

# COMPANY PROFILE



# KLOUDER LIMITED

A GLOBAL IT COMPANY



*“The best way  
to predict the  
Future is to create it”*

**Established in 2008**

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## About Us

**Klouder Limited** wants to be a global leader in custom software development platform. The company has a successful history of delivering outstanding software projects and development services since 2008. The highly skilled and knowledgeable team of software engineers at **Klouder Limited** innovates software s for various categories including Email marketing, SMS Marketing, Managed Cloud Services, Digital Marketing Ss, Server Monitoring, e-Commerce that help clients enhance their business operations.

At **Klouder Limited**, we develop innovative and creative IT products and services and satisfied clients around the globe bear testimony to the quality of our work. We are uniquely positioned to provide what our customer's need, complex software s to answer their requirements, delivered reliably on time with excellent value for money. If your goal is to be a part of efficient & agile business, Klouder Limited will effectively gain the you need.

At **Klouder Limited**, we know that success is the direct result of continued investment in our framework technology and a sustained commitment to the core values and best practices we started with. As **Klouder Limited** continues to grow in size, scope, and influence, our purpose remains the Kloudere: to deliver dynamic IT s to our partner organizations, to work with you in understanding your unique vision, to drive that vision into action.





## Our Mission:

To help our clients meet their goals through our dedicated teams, services and solution.

## Our Vision:

We innovate ideas to be the global leader at delivering the best customer experience in markets we serve.

## Our Keys For Development:

- Innovation
- Teamwork
- Desire for excellence
- Transparency
- Trust and confidence

## We Believe In

- Professionalism and ethics
- Adding values to our client's needs
- Motivation
- Collective responsibility and leadership



## Our Products





## Short Description of Our Products

### EMAIL MARKETING



Email marketing is a form of direct marketing that uses electronic mail as a means of communicating commercial messages to an audience. Marketing your products or services by email can be a fast, flexible and cost-effective way of reaching new customers and retaining existing customers. **SEND360** is an email marketing which allows you to create targeted and personalized messages. **Klouder Limited** offers you a specialized email marketing service in the market which is easiest to use and beginner friendly.

### SMS MARKETING

An SMS marketing is a form of campaign that allows you to interact with your customers via text. **TEXT360** is software as a service (SAAS) platform which offers to turn android mobile phone into the SMS Gateway for web application. That means, an android mobile could be used to send thousands of SMS thoroughly from the Web application. And also, the web application takes backup of all the SMSs, Phonebook, Call logs with Active synchronization.



### SERVER MONITORING



Server Monitoring tools are used to continuously keep track of the status of the system in use, in order to have the earliest warning of failures, defects or problems and to improve them.

**UPTIME360** is Software as a service (SAAS) platform which offers to monitor the status and health of Linux and Windows servers, networks, databases, security, performance, website, internet usage, applications, services, IP Blacklists and more. Customizable and reliable alerts keep up to date with the status. It's a freemium service, starts with the free plan and sends the incidents report in real time. No installation required for websites or DNS check. Servers have the installer agent to keep the track of health issues.

Email list segmentation



## Short Description of Our Product

### VOICE BROADCAST

**Voice broadcasting** helps you reach a large number of people in one go. It is one of the mass communication techniques which helps you to reach a variety of people in minimal time and revenue. Moreover, it assures you to get a good response as people hear your broadcast.

**Voice broadcasting** is also one stop for every industry like a political campaign, healthcare, education, banking, E-commerce and many more. This is one of the best tools for one-way communication. With this automated service you can deliver required message to a large group anytime, anywhere. Our robust and flexible voice broadcasting system is a time-efficient and cost-effective way to improve customer satisfaction and response.



### ONLINE NEWS PORTAL



An online news portal is the online version of a newspaper or a periodical publication containing written information about current events. **SB24.com** is an online based news portal managed by **Klouder Limited**. With rapid and exceptional growth of technology around the globe, news industry has been undergone many changes. Most of the news agencies started online news portal services and introduced e-papers. Since the number of people who are using internet is quickly increasing day by day, the growth of online readers and online news portals will be in heights in the coming years. Considering the circumstances, if you are interested to build your own online news portal then Klouder Ltd. has the expertise and experience to help you.

### CLOUD BACKUP STORAGE



**Cloud Backup Storage**, also known as online backup, is a strategy for backing up data that involves sending a copy of the data over a proprietary or public network to an off-site server. Cloud backup is primarily used on an individual's or organization's data via an offsite and remote cloud storage platform. Backup storage enables the maintenance, management, retrieval and restoration of backup data for any individual, application, computer, server or any computing devices. **Klouder Limited** is offering Cloud Backup Storage which is fast, reliable, secured, consistent & cost effective.



## Short Description of Our Products

### ECOMMERCE



**Ecommerce**, also known as electronic commerce, is a business model which involves transactions taking place on the internet. Stores that sell their products online are ecommerce stores or businesses. **NEED24** is a B-B-C (Business-Business-Customer) concept Software as a service (SAAS) multivendor ecommerce s for store owners and ecommerce business enthusiasts. It is a platform to build a border less marketplace both for physical and digital goods.

### ANDROID OPENVPN

**OpenVPN** now enables consumers with mobile devices secure access to resources and services across the public Internet. In parallel, in order to further its mission in delivering secure applications, the OpenVPN is also deploying an enhanced platform for all OpenVPN users.





# **Overview & features of our products**





## SEND360 - an email marketing

### Overview

[www.send360.net](http://www.send360.net)

**SEND360** is a full-featured, easy to use Email Marketing Web Application that lets you send high-volume marketing emails. **SEND360** is also designed as a SaaS platform which allows you to create targeted and personalized automated messages.

**Klouder Limited** offers you a specialized email marketing in the market that is easiest to use and beginner friendly.



### Features

- Complete mailing list and subscriber's management
- Email list verification
- Email list segmentation
- Advanced email template builder
- Clean and elegant designed email template gallery
- Automated email campaign
- Detail campaign statistics reporting
- Easy delivery tracking and statistics reporting
- Responsiveness – messages can be viewed from mobile, tablet & monitor
- Fully featured automation and autoresponder
- API enabled service – full featured RESTful API





## SEND360 - an email marketing

### Why choose send360?

[www.send360.net](http://www.send360.net)

**Cost- effective** - the costs of email marketing can be much lower than many other forms of marketing. There are no advertising fees, printing or media space costs.

**Flexible design** - you can send plain text, graphics or attach files - whichever suits your message best. A choice of design options gives you scope to convey your business branding.

**Scalable** - email marketing can be used to reach large audiences or smaller targeted lists.

**Measurable** - another key benefit of email marketing is that it is easy to see where you are going wrong. Email marketing software will allow you to track open, click-through and conversion rates, making it simple to spot how a campaign can be improved.



