

► **Company Brochure**

Silicon House - ebrochure

Prepared By:

**Silicon House – Business Generation and
Retention [BGR]**

Silicon House
18, First Floor, Corporation Complex,
Third Avenue, Indira Nagar,
Adyar, Chennai – 600020

Email : info@siliconhouse.net
Phone : 91 44 24412448 / 24412748 / 24405807
Mobile : 91 9382307273

Visit : www.siliconhouse.net

► Why Silicon House ?

About Silicon House

For more than Seven years, we have helped many of the corporate houses around the world to re-build their empire in the digital economy. We are now globally recognised.

Our focus lies in implementing Internet business solutions such as domain name registration, web hosting, email solutions, high performance dedicated servers, application hosting for e-commerce.

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 control panel and dedicated world class support has been key to our success.

We are e-transforming organisations in the US, UK, Denmark, Malaysia, Sri Lanka, Singapore, Bangladesh, Austria, Russia, Fiji, Germany and India as well.

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.

The power behind Silicon House is our experienced and energetic team. The State-Of-The-Art server control and In House call center enables Silicon House to deliver products and services that business customers not only demand, but deserve.

Silicon House has a wide spread network of Trusted Partners and Resellers in India and abroad.
[More than 700 in India alone]

Silicon House is specialized in making web enabled software as an extension of virtual private network. File Master, Edge, Virtual Office are among them.

► Why Silicon House ?

Why Silicon House?

1. Silicon House serves thousands of clients around the world [in more than 26 countries]. This has enabled us to serve our clients at a quicker time and higher quality.
2. 90% of our support system is automated. This makes sure that you can get what you need 24 hrs a day, 365 days a year.
3. Corporate house like **Birla, Aavin, ICF, Penta Media, United One - Malaysia, Royal Challenge, Kumaran Software** etc enjoy Silicon House services.
4. All our servers are minimum Pentium PIV Intel based and are located in state-of-the-art infrastructures with higher bandwidth.
5. Silicon House maintains 99.99% uptime.
6. Silicon House offers personalized DNS [Name servers in your company name].
7. No company offers real time control panel as sophisticated as Silicon House.
8. 24 hrs. dedicated support through **Automated Service Engine**
9. Silicon House has a dedicated support facility with automated tracking systems. This ensures that you get support on time.
10. Silicon House ASP network is wide spread in India and abroad.
11. The entire Silicon House crew is well trained and professional. All our employees are either Graduates in Engineering or hold a Masters in Computer Applications.

For Resellers

Your Own Brand !

No other hosting provider allows you to brand your hosting packages as we do. Our unique branding options such as **Automated Service Engine to serve your customers, FREE Personal DNS, Fully customizable control panel, Domain registration and whois look up in your own website** allows you to sell all hosting plans under your **OWN BRAND**.

Nobody offers Reseller Control Panel and Customer Control Panel. All the features in our control panel can be controlled online, whereas others offer manual setup only. Silicon House offers sophisticated Online Control Panel, where you can control parameters such as; FTP, Email, ODBC, Front Page Extensions Server, Password Protected URL, Multi-admin facility, DNS, Web site status.

All the above features can be controlled by you on click of a mouse button.

Online Control Panel



Your Control Panel is designed in two-tier architecture.

- Reseller Control Panel
- Customer Control Panel

► Infrastructure

Reseller Control Panel

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. You can also create your own hosting packages.

Customer Control Panel

This control panel will allow you to configure parameters such as FTP, Folder permissions, Emails, Auto responders, Auto forwarders, Front page extensions, Creating databases, File managing, Password protected URL, Editing DNS records etc..

Network Availability & Security:

Silicon House invests heavily in infrastructure.

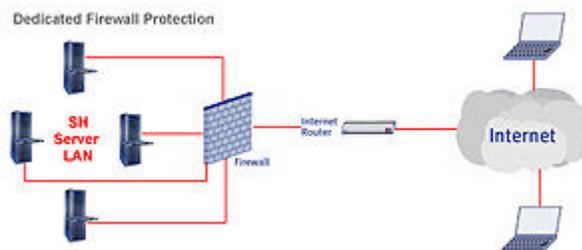
Backbone Infrastructure

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.

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

▶ Services

- 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 Mcafe Anti-Virus System.
- Scanning is done both **On - Access** as well as **On - Demand**.

Monitoring

Our simple and cellular hierarchy of Silicon House - Rapid Action Force™ enables us to provide personal and customized service for all your requirements. All our key infrastructures are monitored constantly with over 300 random samples at any given working time. Any deviation is intimated with proper escalation procedure.

Services

1. Domain Registration – Renewal - Transfer



Silicon House is an accredited .IN domain registrar approved by NIXI. [National Internet Exchange Of India – A Govt. Of India Undertaking]. 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. For example you can have domain registration interface in <http://domain.yourcompanyname.com>.

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://domain.siliconhouse.org>.

2. Dedicated Servers / Reseller Hosting / Shared Hosting

Silicon House offers Dedicated Servers / Reseller Hosting / Shared hosting in major server environments such as Windows 2003 and Red Hat Enterprise 3.0.

