

 **E - Brochure**

---



**Silicon House – Business Generation and Retention**

**Windows Economy Reseller Account**

**Silicon House,  
18, First Floor,  
Corporation Commercial Complex,  
Indira Nagar, Adyar,  
Chennai – 600020  
Tamil Nadu  
India**

**Phone : 044 – 24405807 / 24412748  
Enquiry : <http://enquiry.siliconhouse.net>**

**ISO 9001 : 2000 certified company**

---

#### **Table of Contents**

- 1. About Us**
- 2. Overview**
- 3. Features and Pricing**
- 4. Infrastructure**
- 5. Need Analysis**
- 6. Partners**
- 7. Press Releases**



## About Us

**Silicon House** is a global leader in providing internet infrastructure and application development. For more than **a decade**, we have helped many of the corporate houses around the world to re-build their empire in the digital economy. Our presence is spread in over 36 countries.

Our focus lies in implementing Internet business solutions such as **domain name registration, web hosting, email solutions, high performance dedicated server clusters, application hosting for e-commerce and SaaS, payment gateways, media streaming etc.**

On one hand we help small NGOs to make a web presence, on the other hand we are implementing e-governance for conglomerate federations for tracking thousands and thousands of their members. Be it a **dedicated server solution for distribution chain management or a small hosting solution for a SOHO**, our process & product automation has enabled us to provide the most sophisticated solution at the shortest possible time.

At Silicon House, we invest on high quality and future secured technologies. The State-Of-The-Art infrastructure, fully automated processes and dedicated world class support has been key to our success. Being an **ISO 9001:2000** certified organisation, our processes are well defined and globally benchmarked.

We are e-transforming organisations in North America, West Europe, Middle East, Asia and Australia. We constantly work on identifying your business needs and developing innovative solutions that address them completely. We future secure your business by constantly updating you on the latest trends of the digital economy.

Research and Development is our passion and work on some of the most exciting avenues such as Artificial Intelligence, VOIP & Video, Corporate Compliance, Extension of EPP in mitigating risks in e-commerce environment. These research has resulted in truly beneficial and cutting edge products such as XMAIL Trac, AIO, .Net based EPP tool kit etc.

The power behind Silicon House is our experienced and energetic team. We are a professionally managed and technology driven company.

## Overview

**Silicon House Economy Reseller** is best suited for Web Designing firms, Software companies and Hosting companies to offer custom made hosting packages for their customers. A fully brand able two-tier control panel will be provided for Reseller Level and Customer Level. Automated Service Engine and iFIX allows you to offer world class support to your clients from day one, allowing more time for you to sell than serve your clients.

Microsoft Windows2003 Server builds on the strengths of Microsoft Windows NT® technology, integrating a standards-based directory, Web, application, communications, file, and print services with high reliability, efficient management, and support for the latest advances in networking hardware to provide the best foundation for integrating your business with the Internet..

 **Features & Pricing**

## **Advanced Features, High End Servers, Latest Tools**

4 Gb of Windows disk space  
25 Gb Bandwidth per Month  
200 Domains parking  
Unlimited Sub-domains  
Unlimited Email Ids  
Unlimited MS Access Databases  
Wap Enabled and Fully Integrated SMS Gateway  
Persits Suite and Soft Artisan Complete component suite [ For generating automated graphs / images etc. ]  
Plesk 7.5 Control Panel  
Reseller Master Control Panel [ Plesk ]  
Customer Control Panel [ Plesk ]  
ASP  
Dot Net Frame Work - ASP.NET 1.1, ASP .NET 2.0  
PHP  
SSI 6.0.3790.0  
Front Page Extension servers  
Password protected directories  
Personal DNS  
Dedicated Netscreen Firewall [Both software & hardware]  
Free ! Fully brand-able domain reseller account  
Free ! Domain Parking Account with zerOparking.com  
Free ! 50 SSL Certificates  
Free ! Marketing Tool Kit

## **Full Fledged Industry Acclaimed, Award Wining Control Panels**

Your Reseller Control Panel will allow you to setup domain name on a click of a mouse button. Once the set up is done, your client's website will be live immediately. You can also view list of domains parked in your reseller account, status of web server, ftp server, mail server.