**Build your brand** - with email marketing, you can strengthen brand recognition with new and potential clients, and extend your reach when people forward or share your message with a friend.

**Reach people on any device** - with nearly two-thirds of all emails being opened on a mobile device, email marketing is one of the best tools you can use to take advantage of the growing popularity of mobile technology.

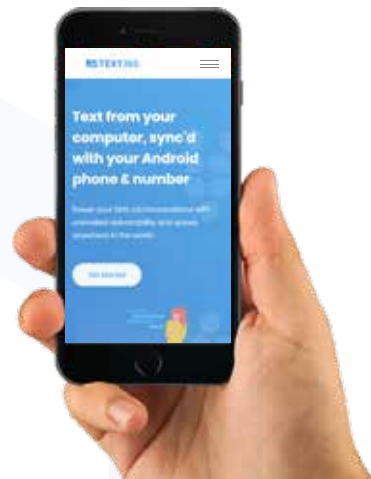


## TEXT360 - a sms marketing

### Overview

[www.text360.net](http://www.text360.net)

An SMS marketing is a form of campaign that allows you to interact with your customers, staff, suppliers etc via text. No other communication channel provides such closeness between a brand and its consumers, because SMS enables enterprises to communicate with people in a highly personalized and responsive way. Research company that provides high-quality reports on the mobile and wireless industry, has even declared SMS as the “king” of non-voice communication.



### Features

Text360 is most powerful, user friendly, up to trend, advance Bulk SMS Marketing Platform and Android SMS Gateway. A perfect one stop for business, enterprise and individuals which offers:

- Send SMS from Computer/ Tablet through Android Mobile
- Bulk SMS service
- Multi reseller ship
- Tariff Management
- Balance Management
- Send Group SMS

- SMS Template
- Schedule SMS to Group or a Single Contact
- Multiple SIM Cards
- Multiple Devices
- Device Grouping and automatic SMS routing through specific SIM operators
- Call logs synchronization
- Phonebook synchronization
- Device state and status synchronization



## TEXT360 - a sms marketing

### Why choose Text360?

[www.text360.net](http://www.text360.net)

Unmatched deliverability, low latency and flexibility at your fingertips with our globally scalable messaging API.

#### Speed & Deliverability

Reach customers through our low-latency, fault-tolerant telco stack, streamlined routing profiles, and global carrier network.



#### 24/7 Support

Our offices provide unparalleled support in every time zone, 24 hours a day, 7 days a week.



#### Fair Pricing

Our efficient, accurate software and high-volume traffic allow us to offer you the most affordable pricing options on the market.



- SMS marketing is an easy and quick way to reach the entire customer base at the Klounder time with a single message.
- With a single message being used to communicate with the entire customer base, SMS marketing is cost-effective, and it saves time.
- A text message is a very personal way of communication between a brand and its customers if the message is personalized and includes a customer's name.
- SMS messaging used in marketing purposes has a response rate between 15% to even 80%, which is more than successful.



## UPTIME360 - a monitoring

### Overview

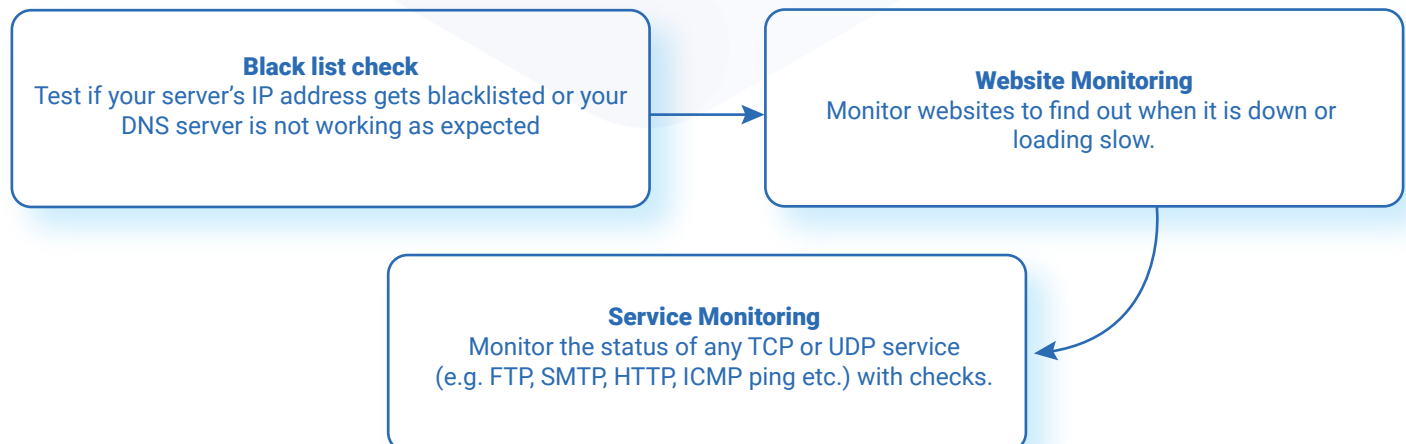
[www.uptime360.net](http://www.uptime360.net)

Monitoring tools are used to continuously keep track of the status of the system in use, in order to have the earliest warning of failures, defects or problems and to improve them.

UPTIME360 is Software as a service (SAAS) platform which offers to monitor the status and health of Linux and Windows servers, networks, databases, security, performance, website, internet usage, applications, services, IP Blacklists and more. Customizable and reliable alerts keep up to date with the status. It's a freemium service, starts with the free plan and sends the incidents report in real time. No installation required for websites or DNS check. Servers have the installer agent to keep the track of health issues.



### Features





## UPTIME360 - a monitoring

### Why choose uptime360?

[www.uptime360.net](http://www.uptime360.net)

1

#### Be proactive

Monitor the performance, capacity, and health of Linux and Windows apps across data centers, remote offices, and the cloud.

2

#### Microsoft Monitoring

Comprehensive server monitoring software for Microsoft applications, systems, hypervisor, cloud, and SaaS products.

3

#### Cloud infrastructure monitoring

Monitor and alert on Azure and AWS infrastructure metrics, in the Kloudere dashboard as your on-premises applications and systems.

4

#### One dashboard

Monitor 1200+ vendor applications, servers, databases, and storage from a single, easy-to-use, customizable web interface.

5

#### Save time

Uptime360 has been designed to provide automated discovery and mapping of applications and infrastructure, customizable monitoring templates, pre-built alerts.

6

#### Help ensure 24/7

Protect your monitoring environment against O/S crashes, application failures, network connectivity problems, and database availability issues with uptime360.



## NEED24 - an ecommerce

### Overview

[www.need24.net](http://www.need24.net)

Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.

NEED24 is a B-B-C (Business-Business-Customer) concept Software as a service (SAAS) multivendor ecommerce s for storeowners and ecommerce business enthusiasts. It is a platform to build a border less marketplace both for physical and digital goods.

