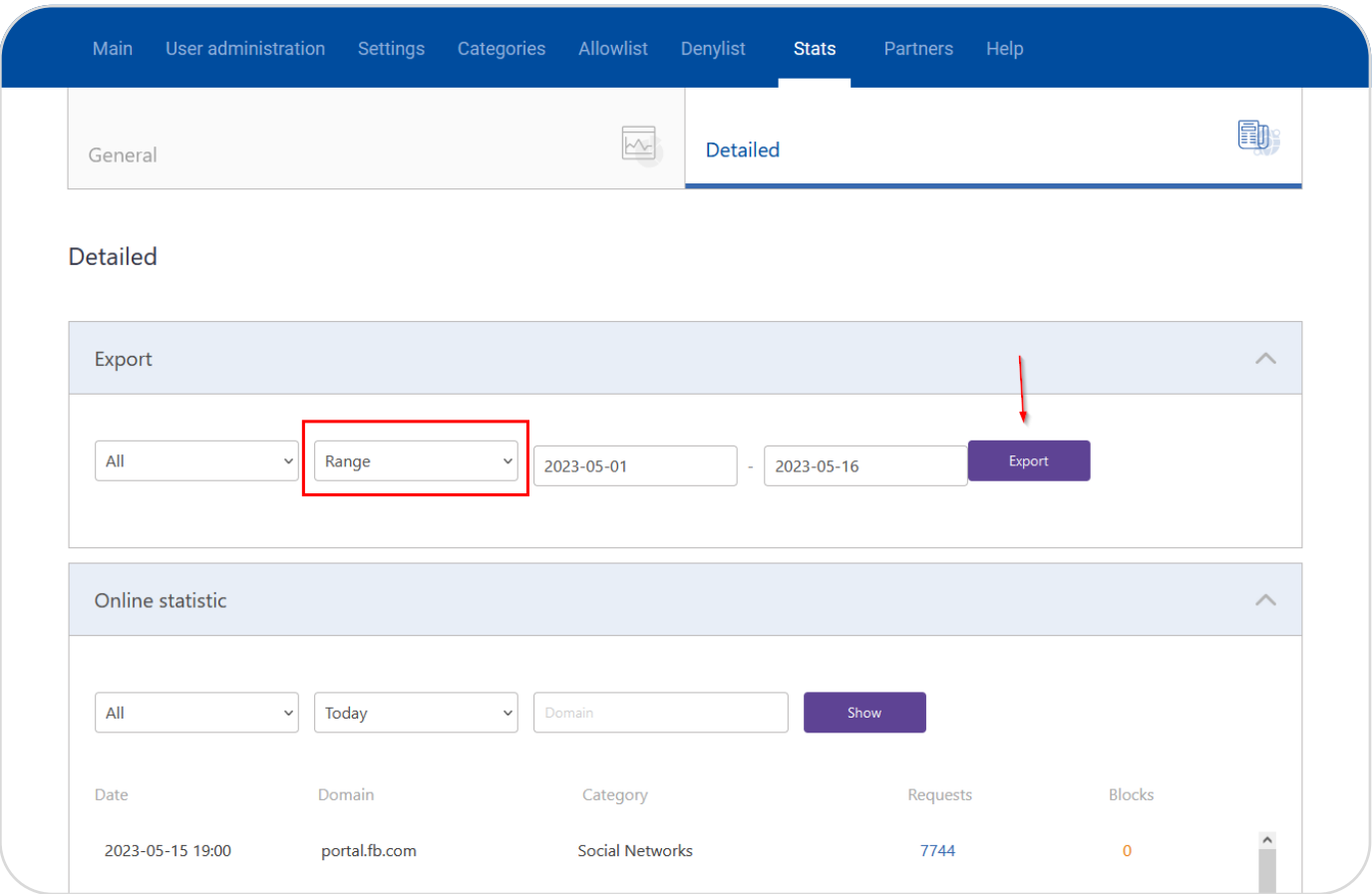
Safedns provides instant statistics. During peak load, the time to generate statistics may take up to 10 minutes.

API based customer management

SafeDNS can provide you a 'Subscription API' that allows you to add users automatically to your Reseller's Dashboard. More information can be found in the [documentation](#).

