

A Reseller's Guide to Using Helm



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About HELM & This Guide

The HELM Web Hosting Control system is very powerful hosting automation solution for Windows 2000 and Windows .NET servers. HELM is developed by WebHost Automation LTD, a United Kingdom based corporation. Their main web site is http://www.webhostautomation.com

Please take some time to read over this guide. Doing so will make your experience as a reseller all that much more enjoyable and profitable. We have littered this guide with helpful screenshots and valuable step-by-step how-to guides.

Logging Into HELM

Logging into the HELM control panel is very simple. Open a browser and go to the provided URL and enter your username and password. If you can't remember your password, click on the "Click Here" link and a new password will be emailed to you.





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Changing Your Password

The password you choose at the start of the installation might not be ideal. You might want to change this at a later date. We recommend that you change your password to a combination of letters and numbers at least 8 characters in length – that you can remember easily.

Changing your password is easy – just click on the "Password" icon and enter your old (current) password and then your new password. You'll also need to enter your new password again, as a confirmation.

Customizing Your Control Panel

| Save |
|------|
| |

HELM provides several areas to customize how the control panel will appear to your customers when they login. We recommend that you customize your control panel before proceeding any further. To begin the customization process, click on the "Account Settings" link. From there, you will find several icons and sub pages that we will explain in depth.



Step 1: Global Settings

Click on the "Global Settings" icon to begin.

Sales / Support Emails: The global settings screen page allows you to enter specific email addresses for your sales and support departments.

Personal DNS: Under the personal DNS page, you can enter a personalized domain name to be used as name servers for all domains that your customers setup.

HINT! - You will need to contact your HELM system administrator to enable support for your personal DNS servers.

Personalization: Using the Header / Footer HTLM fields, you can enter custom HTML that will appear in the page header / footers when your customers are logged in.

| Contact Details: | | |
|------------------------|--------------------------------|--|
| Support Contact Email: | support@somehostingcompany.com | |
| | sales@somehostingcompany.com | |
| Personal DNS: | | |
| | * , somehostingcompany.com | |
| Name Server Mask; | , somenostingcompany.com | |
| Personalisation: | | |
| | | |

HINT! - The links section takes specially formatted text and turns them into links along the left side bar of your customer's control panel. Links should be entered in the following format:

URL[Display Text] For example: http://www.microsoft.com[Microsoft's Site] Using this same method, it's also possible to embed images in the links section. Example: http://www.microsoft.com[]

Online Help / Internal Messaging Systems: By checking or unchecking the "Online Help" and "Internal Messaging System" you can disable or enable the online help and messaging systems for your customers.

After you have completed inputting your personalized global settings, click the "Save" button. Your information will now be committed to the database. Any changes you make will be immediately reflected the next time your customers login to their control panel. Click on the "Back" button to return to the main "Account Settings" page.



Step 2: Domain Settings – Customized Parking Page

By clicking on the "Domain Settings" icon you can input a custom HTML page that will be used as a "parking" page for new accounts that your customers create. This parking page can provide helpful information to your customers about their account. For example, you could provide links to your support FAQs or your helpdesk.

To setup a customized parking page, simply check the "Add the following parking page to all new web sites" box and enter the HTML code of your page into the "Parking Page HTML" box. Once you have completed this, click the "Save" button.

HINT! -You must dick on the HOME link at the top of the page and then dick on the "Account Settings" icon to continue onto Step 3.

Step 3: User Settings – Customized Welcome Letter

| Parking Pa | ge: | |
|--------------------|--|------|
| | ☑ Add the following parking page to all new websites | |
| Parking Page HTML: | | |
| (HTML> (BODY> | | 1 |
| | hosting from SOMEHOSTINGCOMAPNY.COM! | |
| /BODY> | - | |
| /HTML> | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| <u></u> | | |
| Back | | Save |

Upon adding new user accounts to HELM, the control panel is capable of emailing your new customer a customized welcome letter with their account info. Click on the "User Settings" button and then "Welcome Message" button to setup the customized welcome letter.