## Advantages of E-commerce Over Traditional Retail:

### Lower Costs

One of the most tangible positives of e-commerce is the lowered cost. With the advance in eCommerce platform technologies, it has become very easy and affordable to set up and maintain an eCommerce store with a low overhead. Merchants no longer have to spend a large budget on TV ads or billboard, nor worry about the expense for personnel and real estate.

### Eliminate Travel Time and Cost

It is not unusual for customers to travel long distances to reach their preferred physical store. E-commerce allows them to visit the Kloudere store virtually, with just a few mouse

### Overcome Geographical Limitations

If you have a physical store, you are limited by the geographical area that you can service. Ecommerce allows you to reach customers all over the country and around the world. Your customers can make a purchase anywhere and anytime, especially more people are getting used to shopping on their mobile devices.

### Avoid human error while dealing with customers

In the path of e-commerce, you will never face the issue of human error because every product is updated with details on the site, so that makes easy for the customer to have more visibility over the products. This is what makes the customer feel comfortable to buy online as compared to the store. The stores are way more difficult sometimes because due to lack of options, comparison and descriptions.

### Remain Open All the Time

Store timings are now 24/7/365. E-commerce websites can run all the time. From the merchant's point of view, this increases the number of orders they receive. From the customer's point of view, an "always open" store is more convenient.





## CLOUDMIN - an web

### Overview

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

Cloud service involves delivering hosted services like servers, storage, databases, networking, software, analytics, intelligence and more over the Internet. These services are broadly divided into three categories: Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS). You typically pay only for cloud services you use, helping lower your operating costs, run your infrastructure more efficiently and scale, as your business needs change. A cloud service has three distinct characteristics - it is sold on demand, typically by the minute or the hour; it is elastic -- a user can have as much or as little of a service as they want at any given time; and the service is fully managed by the provider (the consumer needs nothing but a personal computer and Internet access). A cloud can be private or public. A public cloud sells services to anyone on the Internet. A private cloud is a proprietary network or a data center that supplies hosted services to a limited number of people. Private or public, the goal of cloud computing is to provide easy, scalable access to computing resources and IT services.

### Services

#### Web hosting

**Cloudmin** provides a range of web hosting packages. Basic web packages for small businesses and start-ups, through to advanced packages for professionals and enterprises. With the **Cloudmin** AppWizard it's easy to install open source software at the touch of a button.

#### eCommerce Hosting

**Cloudmin** is expected to be the largest provider of hosted eCommerce standard software in Bangladesh and in the globe. **Cloudmin** provides its customers a large range of interfaces and payment systems, and marketing features to help promote online businesses.

#### WebStarter Site Builder

With WebStarter, **Cloudmin** customers can create an online business presence in minutes. Simple template-based software makes it possible to create a professional looking website, without any previous technical experience.

#### Dedicated and Virtual Servers

**Cloudmin's** servers have state-of-the-art server processors and SSD storage for maximum performance, speed, and reliability. All are IPv6 ready and come with cPanel for easy administration. **Cloudmin's** dedicated servers pack up to 16 GB RAM and 2 x 1,000 GB hard drives.



## CLOUDMIN - an web

### Why choose cloudmin?

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

**Cloudmin** is offering fast, reliable and secured service with large number of servers and their consistent reliability. Known mostly for Hosting Ss, cPanel & WHMCS Packages, reseller hosting, shared web hosting, VPS hosting and dedicated servers in an affordable price. Cloudmin might be one of the best when it comes to domain name registration.

### Features



#### Best Quality

You will get the best eminence without a second thought



#### Security

We value your privacy



#### Speed

Enjoy the unmetered bandwidth facility



#### Uptime

99.99% uptime guarantee



#### Up-to-date features

Latest offers are waiting for you



#### Extensive support

Our helpline is open for 24/7

# **Overview & benefits of our services**



## Our Services



**Digital Marketing**



**Software Development**



**CDN**



**Dedicated Server**



**Managed Mail Server**



**DDoS Protection**



**Software License**



**Web Hosting**



**eCommerce**



**Mobile App Development**



**Cloud Service**



**Server Management**



**Data Center Location**



**Load Balancing**



**SSL Certificate**



**eCommerce Hosting**



# KLOUDER LIMITED

## Short Description of Our Service

### DIGITAL MARKETING

Digital marketing is like any other type of marketing- it's a way to connect with and influence your potential customers. **Klouder Limited** is offering digital marketing to introduce your products to your potential customers.

### ECOMMERCE

Our experienced software developers build dynamic E-Commerce s for you. We are capable enough to handle various aspects related to your online business, enabling you to reach out to the local & global audience.

### SOFTWARE DEVELOPMENT

We are specialized in three major areas; Mobile Applications, Advanced Web Applications and Embedded Software. Our team consists of more than 30 engineers, designers and other professionals with an average project experience of eight years.

### MOBILE APP DEVELOPMENT

As a leading mobile application development company, **Klouder Limited** has extensive experience in creating high performing, digitally transformative and feature-packed native mobile applications for all the major mobile platforms including iOS, Android, BlackBerry OS.

### CDN

**Klouder Limited** CDN is also a fast delivery network and owns up to 30 server locations which are spread globally. The locations of the servers are strategic such that the users can make their content closer to the user leading to faster site capabilities.

### CLOUD SERVICE

**Klouder Limited** has always chased the big business market and to be honest, by most indications they seemed to have followed the Kloudere approach with their cloud platform. The company is particularly focused on PaaS and SaaS cloud systems.

### DEDICATED SERVER

Dedicated hosting is a hosting configuration in which a server is devoted to a single organization or for a single purpose, such as a website. This is in contrast to shared hosting, in which a server acts as a host to multiple clients.

### SERVER MANAGEMENT

**Klouder Limited** manages servers which provides server administration and maintenance services to all kinds of online businesses and service providers. Our team is specialized in dedicated, VPS and cloud platform.



# KLOUDER LIMITED

## Short Description of Our Service

### MANAGE MAIL SERVER

Our Managed Email service will ensure that your company email is safe, secure, reliable and widely available, all at a reasonable cost, no matter how large or small your company is.

### DATA CENTER LOCATION

A data center location is a facility that centralizes an organization's IT operations and equipment, as well as where it stores, manages, and disseminates its data. Data centers house a network's most critical systems and are vital to the continuity of daily operations.

### DDoS PROTECTION

A distributed denial of service (DDoS) attack is a malicious attempt to make an online service unavailable to users, usually by temporarily interrupting or suspending the services of its hosting server.

### LOAD BALANCING

Klouder Limited offers a cloud-based Load Balancing & Failover service that enables fast and cost-effective scalability without the need for any hardware or software installation.

### SOFTWARE LICENSE

Software procurement and licensing is the foundation of **Klouder Limited** business. We have strong relationships on a local and global scale with a variety of vendors and providers, enhanced by our knowledgeable and certified account managers.

