DineEngine

Pre-launch Checklist

Clients are responsible for their own IT infrastructure, DineEngine does not have control of your domain or DNS entries. Clients are responsible for app launch, however DineEngine will support you during your transition to our platform.

Marketing Website, Web, Mobile Web, and Tableside Ordering

☐ **Schedule Launch Date** (Required): (__/__/____)
- We recommend launching on one of your slower days during the week, typically Tuesdays are good for launch. We also highly recommend launching in the late evening to allow for more time for DNS propagation to complete before users are on the site.
- DineEngine needs to be informed about your launch time and date at least 30 days in advance.
- If your launch date changes, you must inform DineEngine as soon as possible.
- While DineEngine will try our best to support launches, we can not guarantee support for launches that we are informed about less than 30 days in advance. This includes launch date changes.

☐ **Create a CNAME Record for your main domain** (Required):
- Typically a subdomain like, order.brandname.com or a top-level-domain (TLD), brandname.com that points to the DineEngine temporary front-end domain, brandname.ux.dineengine.io. A CNAME record at your DNS provider or domain name registrar (godaddy.com, networksolutions.com, etc) is required and could take up to 48 hours for propagation to complete.

☐ **SSL Certificates** (Required):
- To issue SSL certificates we will need you to set up a few DNS TXT records for Cloudflare to verify your domain. A prevalidation TXT record will need to be added to verify you are pointing to our domain. Once this has been added, we will send you another TXT record that will allow Cloudflare to issue an SSL certificate. If you already host DNS with Cloudflare, SSL will automatically be issued no TXT records are required.

☐ **Cloudflare DNS**: Recommended DNS hosting service (Highly Recommended):
- DineEngine recommends using cloudflare.com to host your DNS records and for increased security specific to traffic and bot protection.

- Automatic issuance of SSL certificates (Site Level Security) to encrypt pages required by Google and all 3rd party API providers.

☐ **Create a Fallback Domain** (Highly Recommended):
- Add a DNS CNAME record for order1.brandname.com pointed at "brandname".ux.dineengine.io. This domain will be used as a fallback domain to route to prior to launch and can be used as the fallback to route to during launch as DNS is propagating in the event that DNS propagation is taking a long time.

☐ **Double-check TTL settings for DNS prior to launch** (Highly Recommended):
- The longer the TTL, the longer your site will be cached which will prevent the new site from appearing to users until that cache has expired. We recommend a TTL of 300 seconds (5 minutes) to increase the speed of this process.

☐ **Test Launch** (Optional):
- DineEngine will work with your IT team to perform a test launch 1 week in advance of the actual launch date to sort through any possible troubleshooting issues necessary. This will allow us to determine any misaligned information regarding DNS, security, and other third parties.

☐ **Use DineEngine temporary domain as main domain** (Optional):
- If you do not want to use your own domain for your ordering site, you can always point to your DineEngine temporary domain.

Mobile App (iOS & Android)

☐ **Hosting your app via DineEngine's Apple App Store and the Google Play Store.** (Highly Recommended)

☐ **Transferring apps to DineEngine from third parties like another developer or partner, e.g. loyalty provider**
- Signing keys
  - During the transfer process, google will need to update signing keys as most third party developers will not release their current signing keys
  - Changing signing keys can take a few days to complete via google
  - Customers can not schedule deployment for the website, web ordering, mobile web ordering, and tableside apps until the mobile apps' transfers from any third party have been completed. In addition the mobile apps

will need to have passed the review process at both Google and Apple.

☐ **Review process by Google and Apple App Store**
   ○ Times vary based on the time of the year, the average time recommended by each store is roughly 1-2 weeks. We can not guarantee times for approval.

Day of Launch

FAQ

- **[What is DNS?](#)**
- **[What is DNS propagation?](#)**
- **[How long does it take for Domain Name or DNS to propagate?](#)**
- **[How to check DNS propagation](#)**
- **[What day of the week and time of day is the best to launch?](#)**

Service Level Agreement

Most data centers are susceptible to outages, so we can not prevent data center outages, however DineEngine can prevent the majority of server instance outages due to issues related to server environment, performance, and security concerns.

We will also provide an update status for any downtime due to patches or security updates for each instance.

You may request support by opening a support ticket via the **Client Support Portal** at https://dineengine.com/submitticket.php portal.

Response Times: We will respond to your support requests made via ticket within the following time frames.

Severity & Ticket Priority Levels:

Emergency (High) Response within one (1) hour. The server, switch, application, or website is completely down. You cannot access your server or site from the public Internet. Customers can not process a payment and check out for applications that are e-commerce-driven. If not resolved in one hundred and twenty (120) minutes, the VP of Client Success will assume direct responsibility for resolution.

Urgent (Medium) Response within four (4) hours. Server or site functioning improperly or at less than optimal performance. Your server or site is accessible but in a reduced state (timeouts or slow response).

Standard Non-critical (Low) Response within eight (8) hours. The server or site is functioning normally, but you require information or assistance or wish to schedule maintenance, enhancement, feature, or any other non-immediate tasks. Your site is functioning with acceptable parameters, but you require assistance in loading software or have a help desk-type question.