Using the drop down menu entitled "Dynamic Information", you can insert dynamically generated content into your welcome letter. This feature is especially helpful for making your welcome letter seem personalized and thoughtful.



Step 3: User Settings – Customized Welcome Letter (Continued)

Subject: The email your user receives will contain this subject

Message Body: This is the content of the email that your user will receive

Send via Email From: The email your customers receives will be sent from this address. For example, it would be a good idea to enter your support or sales email address in this field.

Send via Internal Message System:

Checking this box will also send the user a copy of the email message via the Internal Message system.

Send Copy To the Following Email Address: Checking this box and entering a valid email will "carbon copy" the email address you enter with all welcome emails automatically sent out by HELM. Enabling this feature is helpful as it lets you have a record of what information is being sent to your customers.

Welcome Message

The following form allows you to set up your welcome message which all new customers will receive once they sign up. If you have account vetting enabled the customer will receive this message once their account has been approved.

| Dynamic Information: User's Last Name 🛛 🗸 Insert | |
|---|----------|
| Subject: Your New Hosting Account Details | |
| Message Body: | |
| Dear [UserFirstName] [UserLastName]: | <u>^</u> |
| Thank you for ordering hosting from SOMEHOSTINGCOMPANY.COM. | |
| You can access our control panel at | |
| http://cp.somehostingcompany.com | |
| Your login details are as follows: | |
| Username: [UserAccountNumber] | |
| Password: [UserAccountPassword] | |
| Thanks ! | |
| | |
| | ~ |
| Delivery Settings: | |
| Send via Email from | |
| support@somehostingcompany.com | |
| Send via Internal Message System | |
| Send Copy To The Following Email Address | |
| support@somehostingcompany.com | |
| supportesomenosungcompany.com | |
| G Back Delete 🔀 | Save 📀 |
| | |
| | |
| | |

After making all of your changes click the "Save" button to save your changes. Clicking the save

| mic Information: | User's Last Name | * | Insert |
|------------------|--|---|------------|
| ge Body: | User's Account Username User's Account Password | | |
| UserFirstName] | User's Title User's First Name | | |
| you for orderi | User's Last Name User's Company Name | | TINGCOMPAN |
| | ontrol panel at | | - |

button will take you back to the "User Settings" main page. To continue customizing your account, please go back to the "Account Settings" area by going to the "Home" page and then back to the Account Settings link.

HINT! - Make good use of the Dynamic Information! Be sure to include your customer's username and password!



Step 4: Global DNS Settings

The "Global DNS Settings" page allows you to create DNS zone file configurations that will be applied to all domains set up under your reseller account. For instance, you could create a cp.domain.com record that could point to HELM itself, this way your users could use http:// cp.domain.com to access HELM.

From the Account Settings page click on the "Global DNS Settings" and click on the "Add New" button. Leave the record type as "A (Host Record)". In the record name, enter "cp". In the record data field, enter the IP address of your HELM control panel. If you do not know the IP address of your control panel, ask your hosting provider for this information. For our example, let's assume that the IP address of the control panel is 192.168.1.100. Thus, we will enter "192.168.1.100" in the record data field. Clicking the save button will take you back to the main Global DNS settings page.

HINT! - Be sure the information you enter at this screen is accurate. Inputting incorrect information could cause major issues for you in the future. If you are not sure what IP addresses to use, ASK YOUR HOST!!!

| Add DNS Record | |
|--|------------------------|
| Use the form below to add a new DNS record to the domain's DNS zone. Clic submit the form. | k the 'Save' button to |
| Record Type: A (Host Record) | |
| Record Name: Cp | |
| Record Data: 192.168.1.100 | |
| Record Preference: 0 * MX records only | |
| 🚱 Back | Save 🌔 |
| | - |

http://www.WebHostAutomation.com

Adding Your Hosting Plans

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As a HELM reseller, you must create your own hosting plans to offer to your customers. Before you begin with this section, we recommend completing the "HELM Hosting Plan" worksheet found on the next page. This worksheet is an aid that will help you define what hosting features will be included in each of your hosting plans.



