Reseller manual

Esapanel

Esalogica

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How to resell the services of Esapanel: your customers, the plans you offer, their subscriptions, your brand. For the pages your customers see too, see the customer manual.

The role of the reseller

A **reseller** resells the services of Esapanel to customers of their own, with their own brand. In the panel you create the customers, prepare the plans you offer, give each customer their subscriptions and choose how the panel looks and talks to them.

This page explains how customers, plans and subscriptions are tied together, and what you see of your customers.

The levels

The panel has three levels, one under the other:

Level	Who	What they do
Administrator	Whoever runs the server	Installs and updates the panel, creates the resellers and gives each one a **reseller plan**
Reseller	You	Creates their own customers, plans and subscriptions, sets the brand and the notifications
Customer	Your customers	Uses the services of their subscriptions and manages their own users

Each level sees and manages only what is under it: you see your customers, not those of other resellers; your customers see only their own subscriptions.

Customers, plans and subscriptions

- A **customer** is a company you sell services to, with its company data, its **main account** and its users (see Customers).
- A **plan** (service plan) is an offer: which services it includes and with which limits, for example a CSP (Central Syslog) plan with 20 devices and 10 GB of logs a month (see Plans).
- A **subscription** is a service sold to a customer: it comes from a plan and follows it (see Subscriptions).

When you change a plan, every subscription that follows it changes with it. A subscription with values different from its plan is **customized** and no longer follows the changes of the plan.

Your reseller plan

The administrator gives you a **reseller plan**, which sets how many customers and subscriptions you can have, which services you can resell and how many resources you can hand out in total. If an operation would go beyond it, the panel says so, for example "The plan of the reseller allows at most 50 customers", and does not carry it out. For a larger plan, ask the administrator.

The menu of the reseller

Besides the items a customer sees (see the customer manual), your menu has:

Group	Item	What it holds
Services	**Customers**	Your customers
	Subscriptions	The subscriptions of all your customers, and

Group	Item	What it holds
		your own
	Service plans	The plans and add-ons you offer
Organization	**API accounts**	The accounts your programs use to call the API of the panel (see The API)
Server	**Branding**	Your brand and the name of your panel (see Branding)
	Notifications	Who receives the alerts of your customers, and their texts (see Notifications)

As for a customer, everyone sees only the items their role allows: you can give your staff different roles, for example one who manages the customers and one who only does support.

What you see of your customers

- **The data**: the company data and the main account of each customer, and the **Internal notes**, which only you see.
- **The subscriptions**: all of them, with their state and usage. You can open their pages and services as the customer sees them, within the limits of your role, for example to check that the logs of a device arrive.
- **The backups**: the backups you make of your customers, which the customer does not see and which do not count in their space.
- **The notifications**: those sent to your customers in the last 90 days, to check whether an alert went out.
- **The alerts of suspended subscriptions**: when you suspend a subscription, its services go on behind the scenes and their alerts reach you instead of the customer.

The customer, instead, does not see your plans, your other customers, your backups of them or your notes.

Customers

Services › Customers lists your customers, with the **Main account**, the **Status** and the date they were created.

Creating a customer

New customer asks for:

- the **Company data**: company name, VAT number, address, contacts. **Country** is chosen from the list; **Telephone** and **Fax** take the international prefix chosen next to the number;
- the **Main account**: **Full name**, **Username**, **Email** and, optional, **Mobile** of the person who sees all the subscriptions of the customer. It is their **Owner** user;
- the **Password** of the main account: **Send a link to choose the password**, the way to prefer, or **Set the password now** and tell it to them yourself;
- the **Internal notes**, visible only to you, not to the customer;
- the **First subscription**, optional: the customer starts with a subscription of the plan chosen.

Your reseller plan sets how many customers you can have.

After it is created, the customer signs in to the panel with the main account and creates the other users of their company by themselves. If you have a panel name of your own (see Branding), the invitation email leads there.

The page of a customer

The name of a customer opens their page:

Section	What it holds
Overview	Their subscriptions, with plan and state, and **Add subscription**
Company data	Their data and the internal notes, with **Save**
Main account	The person who manages the customer
Status	Active, suspended or disabled
Backup	The backups you make of this customer
IP addresses	The addresses their services can use
Delete	Deleting the customer

Changing the main account

To hand the main account over to another person, for example when the contact person leaves the company, change **Username**, **Full name** and **Email** and set a new password, then **Save the main account**.