### SSL CERTIFICATE

Secure Sockets Layer, SSL, is the standard security technology for creating an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browser remain private and integral.

### WEB HOSTING

Web hosting is a service that allows organizations and individuals to post a website or web page onto the Internet. A web host, or web hosting service provider, is a business that provides the technologies and services needed for the website or webpage to be viewed in the Internet.

### ECOMMERCE HOSTING

Ecommerce hosting is an option offered by **Klouder Limited** in addition to supplying ecommerce functionality, we shall provide Web space (a Web server) to host your website, an email server, technical support etc.



## Digital Marketing

### Overview

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In simple terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

### SEO

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Search engine optimization (SEO) is the process of affecting the online visibility of a web-site or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.

#### On page

On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page refers to both the content and HTML source code of a page that can be optimized, as opposed to off-page SEO which refers to links and other external signals.



#### Off page

Off page SEO refers to techniques that can be used to improve the position of a web site in the search engine results page (SERPs). Many people associate off-page SEO with link building but it is not only that.

### Social Media marketing

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Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers

- Facebook
- Twitter
- LinkedIn
- Youtube



## Digital Marketing

### Email Marketing

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Email has become one of the most popular forms of communication. In 2010, there were an estimated 90 trillion emails sent out worldwide. That breaks down to 2.8 million emails sent every second. These numbers are gigantic, but not surprising when you consider how important the mail in all forms has been throughout history.

### Bulk SMS Marketing

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For those new to Mobile Marketing you may wonder 'what is bulk SMS'? There are a number of different terms used to describe this effective marketing channel such as; text message marketing, SMS marketing, bulk text, SMS software, business SMS or SMS alerts but they all mean the Kloudere thing.

### Google Adwords

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Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content and generate mobile application installs within the Google ad network to web users.

### Video Marketing

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Social video marketing is a component of an integrated marketing communications plan designed to increase audience engagement through social activity around a given video.

### Content Development

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Web content development is the process of researching, writing, gathering, organizing, and editing information for publication on websites





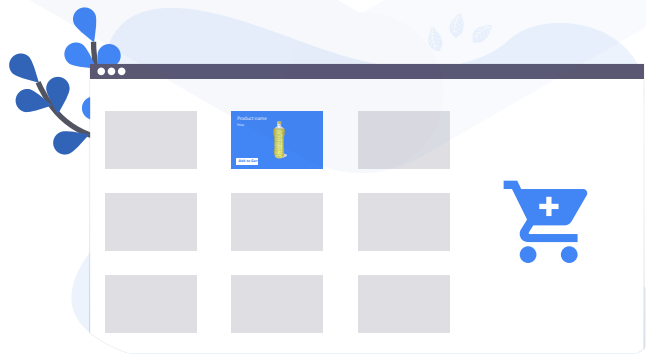
## Ecommerce

### Overview

eCommerce is the way business is going to happen in the future. Everything from garments, medicines, groceries, services, food etc. is already available for the end user over the internet. You have a business proposition in mind; we have a for how to make it available for the public. Web application development for eCommerce is handled at **Klouder Limited** by a team of dedicated web developers who know that your site should enhance your business venture by leaps and bounds.

### Why Choose Klouder Limited

1. Involve the client in our designing process.
2. Adapt the eCommerce portal according to the buying and selling requirements of the client.
3. Research the target audience before designing the portal.
4. Deliver web portal on time with maintenance, update and support available 24x7.
5. Expertise in wide range of open source and proprietary eCommerce platforms .NET, Java and Open Source in-depth technical capabilities for custom eCommerce development
6. Experienced Developers, BAs, QAs, UX experts, digital marketers, and creative designers
7. Agile development methodology with proven project management processes





## Software Development

### Overview

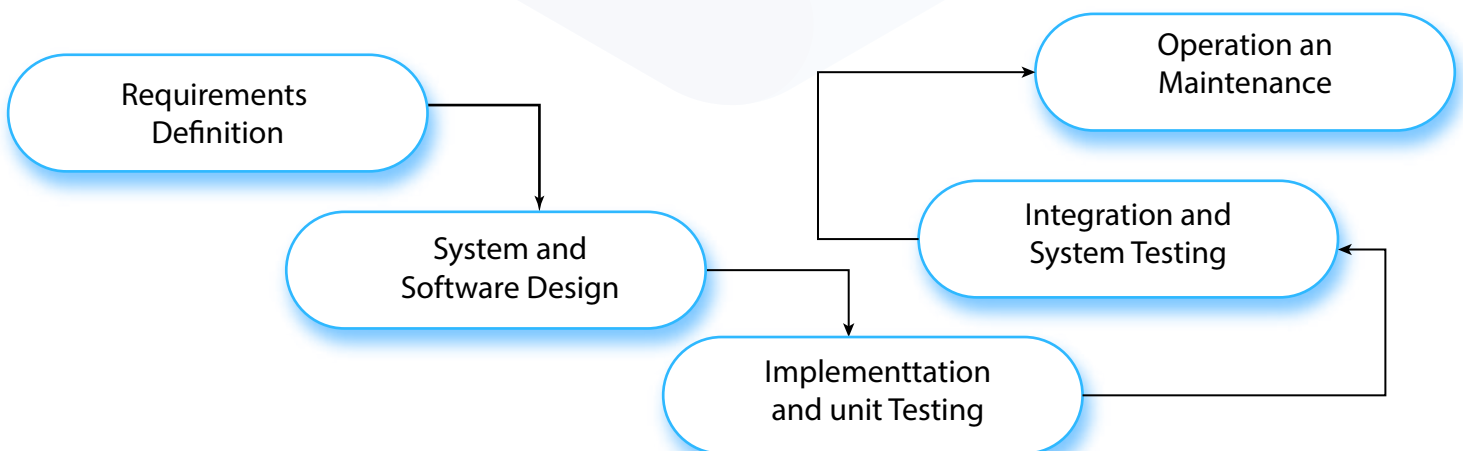
Computer software, or simply software, is a collection of data or computer instructions that tell the computer how to work. This is in contrast to physical hardware, from which the system is built and actually performs the work.

### Software Process

A software process (also known as software methodology) is a set of related activities that leads to the production of the software. These activities may involve the development of the software from the scratch, or, modifying an existing system.

**Our four activities:**

1. Software specification (or requirements engineering): Define the main functionalities of the software and the constraints around them.
2. Software design and implementation: The software is to be designed and programmed.
3. Software verification and validation: The software must to its specification and meets the customer needs.
4. Software evolution (software maintenance): The software is being modified to meet customer and market requirements changes.





