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White-label cloud attendance—or Connect and keep your own software?

Decide whether you need a ready-made, brandable workforce product—or a device connectivity layer that feeds applications you own or plan to build. Neither path wins every deal. Match the path to what you sell, who builds it, and how fast you must go live.

TWO PATHS

Business application vs device connectivity

Want software under your brand and freedom to keep your stack? Those are two purchases—separate them early.

PATH A · WHITE-LABEL

Cloud attendance & payroll (branded)

A finished workforce application you can present as yours—custom domain and visual identity. Hosting, SSL, and platform updates are handled for you (per agreement). You focus on sales, onboarding, and customer success; the product core follows EPORDO's release train.

- Deliverable: operable business system + optional branded portal
- You avoid: building, hosting, and maintaining the core
- Boundary: depth follows the cloud attendance product line

PATH B · CONNECT

EPORDO Connect integration

Device connectivity & integration: manage devices, sync credentials, capture events, issue commands via REST / Webhook / MQTT. Membership, shifts, payroll, and ticketing stay in your software—Connect supplies device-side facts and controlled actions.

- Deliverable: standardized device layer + APIs / ops portal
- You need: backend integration capacity or a partner
- Boundary: not a turnkey attendance suite or white-label app

Sources: epordo.com white-label & cloud attendance pages; Connect / P Series materials. Specs and commercial terms follow contract.

MATRIX

Side-by-side

Question	White-label	EPORDO Connect
Customer buys…	Your-branded attendance / scheduling product	Device capability inside your own app
In-house R&D	Usually not required	Usually required (or a paid integrator)
Servers	Platform-hosted (confirm in contract)	Connect hosted; your business app is yours
Brand	Domain + optional deep branding tiers	End-user brand lives in your application
Time to sale	Faster—demo a finished workflow	Tracks your integration calendar
Logic uniqueness	Within product scope	High—rules fully yours
Stack freedom	Adopt the cloud product model	Your stack via REST / Webhook / MQTT
Cost shape	License / service-led; low engineering CapEx	Higher people cost; keep product control
Main risk	Vendor roadmap & feature boundaries	Schedule, integration quality, maintenance

CHECKLIST

Four questions before budget

01

Name the deliverable

Software they log into—or devices wired into your system?

02

Check the bench

Stable backend talent? If not, white-label is safer.

03

Clock the calendar

Weeks to demo → white-label. Months for UAT → Connect.

04

Own the rules?

Must fully own logic → Connect. OK with product flows → white-label.

SCENARIOS

Six common situations

Discussion prompts—not rigid rules. Many groups run both paths with clear SKU separation.

01 · Reseller motion

Sell software soon without hiring engineers; buyers want finished workflows.

Lean white-label

02 · Existing HR / ERP

Refuse another UI; only need device facts in systems of record.

Lean Connect

03 · Clubs & venues

Membership / ticketing rules—not payroll—are the product.

Lean Connect + your app

04 · ISV / OEM suite

If the suite is attendance, white-label; if facilities/MES, Connect.

Ask: must master data stay yours?

05 · Multi-tenant resale

Need branded portals and margin for many end customers.

Lean white-label

06 · Land and expand

Win with white-label; deepen later with Connect—write data ownership first.

Both can coexist

FAQ: White-label customization is mainly brand/config—not arbitrary PaaS. Connect still operates the device layer; you own the business app. Hardware follows each product line's supported list.

A short discovery call—not a leap of faith

Share who you sell to, what screen customers should see, and whether you have backend capacity. We will map that to a white-label tier or a Connect trial.

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