

Synalux Reseller Portal — User Guide

For Resellers and Synalux Administrators

Synalux

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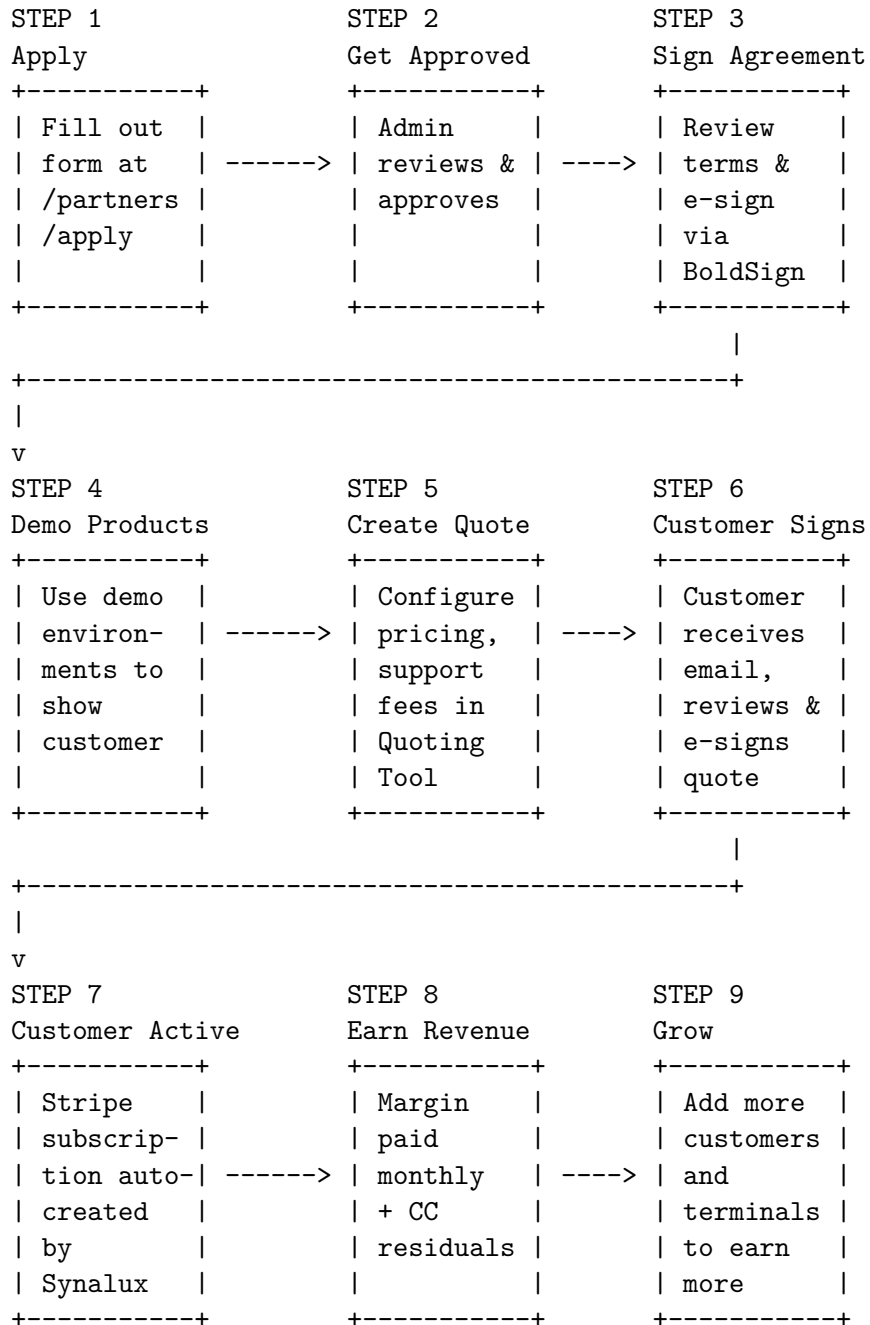
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Part 1 — For Resellers

1.1 Reseller Workflow Overview

The complete reseller journey from application to earning revenue:



1.2 Getting Started

Becoming a Synalux Reseller

To join the Synalux Reseller Partner Program, visit synalux.ai/partners and click **Apply Now**.