HELM Web Hosting Plan Worksheet

| | | Mai | n Plan Information |
|------------------|--|-----|--------------------|
| Plan Name: | | | |
| Setup Fee: | | | |
| Recurring Fee: | | | |
| Term: | | | |
| | | | Basic Quotas |
| Domains: | | | |
| Bandwidth: | | | |
| Diskspace: | | | |
| | | Wel | b Quotas / Options |
| ODBC DSNs: | | | |
| Sub-Domains: | | | |
| Domain Aliases: | | | |
| FrontPage Webs: | | | |
| MIME Editor: | | | |
| ASP Enabled: | | | |
| Perl Enabled: | | | |
| PHP Enabled: | | | |
| CGI-BIN: | | | |
| Custom Errors: | | | |
| | | | Email Quotas |
| POP3 Accounts: | | | |
| Mail Aliases: | | | |
| | | | FTP Quotas |
| FTP Accounts: | | | |
| | | | DNS Options |
| DNS Zone Editor: | | | |
| | | | Stats Quotas |
| LiveStats Sites: | | | |
| | | | Database Quotas |
| SQL Server DBs: | | | |
| mySQL DBs: | | | |
| Max Users / DB: | | | |



Adding Your Hosting Plans (Continued)

Step 1: From the control panel home page, click on the "Hosting Plans" icon.

Step 2: Click on the "Add New" button.

Step 3: At the "Add Hosting Plan" screen, enter the Plan Name, Setup Fee, Recurring Fee and frequency. Click the "Save" button. At this point, your plan has been added to HELM, but we still need to define the many different quota options.



Step 4: Click on the package you just created and then click on the "Resource Limits" icon.



Step 5: At the "Plan Resources" page, enter the number of domains, the amount of bandwidth and disk space included with the hosting plan. Click Save.

| Plan Resources Below are the resources that have been assigned to this plan. All packages that created from this plan will inherit the values below. Hosting Plan 1 | 5a) | Enter quota Click Save |
|--|-----|---------------------------|
| Domains: 1 Bandwidth: 100 MBytes Diskspace: 100 MBytes Save 🗲 | 30) | |



Adding Your Hosting Plans (Continued)

Step 6: Click on the "Web Resources" button. Fill out this screen according to the options you chose on the worksheet. Click the "Save" button when you have completed this form. Click "Back" to return to the "Plan Resources" page.

HINT! - FrontPage Webs: If the plan's quota include 2 domains total and 2 FrontPage Webs, any FrontPage based sites setup will come out of both the FrontPage Webs quota and the domains quota. Thus, allowing the user to setup FrontPage Webs will not allow them to setup more domains than allowed by the maximum number of domains.



Step 7: Repeat step 6 for Email Resources, FTP Resources, DNS Resources, etc.

Setting up Extra Features

One of the nice functions of HELM is that it allows you to define additional features (more diskspace or data transfer, for example) that your users can provision through their control panel – without your interaction!

From the control panel home page you access the Extra Features section by going to Hosting Plans -> Choose a Hosting Plan -> Set Up Extra Features. Once you are at the "Extra Features" screen, you will see a list of any features you have already configured. There will also be an "Add New" button that you can click to create extra features. Upon clicking on the "Add New" button you will be presented with the "Add Extra Feature" screen.



Setting up Extra Features (continued)

Description: The description of the feature – this is what your customer will see when ordering new features

Resource Type: The type of resource you would like to sell. For example, extra disk space or extra data transfer. Or you could create a feature that would enable PHP on the customer's site.