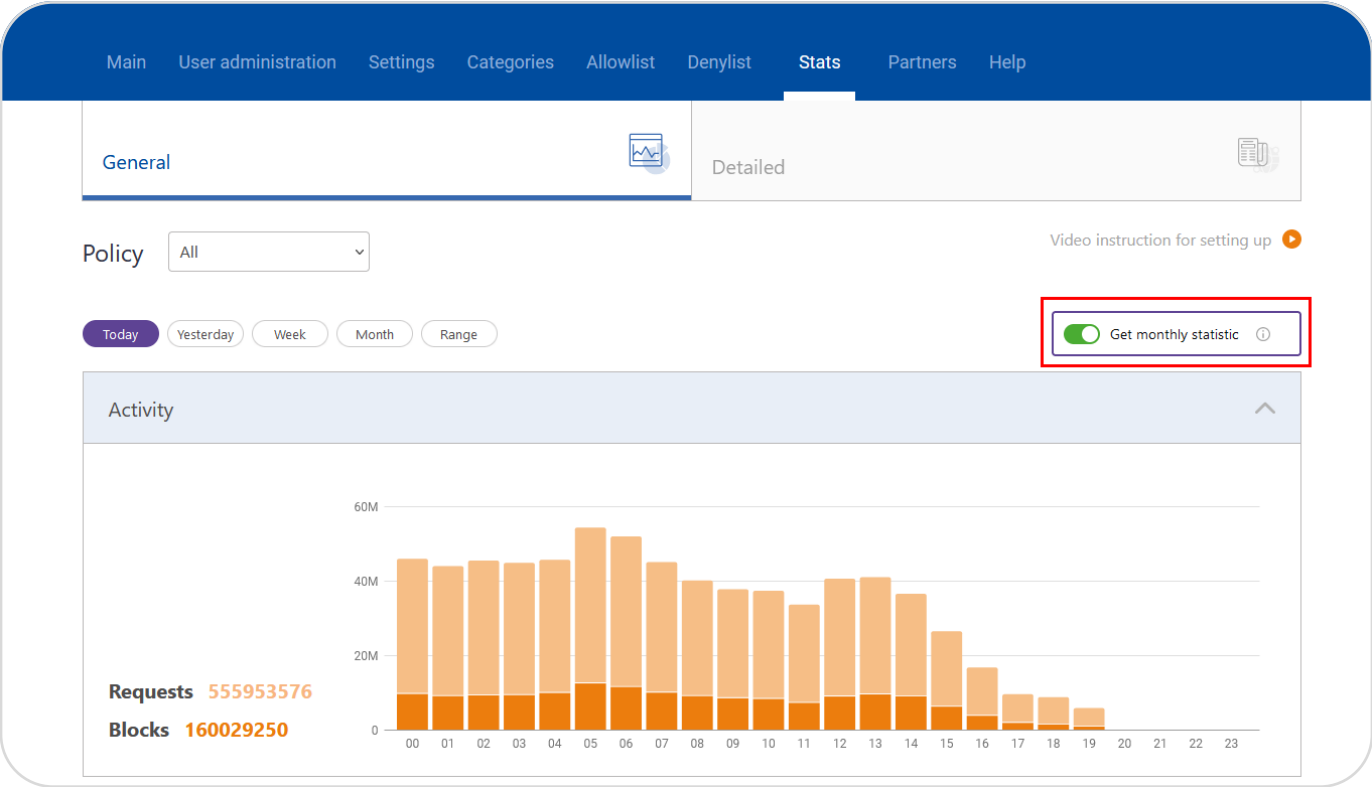
Statistics

To get all of your users' service stats, go to the 'Stats'> 'Detailed' menu tab, select a time period and press 'Export to CSV'. You can separate the file by users. A file with the statistics will be sent to your registration email (see Picture 11).



