AE WORKS BRAND PERCEPTIONS (MARKETING STUDY)

AE Works Brand Perceptions	
Partner, Relationships • Clients see AE Works as a trusted partner, feel they can trust us • Selected AE Works – relationships • Why stay? Positive experience, relationships, character **Services:** • Depth of service offering to provide a one-stop shop (but not very clear) • Some know of security **Experience**	**What is most important when selected security services?** • Experience and Price • Past Performance and Price • Experience and Price • Experience and Price • Reputation and Staff Size • Knowledge and Price • Responsiveness and Support • Reputation and Responsiveness • Experience and Past Projects • Image—forward facing image. Understanding of what “secure” means. It’s NOT guys in sunglasses and it’s not about guns. • Understanding the cost/benefit and that it can be win-win. Not just an expense. **Only 1 mention of price in A/E, P+S, PS**

AE WORKS SRM

SRM Services	
AE WORKS	**Opportunities:** 1. Tailor Content 2. Inject positive/ human-centric language and transform security from a hassle to something that keeps business moving 3. Make it interesting and relatable **Services: Train, Assess, Design** **Positioning:** Security solutions designed to keep business moving forward. Free yourself to do more 1. Diverse front-line experience. 2. Security that you don't notice. 3. One size fits one. Customized solutions for you. 4. We put you in the decision making seat with confidence. **Target Markets**: • Government (local, state, federal) • Corporate • Non-profit – religious, cultural (grants) • Education • Healthcare • Cannabis • A/Es & Developers

SRM: EXTERNAL AUDIT

STONE Security Engineering **Applied Knowledge**	SRMC **We help safeguard organizations in today's uncertain world.**	iParametrics engineering solutions for a changing world℠ **Engineering solutions for a changing world**	TRIAD CONSULTING SYSTEM DESIGN GROUP **Physical, operational and electronic experts for your security program**	TCH COLLABORATIVE, TECHNICAL AND COMPREHENSIVE SECURITY BUSINESS CONSULTING, LLC **BRIDGING THE GAPS IN SECURITY THAT EXIST BETWEEN INDUSTRY STANDARDS, SITE REQUIREMENTS AND CLIENT EXPECTATIONS.**
guernsey **Realize the difference**	GHD **Security is more than just locks, guards, and cameras.**	Kroll | A Division of DUFF & PHELPS **Trusted intelligence, investigations and advisory services**	SAPPHIRE RISK ADVISORY GROUP **To help businesses become safer and more profitable by making criminal's lives harder.**	Force Protect

Strong, solid shapes, dark colors – blues primarily
Most small businesses, federal contracting, industry specific solutions
Images – abstract, stock images, very few images, not really about people
Messages about fear, expertise, protection, trust, confidence

Brand Positioning, Key Messaging

Positioning	Security solutions designed to keep business moving forward. (Security solutions that won't hold you and your organization hostage.) Free yourself to do more Taming complexities - you			
Tone & Style	• Tame complexity: Make it easy to get to know us and work with us. Straightforward, insightful and relatable–reflecting our understanding our clients' real-world challenges. • Supportive and professional: We represent our experience and expertise through communications that are detailed, yet to the point and offer value for our target audiences			
Brand Pillars	**Diverse front-line experience.**	**Seamless solutions that integrate with your physical spaces and processes. Security that you don't notice**	**Value-driven solutions.**	**With vetted processes and data, we put you in the decision making seat – with confidence**
Key Messaging	• We've been in your shoes. We understand your concerns – and your critical responsibilities. • Leveraging our team's expertise honed from years with some of the nation's leading security organizations, we have the experience to reveal gaps in your security systems and processes.	• One size fits one. That's it. Security must have minimal impact on normal business functions in order to be embraced and to be effective. Anything else causes frustrated staff and clients. We'll propose an approach that fits your organizational needs and is minimally intrusive. • Our security professionals understand the delicate balance between security, efficiency and aesthetics. We provide solutions that integrate with your existing spaces and process so it doesn't feel like security is being done to you. • We are experienced integrating principles such as CPTED to create a sense of security and well-being in your physical spaces.	• We do not push products. We are not vendors and we are not affiliated with any product vendor. • Sometimes equipment isn't the solution to your problems. We know this and will not push a technological solution when it is not necessary. • Money spent does not directly correlate to increased safety. We work with you to make sure your money is being spent effectively and avoid "better than nothing" solutions. We will explore and provide solutions that effectively uses your budget to best serve your business needs and address your real risks.	• Our subject matter experts use industry-leading assessment methodologies to collect and analyze all hazards an organization might face, whether natural or man-made in origin. • AE Works knows that that your business is more than "what" you do. Your employees, brand, intellectual property and processes are what make your business. We work with you to assess the risk of these critical aspects of your business and develop a strategy to prioritize, budget and implement measures to protect your organization, your brand and your legacy. • We are equipped to help you achieve compliance in complex regulatory environments

