

WHITE-LABEL LEXI CLOUD

Deliver a managed building service without building the platform beneath it

How telecom providers, managed-service providers, OEMs and solution partners deliver branded connected-building services on LEXI Cloud, Universal Gateway and Managed Edge infrastructure — while owning the customer experience, the service model and the commercial relationship.

A telecom provider, managed-service provider or technology company bringing connected-building services to market usually already has the hard parts of a service business: the customer relationship, the sales organization, the support infrastructure, the recurring-revenue model. What it does not have is the building technology stack underneath the service — gateways and device connectivity, multiple wired and wireless protocols, commissioning and building context, device management, user and role administration, dashboards, alerts, applications, remote diagnostics, software lifecycle, portfolio visibility, tenant separation, local execution, and the operational infrastructure that keeps all of it running after the installer leaves.

Building that independently turns a new managed service into a software-platform program, with a multi-year timeline and a permanent engineering commitment attached to it.

The alternative is to run the service on infrastructure that already exists. A partner delivers a LEXI-powered building service under its own brand, on the same building-edge and cloud infrastructure that runs LEXI's own applications — without first becoming a building-protocol company, a gateway manufacturer, a device-management platform and a building-application developer.

SCOPE

This explainer owns the partner delivery layer: what is brandable, multi-tenant administration, customer and portfolio hierarchy, roles and delegated access, application delivery, the division of responsibility between LEXI and the service provider, and what happens if the relationship ends. Programme specifics vary by agreement — see Current availability at the end.

Universal Gateway	The physical and protocol entry point into the building.
Managed Edge	Gateway provisioning, lifecycle, remote operations and distributed edge management.
Connectivity & Integrations	Protocol connectivity, normalization, building context and integration boundaries.
Distributed Intelligence	How processing, analytics and inference divide between edge and cloud.

WHITE LABEL IS AN OPERATING MODEL

It is more than changing a logo.

A superficial white-label product changes a name, a logo and perhaps a colour palette. That is not enough to run a managed building service, because the questions that actually determine whether the service works are about responsibility rather than presentation.

Who owns the customer relationship. Who administers the account. Who can see which properties. Who receives alarms. Who configures applications. Who manages the installed infrastructure. Who provides first-line support. Which functions stay with LEXI, which are delegated to the partner, and how customers are separated from one another.

The platform is built around those boundaries. The objective is to let the partner present one coherent service to its customer while preserving the separation, permissions and management structure the infrastructure requires underneath it.

WHAT IS ACTUALLY WHITE-LABELLED

The cloud environment, partner-branded mobile experience where included, and a multi-tenant, multi-tiered architecture.

This is the question a partner asks first, so it is worth answering before anything else.

LEXI Cloud	White-labelled today. The administration, visibility, dashboard, alerting and portfolio environment a partner's customers work in is presented as the partner's service.
Mobile application	Partner-branded where included in the applicable programme and software release. Exact mobile-app scope and availability are confirmed for the deployment rather than assumed from the cloud branding model.
Architecture	Multi-tenant and multi-tiered. One platform supports many customer environments beneath a partner, and many partners, without deploying a separate software stack for each.

That last point is what separates a branded interface from a managed-service platform. A partner serving forty customers is not running forty deployments; it is running one operating environment in which those customers are administered separately, see only their own buildings, and can be onboarded without a new platform instance each time.

The remaining branding surface — domains, notification and email presentation, installer tooling, app-store identity and mobile-app scope — is defined per programme and release. What is settled is that LEXI Cloud can carry the partner's brand while other customer-facing surfaces are confirmed in the applicable programme.

THE OPERATING STACK

Brand, customer, portfolio, building, edge, application.

The customer experiences one partner-branded environment. Underneath it, the platform still has to know which users, buildings, devices and applications belong to whom.

1 · Tenancy and administration

Customer environments are administered within a common platform while their users, buildings and operational data stay separated. The hierarchy runs partner, customer, portfolio, property, building, zone, device — and while the exact depth varies with how a programme is organised, the principle does not: a user sees the buildings and functions appropriate to their role, not the whole platform because the infrastructure is shared.