**Reseller Control Panel** - for controlling key features such as

- Setting up domain
- Setting up sub domains
- Branding your hosting packs
- Edit, Terminate accounts
- View & Limit Bandwidth Usage
- Quota & Password modification
- Add, edit, delete your own custom made packages

**Customer Control Panel** - for controlling key features such as

- Add, remove emails
- Create databases
- FTP Manager
- Sub domain manager etc.

Latest Plesk 7.5 themes  
Mail Enable webmail interfaces  
Email forwarding, Autoresponders  
FTP Manager  
File Manager  
Disk Usage Viewer  
Custom Error pages  
Website Stats with Weblizer  
Multiuser Admin

Silicon House offers a complete suite of Persits and Soft Artisan components. No hosting provider in Asia provides such an exhaustive range of components. These components are vital in creating online graphs, images and automated functions.

URL redirection

Persits ASP Upload

- ASPEncrypt 2.1
- ASPEmail 5.0
- ASPUpload 3.0
- Xupload 2.1
- AspConv 1.5
- AspDNS 2.75
- AspFile 1.5
- AspHTTP 3.54
- AspImage 2.31
- AspMail 4.11
- AspMX 1.5
- AspNNTP 1.5
- AspPOP3 2.52
- AspSock 1.51

MS XML Parser 4.01

Event Scheduling

SSL Support

Software Artisans ASPStudio

- FileUp
- Jfile
- Xfile
- FileManagerTX
- Admin
- Archive
- SMTPmail
- ImgWrite

## **Advanced Anti-Virus and Firewall Protection**

### **Security**

NetScreen Security Appliances provide Silicon House's proven firewall defense. Managed by our in-house experts, these solutions have been designed to address any organization's current and future security requirements. This enterprise-class protection includes inspection firewall, robust DoS shield, high-performance IPSec VPN, and traffic management for high reliability and maximum protection, without expensive licensing fees.

NetScreen Firewall Include ;

Integrated security-optimized hardware, operating system, and firewall, which provide a higher level of security than patched together software-based solutions

NetScreen's ScreenOS software is an ICSA certified stateful inspection firewall

Netscreen's ASIC accelerates encryption and authentication process.

IPSEC VPN capabilities.

### **Anti-Virus**

Our servers run with McAfee Anti-Virus System.

Scanning is done both On - Access as well as On - Demand.

## **Fully Brand-able Reseller Account**

Silicon House is the only hosting company which offers completely brand-able reseller account.

Branding is possible in the following ways,

### **Your own packages, own positioning, own pricing**

As a reseller, you can create your own packages, bundle it with different addons such as sms gateways, payment gateways, domain parking etc. You can set your own pricing, you can position

your hosting package as per your branding needs. This allows you to create a better brand for yourself than reselling pre-defined packages like others.

### **Personal DNS**

You can create your own personal DNS for hosting in your reseller account. Silicon House also offers white label name servers. This makes you more professional among your corporate clients.

### **WHM / Cpanel Branding**

WHM / Cpanel offers more branding options which allows you to create your own look and feel. You will be able to resell under your logo and brand. Cpanel announcements, themes allow you to set the kind of interface each hosting package requires.

### **Domain Control Panel Branding**

Each reseller hosting account comes with a FREE ! Domain Reseller Account. Your clients can search and register the domains they wish in your website itself. You can also send branded alerts to your customers on renewal, registration, billing etc.

### **Automated Service Engine & iFIX Branding**

Silicon House is the only hosting company to provide a fully brand-able Automated Service Engine and iFIX a self fixing engine. Once signed up as a reseller, the entire support and self fixing engine can be integrated to your website. This allows you to provide world class support to your customer from day one.