Qualification requirements:

- Minimum 3 years selling POS or SaaS products in hospitality or healthcare
- Established business with a website
- At least 1 dedicated sales staff and 1 dedicated support staff

The Application Process

1. Fill out the application form at **synalux.ai/partners/apply**
2. Provide your company details, staff information, current products, and references
3. Submit — our team reviews applications within **2 business days**
4. You'll receive an email notification when your application is approved

First Login

Once approved, log in at **synalux.ai** with the email you used in your application. You'll have access to the Partner Portal at **synalux.ai/partners/portal**.

1.2 Your Dashboard

The dashboard at synalux.ai/partners/portal shows your key metrics at a glance:

- **Active Customers** — how many customers are on active subscriptions
- **Total Terminals** — total terminal count across all customers
- **Monthly Revenue** — your total monthly billing
- **Commission Earned** — estimated credit card processing commission

Quick action buttons let you jump to common tasks: create a quote, add a customer, view documents, or browse the Knowledge Base.

1.3 Signing Your Partner Agreement

Before you can start selling, you'll need to sign the Partner Agreement.

1. Go to **Agreement** in the sidebar
2. Review the terms (pricing, commission, support responsibilities, territories)
3. Click **Sign Agreement via BoldSign**
4. You'll receive an email with a secure signing link from BoldSign
5. Complete the e-signature — the signed copy is stored in your Documents section

You can also sign the **NDA** and **DPA** (Data Processing Agreement) from the Documents page.

1.4 Creating a Price Quote

The Quoting Tool lets you build a custom price quote for your customer, with live margin calculations.

Step-by-step:

1. Go to **Quotes** in the sidebar
2. Enter the customer's name and email
3. Select the product (POS, Clinical Suite, Prism AAC, or Prism Coder)
4. Set the number of terminals/seats
5. Set your base price per terminal (must be at least 10% above wholesale)
6. Optionally add a support fee and one-time setup charges
7. Review the **Quote Preview** on the right — it shows the monthly total and your margin
8. Click **Send Quote for E-Signature**

What happens next:

- The customer receives an email from BoldSign with the quote to review and sign
- The quote appears in your **Documents** section with status tracking (sent → viewed → signed)
- Once signed, the customer is added to your Customers list

Pricing tiers (POS):

Terminals	Suggested Retail	Your Margin (approx.)
1–20	\$59/terminal/month	\$18/terminal/month
21–100	\$49/terminal/month	\$15/terminal/month
100+	\$39/terminal/month	\$12/terminal/month

You set the actual retail price — the minimum is 10% above wholesale.

1.5 Managing Customers

Adding a Customer

Go to **Customers** and click + **Add Customer**:

- Enter the customer name, email, and product
- Set the terminal count and pricing
- Click **Add Customer**

Synalux creates the customer's subscription automatically. The customer is billed directly by Synalux — you earn the margin.

Customer Status

Status	Meaning
Pending	Quote sent but not yet signed
Active	Subscription active, customer being billed
Suspended	Payment failed or account paused
Cancelled	Subscription ended

Adding Terminals

When a customer needs more terminals, update the terminal count in the Customers page. The subscription adjusts automatically with Stripe proration.

1.6 Documents

The Documents page at synalux.ai/partners/portal/documents is your central hub for all signed agreements and quotes.

Available Documents

Document	Purpose
Partner Agreement	Your reseller terms with Synalux
Price Quote	Quotes sent to your customers
DPA	Data Processing Agreement (HIPAA/GDPR)
NDA	Mutual Non-Disclosure Agreement

Document Status

Status	Meaning
Draft	Created but not sent
Sent	Email sent to signer
Viewed	Signer opened the document
Signed	Signature complete — PDF downloadable
Declined	Signer declined to sign
Expired	Signing period expired (30 days)

All signed documents can be downloaded as PDFs from the Documents page.

1.7 Product Demos

The Demos & Training page provides everything you need to demo Synalux products to potential customers.

Demo Environments

Each product has a live demo you can show to customers:

- **Synalux POS** — full register, KDS, floor plan, online ordering
- **Clinical Suite** — clinical notes, scheduling, billing, patient portal
- **Prism AAC** — symbol grid, head tracking, AI predictions
- **Prism Coder** — AI code completion, multi-model fleet

Sales Resources

- Product comparison sheets (Synalux vs Toast, Square, Clover, etc.)
- Pricing calculator (the Quoting Tool)
- Full Knowledge Base with 100+ articles

Demo Tips

See the “**How to Demo Products**” guide in the Knowledge Base for a step-by-step 30-minute demo script, key talking points, and objection handling.