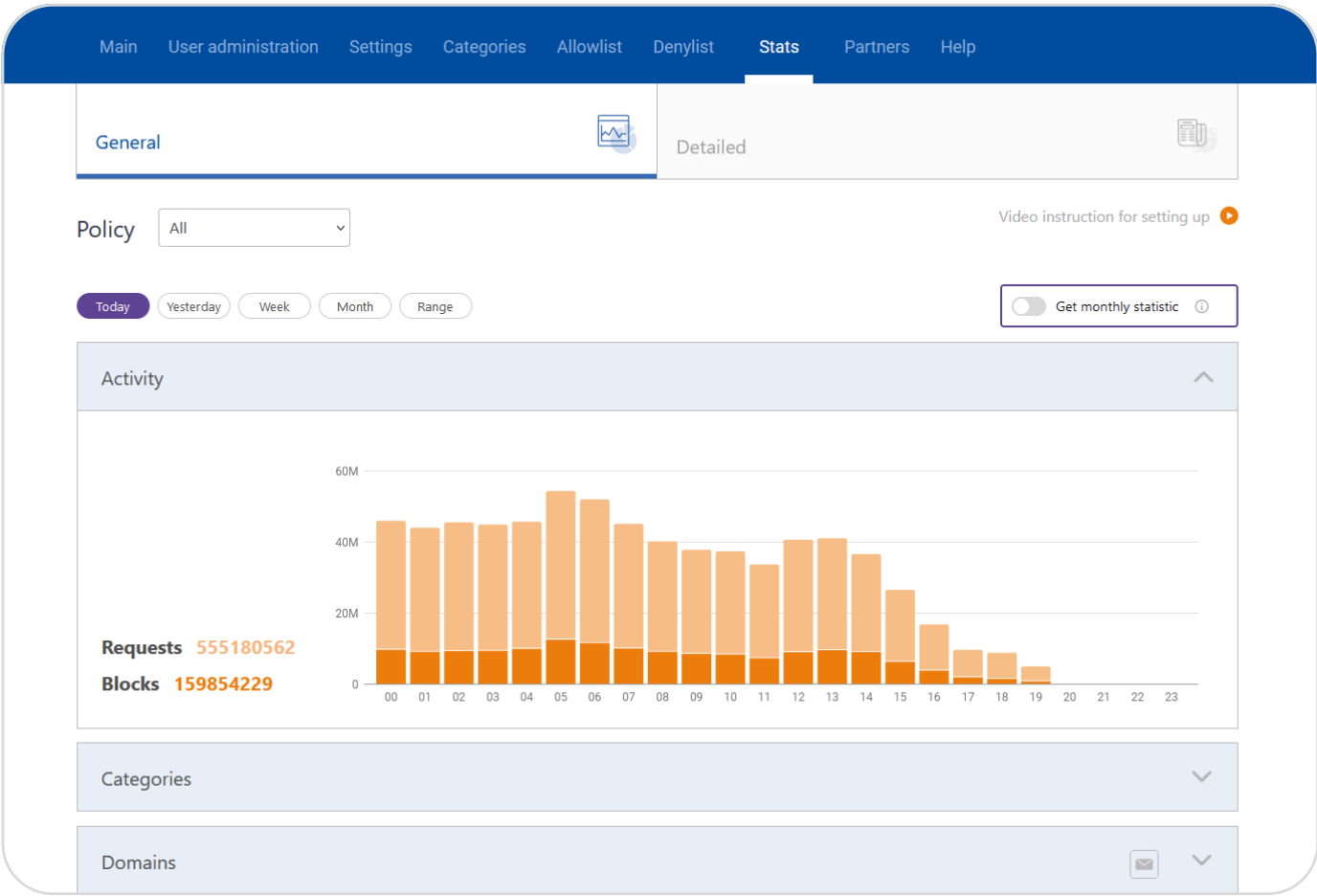
Picture 15. Exporting customer's statistics

You can also switch the 'Statistic' button to enable the monthly generated statistic report for your customer. The report will be sent to their email. (see Picture 12.1).



Picture 16.1 Customer's monthly report

You can also switch the 'Statistic' button to enable the monthly generated statistic report for your customer. Report will be sent to their email. (see Picture 12.2).



Picture 16.2 Users section with the report export button

Branding

SafeDNS provides you with several branding options for the SafeDNS Services.