If whoever uses the main account lost the phone and the recovery codes, in **Second factor of the main account** you find **Turn off the second factor**. The other users of the customer are unlocked by an administrator of the customer.

The state of the customer

State	What happens
Active	The customer works normally

State	What happens
Suspended	It applies to all their subscriptions, which are suspended
Disabled	It applies to all their subscriptions, which are disabled

Making the customer active again does **not** reactivate their subscriptions: you reactivate them one by one from the **Subscriptions** page. A subscription becomes active again only while its customer is active. What happens to a suspended or disabled subscription is explained in Subscriptions.

IP addresses

IP addresses shows the addresses the services of the customer can use: the **Shared** addresses you gave them from your pool and their **Dedicated** addresses. A dedicated address is needed, for example, for a CSP (Central Syslog) subscription to receive logs on the standard ports 514 and 6514.

Add gives them another shared address, **Remove** takes it back. The customer must have at least one shared address, and an address in use by one of their services cannot be taken back. Dedicated addresses are assigned by the administrator.

The backups of a customer

Backup opens the copies you make of this customer, by hand or with a schedule of yours. They work like the backups of the organization described in the customer manual, with two differences:

- the customer does not see them, and they do not count in their space;
- a copy that holds a **deleted subscription** can **recreate** it (**Recreate the subscription**, from the list of the files of the copy): the subscription comes back for its customer from the saved plan or another one you choose, with its limits, name and devices, its previous port if it is free and, if you want, its logs (**Bring back its logs too**).

Your own backup of the organization also holds all your customers.

Deleting a customer

Delete: the users of the customer can no longer sign in and their subscriptions are disabled. The data stay.

To really delete the data of a subscription, disable it and delete it from its page (see Subscriptions). Before doing it, consider making a backup of the customer: it is the only way to recreate it later.

Plans

A **plan** (service plan) is an offer you make to your customers: which services it includes and with which limits. Every subscription comes from a plan and follows it: when you change the plan, every subscription that follows it changes. So, instead of setting up each subscription by hand, you prepare a few plans, for example "Small", "Medium" and "Large", and assign them.

Services › **Service plans** shows two sections:

- **Plans**: the offers for your customers;
- **Add-ons**: extra resources to add to a subscription, on top of its plan, for example 10 more devices.

Creating a plan

New plan (or **New add-on**) asks for a **Name**, a **Description**, whom it is for (**For**: **Customers**, or **Customer add-on**) and the **Services**. The limits start from the default values of the catalog and you set them on the next page.

Duplicate makes a new plan starting from an existing one: it is the quickest way to make a variant.

You can offer only the services included in your reseller plan, within its limits.

Limits

On the page of a plan, each service has its **Limits**. For each one:

Column	What you set
Value	The limit, or **Unlimited**. Space and traffic are written in MB, GB or TB, chosen next to the value (1 GB = 1024 MB)
When exceeded	What happens when the usage goes over the value: **Allow** keeps working and only warns; **Deny** refuses what would go over it, for example a new backup; **Suspend the subscription** suspends it until the usage is back within the limit
Warn at	The usage from which the warnings start, before reaching the limit. It must be lower than the value
Notify when exceeded	A warning when the usage goes over the value

Some limits are **quotas**, which are used up (the number of devices, the space, the monthly volume of the logs), others are **parameters** (for example how many months the logs stay searchable, the shortest interval of the checks).

Choose **Suspend the subscription** with care: for the customer the pages of the services close until the usage is back within the limit, even if the service goes on behind the scenes. For most resources **Allow** with a warning, and a sales call, is kinder.

Changing a plan

Saving a plan updates every subscription that follows it; a customized subscription is not touched. If a subscription could not follow the new values, for example because it already has more devices than the new limit, the plan is not saved and the panel tells you which subscription and why.

Add-ons

An **add-on** adds resources to a subscription, on top of its plan:

- **quotas** add up: an add-on of 10 devices on a plan of 20 gives 30 devices;
- **parameters** take the higher value between plan and add-on;
- each add-on applies at most once per subscription.

In an add-on, leave a value empty to leave that limit as it is. Add-ons are added to subscriptions from the **Add-ons** tile (see Subscriptions).