Quantity: This field is only used for features that start with "Extra" in the dropdown list. For example, if you want to sell 50MB of additional disk space, you would select "Extra diskspace (MB)" as the Resource Type and enter 50 in the quantity field.

| Add Extra Feature his form allows you to add a new extra feature to the selected plan. The extra feature wi purchase by customers that purchase the plan. | ll be available |
|---|-----------------|
| Plan Name: Hosting Plan 1 Description: 50MB Additional Disk Space Resource Type: Extra Diskspace (MB) | |
| Quantity: 50 *Only valid for 'Extra' resources Setup Fee: \$5 Recurring Fee: \$10 Every 1 Month(s) 💌 | |
| Available to purchaseShared across all plans | |
| G Back | Save 🌔 |

Setup Fee: this is a one time fee that will be charged to the customer for "setting up" the additional features. Set this field to 0 if you would like the setup to be free.

Recurring Fee: Here you enter the recurring fee and term (how often the fee recurs). If you would like to provide this feature for free, set the recurring fee to 0.

Available to Purchase: If this box is not checked, your customer will not be able to purchase this feature. This feature is helpful if you start offering a new feature, but then decide to stop offering

| Plan Name: | Hosting Plan 1 | | |
|---|---------------------|------------------------|-----------|
| 🔆 Back | | | Add New 🚭 |
| | | | |
| | | | |
| Description | Setup Fee | Recu rri ng Fee | Available |
| Description 50MB Additional Disk Space | Setup Fee \$5.00 | \$10.00 Every Month | Available |
| • | • | - | |

it. When you stop offering it, you would simply uncheck the "available to purchase" option.

Shared Across All Plans: This feature is especially nice if you have standard extras that you would like to offer across all of your hosting plans. For example, if you have a standard rate for additional disk space and data transfer, you would only have to input this feature once and then

you could check "shared across all plans".

After you have inputted your additional feature, click on the "Save" button to continue.



Billing Your Customers

HELM has an integrated billing system that can bill your customers for you. Using HELM's billing system is optional; it's possible to disable the entire system. If you do opt to use the HELM billing system, it's fairly customizable and should be able to meet your needs. The following items can be customized:

- Currency Symbol
- Tax Rate
- Tax Name
- Number of days "early" invoice is sent to the customer
- Invoice subject
- Invoice from email address
- BBC invoices to email address
- Invoice Header
- Invoice Footer

The billing system is capable with interfacing with several payment gateways and also capable of providing your customers with the option of paying via Check or Bank Transfer. Here's a list of the currently supported payment gateways:



- 2Checkout
- WorldPay
- ProPay
- PayPal
- Authorize.Net
- Coming Soon LinkPoint

For security reasons, HELM never stores your customers' credit card information in the HELM database. Unfortunately, this also means that automated billing, where your customer's credit card is charged automatically, is not yet possible. Instead, HELM's billing system automatically creates the neces-

sary invoice and emails the customer a copy of the invoice. The invoice instructs the user to login to the control panel so that they can remit payment.

In addition to automatically sending the invoices to your customers, you can configure HELM to send your customers payment notices before and after the invoice due date. For example, you could send your customers a daily payment reminder before their payment due date, and then after their due date, you could configure HELM to send out letters in an escalating fashion that warn your users their account is past due and maybe suspended for non payment, etc if they don't remit payment.



Main Billing Settings

From the home page, click on "Billing" and then "Billing Settings" to access the settings for the billing system. On the main "Billing Setting" pages, you can enable or disable the billing system, set your currency symbol, and define how far in advanced recurring transactions should be created. After entering these settings, click on the "Save" button before proceeding to any of the other pages.



Tax Settings

If you click down to the "Tax Settings" page, you can configure the tax rate that will be applied to your customers. You can also input the name of the tax that will appear on the invoice (e.g. – Sales Tax, or VAT). Click the "Save" button to save your settings, and then click the "Back" button to go back to main Billing Settings page.



Invoice Settings

Clicking on the "Invoice Settings" icon will bring you to a page where you can enter your invoice settings. You can opt to either have the invoice sent or not sent by checking or unchecking the "send invoice via email". You can also input a custom invoice subject, from address, and blind carbon copy address so that you can also have a copy of the invoice emailed to you for your records. Additionally, you may also input custom HTML invoice headers and footers. After entering your settings, click "Save" to make sure all of your settings have been saved and then click the "Back" button to return to the main "Billing Settings" page.