## **Silicon House - Rapid Action Force™, Industry's most acclaimed support system**

Silicon House offers world class support for its customers worldwide through;  
24 hrs support with our Automated Service Engine  
iFIX - Advanced Reseller Support System  
Exhaustive, informative Help Desk  
In house call center  
Rapid Action - Trouble Ticketing System

For the first time in India, Silicon House offers a fully brandable support site to serve your clients. With this, from day one you can start serving your clients with innovative support tools like flash demos, exhaustive manuals, status alert etc. This service engine is fully updated by Silicon House. This allows you to concentrate on selling than serving your clients.

iFIX is an advanced reseller support system which can automatically help you fix your issues. Using these self fix tools you can identify and fix any issue at your end. By this way, you can respond to your customers quickly thus reducing the support lead time.

### **How do you stand to benefit as a Reseller?**

As a reseller you can start serving your clients with our industry acclaimed Automated Service Engine within minutes. You can install our support system in your domain with full branding and start using its features such as Infomine, A.I.Chat, Interactive Support Systems, Free Downloads, Alerts, RAF Technical Journals etc. This will allow you to spend more time on Selling than Serving your clients.

### **How do you stand to benefit as a Customer?**

As a customer you can use our support system such as Infomine, A.I.Chat, Interactive Support Systems, Free Downloads, Alerts, RAF Technical Journals etc. Moreover, you can also train and educate your company users, administrators using these systems. This saves your precious time and also maintains continuity in your web presence.

### **How does it work?**



Silicon House is an accredited .IN domain registrar. By becoming a Silicon House Web Hosting Reseller, you can avail .IN as well as other domain extensions such as .com, .net .org, .info, .biz, .us etc at the lowest cost . Domain Registration and Whois Look Up interface can be installed in your website itself. This enables your clients to register from your interface. Moreover, they can also



manage their domains through a control panel accessible from your website. Have a look at our domain registration interface at <http://in.siliconhouse.net>

## E-commerce Provisions

Silicon House has now exclusively partnered with HDFC Bank for providing Payment Gateway Solutions. You can now accept major credit cards for your website by becoming a HDFC PG Merchant. As a reseller of Silicon House, you can provide HDFC Payment Gateway hosting integration within minutes. Other services include ICICI "Pay Seal" integration, Verisign Payflow Pro 3.0[ Payment gateway attracts additional charges. Contact Sales for more details. ]

## Earn more with free Domain Parking

Silicon House has exclusive tie-up with zerOparking.com, only company in India to provide Domain Parking and Domain Portfolio Management Services to small and mid size domain holders. Domain Parking itself is a new concept in India and zerOparking is one of the pioneers in the industry. Domain Parking is the easiest way to generate revenue from your domain name. Be it a new domain or a name that you have grabbed to build content later, domain parking generates quick add-on revenue. Every reseller account will be provisioned with a Domain Portfolio Manager, to park your idle domains and start earning the revenue.

## Pricing

**Silicon House – Windows Economy Reseller Account – Rs.9800 per annum**

## Infrastructure

### Network Availability & Security

Silicon House invests heavily in infrastructure. Our investments in infrastructure has grown in multi folds primarily in Network, Hardware, Software and Security.

### Backbone Infrastructure

Silicon House operates multiple V-LANS in multiple locations [ US, UK and India ]. This allows us to offers more stable and reliable hosting services with zero risk. Multiple bandwidth backbones such as Verio, Time-Warner, Sprint, British Telecom provide a redundant network availability. Apart from these Tier-1 operators, we have peering partners who help is reducing latency thus making your services or websites available with same speed around the world. Our 10 GB / OC 192 network architecture guarantees 100% uninterrupted transit to the internet.

Our networks are powered by CISCO's Hot Standby Router Protocol with minimal latency and no single point failure.



All our VLANs have;

1. Multi-operators Bandwidth Termination
2. Fully environment control systems
3. Grid / Backup Power Systems
4. Peering to other third party networks for reducing latency
5. 24 X 7 Staffing

Silicon House uses state-of-the-art YBox environment for its hosting facilities.

