Neda Communications, Inc.

ForSMB:
Rapid and cost-effective Internet presence for small-to-medium businesses

www.ForSMB.com

ForSMB is Neda's unique model for rapid and cost-effective creation of website presence for the small-to-medium business segment. Based on the ForSMB model, we can create web capabilities ranging from very simple and basic websites, all the way up to extremely complex sites with large information databases.

- **A one-stop shop**. We are a complete, one-stop shop, providing start-to-finish website services from custom development all the way out to website hosting and maintenance. For businesses requiring any sort of Internet presence, we can satisfy all your website requirements.

- **A component of the By* family of Libre Services**. ForSMB is a component of Neda's By* ("by-star") family of Libre Services, a unified model and architecture for delivery of Internet services. The unique capabilities of ForSMB derive from the unique characteristics of the By* and Libre Services models.

ForSMB Features

ForSMB includes a comprehensive set of standard features that are sufficient to meet the needs of many small businesses. For details about the standard features included in all ForSMB websites please visit: http://www.forsmb.net/features.

For businesses requiring more complex or customized capabilities we can readily create any desired website functionality. We use a powerful suite of Free Software tools and components as part of the ForSMB development model. Examples of typical website functionality provided in ForSMB websites are shown in the following table, along with the corresponding Free Software tools and components.

Capability	**Tools**	**Description**
E-commerce Shopping carts	Interchange	All you need for your e-retail storefront, including secure credit card processing, manageable inventory, dynamic pricing catalogs, etc.
CMS	Zope/Plone	We use the Plone Content Management System (CMS) as our primary website development tool.
Portals	Jetspeed/Tomcat	We use Jetspeed and our powerful Java development environment to create sophisticated portal capabilities.
Custom web developement	Ruby on Rails, PHP, Perl, Apache	We make use of a comprehensive and powerful set of tools for custom website development.
Dynamic databases	PostgreSQL, MySQL	We have extensive experience in building large dynamic database capabilities.
Photo and video publication	PHP, Gallery	We can develop and host large photo galleries and streaming media.
Secure websites	https, SSL, PGP	We can make your ForSMB website as secure as needed.
E-mail and Messaging	qmail, SpamAssassin	We have extensive experience in e-mail and messaging applications.
Domain Registration	BySMB.net	You can use any desired registrar for your domain name. Prior to the registration, we provide you with a dedicated domain under BySMB.net.
DNS	djbdns	We can readily host primary and secondary servers for your domains.
Linux	GNU/Debian	We are experienced GNU/Debian Linux developers and users.

Three Ways to Build Your Website

There are three ways you can build your website. Depending on your requirements and budget, you can take any of the following approaches:

- **Do-it-yourself**. Under the do-it-yourself model, you can set up your business website on your own on a fully automated basis. The ForSMB website provides all the necessary tools, mechanisms and instructions to enable you to do this. This will provide you with a website including a comprehensive set of standard business features.
- **Neda-assisted—we help you to do it**. Under the Neda-assisted model, we will provide basic flat-rate assistance to help you build your website.
- **Custom development—we do it for you**. Under the custom development model, we will create your web presence for you on a consulting basis. Under this model you can direct your own specific website development and/or customization requirements.

Working with Clients

We follow a well-defined, orderly methodology for working with our clients to create the desired web presence. Our focus at all times is on understanding what the client wants, and delivering it effectively. A complete description of our working model is provided at: http://www.forsmb.net/working

- **Satisfied clients**. We have used the ForSMB model to create websites for clients in a variety of business sectors. For a list of some of our satisfied clients, please visit:
  http://www.neda.com/InternetServices/ClientList
- **Example websites**. To see examples of ForSMB websites we have created, please visit: http://www.forsmb.net/examples
- **Testimonials**. To read testimonials from some of our previous clients, please visit:
  http://www.forsmb.net/testimonials
- **Service Level Agreement (SLA)**. Our hosting of your ForSMB website will be governed by our Service Level Agreement, available for review at: http://www.neda.com/InternetServices/Terms
- **Acceptable Use Policy (AUP)**. Usage of your ForSMB website will be governed by our Acceptable Use Policy, available for review at: http://www.neda.com/InternetServices/Terms
- **Pricing**. A schedule of our rates and fees along with typical costs for various types of website is available at: http://www.neda.com/InternetServices/Terms

Technical Details

ForSMB is a component of the By* (“by-star”) family of Libre Services. For more information about the By* services model see the document titled *The By* Concept: A Unified Model for Internet Services*, available at:
http://www.by-star.org/docs/ByStarConcept

Your ForSMB website will be a Libre Service. This means that the website will be completely non-proprietary—it will be implemented entirely and exclusively in Free Software. On request we will point you to the entire source code used to implement your site.

We maintain our own in-house Data Center to provide hosting and/or colocation services for your website. Alternatively you can host your website in-house, or at another Data Center of your choosing. Technical details about our Data Center are available at:
http://www.neda.com/InternetServices/OurDataCenter