## Mobile App Development

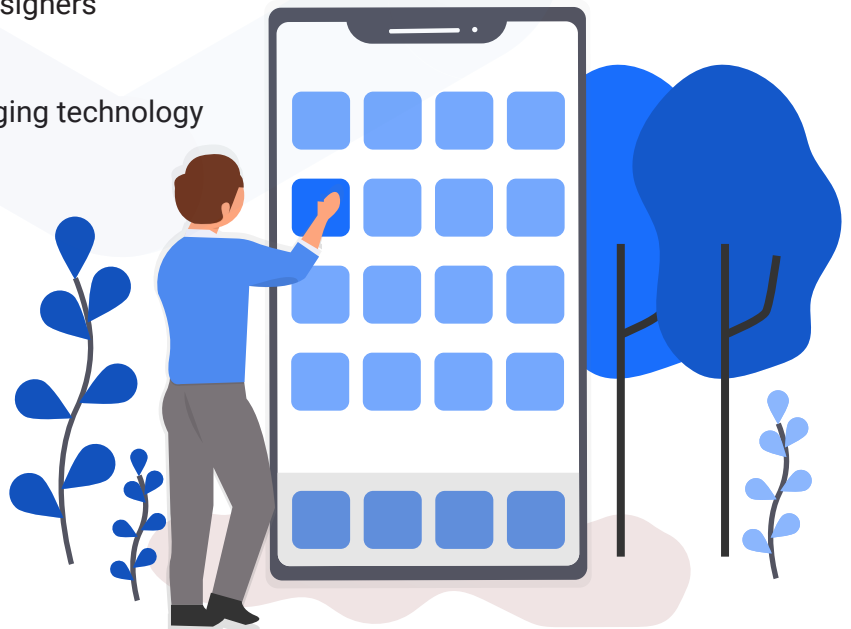
### Overview

As a leading mobile application development company, **Klouder Limited** has extensive experience in creating high performing, digitally transformative and feature-packed native mobile applications for all the major mobile platforms including iOS, Android, BlackBerry OS and Windows Mobile.

**Klouder Limited** specializes in building mobile apps for all platforms and now, **Klouder Limited** is using a new robust technology that allows the development of your mobile application for all three common platforms using one agile development method. This method provides the ability for **Klouder Limited** to develop for all three common platforms quickly, which saves you time and money.

### Key Advantages

1. Agile, cost and time saving development methods
2. Strong, talented U.S. based in-house team
3. No outsourcing
4. Experienced usability and UX team
5. Experienced mobile app interface designers
6. Experienced mobile app developers
7. Coding Guidelines and Standards
8. Using the most up-to-date and emerging technology

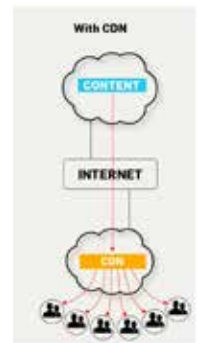


## CDN (Content Delivery Network)

### Overview

A CDN is a way to deliver content from your website or mobile application to people more quickly and efficiently, based on their geographic location. A CDN is made up of a network of servers ("points of presence," or POPs) in locations all over the world.

The CDN server closest to a user is known as the "edge server" — when people request content from a website served through a CDN, they're connected to the closest edge server, ensuring the best online experience possible.



### Why Use It

Anybody who has a website or mobile application that's likely to be requested by more than one user at a time can benefit from a CDN, but CDNs are especially useful to large, complex websites with users spread across the globe, and websites or mobile apps with lots of dynamic content.

CDNs offer many specific benefits to different types of businesses and organizations, such as:

#### Ecommerce

CDN helps ecommerce sites deliver content quickly and efficiently even during times of heavy traffic.

#### Government

Large, content-heavy websites can deliver vital information to citizens much more quickly and efficiently.

#### Mobile apps

A CDN delivers dynamic location-based content for mobile apps, reducing load times and increasing responsiveness.

#### Technology and SaaS

A CDN helps technology websites serve billions of requests a day to web users without decreasing performance.



## Cloud Service

### Overview

A cloud service is any service made available to users on demand via the Internet from a cloud computing provider's servers as opposed to being provided from a company's own on-premises servers. Cloud services are designed to provide easy, scalable access to applications, resources and services, and are fully managed by a cloud services provider.

A cloud service can dynamically scale to meet the needs of its users, and because the service provider supplies the hardware and software necessary for the service, there's no need for a company to provision or deploy its own resources or allocate IT staff to manage the service. Examples of cloud services include online data storage and backup s, Web-based e-mail services, hosted office suites and document collaboration services, database processing, managed technical support services and more.



### Why Use It

#### Reduced IT costs

Moving to cloud computing may reduce the cost of managing and maintaining your IT systems. Rather than purchasing expensive systems and equipment for your business, you can reduce your costs by using the resources of your cloud computing service provider. You may be able to reduce your operating costs because:

the cost of system upgrades, new hardware and software may be included in your contract  
you no longer need to pay wages for expert staff.



## Cloud Service

### Why Use it & benefit

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#### Scalability

Your business can scale up or scale down your operation and storage needs quickly to suit your situation, allowing flexibility as your needs change. Rather than purchasing and installing expensive upgrades yourself, your cloud computer service provider can handle this for you. Using the cloud frees up your time so you can get on with running your business.

#### Business continuity

Protecting your data and systems is an important part of business continuity planning. Whether you experience a natural disaster, power failure or other crisis, having your data stored in the cloud ensures it is backed up and protected in a secure and safe location. Being able to access your data again quickly allows you to conduct business as usual, minimising any downtime and loss of productivity.

#### Collaboration efficiency

Collaboration in a cloud environment gives your business the ability to communicate and share more easily outside of the traditional methods. If you are working on a project across different locations, you could use cloud computing to give employees, contractors and third parties access to the Klouder files. You could also choose a cloud computing model that makes it easy for you to share your records with your advisers (e.g. a quick and secure way to share accounting records with your accountant or financial adviser).

#### Flexibility of work practices

Cloud computing allows employees to be more flexible in their work practices. For example, you have the ability to access data from home, on holiday, or via the commute to and from work (providing you have an internet connection). If you need access to your data while you are off-site, you can connect to your virtual office, quickly and easily.



## Dedicated Server

### Overview

Dedicated hosting is a hosting configuration in which a server is devoted to a single organization or for a single purpose, such as a website. This is in contrast to shared hosting, in which a server acts as a host to multiple clients. A dedicated hosting service is sometimes referred to as a dedicated server and can be set up in-house or externally as a service from within a data center.



### Why Use It

#### 1. Server resources are not shared

When you choose a dedicated hosting provider, you get the full resources of single server. You don't need to worry about other websites clogging up the server's CPU and RAM. With a dedicated server, you can be sure that bad scripts running on another website or spikes in bandwidth usage won't slow your server down.



## Dedicated Server

### Why Use it & benefit

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#### 2. Enhanced performance and security

Choosing a dedicated hosting provider guarantees maximum uptime for your website. Shared hosting is often best for websites with low to medium traffic. If your website receives a lot of traffic, though, dedicated servers provide more stability and reliability than shared hosting.