Custom block page

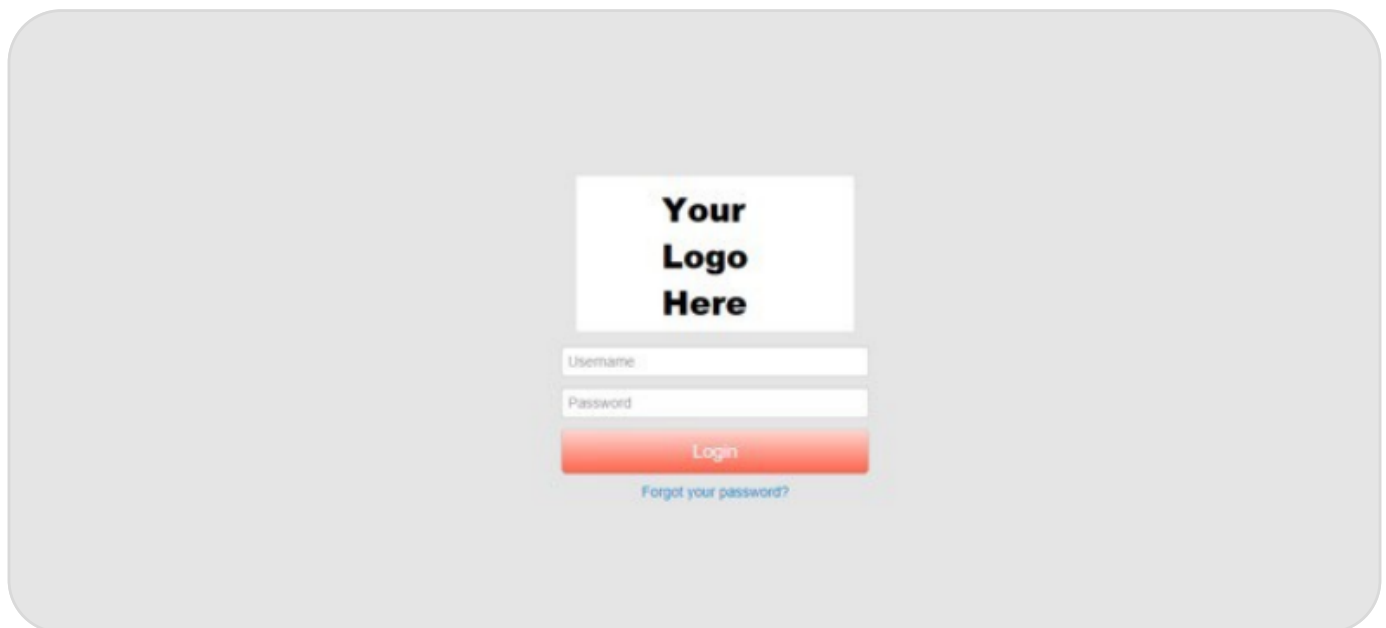
You can set a global custom block page for all of your users with your own logo and text. Please, contact your MSP Account Manager for information on how this can be done.

For information on how to customize block pages for your users, please, check out a dedicated online guide.

