



# Silicon House



Ranked **173** rd fastest growing registrar in the world by **Verisign**.

Ranked **TOP Performer** among the registrars by **NIXI**

Serving over **750000** clients in **90** countries

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## Reseller Web Hosting - Ebook

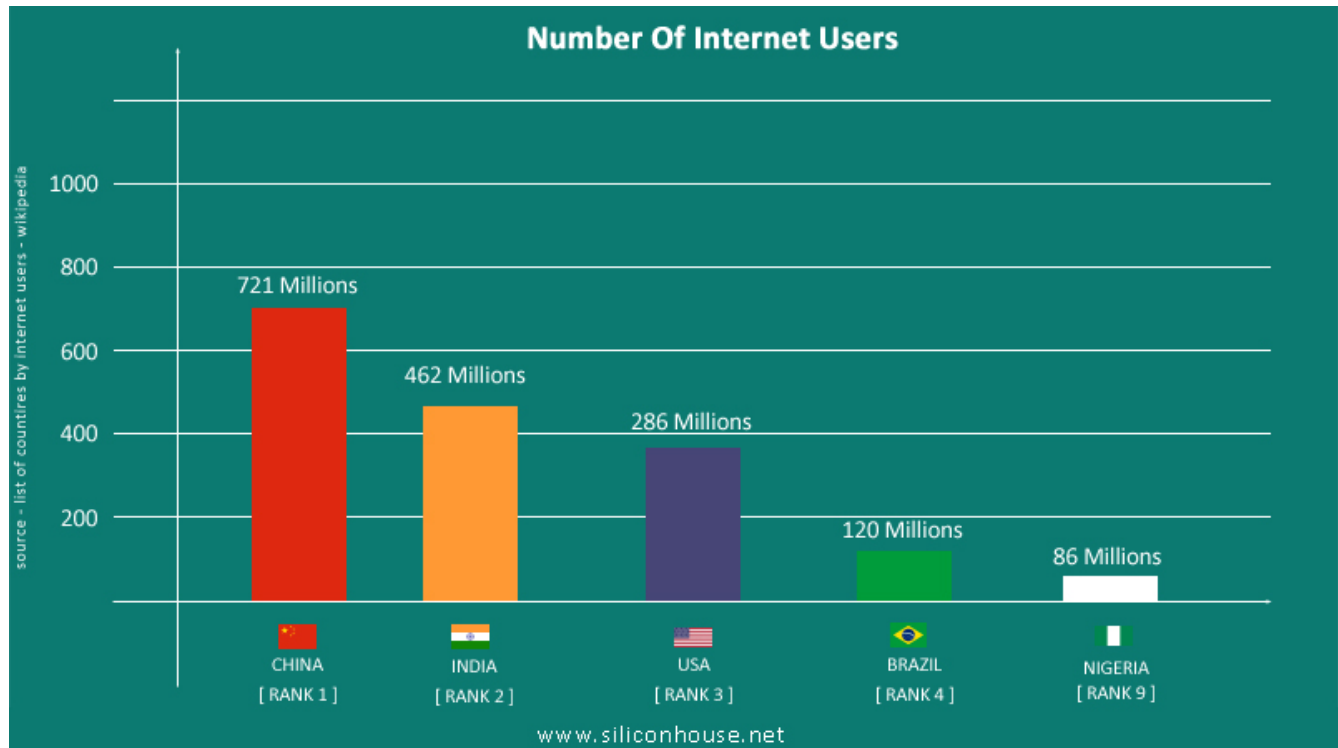
1. Web Hosting Demand Overview
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**Aim:** This Ebook is aimed at providing useful insights on what is reseller web hosting, how to choose a reseller hosting provider, importance of key parameters that needs to considered while buying a web hosting reseller account.

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# Web Hosting Demand Overview

Every year, millions of users go online for the first time. With such a boom in internet expansion, there is a large demand for serving these user's needs such as information, shopping, payment processing, entertainment, ticketing, business etc. Last few years has seen sudden spike in internet activity for serious uses such as shopping, travel, ticketing etc.



## Key Stats

Internet User Stats as on 2013

China leads Internet Users with 721 million users

India follows with 462 million Internet Users

USA has 286 million Internet Users

Nigeria has 86 million Internet Users

Total Broadband Subscribers in India is 131 Million as on Nov. 2015

Total Broadband Subscribers in USA is 85 Million as on 2013

**INDIA:** A recent study on VC funding indicates that Indian Industries such as E-commerce, Travel, Education, Booking etc has been receiving very high investments in the past few months from Venture Capital Funds in India and Abroad.