1.8 Getting Support

Self-Service

- **Knowledge Base** at synalux.ai/docs — 100+ articles with search and AI chatbot
- **AI Support Chat** — click the chat bubble on any docs page for instant AI-powered help

Tier 2 Support Tickets

For issues beyond the Knowledge Base:

1. Go to **Support** in the sidebar
2. Click + **New Ticket**
3. Describe the issue and set priority
4. Submit — our team responds within **4 hours** during business hours

Priority	Response Time
Low	Next business day
Normal	4 hours
High	2 hours
Critical	1 hour

Tier 3 Escalation

For critical production issues (payment processing down, data loss risk), your ticket is escalated to Synalux engineering for direct video call support.

1.9 Commission Structure

Credit Card Residuals

Synalux receives 2% commission on credit card processing fees for your first 50 restaurant locations. **After 50 locations, all credit card residuals are yours.**

How You Earn

Your income comes from three sources:

1. **Markup margin** — difference between wholesale and your retail price (you control this)
2. **Support fees** — optional per-terminal support fee you add to quotes
3. **CC residuals** — 2% on processing fees, scaling to 100% after 50 locations

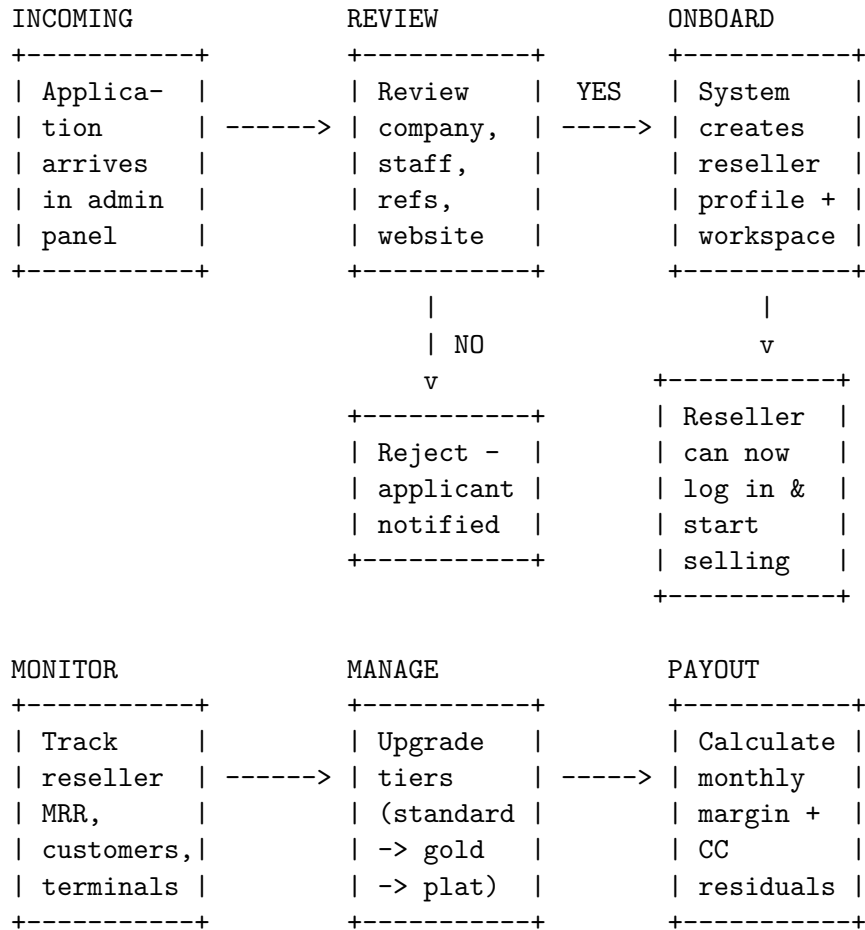
Example: 10-location restaurant chain, 3 terminals each

Item	Calculation	Monthly
Base margin	$(59 - 41) \times 30$ terminals	\$540/mo
Support fee	$\$10 \times 30$ terminals	\$300/mo
CC residuals (2%)	~\$50K processing \times 2%	~\$1,000/mo
Total		\$1,840/mo

Part 2 — For Synalux Administrators

2.1 Admin Workflow Overview

The administrator manages the reseller lifecycle:



Day-to-Day Admin Tasks

Task	Where	Frequency
Review new applications	/admin/partners → Applications	As they arrive
Monitor reseller performance	/admin/partners → Active Resellers	Weekly
Handle escalated tickets	Support queue	As needed
Upgrade reseller tiers	Database (tier field)	Quarterly review
Process commission payouts	Finance system	Monthly

2.2 Reviewing Applications

Go to synalux.ai/admin/partners to manage the partner program.