Payment Gateway Configuration

Before customers can submit payment through HELM, you must configure HELM to interact with any payment gateways that you subscribe to. Although somewhat misleading, you also can configure HELM to accept payment via Bank Transfer and Cheque under the payment gateways page.

After clicking on the "Payment Gateways" icon, you will be presented with a drop down list of the different gateways that HELM supports. To proceed, select the payment gateway you would like to enable and then click the "Next" button. Depending on the payment gateway you choose, you will have to input a variety of information. In most cases, the information you are inputting will

be provided to you by your payment gateway company. After inputting your payment gateway details, click "Save" to save your settings. Click on the "Back" button to return to the main Billing Settings page.

Payment Reminders

Now, the only thing left to configure are your payment reminders. Clicking on the "Payment Reminders" icon and then clicking the "Add New" button will take you to the form where you can setup a payment reminder. The payment reminder screen is nearly identical to the welcome letter screen. A helpful feature is that the payment reminders can also include your customers' username / password so that your customers can login to their control panel easily and pay their bill promptly.



Payment Reminder

The following form allows you to create and edit payment reminders that will be sent to your customers if any of their invoices have not been settled by the date you specify below.

| Send Reminder: 10 Days Before 🝸 Due Date |
|--|
| Dynamic Information: User's Account Password 👻 Insert |
| Subject: Please Pay Your Bill |
| Message Body: |
| Dear [UserFirstName]: |
| We're sending you this email to remind that you need to login to your HELM Control Panel at http://cp.somehostingcompany.com and pay your hosting bill, which is due in 10 days. |
| For your convinience, here is your username and password: |
| Username: [UserAccountNumber] Password: [UserAccountPassword] |
| Thanks, |
| Your Hosting Company! |
| Delivery Settings: |
| Send via Email from |
| billing@yourhostingcompany.com |
| Send via Internal Message System |
| Send Copy To The Following Email Address |
| |
| Save Save |
| 7 Show Quicktrep |



Adding New Customers

HELM provides two ways to add your new customers. You can setup your customers manually from within HELM or customers can signup using the auto-signup script. Before adding customers, it's necessary to setup your web hosting plans, as described on pages 10 -11.

Step 1: Entering Customer Information

To get started, click on the "Users" icon from the home page and then click on the "Add New" button. You will now be at the "Add New User" form. The following fields highlighted in red below are required!

We recommend entering the username you would like to assign to the user in the "Account Num-

ber" field. While not obvious from looking at the form, if you leave the account number field blank, HELM will generate a random username and assign that to your customer. Entering a specific username into the account number field will ensure that your customer receives a username he can easily recall.

After completing the form, click on the "Save" button to continue. Clicking on this button will cause two things to happen – the user will be added to the system, and the user will also be emailed the welcome letter you created earlier. From this point, there's a few different routes we can take, depending on how you would like to setup your customer's account.

The first option is to simply let

| Account Numb | er: * Optional |
|-----------------------|--------------------------------|
| Ti | tle: |
| First Name(| (s): |
| Last Na | me: |
| Company Na | me: |
| Addre | ess: |
| | |
| | |
| To | wn: |
| State/Cour | ity: |
| Count | try: United States of America. |
| Zip/PostCo | de: |
| Daytime T | el.: |
| Evening T | el.: |
| Mobile T | el.: |
| Fax T | el.: |
| Primary Email Addre | ess: |
| Secondary Email Addre | |

the customer receive the login information in his email. The customer will login to HELM and then be able to purchase a hosting plan and setup the domain name to his liking. The second option is to actually complete the process of selecting a plan and creating the domain name so that the customer does not have to.



Step 2: Choosing a Plan and Adding The Domain

Please follow the procedure outlined below to choose a package for your user and setup their domain name.

Step 1: Enter the user's username in the "Search Users" box and click on the green arrow to perform the search. You will now effectively be seeing what your customer sees when they login.