With so much of money coming in, these companies will look to ramp up their operations and manpower. One key area where major chunk of their investment will go will be in Web Hosting

/ IT infrastructure. Apart from these companies, many more startups will be looking to go online to tap the investments that is coming in. So the demand for Web Hosting / IT infrastructure such as High Availability Solutions, Dedicated Servers, Cloud Servers, Any Cast DNS, CDN, Media Streaming Technologies, Payment Gateways will be very high.

**AMERICA & EUROPE:** America and Europe has been leading the rest on how Internet can be leveraged for social networking, businesses, e-commerce etc. In fact, startups in these countries are divided as those who leverage Cloud and those who don't. Huge success of companies such as Facebook, Google inspires more and more young Americans to solve problems using Cloud or Mobile platform.

**AFRICA:** One place where technology revolution has changed people's life dramatically and continues to do so is in AFRICA. The Eco-System as well as People are willing to accept New Internet and Mobile Innovations provided they solve people's problems cost effectively. In fact, Mobile Commerce picked up way faster in AFRICA than in rest of world.

Hence as a Web Hosting Reseller you will be able to earn huge profit, provided you are technically upgraded to cater to such customers as well have solid backing from a reliable and experienced Web Hosting Infrastructure Provider like Silicon House.

Silicon House provides practical hosting solutions leveraging Two Decades of Hosting Expertise.

## Reseller Web Hosting



Reseller Web Hosting has been a major reason for Internet to boom this far. An Army of Web

Hosting Resellers has been instrumental in educating as well as supporting customers in **Domains Name Registration, Web Hosting, Emails and Web Site Building**. Hence Web Hosting Resellers become an interface between customers and Domain Registrars, Large Web Hosting Infrastructure Providers and Other Vendors for addons such as SSL Certificates, Security, Payment Gateways.

This unique opportunity makes a **Reseller as a Consultant** for their customers. It is this, which provides leverage for Web Hosting Resellers to provide a bouquet of services such as Domain Name Registration, Web Hosting, Web Site Building, E-commerce, Payment Gateways and SSL Certificates. While Reseller Hosting provides a lot of opportunities, it also has its own challenges. Selling basic hosting space is becoming more of a commodity. Hence in order to earn higher profit and increase sales turnover, a Reseller has to provide value added services such as High Availability Solutions, Corporate / Business Hosting, Semi Dedicated Hosting, Dedicated Servers, Cloud Servers, Media Streaming Servers etc.


If you are able to identify the potential customers in your portfolio in the initial stage itself, then all you have to do is to demonstrate your capability and recommend them the most cost effective and cutting edge solution.

Rapidly Scaling Organizations require a hosting provider who will work with them and take charge rather than a hands off hosting provider. Hence if a Reseller can offer the fully managed end-to-end solution for your customers at the lowest possible cost, they should be able to make huge profit out of it. Also customer retention will be high in this case.

## Key Features Of a Good Reseller Web Hosting

1. Robust Hardware
2. Pre-Hardened OS / Scripting
3. Feature Rich Control Panel
4. Premium Bandwidth Network Backbone
5. Hosting Addons For Cross Selling like SSL, Mail Tracking, Domain Names
6. Reliable Web Hosting Infrastructure Provider with plenty of experience and at the same time cost effective

**Robust Hardware:** In a Reseller Web Hosting environment, server where the reseller's website will be hosted is the most important factor to be considered. If the server hardware is far inferior or outdated, then it will affect the website performance immediately. It also directly affects the uptime of the websites. Such issues will affect the renewal rate of the customers.



Intel Dual Hexa Core Processor

256 GB RAM

Hardware Raided Hard Disks

1 Gbps Port Speed  
160 Gbps Backbone

[www.siliconhouse.net](http://www.siliconhouse.net)

Silicon House offers Reseller Hosting in servers with

1. Intel Dual Hexa Core
2. 256 GB RAM Server
3. Hardware Raided Hard Disks with SSD Caching
4. 1 Gbps Port Speed
5. Cloud Linux OS

This provides ample cpu and memory resources for each website hosted in the server. Cagefs, which is an isolation module in Cloud Linux Os makes sure that each website is independent of other's resource usage.

**Pre-Hardened OS / Scripting:** Pre-Hardening of OS and Scripting Language is very important for client applications to run safely in the server. Apart from firewall, anti-virus and malware detection tools, it is important to have defense shields that will protect from live threats as well as know malware threats viz-a-viz Intrusion Detection and Prevention System.

Silicon House offers Reseller Web Hosting in servers with Arrow Platform. Arrow Platform comes with Arrow Shield which is a real time threat mitigation system. This offers much better security than traditional security systems.

**Feature Rich Control Panel:** Reseller Control Panels allow Resellers to perform key functions such as Setting up hosting for a domain, email id creation, database and user creation, ftp access etc. A feature rich control panel allows a Reseller to perform these functions with ease and also can reduce considerable system administration time.