#### YBox Servers

Silicon House uses YBox environment for hosting and media streaming services. YBox is a stable cluster based network transmission architecture which enables load balancing, grid computing together in a single environment. YBox devices are pre-hardened and fully loaded with latest OS and security components. It custom built specifically on purpose and application based. The entire environment is pre-built and tested in real time environment for more than 170 man hours. Such a rigours hardware and software testing helps in identifying and rectifying 70 % of the issues that occur in a enterprise level server environment.

Few of the many tests that are conducted are;

1. Memory
2. CPU
3. Firewall
4. Brute Force
5. Disk Integrity
6. Vital CPU parts and indicators
7. RAID test
8. System Integrity Monitoring
9. OS / Control Panel level
10. Network routing / resolution

## Pre-hardening

YBox Servers are pre-hardened with latest security software. This ensures that your dedicated server is secured can be instantly deployed for enterprise hosting. The server is pre-hardened with prevention as well as intrusion detection systems. This includes but not limited to

1. Firewall
2. Brute For Detection
3. System Integrity Monitor
4. SPRI
5. Root Kit Checks and more

## Fully Loaded

YBox Servers are fully loaded with OS / Components / Control Panels. This is configured in tune with security software so as to work in tandem with intrusion detection. This includes but not limited to

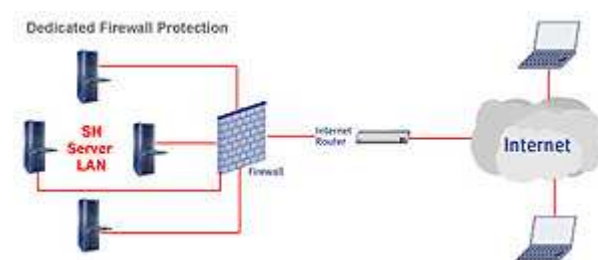
1. Operating System
2. Database Server
3. Mail Server
4. DNS Server
5. Control Panels and more

## Security

Silicon House emphasize on network as well as device security. With more and more critical enterprise applications are going live, a multilevel security architecture is in place to safeguard your web presence.

## Firewall

Robust DOS shields prevent our networks from Denial Of Service Attacks. All our servers are installed with ON ACCESS & ON DEMAND virus scanners. The systems are regularly updated with Software updates. Silicon House provides IBM e-servers which allows us for a high degree of performance and in case of hardware interruptions, the necessary hardware is replaced in shortest possible time. This is due to our partnership or special arrangements with these software or hardware vendors.



NetScreen Security Appliances provide Silicon House's proven firewall defense. Managed by our in-house experts, these solutions have been designed to address any organization's current and future security requirements. This enterprise-class protection includes inspection firewall, robust DoS shield, high-performance IPSec VPN, and traffic management for high reliability and maximum

protection, without expensive licensing fees.

## NetScreen Firewall Include ;

- Integrated security-optimized hardware, operating system, and firewall, which provide a higher level of security than patched together software-based solutions
- NetScreen's ScreenOS software is an ICSA certified stateful inspection firewall
- Netscreen's ASIC accelerates encryption and authentication process.

- IPSEC VPN capabilities.

### **Anti-Virus**

- Our servers run with Mcafee Anti-Virus System.
- Scanning is done both On - Access as well as On - Demand.

### **OS / Control Panel Updates**

YBox Servers are pre-configured to get updated automatically once critical updates are available for OS as well as other programs such as control panel, database servers etc.

### **Intrusion Detection System**

YBox comes with pre-installed security components which makes it more secure and stable. Every server has firewall and brute force system which counters any attempt that is made in your server. This works in real time in tandem thus protecting in real time, rather than manually administrating.

### **PCI Scans**

Silicon House scans regularly its environment using PCI compliant control scans. It scans for more than 14000 vulnerabilities and provides a complete audit on our network environment. This is done regularly to meet high standards of PCI and to safe guard your web presence. The Risks are classified as Urgent, Critical, High, Medium and Low. Based on the severity the risks are mitigated immediately.