#### 3. Flexibility

A dedicated server allows a client the flexibility of customizing the server to the client's unique needs for CPU, RAM, disk space and software. With shared hosting, a customer is limited to the applications, software and operating environment already loaded on the server. They may either offer software a client doesn't need or lack things that they do.

#### 4. Unique IP address

Each server has its own unique IP address. With shared hosting, that means that you are also sharing an IP address with multiple other websites. If one of your neighbors is a spam site or an adult site, this could mean having your website's rank pushed down.

#### 5. No overhead for purchasing or maintaining equipment

If a company needs a dedicated server, but doesn't have the time or resources to manage a server themselves, dedicated hosting is a low-cost way to access the resources of a full server. A dedicated hosting provider handles the cost of building and maintaining server equipment, reducing the overhead for a business purchasing server space, and improving their return on investment.



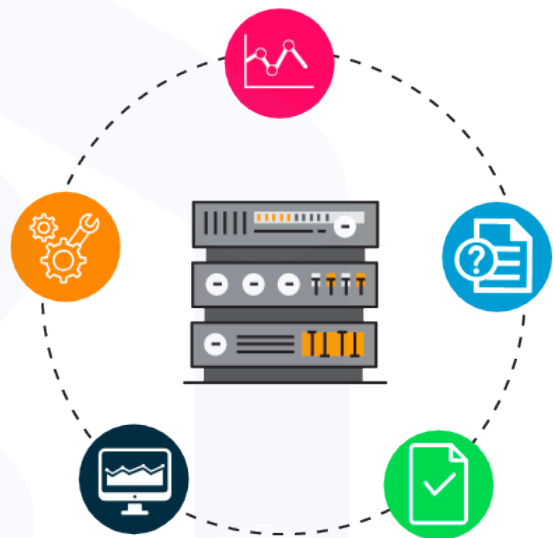


## Server Management

### Overview

**Klounder Limited** is a server management company that provides server monitoring and maintenance services to all kinds of online businesses and service providers. Our team specializes in Dedicated, VPS and Cloud platform that runs Linux or Windows operating systems. If you do not see your technology or business type listed, contact us and we'll build you a custom support plan.

As the customer base of a business expands, it no longer becomes feasible for an internal system administration team to deploy the resources needed for this as it is time-consuming and expensive. At such a point, it is time to partner with a good server management company. Klounder offers a range of server management services which include service monitoring, server maintenance, optimization, security, and initial server setup tasks.



### Why Server management?

Klounder can manage the day-to-day server operations. We assure your systems are updated, data backed up and performing optimally. With no contracts and clear pricing, you can focus on your business while having the peace of mind that comes with around the clock, expert server management.



## Server Management

### Why Server management?

#### Reduce Downtime

By monitoring more than a dozen server health checks, we can spot and fix issues before your customer's even notice.

#### Eliminate Problems

By applying OS and panel updates quickly, we reduce that chance that software bugs or security issues impact your services.

#### Assure Security

We manage firewall, intrusion and anti-DOS settings to help you avoid painful security attacks.

#### Protect Data

All plans include daily, full-server off-site backups. We use an enterprise-grade backup to take the guess-work out of data recovery.

#### Improve Strategy

We help you align your IT needs with your business goals by providing clear, no-jargon assessment of your service options.

#### Boost Performance

We go beyond server optimization by helping you integrate tools and monitoring to identify and stomp out any performance issues.

### Customer Value Propositions:

- Reduced Total Cost of Ownership (TCO)
- 24/7 Support and Maintenance
- Certified IT professionals
- Increase in Performance Management and Monitoring
- Low cost Server Management Services

## Data Center Location

### Overview

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The increased demand for data center capacity is creating new challenges for corporations. Not only does it mean they have to seek out new locations to house these data centers; it also means these locations need to meet certain requirements dictated by data center infrastructure. With so many variables to consider, finding the right site can be a real challenge, but you don't have to do it alone.

Our data center experts help bridge the gap between your data center demand and the site selection process, making the impossible possible. We're able to develop and implement the optimal location strategy that meets your unique requirements.

We can help you with evaluate all your options ranging from wholesale and retail co-location rack space to powered shells and large Greenfield enterprise sites.





## Data Center Location

### What's Important In The Data Center Location?

Data center sector is one of the fastest-growing property types in the United States and in many other countries. Unlike other property types, data centers generally don't need to be located in the center of urban or suburban business areas. The factors that drive office or retail site decisions - high visibility, proximity to large pools of employees or shoppers, access to highways and transit systems - are usually not important at all in a typical data center location decision. In fact, data centers don't even need to be near the people using the data.

So what is important? And how can companies in the market for data centers take advantage of their unique situation? Data center site searches are likely to focus on energy capacity and costs, fiber optic connections, tax impacts, municipal incentives, and the availability of large land sites at low prices.



### How We Create Value

- Reduce power costs
- Increase power capacity and reliability
- Minimize disaster risks
- Minimize tax liability
- Maximize economic incentives
- Reduce real estate costs



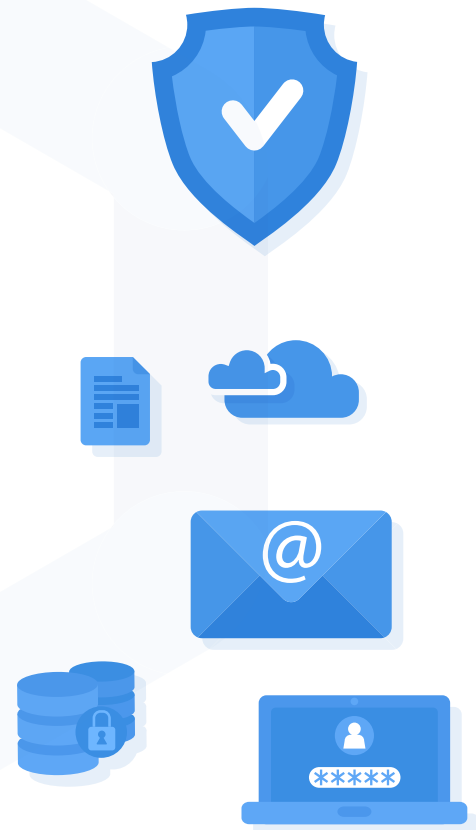
## DDoS Protection

### Overview

So what exactly is DDoS? DDoS, short for distributed denial of service, is an attack focused on making a network or website unavailable for its users. This is usually done by flooding the target host with numerous requests. In DDoS, the attack source is more than one, usually hundreds to thousands of IP addresses, as opposed to DoS attacks where it usually involves a single user. DDoS attacks are harder to deflect than DoS assaults simply due to the large volume of devices contributing to the attack.

