

Establishing a Vanity URL for Your Institution's InfoReady Experience

Instructions for Administrators



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Why a Vanity URL?

InfoReady understands the importance to our clients of maintaining and managing their brand. Vanity URLs are an easy way to both maintain your brand and establish trust with any individual who will be using the InfoReady Platform. Vanity URLs allow you to use your own URL (<http://somewebsite.YourInstitution.edu>) to point to InfoReady. Any communications generated by you or the system will use this URL to direct individuals to the platform. If a vanity URL is not used, you and everyone that uses the platform will still have the same great experience but will be going to an InfoReady URL:

<https://somewebsite.infoready4.com>

To determine if a vanity URL is right for you, ask the following questions:

- Will anyone outside your institution be using the InfoReady Platform? If yes, having a vanity URL is a nice touch to ensure they know this system is a part of your institution.
- Are you replacing a system that already had a vanity URL? If yes, maintaining the URL could be beneficial for anyone that interacted with it in the past.
- Do your other systems use vanity URLs? If yes, maintaining your suite of software solutions with similar URLs could be very beneficial.

Vanity URLs are usually one of the first decisions to make during implementation as it impacts various facets of the onboarding process, such as SSO configuration. Even though setting up a vanity URL is a straightforward process, there may need to be several exchanges of information between InfoReady and your IT team. Therefore, it is best to make the decision to proceed with a vanity URL as early as possible.

Onboarding Process

Regardless of vanity URL, clients must decide on a site URL in order to begin their implementation process. Clients choose the part in **bold** (also known as the subdomain):

- InfoReady - **abcd**.infoready4.com
- Engagement Hub - **abcd**.inforeadyscale.com

Using the formats above require no additional Institutional IT involvement/support and are part of your license agreement. However, if you would like your InfoReady site to have a vanity URL, you have two options:

OPTION #1: Vanity URL + Simple Redirect

Work with your IT team to create the vanity URL and then set up a redirect to the existing InfoReady site. *This requires no additional work with InfoReady or added cost.*

- Examples:
 - funding.university.edu (vanity URL) re-directs to abcd.infoready4.com (or abcd.inforeadyscale.com).
 - k12.wayne.edu
 - fundingopportunities.uchicago.edu
- Both URLs exist but point to the same location, the *.infoready4.com (or *.inforeadyscale.com) site.
- All competitions and website pages use the *.infoready4.com (or *.inforeadyscale.com) URL
- All outbound system communications will utilize the InfoReady URL.

OPTION #2: Full URL replacement

Work with InfoReady and your IT team to implement a full URL replacement. *This requires additional communication between both parties, as well as a one-time cost.*

- Examples:
 - abcd.infoready4.com *becomes* funding.university.edu
 - youthhub.umich.edu
 - infoready.uidaho.edu
- The infoready4.com URL is replaced, leaving only the vanity URL.
- All communications and references utilize the vanity URL.

Set Up Information

The information below explains the steps for implementing a full vanity URL (i.e., option #2 above) for an InfoReady site, with or without Single Sign-On (SSO). Due to the nature of this request, the process can take up to 30 days, so it should be started well in advance of any target launch dates.

OPTION 2A: Vanity URL only

InfoReady creates a temporary URL with either *infoready4.com* and/or *inforeadyscale.com* domain.

1. Client chooses a vanity URL, typically, to match their institution's domain.
2. InfoReady generates Certificate Signing Request (CSR) and shares it with the client/IT department. This usually takes less than 2 business days.
3. Client sends certificate to InfoReady.
4. InfoReady implements the URL change during the next scheduled standard maintenance hours. This typically occurs within 5 business days.

OPTION 2B: Vanity URL + SSO (InCommon)

InfoReady creates a temporary URL with either *infoready4.com* and/or *inforeadyscale.com* domain.

Vanity URL

1. Client chooses a vanity URL, typically, to match their institution's domain.
2. InfoReady generates Certificate Signing Request (CSR) and shares it with the client/IT department. This usually takes less than 2 business days.
3. Client sends certificate to InfoReady.

SSO

4. InfoReady submits metadata request to InCommon and sends client information on how to create a new TXT record in DNS for the vanity URL.
5. Client validates domain ownership with InCommon.
6. InfoReady implements the URL change and SSO during the next scheduled standard maintenance hours. This typically occurs within 5 business days.

OPTION 2C: Vanity URL + SSO (Custom SSO configuration)

InfoReady creates temporary URL with either *infoready4.com* or *inforeadyscale.com* domain.

Vanity URL

1. Client chooses a vanity URL, typically, to match their institution's domain.
2. InfoReady generates Certificate Signing Request (CSR) and shares it with the client/IT department. This usually takes less than 2 business days.
3. Client sends certificate to InfoReady.

SSO

4. Client sends InfoReady test and production metadata.
5. InfoReady sends client test and production metadata.
6. Both sides configure test environments to make sure integration works properly.
7. InfoReady implements the URL change and SSO during the next scheduled standard maintenance hours. This typically occurs within 5 business days.

Long Term Considerations

Once the vanity URL is in place it will require some updates over time. The main item is the need to renew the certificates every year. InfoReady will interact with your IT team as needed to renew the certificate in a timely manner, therefore there is very little burden on the owner of the platform. Other items of note, but that are less routine and more unlikely:

- InfoReady IP Address change - This rarely occurs and will require coordination with the IT team on more items than just the vanity URL, but this would impact the vanity URL.
- Domain changes to your institution - Again rare, but if they occur, InfoReady will need to coordinate with the IT team.
- Single Sign On Changes - If the institution changes the SSO approach, we may need to update the certificate supporting the vanity URL.

Questions?

If you have questions about setting up a vanity URL for your institution's InfoReady experience, give us a call at (734) 929-0010, ext. 256 or email us at support@inforeadycorp.com.