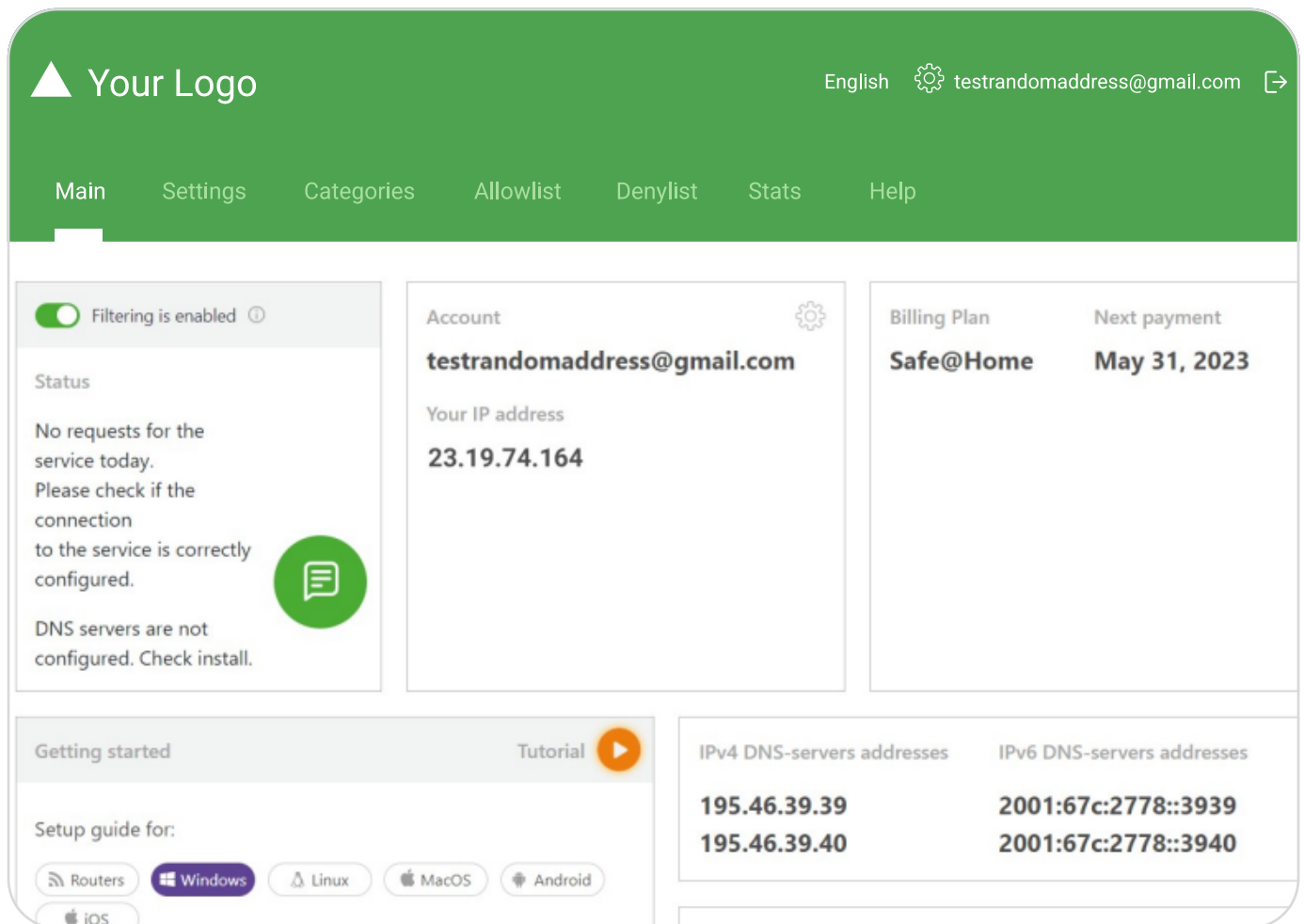
White label version

We offer further customization of the SafeDNS services with a custom domain for your users (e.g. filter.yourdomain.com), your logos and custom set of features available for your users in the service dashboard. In this case your users will see a custom branded login portal as well as a custom branded dashboard with full or limited set of features.

As shown in the picture below.



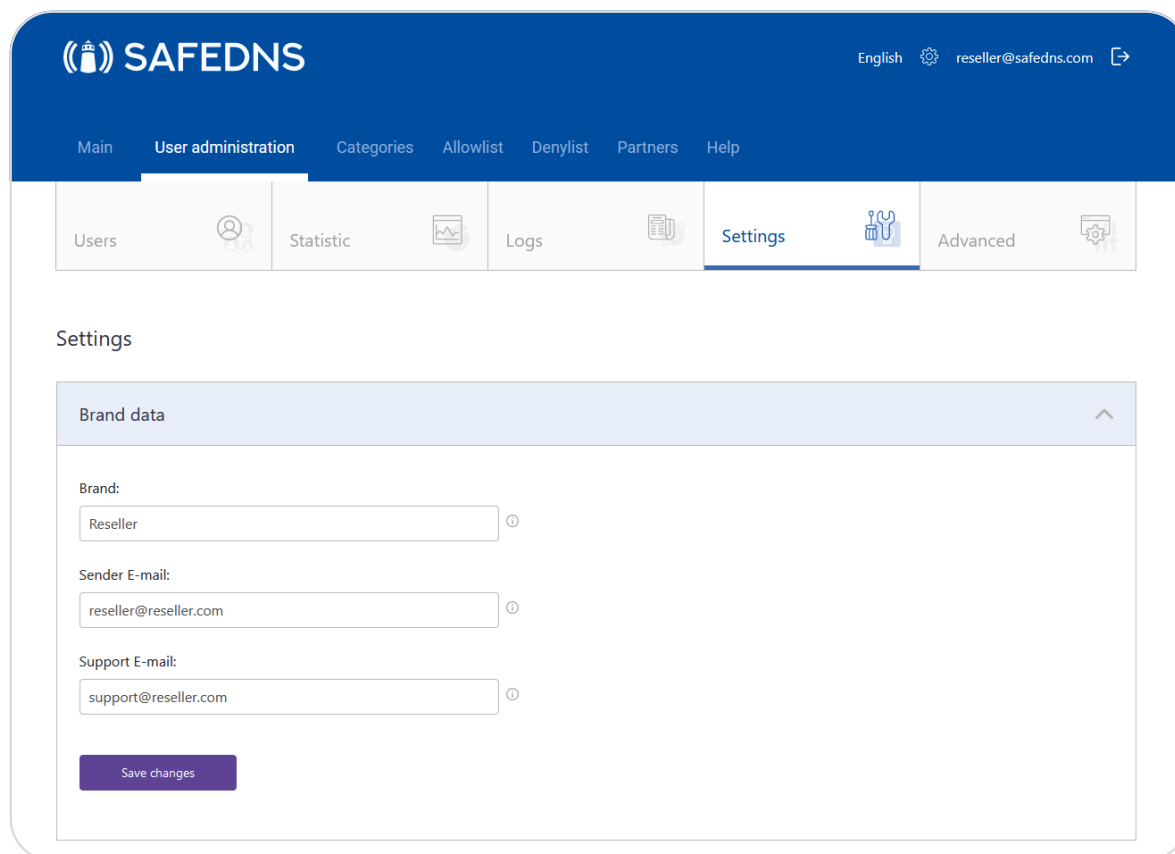
Picture 17. Reseller's white label login portal