Step 2: Click on the "Packages" icon and then click the "Add New" button to subscribe your customer to a hosting package. In the package name field simply enter a friendly name that will help your

customer identify the package from any other hosting packages he may have. Select the appropriate plan from the "Web Hosting Plan" drop down. Click the "Save" button, which will take you back to the main "Packages" page.

Add Package

Step 3: Now click on the Package that you just created. Change the account status to "Active" and click Save.

🤇 Back



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A) Enter Package Name -

B) Click Save



-Save 🌔

Use the form below to add a new package to this account. To add domains to your account you will first need to add a package below.

Web Hosting Plan: Hosting Plan 1 (\$10.00 Setup + \$200.00 Every Year) 👻

Package Name: Test Company Web Site

Step 2: Choosing a Plan and Adding The Domain (Cont'd)

Step 4: Now click on the "Domains" icon and then click the "Add New" button.

Step 5: Choose what type of web site you would like to setup. Click "Next".



Step 6: Enter the domain name and click "Save". Your customer's account has now been completely setup.



HINT! - The main FTP username is the same as the domain name. For example, if the domain name is yahoo.com, the FTP username is yahoo.com. The password is the same as the password for the control panel user.

HINT! - If you setup a FrontPage Website, the username to access their site via Front-Page is domain.com_fp. Using the same example as above, the username would be yahoo.com_fp

Domains

The following are domains available for you to control. Click on a domain name to access the control panel for that domain.

| User, Test (TES | TUSER) | | |
|--------------------|--|----------|-----------------------|
| Domain Name | | User | Status |
| testcompany.com | | TESTUSER | Active |
| Total Domains Foun | d: 1 Domain Search: Domain Status: | ~ | Search 📀 Add New 🕀 |



Auto-Signup Script

HELM also has the ability to automate the sale process for you. Using the signup script generator, HELM creates a HTML form you can place on your site and use to automatically signup customers. If using this feature sounds attractive to you, please read on because there are a couple of caveats.

The first caveat is that users who signup through the signup script are assigned a random username that's a combination of the prefix you define in the user settings and an incremented number. The second caveat is that once a user signs up using the signup script, they still need to login to the control panel, pay their bill using a specified payment gateway, and then setup their domain. While this process isn't exactly complicated, less knowledgeable Internet users may find the process overwhelming to start with.

User Settings

After logging into the control panel, click on the "Account Settings" icon and then click on the "User Settings" icon. There are a few things we need to enable at the "User Settings" screen before proceeding.

Account Number Prefix: This field is where you can input a custom username prefix that will be used for the customer's signup with the auto signup script.

Min Password Length: This field serves a dual role. First, it acts as a password policy, in that when your users change their password they will



have to make their password be at least as long as the length you specify. The other role that it serves is that when HELM emails out passwords to customers automatically, the passwords will be randomly generated and will be the length you specify here.

Enable auto-signup: If this auto-signup is not enabled, the script that HELM generates will not work.

Account vetting: With account vetting enabled, whenever a new user is added to the system (either manually or through the auto signup script) an email alert is sent to the email address specified. You then have to login to HELM and mark the account as approved. If vetting is not enabled, all accounts are created – including those through the auto signup script. Customers are free to login to their account and add their domain name, without any verification.



Signup Script Generator

Step 1: Click on the "Signup Script Generator" icon.

Step 2: In order to generate the signup script, HELM requires just two pieces of information from you – the success URL that users should be directed to after their account has been added successfully, and the failure URL that users should be redirected to if there is a problem with setting up their account. Also, you have the option of asking your customer to select a web hosting package.

Step 3: Click Next.

Step 4: HELM has now generated the signup script for you. The code that HELM generates is standard HTML code, which means that you should be able to add the look and feel of your existing website to the HELM form very easily.

| Signup Settings | : |
|-------------------|---|
| Control Panel URL | : http://192.168.1.100 |
| Success URL | : w.somehostingcompany.com/success.html |
| Failure URL | : www.somehostingcompany.com/failure.html |
| |] Ask customer to select a webhosting package |
| Script Output: | |
| | |
| < | |