Generally, there are two different types of denial of service attacks, and that is at the application layer and the network layer. According to almost all (93%) of attacks in 2015 reported application layer attacks, with DNS the most commonly targeted service now, rather than HTTP.

DDoS attacks have been carried out by diverse threat actors, ranging from individual criminal hackers to organized crime rings and government agencies. In certain situations, often ones related to poor coding, missing patches or generally unstable systems, even legitimate requests to target systems can result in DDoS-like results.





## DDoS Protection

### Why take DDoS protection service?

Most DDoS attacks have a lifespan of just a few hours. However, recent studies show that attacks are getting longer, lasting for several days in the most severe cases. Often, a short attack may be used as a declaration of intent, accompanied by a ransom demand. This serves to persuade those affected that the threat is a serious one, before launching a more sustained assault if the ransom isn't paid.

The effects a DDoS attack has on businesses can be dramatic. More than half of companies take three hours to detect an attack, and three hours to respond. With a potential cost of lost revenue of up to quarter of a million dollars per hour, the effect of a sustained DDoS attack could prove crippling.

Of course, the financial aspect is only half the story. Businesses also face lost productivity, lost data, and severe damage to the reputation of the company as customers seek business elsewhere.

### How DDoS Protection Works

The good news is that many hosting companies these days have begun to offer DDoS protection, which can help to guard websites from these types of attacks and therefore avoid downtime and other security issues. DDoS protection works by carefully filtering website traffic so that non-legitimate requests are not allowed through, while legitimate ones pass through without significant delays in page loading times. Some hosting companies will also offer reporting to website owners if a DDoS attack is attempted so that they have detailed records of when the attempted attack occurred, how large it was, and other important information.





## Software License

### Overview

A software license is a document that provides legally binding guidelines for the use and distribution of software.

Software licenses typically provide end users with the right to one or more copies of the software without violating copyrights. The license also defines the responsibilities of the parties entering into the license agreement and may impose restrictions on how the software can be used.

Software licensing terms and conditions usually include fair use of the software, the limitations of liability, warranties and disclaimers and protections if the software or its use infringes on the intellectual property rights of others.



### Why You Should Be Using Licensed Software

#### Using Software That Is Not Licensed Is Against the Law

A software licence is a legal requirement for any consumer wishing to use computer software, and failure in having one is a breach of copyright law and can land you or your business in danger of being prosecuted or fined.

#### The Right Software License Can Save You Money

When you buy software it usually comes with a single-user license.

While it is important to note that a single-user license can sometimes be used across multiple devices that are owned and used by one individual (refer to the specific terms and conditions to be sure of this), it is not allowed, lawfully, to be redistributed or used by multiple people.



## SSL Certificate

### Overview

SSL Certificates are small data files that digitally bind a cryptographic key to an organization's details. When installed on a web server, it activates the padlock and the https protocol and allows secure connections from a web server to a browser. Typically, SSL is used to secure credit card transactions, data transfer and logins, and more recently is becoming the norm when securing browsing of social media sites.

**SSL Certificates bind together:**

- A domain name, server name or hostname.
- An organizational identity and location.



### Why Do I Need An SSL Certificate?

SSL Certificates protect your sensitive information such as credit card information, usernames, passwords etc. It also:

- Keeps data secure between servers
- Increases your Google Rankings
- Builds/Enhances customer trust
- Improves conversion rates







## Web Hosting

### Overview

Web hosting is a necessity for any website – it is the physical location of your website on the Internet, an online storage center that houses the information, images, video, and other content that comprises your website. Web hosting service providers maintain the server where the data associated with your website resides, and also manage the technology that makes your website connect to the Internet.

Website hosting is typically measured in the amount of disk space you're allotted on the server and the amount of data transfer or "bandwidth" you need for accessing the server. For example, if you have a lot of customer interaction at your website, such as files to download, you will access the server frequently and you'll need more Web hosting transfer space than someone who simply puts readable text on their website. The more "items" or "content" you have on your site (i.e., photos, maps, PDF files, etc.), the more disk space you'll need for website hosting.



### Why Do You Need Web Hosting?

A lot of people tend to think that registering a domain name is good enough to get a website active. What they fail to understand is that a domain is as good as your name, a name by which others may recognize you. In order to get a website active and live on the internet, you need to host a website. If you are seeking to build a website without taking web hosting services, registering domain names will serve no purpose. Having a web hosting account is very important in order to get a website hosted. A web hosting company makes it possible for your website to be accessed by everyone on the web.



## eCommerce Hosting

### Overview

E-commerce hosting is a business in which a company provides other companies whatever they need to sell their products and services on the World Wide Web - including a Web server to serve a company's pages, possibly the Web site design (including catalog pages), and the special capabilities needed to accept, process, and confirm sales orders. E-commerce hosting usually includes providing templates for building virtual storefronts or online catalogs, providing software for customized electronic "shopping carts," taking and filling customer orders, arranging for secure credit-card purchasing, and providing tools for tracking and managing inventory.



### eCommerce Hosting

When your business depends on ecommerce transactions, website hosting (and payment processing) are the lifeblood of your small business. That's why smart ecommerce website owners opt for Klounder's ecommerce hosting for their web shops - because it's dependable.

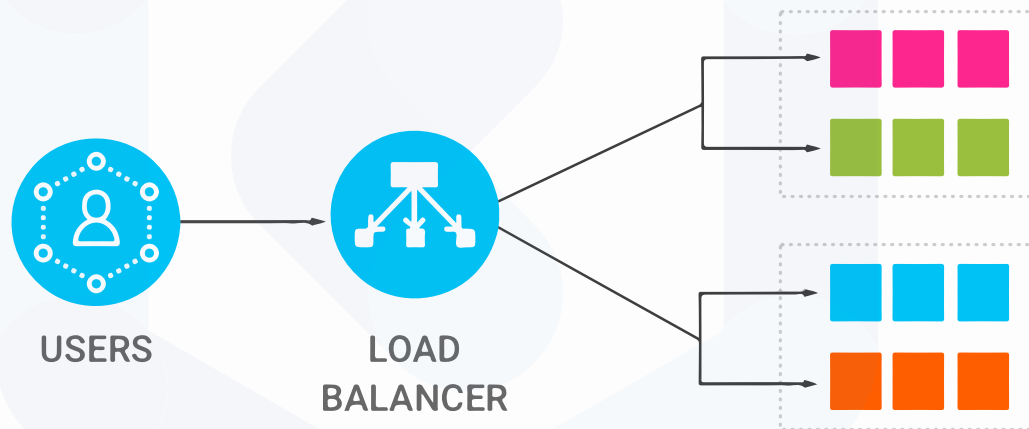
High performance online shop hosting that's fully managed, well supported and attractively priced.

## Load Balancing

### Overview

A load balancer distributes network or application traffic across a cluster of servers. Load balancing improves responsiveness and increases availability of applications.