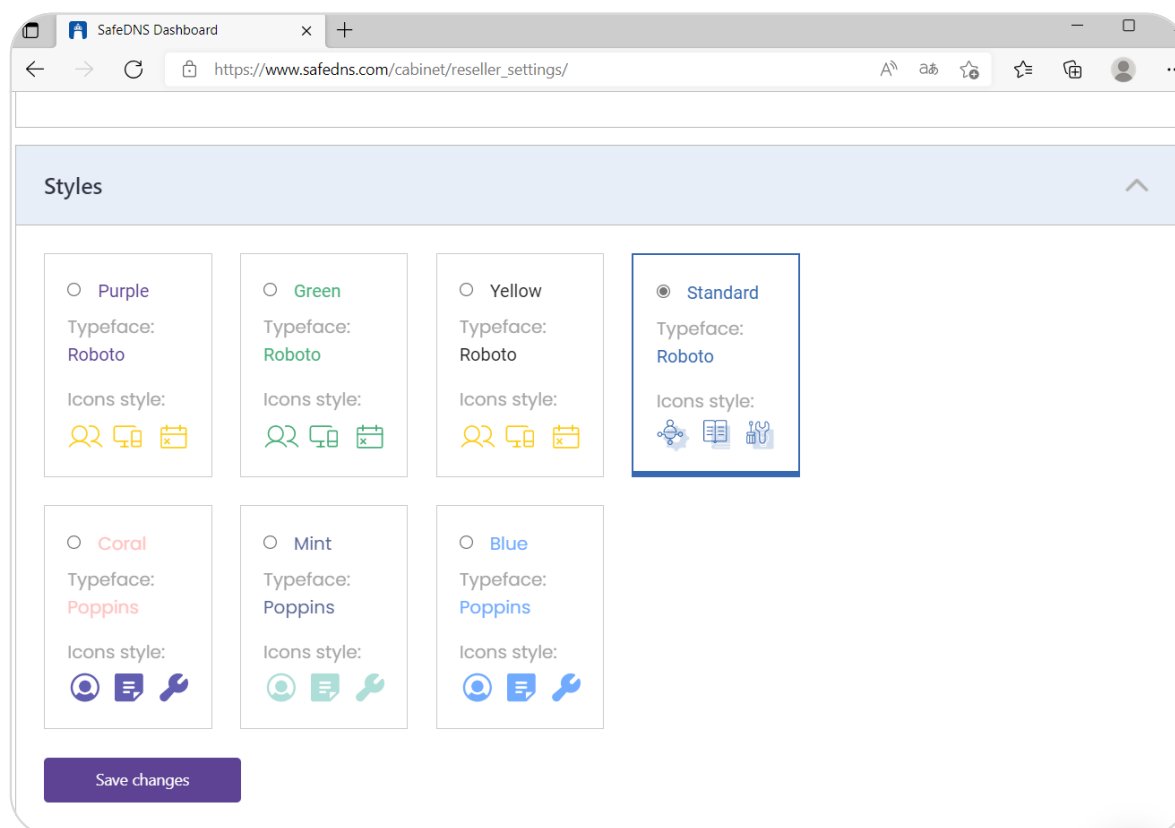
Picture 18. Reseller's white label login portal (inside)

Please, contact your MSP Account Manager for information on pricing for the white label customization.

Upon completing the payment for the white label customization, in Dashboard, under the tab "User administration" -> then "Settings" the customization settings can be found. Here you can change logos, icon styles, favicon, page content etc.



Picture 19. White Label dashboard settings



Picture 20. White label customization

Pricing & licensing

Pricing packages

Resellers of SafeDNS solutions can get SafeDNS Licenses with a reseller discount from the official pricing webpage. The discount depends on the terms, stipulated in the reseller's contract with SafeDNS. Information about the pricing is not to be published online or in print. Kindly contact your MSP Account Manager for pricing details.

We offer monthly/ quarterly/ yearly payment options. You can also request an annual discount by paying upfront for a 2 or 3-year subscription.

If you want to sell the SafeDNS service under your brand, you can order to set up a Standard White Label Portal for your customers for a one-time-payment. Request it via sales@safedns.com or contact your MSP Account Manager for more information.

Payments to SafeDNS

There's no obligation to resell SafeDNS. You can manage your users immediately after your SafeDNS account activation. When you create a user account, you will be invoiced with Net-30 terms for your purchase. The invoice is expected to be paid within 21 days after the beginning of service usage. You can download your invoice in PDF format and pay online with a credit/debit card, wire transfer or by check. We offer monthly, annual, or deposit-based billing, so you can select the most suitable option for you.