Silicon House Servers come with cPanel [ Linux ] and Plesk [ Windows ] pre-installed. These

allow adding domains, creating FTP, Email Ids and Databases in a click of a mouse. More over, it also allows customers to manage their domains with ease.

**Premium Bandwidth Network Backbone:** Port Speed of the server and the backbone connected to it determines the user experience that customers will have to a major extent. Hence even a robust server can give a very slow performance for websites if it is behind a poor backbone connectivity. Premium Bandwidth is a must for superior performance.



Silicon House servers run in Premium Bandwidth network with 1 Gbps Port Speed and 160 Gbps Backbone connectivity. This enables high speed performance of all websites hosted in such powerful servers.

**Reliable Web Hosting Infrastructure Provider:** Reseller Hosting when provided by Reliable and Experienced Hosting Provider allows a Reseller to earn more profit as they can provide a complete bouquet of solutions to their customers. Also Fully Brand-able Reseller Web Hosting allows a Reseller to Sell and Service his clients around the world under his own brand.





# Silicon House

Technology Lives Here



## Powerful Server Hardware

Dual Hexa Core Processor, 256 GB RAM, Hardware Raid Disks



## Site Builders, WordPress

Design web sites for your customers using RV Builder, Word Press, Drupal. Install these software in a click



## Premium Network Bandwidth

1 Gbps Port Speed, 160 Gbps Premium Network Backbone connectivity



## 24 X 7 Support

Silicon House - Rapid Action Force provides Support for Web Hosting Resellers via Phone, Chat, Tickets



## Feature Rich Control Panels

cPanel, Plesk Reseller Control Panels to manage web hosting of domains for your customers



## One Stop Solution Provider

Provide range of web hosting services like Domain Registration, Web Hosting, SSL, High Availability Solutions, Cloud Servers

Silicon House has more than Two Decades of Hosting Expertise which allows to provide practical solutions cost effectively. Being a leader in **Managed Dedicated Server Hosting, Cloud Server Hosting, High Availability Solutions and Reseller Hosting** enables to provide complex solutions for Reseller's customer. Providing such solutions also allows Resellers to earn Higher Profit.

**Silicon House is also an ICANN Accredited Domain Registrar and Ranked as Top Performing Domain Registrar by NIXI. This allows us to provide Domain Name Registration at competitive price.**

## About Silicon House

Silicon House is one of the largest Reseller Hosting provider in India. Silicon House is highly specialized Cloud Computing and Fully Managed Server provider in India. Operating a Fully Automated Virtual Data Center for more than a decade, we have been able to leverage our immense experience and cutting edge technology to provide a practical and working solution for thousands of customers in more than 90+ countries.

### Business Focus

Silicon House is a complete solution provider for reseller hosting, dedicated servers and cloud servers. Our expertise is in implementing high availability, high performance and hybrid cloud / dedicated servers. The solutions that we offer are Fully Managed and hence we take care of the server side infrastructure while you can concentrate on your core businesses.

## **Innovate & Expertise**

Every problem presented to us like mail tracking or archiving, multi-location cloud load balancing, biz intel reporting, state of the art intrusion detection, has been converted into an opportunity to innovate new solutions. With over Two Decades of hosting expertise, we convert these innovations into working solutions and keep building expertise in them.

## **Stats**

Silicon House runs hundreds of servers serving customers in more than 90+ countries.

1. We handle more than 55 million emails per day
2. Our Fully Automated Virtual Data Center network spans over three continents, four countries
3. Our servers power more than 750,000+ websites
4. We are pioneers in building Fully Automated Virtual Data Centers integrated with multi-location clouds
5. Innovation is our base and we consistently do that. Our innovative development has resulted in products and services such as Arrow Global Load Balancer, Arrow Multi-Zone DB Sync, XMAIL Trac, Super Reseller Suite, Arrow Shield, Arrow Streaming Servers, Biz Intel Reporting etc.

## **Accreditation**

Silicon House is a pioneer in introducing many services in web hosting industry in India. We are the pioneers in introducing Fully Managed Dedicated Server Hosting in India. We are the pioneers to introduce pre-hardened elastic cloud server hosting in India.

On High Availability Solutions side, we have been building bare metal servers or dedicated servers, clusters, cloud servers, hybrid servers for more than Two Decades in India. We are the first company in India to build Fully Automated Virtual Data Center spanning three Continents.

1. Silicon House is an ICANN accredited Domain Registrar
2. Silicon House is a fully accredited .IN registrar
3. Silicon House is ranked as a TOP PERFORMING REGISTRAR by NIXI
4. Ranked 173 rd fastest growing registrar in the world by Verisign
5. Ranked 112 nd fastest growing registrar in the world by PIR