Roles are part of the operating model rather than a permissions screen bolted onto a shared dashboard:

Partner administrator	Manages the partner's customer environments and service configuration.
Customer administrator	Manages users and access within that customer's portfolio.
Portfolio or regional operator	Views multiple properties and compares performance across sites.
Building operator	Works with equipment, alerts and applications at a specific property.
Installer or service technician	Holds the access needed for commissioning, diagnostics or service activity.

Access is delegated by scope — customer, portfolio, property, building, operational function — so operational responsibility can move to a partner, customer, installer or support provider without transferring ownership of the platform underneath, and without giving every participant the same reach.

2 · Building and device operations

Behind the dashboard is a distributed physical system. Gateways have to stay reachable, devices correctly represented, equipment points associated with the right rooms and zones, alerts routed to someone who can act, software maintained. None of that work disappears because the service is white-labelled — it moves.

The customer-facing service layer is separated from platform operations. LEXI Cloud provides visibility into buildings, gateways, devices and application state; Managed Edge handles the infrastructure lifecycle underneath. A partner can therefore offer operational building services without its customer-facing teams managing protocol sessions, radio networks or gateway software internals.

Delivery still begins before the dashboard appears. Site provisioning and commissioning use LEXI deployment workflows and installer tools to associate gateways and devices with the correct customer and building context, validate connectivity and hand the site into operations. White-label delivery does not remove field discovery, mapping, validation or commissioning where the building needs them — and for most managed-service customers that is the point. The product is the outcome, not the

gateway. A hotel operator wants comfortable guestrooms and lower energy use; a facilities team wants alerts and remote diagnostics. The edge infrastructure matters precisely because the customer should never have to operate it.

3 · Application delivery

White-label infrastructure earns its value when it carries more than one service. A partner may start with a single customer problem — energy management, water-leak detection, occupancy and people counting, indoor environmental monitoring, equipment monitoring, HVAC and comfort workflows, partner-enabled video analytics — and add others later.

A point solution normally arrives with its own gateway, device model, cloud account, dashboard, user administration, alerting and support process. Five applications become five operating environments. Here the building and portfolio hierarchy is established once, users and roles once, connected equipment and building context once; applications then operate over that shared foundation. The first service establishes the infrastructure and later services reuse it, which changes the economics of the partner relationship: the customer account can expand without rebuilding the building technology stack each time.

4 · The customer experience

A white-label relationship separates the commercial service from the technology platform underneath it.

The partner owns	Market positioning · sales · contracting · service packaging · pricing · customer onboarding · first-line support · account management · the customer-facing brand.
LEXI provides	The building platform · Managed Edge · cloud applications · device and building operations · deeper technical support as the agreement defines.

That division lets a company that already knows how to sell and operate managed services enter connected buildings without first recreating the technology stack internally.

It works because branding does not fork the platform. Per-partner software forks fail predictably: feature work becomes a series of partner-specific projects, every security correction has to be applied to several versions, and the products drift apart until none of them benefits from the others. The model here is one platform with partner-specific presentation and operating configuration, so branding and service configuration vary while the core infrastructure keeps evolving as a single managed platform — and every partner keeps getting the improvements made for all of them.

5 · Division of responsibility

White label does not mean invisible responsibility. The precise split is commercial, but the architecture separates the layers cleanly enough to negotiate against:

Operating layer	Partner / service provider	LEXI platform
Customer relationship	Typically partner-led	Supports service delivery

Operating layer	Partner / service provider	LEXI platform
Brand and service packaging	Partner-defined within the agreed model	Enables the configuration
Customer onboarding	Partner, or jointly operated	Platform administration
User administration	Partner and customer roles	Identity and access framework
Building operations	Customer and partner operators	Cloud applications and building context
Gateway and edge lifecycle	Service workflow and escalation	Managed Edge infrastructure
Field integration	SI, deployment partner or agreed model	Universal Gateway and connectivity layer
Application platform	Selects and packages the service	Provides supported applications
Platform software	Consumes the service	Maintained by LEXI
Customer support	Usually first-line	Escalation and platform support as contracted

The model shifts by partner. A telecom may want LEXI almost entirely behind the scenes. A systems integrator may want more direct operational control. An OEM may want LEXI to supply cloud and edge while its own application stays the primary customer experience.