By default, the contract is valid for a year with automatic extension for the next year, unless agreed to specific terms for a longer period.

Customer accounts renewal

An automated invoice will be sent to you 21 days prior to the renewal date, at which time you may adjust the number of user seats for the next year or month of service usage.

Technical characteristics

DNS Filtering	Filtering is based on DNS Protocol. This means that we block websites by domain.
Cloud-based	SafeDNS web filtering is very easy to set up as it is cloud based. It requires no hardware or software to install.
Capacity	Based on DNS and BGP Anycast protocols the SafeDNS highly scalable distributed network is able to accommodate any number of users and provides a fast response worldwide with no latency.
100% Uptime	A redundant configuration of our cloud with points of presence, located in Northern America, South America, Europe, Africa, Australia and South East Asia, ensures a 100% uptime.
Supported Devices	SafeDNS protects any internet-connected device (desktop and laptop computers, smartphones, tablets, etc.) with any OS.
Off network filtering	SafeDNS can also filter the internet for devices taken off network (with SafeDNS agent software for Windows-based computers).
IP Identification	SafeDNS identifies users by their IP address.
Static/ Dynamic IP	Service supports both static and dynamic IP addresses.
VPN	Filtering can be set up through a VPN connection.
HTTPS	SafeDNS is able to filter both HTTP and HTTPS traffic.

Technical characteristics

109 million websites

The database is constantly updated using multiple sources, including web crawlers, a data from SafeDNS filtering service, a machine learning system, manual data from moderators, and various public and private security feeds. It holds over 109 million live websites and 1 billion URLs, with the crawler farm adding 10 million new pages daily.

Live Database

We carefully monitor the relevance of the database, removing non-existent domains. Our database is updated daily. You can be confident that your users will not encounter malicious resources.

Capacity

The efficiency of SafeDNS web filtering has been proven by our satisfied customers. We have been recognized as niche leaders by Capterra, Sourceforge, and GetApp.

User managment

Web-based UI

You can manage the SafeDNS filtering service from anywhere on the internet.

Reseller Panel

Reseller Panel allows you to create, manage and control users, introduce uniform or individual filtering rules for your users.

Subscription API

You can add users and manage filtering settings via Subscription API.

Whitelabeling

109 million websites

Service block page is available in different types:

- Standard
- Personal
- Hidden
- Empty DNS answer

Rebrand Portal

SafeDNS can provide White Label Portal , that similar to that of SafeDNS, but under the MSP's brand, accessible through a customized URL (e.g. filter.yourdomain.com).

Per user filtering

Policies

You can apply different filtering policies to users by setting up individual filtering profiles.

Additionally, you can set up different filtering profiles for different users on the same computer (with SafeDNS agent software for Windows-based computers).

You can also filter the internet on some computers, and leave selected computers (of privileged users, for example) without any filtering at all.

Filtering users behind NAT

Filters users differently behind NAT.

Features

Network Security & Web Filtering

Phishing, Malware & other threats

Blocks access to domains containing harmful information. Prevents your network from accessing websites with viruses, malware etc.

AppBlocker

An ability to block access to servers of a certain app, service, game or ecosystem without manually adding domains to the deny list.

Web Filter

An ability to choose categories to block via DNS filtering.

DNS Encryption & TLS

additional feature allowing to increase your connection security by encrypting traffic with DNS over TLS.

VPN

Create a config file to start filtering via OpenVPN client on any platform.

Schedule

Create your own schedule with different filtering rules which can be automatically changed by chosen time periods.

Deployment

OpenWRT module

SafeDNS filtering module for routers running on OpenWRT firmware.

DD Client

Software allows to configure the filter in a network without DynDNS support.

NAT DNS

Filtering through different SafeDNS endpoints on the same network brings more granularity since each end point can be configured with different filtering rules.

Windows Agent

SafeDNS application for Windows OS.

Features

Deployment

Linux Agent

SafeDNS application for Linux OS (Debian 10–11, Ubuntu 18–21, PopOS, Fedora, CentOS).

MacOS agent

SafeDNS application for MacOS.

Android

SafeDNS application for Android OS.

iOS

SafeDNS application for iOS devices.

System Management

Integration with AD + Aliases

An ability to filter traffic inside of Active Directory environment & resolving of private domain names.

Custom block page

Customize appearance of the block page. Choose one of preconfigured styles or create your own using HTML syntax.