Application Review

The Applications tab shows all incoming reseller applications with:

- Company name, contact info, website
- Years in business, staff counts
- Current products they carry
- References

Approve or Reject

For each pending application:

- Click **Approve** to activate the reseller. This automatically:
 - Creates a **resellers** record in the database
 - Creates a workspace for the reseller
 - Links to their user account
 - The reseller can immediately log in to the Partner Portal
- Click **Reject** to decline. The application is marked as rejected with your name and timestamp.

Suspending a Reseller

To suspend an active reseller (e.g., SLA violations, support complaints), update their status in the database. Their portal access is revoked immediately.

2.2 Managing Resellers

The **Active Resellers** tab shows all approved resellers with:

Column	Description
Company	Reseller company name
Tier	Standard / Gold / Platinum
Territory	Advisory territory assignment
Customers	Active customer count
Terminals	Total terminal count
MRR	Monthly recurring revenue
Commission	CC residual percentage
Active	Current status

Tier Management

Upgrade resellers based on performance:

Tier	Commission	Cap	SLA
Standard	2.0%	50 locations	4 hrs
Gold	2.5%	100 locations	2 hrs
Platinum	3.0%	200 locations	1 hr

2.3 Initial Setup

One-Time Product Setup

After deploying, run the setup route to create Stripe products and BoldSign templates:

```
GET /api/v1/admin/partners/setup?action=all&token=YOUR_TOKEN
```

This creates:

- **4 Stripe products** with wholesale + retail prices for POS, Clinical, AAC, and Coder
- **4 BoldSign templates** for Partner Agreement, Price Quote, DPA, and NDA

The response contains environment variables to add to Vercel. Redeploy after adding them.

Database Migration

Apply the migration that creates all 6 reseller tables:

```
bash push-manual.sh --apply
```

BoldSign Webhook

Configure in BoldSign Dashboard → Settings → Webhooks:

- **URL:** `https://synalux.ai/api/v1/partners/documents/webhook`
- **Events:** Document completed, declined, expired, viewed

Stripe Webhook

The existing Stripe webhook at `/api/webhooks/stripe` already handles reseller subscriptions. No additional configuration needed.

2.4 Revenue Tracking

How Billing Works

Customer pays retail → Stripe → Synalux

Synalux pays wholesale difference → Reseller (monthly)

- Synalux owns all Stripe subscriptions
- Each subscription has metadata: `channel=reseller, reseller_id=...`
- The `reseller_customers` table tracks terminal counts and pricing per customer
- Admin can view aggregate MRR per reseller in the Active Resellers tab

Commission Payouts

CC residuals are tracked per-reseller based on:

- `commission_rate` (default 2%)
- `commission_cap_locations` (default 50)
- Location count across all active customers

Payouts are calculated monthly. Resellers past their cap location threshold earn 100% of CC residuals on additional locations.

Appendix A — Frequently Asked Questions

Q: Can a reseller sell all Synalux products? A: Yes. The partner program covers POS, Clinical Suite, Prism AAC, and Prism Coder. Resellers can sell any combination.

Q: What's the minimum price a reseller can charge? A: 10% above wholesale. For POS (1-20 terminals), that's \$45.10 minimum.

Q: Who handles billing for the end customer? A: Synalux. We bill the customer directly via Stripe. The reseller earns the margin.

Q: What happens if a reseller leaves the program? A: Existing customer subscriptions continue with Synalux. Outstanding commissions are paid through the termination date.

Q: Can resellers have exclusive territories? A: Territories are advisory. We work in good faith to avoid conflicts but don't guarantee exclusivity.

Q: How do customers get support? A: Resellers provide Tier 1 support. Synalux provides Tier 2 (4-hour SLA) and Tier 3 (engineering escalation) support to the reseller, not directly to the end customer.

Q: Is the platform HIPAA compliant? A: Yes. Synalux is HIPAA, SOC 2 Type II, and GDPR compliant. A DPA is available for signing in the Documents section.

Q: How do I add more terminals for an existing customer? A: Update the terminal count in the Customers page. Stripe prorates the subscription automatically.