### **Master Control Facility**

Our Master Control Facility monitors key parameters such as VLAN, Server Environment, Network continuously. Over 300 samples of data are taken and any given working time. These are continuously analysed and any deviated is escalated with proper escalation procedure in place.

All our network and system administrators are well trained and experienced in running networks that handle thousands of servers and network devices. Minimum qualifications are Masters in Computers with proper certification in respective fields.

The entire team is based on a Cellular Hierarchy of Silicon House - Rapid Action Force™ to deliver faster solutions avoiding delays in decision making. The entire team is well trained by in-house experts as well as major network / hardware / software vendors. This allows us to provide quicker solutions rather than trial and error methods.

The Master Control Facility is operation 24 X7, 365 days. It is secured by latest access control systems and have stringent security norms with live facility monitoring.

Apart from the Master Control Facility, we also have dedicated staff at each VLAN location assisting in day to day operations.


 **Need Analysis**


<b>Your Requirements</b>	<b>Silicon House Offers</b>	<b>Benefits Technical</b>	<b>Benefits Commercial / Business</b>
To host on a high quality and reliable network. To ensure a maximum uptime of your services.	Silicon House Operates Multiple V-LANS in multiple locations [ US, UK and India ]. This allows us to offer more stable and reliable hosting services with zero risk. Multiple bandwidth backbones such as Verio, Time - Warner, Sprint, British Telecom provide a redundant network availability.	99.9% uptime. This ensures that your services, applications, websites are up all the time.	Less downtime means, more stable business process, higher customer satisfaction and enhanced brand value.
To have a completely secured hosting.	Robust DOS shields prevent our networks from Denial Of Service Attacks. All our servers are installed with ON Access & ON Demand virus scanners. The systems are regularly updated with latest software updates. Netscreen Firewall [ Both hardware & software ] APF & BFD safeguard our networks.	Highly secured hosting environment to run critical business applications and ecommerce software. Fully complaint with major security specifications.	This allows you to run mission critical, data secure applications and software. Thus enabling seamless integration of all your processes across the branches around the world.
To have complete control of your websites features such as email, ftp etc.	Silicon House at present offers control panel such as PLESK, cPanel which are industry acclaimed for their features and ease of use	Easy configuration and kick start. Any time any where web based management tools.	You do not have to depend on others to manage key features of your website. You do not have to spend on exclusive IT management team.


To avail a responsible and responsive support services	As a customer you can use our support system such as Infomine, A.I. Chat, Interactive Support Systems, Free Downloads, Alerts, RAF, Technical Journals etc.	Quick and effective support. Self supporting tools, Access to our experts on designing your present and future hosting / web presence requirements	Less dependent on outside support. This means more control over your processes, thus enabling you to serve your customers better.
To host on latest and reliable servers with hardware and software upto date	All our servers are IBM e-servers or Dell Servers, Silicon House support Windows 2003 and Red Hat Enterprise 3.0. Our strategic tie-up with vendors allows us to provide immediate update or replacements when required.	More stable performance. In case of any hardware or software issues, replacement of troubleshooting is instantaneous as we have strategic tie-up the actual vendors themselves.	Robust performance and in case of any eventuality, quick replacements thus enabling your processes up and running lowest possible time.
To avail hosting from a reliable and reputed organisation	Silicon House is a market leader in hosting industry. We have resellers in any major city in India and serve clients in over 36 countries spanning North America, West Europe, Middle East, South East Asia, Australia. Silicon House is a fully qualified and accredited registrar for .IN domains. Silicon House is an ISO 9001:2000 certified organisation.	Continuity in your web presence or application hosting. You need not run from one company to another every year. Since Silicon House provides complete web solution, you can get everything that you require for a stable and secure hosting from a single source.	We understand you business. This enables us to provide meaningful, Cost effective hosting solutions and upgrade options. Our experts will help you in designing your present and future web requirements thus saving huge cost and enable continued business processing.

## Partners

**Silicon House** is a global leader in providing hosting and e-commerce application services. This enables us to partner with highly innovative companies and market leaders to provide end - to - end solutions.