Enforce Safe Search (Google, Bing)

Hide inappropriate materials from any search queries on Google, Bing, DuckDuckGo etc.

Enforce Restricted Mode for YouTube

An ability to block access to videos marked as age restricted or contains inappropriate materials.

Denylist/Allowlist/Whitelist

Customize specific lists which can allow or deny access to particular websites despite of the categories settings.

Allowlist Only

Blocks access to any websites except ones from the allow list.

Features

Policy & Reports

Policy per user

Assign individual filtering policies for particular users via SafeDNS agent or IP and collect individual data.

Policy per group

Assign individual filtering policies for particular group users via IP or DynDNS and collect group data.

Detailed reports per user

An ability to export detailed information of visited or blocked domains.

Archive & export stats and logs/ 1 year

An ability to keep your statistics archived.

Monthly report sent by email

Receive automatically generated reports of the service usage.

90 Days report

An ability to generate reports of the last 90 days.

Tech Support 24/7

Personal manager

Get instant help at any time.

Email Support

SLA response - 2 hours.

Chat Support

SLA response - 2 minutes.

Priority Phone Support

SLA response - immediately.

SafeDNS Pricing Plans

Basic, Pro & Pro+ Plans Summary

Network Security & Web Filtering	Basic	Pro	Pro+	WiFi
Phishing, Malware & other threats	✓	✓	✓	✓
AppBlocker	✗	✓	✓	✓
Web Filter	✓	✓	✓	✓
DNS Encryption & TLS	✗	✓	✓	✗
VPN	✗	✓	✓	✗
Schedule	✗	✓	✓	✗
Deployment				
OpenWRT module	✗	✓	✓	✗
DD Client	✗	✓	✓	✗
NAT DNS	✗	✓	✓	✗
MacOS agent	✗	✓	✓	✗
Windows Agent	✗	✓	✓	✗
iOS	✗	✓	✓	✗
Android	✗	✓	✓	✗
Linux Agent	✗	✓	✓	✗

Basic, Pro & Pro+ Plans Summary

System Management	Basic	Pro	Pro+	WiFi
Integration with AD + Aliases	✗	✓	✓	✗
Custom block page	✗	✓	✓	✓
Enforce Safe Search (Google, Bing)	✓	✓	✓	✗
Enforce Restricted Mode for YouTube	✗	✓	✓	✗
Denylist/Allowlist/Namelist	✓	✓	✓	✗
Allowlist Only	✗	✓	✓	✗
Policy & Reports				
Policy per user	✗	✓	✓	✗
Policy per group	✓	✓	✓	✓
Detailed reports per user	✗	✓	✓	✓
Monthly report sent by email	✓	✓	✓	✓
Tech Support 24/7				
Personal manager	✗	✗	✓	✗
Email Support	✓	✓	✓	✓
Chat Support	✓	✓	✓	✓
Priority Phone Support	✗	✗	✓	✓

Home & Family Plans

Plans	Safe Home	Safe Family
Number of users	Unlimited	Unlimited
Support	24/7, chat	24/7, priority tech support, chat, phone, email
Internet schedule	✓	✓
SafeDNS Agents	✓	✓
Allow/deny lists	50	100
Filtering profiles	3	5
Internet usage stats	General	General+detailed
Appblocker	✗	✓
Nat DNS	✗	✓

Pricings

Pay period	Annually per user per month	Monthly per user per month
Basic	\$0.90	\$1
Pro	\$1.5	\$1.8
Pro+	\$2.2	\$2.5
Wi-Fi	\$4	\$4.5

Number of users	Up to 100	More than 100
Education & Nonprofit	\$300/year	\$3 per additional users

Pay period	Per 1 year at once	Per 2 year at once
Home	\$25.95	\$39.95
Family	\$35.95	\$55.95

About SafeDNS

For all support and technical questions, please write to our Support team:
support@safedns.com.

About SafeDNS

SafeDNS is a worldwide provider of AI-powered web filtering solutions. In 2013, the company launched a commercial version of its DNS filtering service for home, educational and corporate users. In 2014, SafeDNS released its web filtering platform for ISPs and mobile operators.

The SafeDNS filtering servers are located throughout data centres in Northern America, South America, Europe, Africa, Australia and South East Asia. Every day the company processes about a billion queries from users. Now the SafeDNS products and cloud service are used by more than 100 telcos, 300 partners, 4000 organizations, tens of thousands of home users, and about one million of anonymous free users worldwide.

The highest quality of SafeDNS web filtering service is confirmed by our customers' reviews. We are ranked among the top leaders in our category. SafeDNS has received recognition on G2, Capterra, and Sourceforge.



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