Retiring a plan

Retire the plan when you no longer offer it: it can no longer be assigned to new subscriptions, and those that have it keep it.

Subscriptions

A **subscription** is a service sold to one of your customers. It comes from a plan and follows it until you customize it. This page explains what you do on subscriptions; what the customer sees is in the customer manual.

Services › Subscriptions lists the subscriptions of your customers with **Customer**, **Name**, **Plan** (with **Follows the plan** or **Customized**), **Modules**, **Since** and **Status**. On each row **Suspend**, **Reactivate** and **Disable** change the state.

Creating a subscription

New subscription:

1. **Choose the customer** and press **Show its plans**: the page shows the plans they can receive.
2. Choose the **Plan**.
3. The **Name** is optional and helps tell apart the subscriptions of the same customer, for example "Milan office". You can change it later with **Rename**.

You can also do it from the page of the customer, with **Add subscription**.

The customer must be active, and the license of the panel and your reseller plan must leave room for the plan chosen.

The page of a subscription

Besides the tiles the customer sees, you see:

Tile	What you do
Services	The name of the subscription and the services it includes
Limits and usage	The values of the limits, with the last usage measured
Usage	How much the subscription uses of the measured resources, day by day, and **Recalculate the usage**
Add-ons	The resources added to the plan
Change plan	Moving to another plan
Status	Activate, suspend or disable the subscription, or delete it

Rename, under the name, changes the name of the subscription; the subscription keeps following its plan.

Customizing a subscription

In the **Services** and **Limits and usage** tiles you can give a subscription values different from its plan: one more service, a higher limit. Any difference makes it **Customized**: the changes of the plan no longer reach it.

Realign to the plan brings back the values of the plan and loses the customizations. If with the values of the plan some quotas are already exceeded, the panel tells you first; you can confirm with **Realign anyway**.

For a customer who needs something more, an **add-on** is usually better than a customization: the subscription keeps following its plan.

Add-ons

The **Add-ons** tile lists the add-ons of the subscription. In **Add an add-on** choose the **Add-on** and, if you want, an **Expiry**: when it passes, the add-on is removed by itself. It is useful, for example, for extra space granted for a month.

Remove takes an add-on away. If without it some quotas are already exceeded, the panel tells you first (**Remove anyway**).

Changing plan

Change plan moves the subscription to another plan: it takes the services and the limits of the new plan and follows it. It is the normal way to go from "Small" to "Medium".

- A customized subscription loses its customizations.
- If with the new plan some quotas are already exceeded, the panel tells you first (**Change the plan anyway**).
- **Remove the add-ons too** removes the add-ons at the same time, for example when the new plan already includes them.

The state

State	For the customer	For the service
Active	Works normally	Works normally
Suspended	Sees the subscription with its state, not the pages of its services nor their API	Goes on behind the scenes: the logs arrive and are kept, the checks run, the DMARC reports arrive. The alerts of the services reach you instead of the customer
Disabled	As suspended	Stops: the logs that arrive are discarded and counted, the checks do not run, the DMARC mailboxes are not read, the license of a license subscription is revoked. What was received before stays until the end of its retention, and the log port stays with the subscription

Suspended is right for a missed payment: the customer loses nothing, and when they pay you reactivate the subscription and everything is as before. **Disabled** is for a service the customer no longer wants; when it is active again, the devices start sending again without being configured again.

A subscription becomes active again only while its customer is active.

There is also the **suspension for overuse**: with a limit set to **Suspend the subscription**, the panel suspends it by itself when the usage goes over it, and reactivates it by itself when it is back within.

Deleting a subscription

Only a **Disabled** subscription can be deleted. In the **Status** tile, **Delete the subscription** deletes it for good, with its users, its backups, the usage statistics, the logs and the results of the checks. It cannot be undone.

The backups that you or the administrator made of the customer remain: from one of these copies you can recreate the subscription (see Customers).

Branding

Your customers can see the panel with your brand, instead of the one of Esapanel: your name in the header, your logo, your support contacts, your signature in the emails and, if you want, an address of your own such as `panel.example.com`.

The brand is set in **Server › Branding**. Until you set one, you and your customers see the one of the administrator.

