

# Partnership API Due-Diligence Brief

Answers for technical and commercial partners evaluating Innbocks as a white-label backend for branded virtual mailbox and business-address services.

API	Webhooks	Model
Versioned /api/v1, scoped keys, OpenAPI, idempotency	Signed event delivery for mail, packages, customers, actions	White-label backend while partner owns brand and billing

## Executive Summary

Innbocks can serve as the operational backend for a partner's branded virtual mailbox or business-address service. The partner can keep the customer-facing brand, pricing, CRM, billing flow, and customer relationship while Innbocks powers mailbox operations, compliance workflow, mail/package events, customer requests, and usage reporting.

The Partner API MVP includes scoped API keys, external customer IDs, customer provisioning, mailbox assignment visibility, compliance status, inbound mail/package creation, mail and package state, mail action requests, signed webhooks, and active-mailbox usage reporting.

## Pricing and Business Model

- Standard model: flat platform pricing per active mailbox/customer, not a revenue-share model on customer subscription revenue.
- Partner controls retail pricing and can charge customers through its own billing system when using external/prepay billing.
- Partner keeps the customer subscription revenue it charges customers, subject to its own processor fees and commercial agreement.

- Innbocks provides usage reporting so partner and Innbocks can reconcile active mailbox counts each billing period.
- Setup fees, monthly minimums, and term length should be confirmed in the commercial order form for each partnership.

## API and Integrations

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- Documented REST-style API is available under /api/v1, with OpenAPI JSON at /api/openapi.json and human docs at /developers.
- Authentication uses dashboard-managed bearer API keys with scoped permissions.
- Partner systems can create invited customers, attach external customer IDs, assign/reserve mailboxes, read customer records, update safe CRM-owned fields, and deactivate customers.
- Partner systems can create inbound mail/package records for their own approved customers when the request includes customer\_id, type, photos, and performed\_by. The backend verifies partner ownership, active billing/prepay, and approved mailbox/compliance state before creation.
- Partner systems can read compliance state, mailbox assignment, mail/package state, webhook deliveries, and current active-mailbox usage.
- Partner systems can request scan, forward, shred, and pickup actions. Operators complete the operational work inside Innbocks.
- Mail reassignment is intentionally not exposed. If a partner assigns a mail item incorrectly, it can delete the partner-created record and recreate it correctly.
- Mutating endpoints support Idempotency-Key for safe retries from CRMs, billing systems, and automation jobs.
- Zapier and Make are not positioned as the primary integration path. The Partner API and webhooks are the main program surface.

## Webhook Events and Automation

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- Outbound webhooks are signed and include event id, event type, delivery id, timestamp, and HMAC signature headers.
- Supported events include customer.created, customer.activated, customer.verified, customer.form\_1583\_status\_updated, mail.arrived, package.arrived, mail.scan\_requested, mail.scanned, mail.forward\_requested, mail.forwarded, mail.shred\_requested, mail.shredded, mail.pickup\_requested, and mail.pickup\_scheduled.
- Partner-created inbound mail emits mail.arrived immediately, and also emits package.arrived when the submitted type is package.

- Webhook delivery attempts are tracked so partners can inspect delivery status, failures, retries, and payloads.

## Compliance Workflow

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- Innbocks supports USPS Form 1583 workflow, ID document capture, notarization status, vendor/operator review, approval, rejection, and audit/activity records.
- The Partner API exposes compliance status so external CRMs can know whether a customer is pending form, pending notary, pending review, approved, rejected, or mailbox-active.
- Innbocks supports CMRA compliance workflows, but the operator remains responsible for legal compliance, identity verification decisions, and final operational approval.

## Branding and White Label

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- Partner can use branded tenant experiences, custom domains or subdomains, logos, colors, customer-facing copy, and vendor-branded notifications.
- Partner owns customer-facing pricing, customer relationship, and commercial packaging.
- Customer data is stored in Innbocks for operational execution and scoped to the partner/vendor account.
- Dedicated separately branded mobile apps should be treated as a custom or roadmap discussion unless separately contracted.

## Support, Scale, and Rollout

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- The platform supports multi-tenant operators, mailbox assignment strategies, bulk/import workflows, signed webhooks, queued delivery retries, Stripe Connect billing paths, S3-backed file storage, and usage reporting.
- Onboarding, migration, SLA, multi-location rollout, and partner-address expansion should be scoped in the partnership agreement and implementation plan.
- Recommended go-live path: sandbox/test tenant, API key creation, external customer ID mapping, webhook endpoint setup, pilot customer provisioning, compliance-status sync, and usage reconciliation.

### Recommended next step

Run a pilot integration with one partner API key, one webhook endpoint, external customer IDs from the partner CRM, and a small set of pilot mailboxes before production rollout.