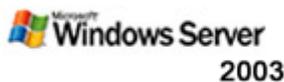
Dedicated Servers: Major corporates and organisations such as Sheenlac, PeoplesCare rely on Silicon House's dedicated servers for their web presence requirements. Apart from normal website hosting, these organizations run mission critical applications such as Supply Chain Management, Virtual Office etc. in dedicated server. With ample bandwidth and state of the art infrastructure, they will have more time to core compete than deviating in System Administration.

Reseller: As a reseller your company will be able to bundle hosting services with your existing services like design or software development or can pursue hosting alone as individual business. Our unique **Two-tier** control panel and Fully brandable **Automated Service Engine**, allows not only to sell but also to serve your clients with our time tested methods and tools.

Shared Hosting: Corporate and individual customers can avail hosting services as direct customers of

▶ Customer Support

Silicon House. High end servers, state of the art infrastructure, fully committed Silicon House - Rapid Action Force for excellent support is all you require for a Secured and Reliable hosting.



Microsoft Windows 2003 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.



Red Hat Linux is the industry's most comprehensive suite of Linux solutions designed expressly for mission-critical enterprise computing and certified by top enterprise software vendors. It delivers the highest levels of reliability and value, coupling the innovation of open source technology and the stability of a true enterprise-class platform.

XMail Trac™: XMail Trac™ is a product of Silicon House's expertise in handling millions of mails every year. This software tracs all the incoming and outgoing messages in any email-id of a domain and keeps a copy of the message with administrator. It is essential to safe guard and keep of communications that different personnel in an organisation make with outside world. Not alone security, issues such as mail loss, improper documentation, communication proof etc requires such a software. This is a hosted solution and comes free with all our Corporate Mailing Solution.

Biz-Secure FTP: Most of the companies in the US, UK and other countries choose India as their favorable destination for outsourcing projects in Software development, Medical transcription, Data processing and CAD - CAM solutions etc. The basic requirement for executing such projects is to have high speed internet infrastructure and secured data storage and retrieval. This is provided by our Biz – Secure FTP solutions.

SSL Certificates for 128 bit Data Encryption: Silicon House offers, **GeoTrust's patent pending QuickSSL**, the winner of Web Hosting Magazine's 2001 Editor's Choice award, is your best choice for conducting secure commerce over the Internet. With QuickSSL you get true 128-bit SSL encryption that's fully compatible with the leading web browsers from Microsoft and Netscape/AOL.

Payment Gateway:



Silicon House E-commerce Payment Gateways is best suited for companies who sell or serve their customers online. Keeping in view of the increasing online shopping customers, Silicon House has come up with three different plans for going online. This can be installed in Small Biz, Corporate, Resellers, Dedicated Server Accounts only.

Silicon House - Rapid Action Force™

Silicon House - Rapid Action Force™ offers worldwide support services using state of the art **Automated Service Engine**.

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

▶ Customer Support

company users , administrators using these systems. This saves your precious time and also maintains continuity in your web presence.

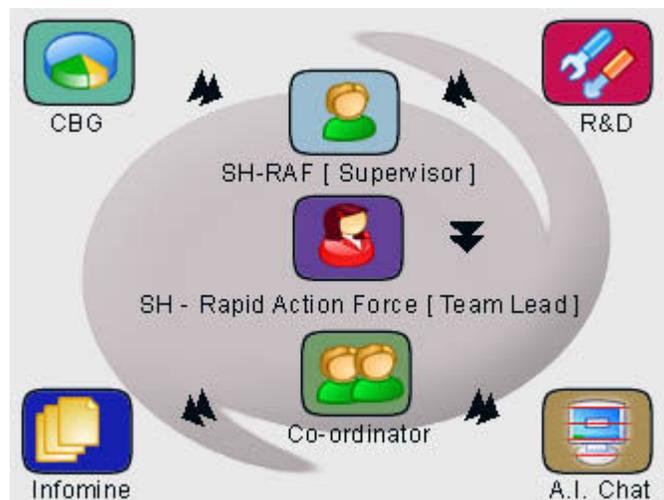
How does it work ?

The key to quicker and reliable service is our well defined and constantly updated work systems and our drive for automation. This enables us to provide almost full control of the services that we offer to the client themselves. But this requires years of experience and heavy investments on R&D and systems development.

Our simple and cellular hierarchy of Silicon House - Rapid Action Force™ enables us to provide personal and customized service for all your requirements. All our key infrastructures are monitored constantly with over 300 random samples at any given working time. Any deviation is intimated with proper escalation procedure.

The support systems does not end here. It is constantly updated with the help of CBG [Core Business Group] and R&D [Research & Development]. This ensures that our services not only meets your present requirements, but also takes care of future upgrades that we may have to undergo.

Cellular Model - Silicon House - Rapid Action Force™ Support System.



Infomine: Infomine is a key component in Automated Service Engine. It follows a similar industrial practice of Knowledge Management. It also includes interactive support systems.

A.I. Chat: A.I.Chat is a 24X7 automated chat system which allows you to get trained in our products and services. This provides base level support throughout the day.

Co-ordinator: Co-ordinators manage and update Infomine and A.I. Chat. They offer a personalized and custom solution for all your issues.

Team Lead: RAF Team lead completes a Cell and is responsible for interacting and monitoring the co-ordinators and system administrators.
Supervisor: RAF Supervisor overviews the Silicon House - Rapid Action Force™ and also keeps abreast to the latest technological innovations and market situation with inputs from CBG and R&D.

► Press Release

Press Release

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]

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]