A load balancer sits between the client and the server farm accepting incoming network and application traffic and distributing the traffic across multiple backend servers using various methods. By balancing application requests across multiple servers, a load balancer reduces individual server load and prevents any one application server from becoming a single point of failure, thus improving overall application availability and responsiveness.



### Why are load balancers needed?

Traffic volumes are increasing and applications are becoming more complex. Load balancers provide the bedrock for building flexible networks that meet evolving demands by improving performance and security for many types of traffic and services, including applications.



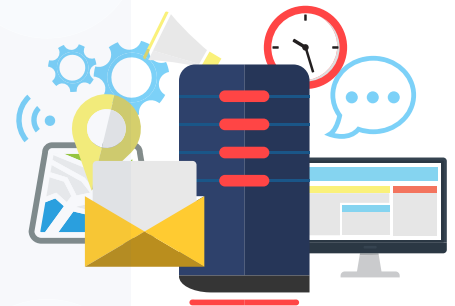
## Managed Mail Server

### Overview

Managed mail server means, when setting up a web site or application under your own domain, it is likely that you will also want a mail server to handle the domain's incoming and outgoing email. While it is possible to run your own mail server, it is often not the best option for a variety of reasons.

In order for a computer system to function as a mail server, it must include mail server software. This software allows the system administrator to create and manage email accounts for any domains hosted on the server. For example, if the server hosts the domain name "**Klounder.s**" it can provide email accounts ending in "@Klounder.s."

Mail servers send and receive email using standard email protocols. For example, the SMTP protocol sends messages and handles outgoing mail requests. The IMAP and POP3 protocols receive messages and are used to process incoming mail. When you log on to a mail server using a webmail interface or email client, these protocols handle all the connections behind the scenes.



### Why take managed mail server service?

From scalable, fully managed email s to backup email for your mail servers and mail forwarding, No-IP has a for your business.



## Our Strengths

Our strengths lies in our ability to create and position a team hand-picked for every assignment. The job may be on-site or off-site, the team gets ready to take up the challenge in no time and to deliver the results on time.

### CONVERGENCE

At **Klouder Limited**, the first step is to understand the client/customer's enterprise and their requirement, the complexities of the business processes, operations and priorities. This helps us to offer s that provide business value and are tailor-made for specific business needs.

### CLIENTS

**Klouder Limited** might be chosen as the preferred agency to design, deliver and manage the Web-Based Ss of a very large number of clients that may include Government, Educational, Corporates, Hotels and others. Their continued trust on our ability makes us the intelligent choice.

### EXPERIENCE

**Klouder Limited**, with work experience of nearly 10 years in the relevant fields. The company has developed more websites and also have good experience in Web Based Software Development, Website Designing, Data Digitization & Processing and other IT enabled services.

### FOCUS ON CLIENT

Our first step is to LISTEN and that is what makes us best in our industry. We take every step to understand our clients' requirements, and to find s that meet them or exceed.

### TESTING

Our dedicated team of skilled software testers, QA Lab, provides a full range of quality assurance services (QA), including software quality testing, test planning, test execution, reporting and control of software development processes.

### ON-TIME DELIVERY

Our experience in IT field, our expert programmers, testing team, and effective project management help us to implement and deliver our projects on time. We have received excellent evaluations from our clients for on-time delivery, meeting correct functionality and usability.

### IMPLEMENTATION AND OPERATIONAL SUPPORT

**Klouder Limited** believes in building a relationship where customers perceive they have been given more in attention than they expected. Our Customers are "touched" positively by the service and remember the experience when the time comes to buy or recommend again. We provide you with an e-mail address PRI line and dedicated mobile numbers as telephone support. Our maximum response time is 24 hours during the week, but we usually respond to our customers immediately.

Beyond normal working hours, customers need someone to help them when they need it. For



## Our Technologies

### PROGRAMMING

- PHP, Laravel, Symfony, Zend, Codeigniter, Node.js, Vue.js, AngularJS, ReactJS
- CakePHP, FuelPHP, Yii2
- Microsoft .NET, Java Hibernate, Spring
- Python, Django, Ruby on Rails
- Database JDBC, ODBC
- Android Studio, Eclipse, Swift, XCode,
- Phone Gap
- Firebase, Google Maps

### DATABASE

- Microsoft SQL Server
- Oracle Database Server
- MySQL
- PostgreSQL
- MongoDB
- Apache Cassandra, Hadoop
- Amazon DynamoDB

### TESTING

- Selenium
- Apache JMeter
- LoadRunner

### PROJECT MGMT.

- Jira
- Github
- Trello
- Redmine



## How we work: infographics

### HOW WE WORK!





## How we work

We follow Agile Methodology specifically Scrum framework for software development. We have adopted Test Driven Development and Continuous Integration among the different agile practices.

### 01 PRODUCT BACKLOG CREATION

*It replaces the traditional requirements specification artifacts. This is essentially a list of the goals that need to be achieved in order to create a finished product. These are the list of epic or stories listed in order of priority. We conduct backlog refinement sessions to ensure that it contains the appropriate items, are prioritized, and that the items at the top are ready for delivery.*

### 02 SPRINT BACKLOG CREATION

*Sprint is an iteration, a time boxed effort in which we produce a specified working software. During a sprint planning session, we set a sprint goal and create a sprint backlog from the product backlog. Sprint planning is a collaborative effort involving the Development Team, Scrum Master and the Product Owner to clarify the details of the user stories and their respective acceptance criteria.*

### 03 SPRINT TASKS DENOMINATION

*In the second part of Sprint planning session we break down the stories in sprint backlog into tasks which can be tracked easily. The tasks are then checked for dependencies and the required time is estimated. We may also update the sprint backlog as more details are visible at this point. After that, we update the scrum board with stories in story to do section and tasks in the task to do section.*

### 04 WORKING ON THE SPRINT

*This is time where the actual coding, testing, UI designing, technical writeups etc. are performed. We stand for 5-minutes daily scrum meetings to sync everyone with the latest development, improve communications, eliminate other meetings and identify impediments to development for removal, highlight and promote quick decision-making. We track our development work in the sprint.*

### 05 TESTING AND DEBUGGING

*This is not a separate phase at the end of coding as done typically, rather it is done inside the sprint. When the stories are ready for review, they are tested according to the acceptance criteria of the stories. The bug is fixed and retested if required. We perform the Integration and regression testing when all stories in the sprint are done. It ensure that the deliverable or increment is in working condition and ready.*

### 06 SPRINT REVIEW RETROSPECTIVE

*At the end of the sprint, we hold a sprint review session where everyone is involved. In the session, the work is demonstrated. We also plan for any changes that need to be done according to feedback. We hold a sprint retrospective session after the sprint is concluded to see what went well, what went wrong and what can be improved in the process.*





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