 YBox is a pre-hardened and fully loaded hosting environment usually a cluster to deliver web2.0 technologies seamlessly. It comes thro' stringent testing norms for more than 170 man hours for various devices and components. YBox now runs enterprise level applications, Saas applications for many organisations in India and Abroad. Silicon House has an exclusive partnership on deploying and supporting YBox Servers, YBox Media, YBox Ebiz Suites.

 Silicon House has exclusive tie-up with zerOparking.com, only company in India to provide Domain Parking and Domain Portfolio Management Services to small and mid size domain holders. Domain Parking itself is a new concept in India and zerOparking is one of the pioneers in the industry. Domain Parking is the easiest way to generate revenue from your domain name. Be it a new domain or a name that you have grabbed to build content later, domain parking generates quick add-on revenue. Every reseller account will be provisioned with a Domain Portfolio Manager, to park your idle domains and start earning the revenue.

 HDFC a flagship banking and financial institution in India provides services such as net banking, payment gateways for online e-commerce. Silicon House has partnered with HDFC to provide payment gateway solutions for customers across India. Silicon House has quick processing and hosting process in place for enabling HDFC payment gateways. This enables the lowest possible duration for going live with your payment gateways.

## Quality

Silicon House attaches highest importance for quality of products and services delivered to customers. Our commitment towards quality is shown in our processes and products that we deliver to thousands of customers around the world.

Well defined processes, strict adherence to SOP and continuous training of man power about quality helps us in delivering services of the highest quality.

**Silicon House is an ISO 9001 : 2000 certified organisation.**

### Quality Policy

1. Innovation and Transparency in all our processes and business practice
2. Continuously monitoring and improving all our processes
3. Rapid Action on all our services and extremely flexible models in our product development
4. Creating and environment that will allow people to develop and deliver world class products and services

 Press Releases

## THE HINDU

The Hindu - India's National Daily News Paper [ CHENNAI, FEB. 16 ]

### SiliconHouse.Net's Business Plan

By Our Corporate Reporter

CHENNAI, FEB. 16. The Chennai-based siliconhouse.net, which provides domain name registration, web hosting, email solutions and application hosting for e-commerce, plans to increase its client base to about 50,000 plus live websites before the end of the current financial year.

The promoter of the company, V. Natarajan, told this correspondent that for more than seven years, the company had helped many corporate houses around the world to re-build their empire in the digital economy. We were now globally recognised and our focus was on implementing Internet business solutions. He said the company was recently appointed as registrar for .IN Registry by the National Internet Exchange of India (NIXI).

It had become a fully accredited and authorised registrar for .IN domain names from February 16. Mr. Natarajan said the real-time registration for the general public opened today and the company was able to register 500 domains on the first day itself. The company was also in the process of acquiring 2,000 sq. ft for .IN registry purpose alone.

<http://www.hindu.com/2005/02/17/stories/2005021704531800.htm>



The Web Host Industry Review [ [thewhir.com](http://thewhir.com) ]

### Silicon House Becomes .in Registrar

February 21, 2005 – (WEB HOST INDUSTRY REVIEW) – Web hosting provider Silicon House (siliconhouse.net), based in India, announced last week that it was named a fully accredited registrar for the .in domain, joining six other companies recently appointed as .in registrars by the National Internet Exchange of India.

The company opened .in for registration on February 16, acquiring 500 customers on the first day alone.

Silicon House said it would offer discounted .IN registrations for readers of the Web Host Industry Review. The .in domain will be available for \$15.50, while .co.in, .net.in, .org.in, .firm.in, .gen.in and .ind.in will be available for \$6.99.

The company said it hopes to register 50,000 domains in the next year.

<http://www.thewhir.com/marketwatch/sil022105.cfm>

Developer's IQ [ March Issue 2005]

A press coverage about Silicon House has appeared in March 2005 about Silicon House.

*Logos represent the respective companies / organisations and are owned by the respective companies*