Support divides the same way, and the customer needs to know who to call: a customer or service issue (user access, application workflow, configuration); a building issue (equipment malfunction, site condition, sensor placement, commissioning); a connectivity issue (gateway, field network, device communication, local network); or a platform issue (LEXI Cloud, Managed Edge, application behaviour). The agreement determines who takes each layer first. The architecture makes the division possible because the partner, the customer and the platform do not all need the same access.

SERVICE LEVELS

Contract around the operating dimensions that matter.

Managed-service programmes can define contractual operating dimensions such as service availability, support coverage, incident classification and response, escalation paths, and planned maintenance expectations. Exact commitments, measurement methods and service levels are established in the applicable partner agreement rather than standardized in this explainer.

Portfolio operations

Managed services get more valuable above one building, and a partner selling into commercial real estate rarely wants to stop at one property. A common building hierarchy lets a partner move from site-level installation to portfolio-level operations — building status, alerts, equipment and application state, energy and environmental information, service conditions — without constructing a second platform above the first. Which metrics appear depends on the applications deployed.

SEPARATION

Multi-tenant does not mean multi-customer visibility.

A service provider operating across many customer portfolios needs those environments to stay logically distinct, and a partner's security review will ask how rather than whether.

A customer administrator does not reach another customer's buildings. A building user does not inherit portfolio-wide permissions because the application happens to be hosted in the same cloud environment. A support operator may hold broader scope, but only the scope their role and operating responsibility assign.

At the edge the same principle is enforced structurally rather than by convention. The Virtual Gateway is the productized isolation boundary: each carries its own identity, network namespace, storage boundary, policy scope and resource allocation, and traffic between Virtual Gateways is denied by default, with permitted flows requiring policy and logging. A third-party workload cannot impersonate a building-control service, and a commercial workload cannot laterally reach building-control or other tenants' workloads. Managed Edge covers the mechanism in detail.

Cloud tenant isolation and edge workload isolation are separate enforcement domains. The Virtual Gateway model described here addresses the edge-side isolation boundary; cloud-side tenant separation is part of the multi-tenant cloud architecture and should be evaluated separately in a partner security review.

This matters commercially as well as technically. It is what allows one partner to serve competing customers, and one platform to serve competing partners, without the separation resting on configuration discipline.

DATA AND CONTROL BOUNDARIES

Branding does not change who is authorized to see or control the building.

A partner-branded application does not receive unrestricted building access. Access to building information is governed by user, role, tenant, building and application context, and physical control stays distinct from observation: an application that can display a value does not thereby hold authority to change the equipment that produced it.

The brand may change. The control boundary does not.

Audit, retention, data-residency and jurisdiction-specific requirements are deployment and contractual matters rather than consequences of branding. Where a programme requires them, confirm the applicable platform capabilities and obligations for that release and agreement. Managed Edge and Connectivity & Integrations cover the underlying mechanics.

LEXI BEHIND THE PARTNER

The partner does not have to sell “LEXI”.

The end customer may have bought a managed energy service, a connected-building service, an equipment-monitoring service, a smart-hospitality solution or a partner-branded building platform. The underlying technology does not need to be the customer-facing product.

That is a different arrangement from a reseller putting its logo on someone else’s brochure. The partner owns the commercial relationship and the service experience; LEXI supplies the building edge, device connectivity, managed infrastructure, cloud platform and applications beneath it. The partner builds recurring services on infrastructure it does not have to engineer.