The brand

Field	What it holds
Title	The name that takes the place of the name of the panel in the header and in the title of the pages
Logo	PNG, JPEG or WebP, at most 512 KB; shown at most 40 pixels high
Favicon	Optional: the icon in the browser tab. PNG or ICO, at most 100 KB
Contacts of the support	**Email**, **Telephone** and, optional, **Portal of the support**

The support contacts appear in the help of every page, under **Need help?**, and at the bottom of the emails: they are the contacts your customers turn to.

The brand is a single block: title, logo, email and telephone are needed. **Save the brand** saves it; **Remove the brand** brings back the one of the administrator.

The brand changes the header, the logo, the contacts and the emails. The texts of the pages of the panel and of its help stay the official ones.

The signature of the emails

In the **Email** section:

- **Email logo**: a logo just for the emails, different from the one of the panel;
- **Signature**: plain text, line by line: name, telephone, email, website;
- **Reply address**: where the replies of the customers to the emails of the panel arrive; empty, the support email of the brand applies;
- **Add the signature to the notifications**: adds the signature, with the logo, under the text of every notification to your customers.

Save the brand first: the signature is part of it. The texts of the notifications are written in **Server › Notifications** (see Notifications).

The name of the panel

With a **Name of the panel** of your own, such as `panel.example.com`, the panel shows your brand from the sign-in page on, and the emails to your customers lead there. On that name only your users and those of your customers can sign in.

1. In the DNS of your domain, point the name to the address of the panel with an A record. The page shows the address to use.
2. Write the **Name** and press **Activate the name**.
3. The panel asks Let's Encrypt for the certificate of the name. Let's Encrypt checks the name from the Internet: reload the page after a minute.

When the certificate is issued, the page shows "Certificate valid until …". The panel renews it by itself; if a renewal fails, you and the administrator receive an email.

If the name does not point to the panel yet, the certificate is not issued and the name is not in use yet: fix the DNS and press **Request again**.

Remove the name: the panel stops answering on that name at once, and the emails to your customers go back to leading to the address of the panel. Tell your customers before doing it.

Notifications

The panel sends an email when something happens: a resource near its limit, a backup that failed, a silent device, a host down. In **Server › Notifications** you choose, for your customers, who receives each alert and with which text.

Your choices apply to your customers. Where you change nothing, the settings of the administrator apply. Customers do not change these settings: the emails they can receive are described in the customer manual.

Who receives

The page has one row per event, grouped: first those of the **Panel**, then a group for each module (**Central Syslog**, **Monitoring**, **Off-site copy** and the others). In **Send to**, tick who receives the event:

Column	Who receives
Reseller	You
Customer	The holder of the customer (the main account)
Email addresses	Other addresses, separated by commas: for example the one of your support

The ticks that make no sense for an event do not appear. Press **Save**.

Some events always go to a precise address and you choose only their text: the password reset goes **To the user**, the outcome of a backup or a restore **To the address given in the request**.

Some typical choices

- **A resource of a subscription is over its limit**: to the customer and to you, so you can offer them a larger plan.
- **A source stopped sending logs**, **A host is down**: to the customer, who knows their devices, and to the address of your support if you manage their systems.
- **An event alert of the logs**: to the customer and, if you offer a monitoring service, to your support.

Remember that a **suspended** subscription sends the alerts of its services to you, not to the customer.

The texts

The **pencil** (**Edit the text**) opens the text of an event, per language:

- **Language**, **Subject** and **Text**;
- the text is plain: what you write is what arrives. Logo and signature are added by the panel, if they are on in **Server › Branding**;
- the **Placeholders of this event**, such as `{{ customer }}` or `{{ limit }}`, are replaced by their values when the email leaves. Only those listed are allowed: an unknown placeholder is reported when saving.

The page says where the text that applies now comes from: **Written by you.**, **Text of the level above.** or **Default text of the panel.** A language you do not write uses the text of the level above. **Back to the text of the level above** deletes your text in that language.

Each email leaves in the language of the recipient, the one chosen in their profile.

The **eye** (**Preview**) shows the email as it would arrive, with sample data and with the signature if it is on: check it before saving.

The notifications sent

Notifications sent in the last 90 days lists each notification sent to your customers, the most recent first: **When**, the **Event**, the customer it was about (**About**), the addresses reached (**Sent to**) and those it could not be sent to (**Not sent to**).