It also does not create a new dependency at the building. A partner should be able to differentiate its service without the physical building becoming captive to a proprietary hardware island for every new capability — the reusable building edge is the point. Where a partner needs connection to enterprise, analytics or customer systems, the supported mechanisms and boundaries are those described in Connectivity & Integrations; white-label status does not by itself widen the integration surface.

IF THE RELATIONSHIP ENDS

Define the transition model before the service scales.

A partner building a recurring-revenue business on another company’s platform needs the transition model defined before the service scales. The applicable partner agreement governs data portability, customer continuation and partner economics.

Data portability	Handled under the applicable agreement, including any agreed export or transition of building data, context and operating history.
Customer continuity	Where the applicable agreement provides for it, an end customer may continue with LEXI under a separate agreement so service continuity does not depend solely on the original partner relationship.
Partner economics	Any compensation or continuing economics associated with that transition are governed by the partner agreement.

The intent is to define the transition model before it is needed, without this explainer creating rights beyond the contract. Specific transition, continuity and economic terms are set in the applicable partner agreement.

BUILD VERSUS WHITE LABEL

The alternative is not merely buying software.

	Build a managed building platform	White-label LEXI Cloud
Gateway platform	Build or source separately	Shared LEXI architecture

	Build a managed building platform	White-label LEXI Cloud
Building protocols	Integrate individually	Supported through the LEXI building edge
Device management	Build	Platform capability
Building model	Build and maintain	Shared LEXI building context
User and role management	Build	Multi-tenant administration
Applications	Build or assemble	Supported LEXI applications
Alerts and operations	Build	Common application environment
Edge lifecycle	Build	Managed Edge
Portfolio model	Build	Common building hierarchy
Customer branding	Fully custom	Partner-branded cloud; mobile and other surfaces as programme-defined
Time to market	Platform programme first	Service builds on existing infrastructure
Ongoing maintenance	Partner owns the full stack	Shared according to the operating model

The value is not only lower development effort. It is that the partner avoids taking permanent responsibility for a large body of building-specific infrastructure sitting outside the thing it actually wants to differentiate.

WHY THIS MATTERS

For partners and their customers.

Telecom providers	Apply existing strengths in distributed infrastructure, recurring services, support and account management, while LEXI supplies the building-facing layer.
Managed-service providers	A repeatable operating environment above heterogeneous buildings, rather than rebuilding the stack for every property.
OEM and technology partners	Building-edge, cloud and device-management infrastructure to build on, so investment goes into the differentiated product layer.
Building owners	A partner-branded service that still sits on reusable building connectivity, context, edge infrastructure and administration.

CURRENT AVAILABILITY

What is delivered, and what is programme-specific.

LEXI Cloud is white-labelled today on a multi-tenant, multi-tiered architecture and provides the foundation for tenant administration, device and building visibility, applications, dashboards, alerts and portfolio operations. Partner-branded mobile experience and the

broader branding surface vary by programme and software release. Delegated-access and commissioning-workflow administration, application availability, integration mechanisms and fleet operations are likewise set by commercial configuration and software release; some platform and fleet capabilities described across this explainer series are delivered progressively as Managed Edge and multi-tenant functionality expand. Commercial terms — how the relationship is structured and charged — are set per programme. Current product and deployment documentation governs the exact capabilities available for a specific white-label programme.

THE CORE IDEA

The partner owns the service. LEXI supplies the building platform beneath it.

A telecom provider should not have to become a BAS vendor. An MSP should not have to build a building data platform. An OEM should not have to create a device-management and application cloud. A technology partner should not have to reconstruct the physical building in order to deliver one differentiated service.

LEXI provides the common building edge, cloud and application infrastructure. The partner packages, brands and operates the customer service built on it. That is the difference between reselling a product and building a managed building business on a platform.

White-label branding, administration, integrations, applications and operating responsibilities vary by partner agreement, deployment configuration and software release. Physical control remains subject to configured permissions, equipment limits and operating policies.

Related · Managed Edge · Universal Gateway · Connectivity & Integrations · Distributed Intelligence · Energy, HVAC & Lighting