It is useful when a customer says they did not receive an alert: if the address is among those reached, the email left the server; look in the spam folder of the customer.

Modules for the reseller

The pages of the modules are the same for you and for your customers, and are described in the customer manual. This page collects what changes for you.

The subscriptions of your customers

You can open the subscriptions of your customers and the pages of their services, within the limits of your role. It is useful for support: checking that the devices of a customer send their logs, looking at a problem of a host, reading a report.

What you change there changes for the customer: for example, authorizing a sender from the quarantine of CSP (Central Syslog) adds a device to their subscription.

The limits of the modules in the plans

Many possibilities of the modules depend on the plan of the subscription, and so on you (see Plans). For example:

- in CSP: the number of devices, the monthly volume of the logs, how long they stay searchable, the space of the backups, the event alerts and how many custom rules, the reports, the import of old logs, the names of the addresses in the logs;
- in UCP (Uptime Check): the number of hosts and checks, and the shortest interval of the checks;
- in WFP (Web File): the space, how many accounts and how many shared folders;
- in DRP (DMARC Report): how many domains.

When a customer asks you for something that "is not there", check their plan first.

CSP: the dedicated address

Some devices send their logs only on the standard ports 514 or 6514. To receive them, the subscription needs a **dedicated IP address**. The dedicated addresses of a customer are assigned by the administrator, and you see them in the **IP addresses** section of the customer (see Customers). Whoever manages the customer then chooses the address of the subscription among those of the customer, and the customer turns on the ports on the **Devices** page.

WFP: verification and repair

On the **Off-site copy** page of a WFP subscription, you and the administrator also see the **Verification**: every night the panel compares what the server has for that subscription (folders, owners, permissions, users, groups) with what it knows, and lists the differences. **Verify now** does it at once.

Repair writes folders, owners, permissions, users and groups again as the panel knows them. No file is deleted; the sessions of an account that loses a group end. What the server has and the panel does not know is listed and left as it is.

Use it when an account of the customer can no longer write in its folder, or after the verification found differences.

The API

The panel has an **API**: your programs can create customers and subscriptions, suspend and reactivate them, change plan, read the usage, manage the devices and the logs of CSP (Central Syslog) and much more, without going through the pages. It is mostly for a billing system, such as WHMCS, which activates and suspends the services with the payments, or for your automation scripts.

People do not use the API: the **API accounts** do, in **Organization › API accounts**. An API account cannot sign in to the panel.

Creating an API account

1. **New API account**: a **Name**, for example "WHMCS", and a **Role**.
2. **Create the account**.
3. **Create a key**: a **Name of the key**, for example "Production server", and an optional expiry (**Expires**).

The key is shown **only once**, right after it is created: copy it at once and keep it in a safe place. The panel never shows it again.

The role

The **Role** decides what the account can do, as for a user. The roles are the same as for the users: make one with only the functions the program needs. A billing system, for example, must manage customers and subscriptions, but not the backups.

An API account acts as a user of your organization: it sees your customers and their subscriptions, not those of others.

Keys

An account can have several keys. Give each program or server its own key, so you can revoke one without stopping the others.

For each key the page shows when it was **Created**, when it **Expires** and when it was **Last used**. Leave the expiry empty for a key without expiry, and revoke it when it is no longer needed.

- **Revoke** stops a key at once: the programs that use it stop working.
- Setting the **Status** of the account to disabled stops all its keys until you enable it again.
- **Delete the account** deletes the account and its keys.

If a key ended up where it should not, revoke it and create a new one.

The documentation of the calls

Documentation of the API, on the **API accounts** page, opens the description of all the calls, with their parameters and answers. It is generated by the panel itself, so it always matches the version installed.

Some things to know before writing an integration:

- each call carries the key in the header `Authorization: Bearer <key>`;
- the answers are in JSON, the dates in UTC;
- there is a rate limit per key: beyond it, the panel asks you to wait;
- a request that creates something can carry the `Idempotency-Key` header, so repeating it after a network error does not make a duplicate;
- customers and subscriptions can have an **external reference**, the code of the customer or of the service in your billing system, to look them up by.

The details are in the documentation of the API.

What stays in the panel only

Your own account, users and roles, the brand and the notifications are managed only from the pages of the panel.