Reason to Believe	***Diverse industry and front-line experience.*** • Credentials • Testimonials • Speaking list • Published articles *As a commander of a company in the Army, Herb Brychta, PSP, CISPP had to make decisions for the security of his command. He understands that security is only one component of overall mission success and that leaders must make decisions that involve either accepting risk or sacrificing convenience. We provide the analysis and options so you can make decisions – with confidence.*	***Seamless solutions that integrate with your physical spaces and processes.*** Case Studies Testimonials List of services	***Value-driven solutions. Only the security you need for your budget*** • No ties to tech systems • Case studies that show $ received or saved • Testimonials	***We tame complexities with vetted processes and data that put you in the decision making seat – with confidence.*** • Processes (diagrams) • Case studies • Services

Who is audience:
C Suite
Facility Managers
Police/ Safety Professionals

Motivators:
Compliance
Seek Grant Money (insurance savings)
Safety
Cost avoidance – value add savings: do the RIGHT security, tailored solutions, don't impede operations
Don't want to have to compete for funds – help them justify need and cost
Flip the negative bias to security (examples card readers don't delay)

Content Strategy: We're your partner
Resources to define what security means, show the need and make it relatable / attainable

Target Audiences	Pain Points / Security Concerns

Target Markets?:
• Government
• Corporate
• Non-profit – religious, cultural (grants)
• Education
• Healthcare
• Cannabis
• A/Es & Developers
 	
Industry orgs (Cannabis, Facility Execs. IMFA (local chapters), American Hospital Assoc., ULI, APA, KAPPA, SAME, Campus Security)
 	
Influencers
• Leaders in complementary security services – active shooter training, exec protection, security systems, IT, etc.
• Trade / Technical Journal Editors (Facility Exec. Planning Mag., Smart & Resilient Cities, Security, Healthcare Design, Security, Security Management, Campus Security, School Planning, Facility Management Journal, Campus Safety, Cannabisnow, Cannabis Business Times)
	Government:
	• Short staffed
	• Often do not have technical expertise in-house – or want to solve security with a product
	• Budget - need to use resources wisely
	• Public, High level of scrutiny
	• Various standards to meet – differing levels of security, front line offices, etc.
	  • Decision Maker: Facility Manager, Engineer, Project Manager
	  • *How we can help:* We make compliance easy. With in-house A/E services, we understand facilities and construction; and our front-line experience enables us to ask the right questions of your police or security department. The result is a streamlined and comprehensive data gathering process that expertly engages with all your key stakeholder groups in a targeted fashion to maximize time and use your resources efficiently.
	
	Commercial
	• Often do not have technical expertise in-house – guards, IT – is anyone looking at facility security?
	• Public facing (in some instances) high level of scrutiny
	• Budget: need to use resources wisely, approvals for spend. Security is $$ to them
	• Wide range of needs – executives, personnel concerns & theft, outside threats
	  • Decision Maker: Facility Manager, Engineer, Business Manager / CFO, other C Suite, Security Manager
	  • *How we can help*: Whether to achieve compliance or improve your current security measures, we are adept at working with C-Suite and Corporate leaders to enhance the effectiveness of your security with minimal impact to your day-to-day.
	  • We don't sell a one-sized fits all solutions. With an understanding of your business, operations and facilities, we develop a solution that fits your organization.
	
	A/Es & Developers
	• Need to meet diversity goals
	• Needed - Reliable, quality partners to deliver successful projects to their clients
	• Managing Client's budget (provide value-added and cost saving innovative solutions)
	• Efficiency
	• Due Diligence
	  • Decision Maker: Project Manager, Firm leadership
	  • *How we can help*: With involvement in site selection, feasibility and project development, as an A/E or developer, you are in a unique position to provide solutions that lay the groundwork for highly functional, aesthetically pleasing and *safer* environments. We apply our security expertise so you can focus on what you do best and deliver a successful project to your client. Examples of ways AE Works security input can support your project from the on-set:
	  • Understand economical solutions that mitigate threats and deliver a better value for your clients.
	  • Integrate security measures that support more efficient site circulation.

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	Healthcare
	• Balance open, welcoming environment with security
	• Compliance
	• Patient generated violence (#1 concern)
	• Access Management – staff to monitor cameras, need to put in strategic positions (HIPPA)
	  • Decision Maker: Facility Manager, Engineer, Project Manager
	  • *How we can help*: From years of delivering on healthcare projects, AE Works understands your concerns and your critical responsibilities. Providing a safe and also welcoming healing environment is your number one priority. We help you achieve compliance and balance security with healing environments that enable delivery of care.
	
	Non-profit
	• Limited budget (Grants available) - Each nonprofit applicant must submit a justification of investment document along with a risk assessment and mission statement.
	• Want to keep welcoming, open spaces (churches, museums, etc.)
	  • Decision Maker: Facility Manager, CEO/Leadership
	  • How we can help: We know what channels are available for grants to fund security assessments and improvements for non-profits. We help you access and apply those funds in a way that preserves the mission of your organization and takes into the account the safety of those in your community.
	
	Education
	• Want to keep welcoming, open spaces: balances expenditures between personnel, technology, facility design and crime prevention education
	• Large events
	  • Decision Maker: Facility Manager, University Architect, Security Manager
	  • How we can help: Controlling access to campus facilities is a challenge in balancing security with providing easy access to students, faculty and staff. Tied into the latest trends of facility design, we provide options that allow you to balance those two vastly different goals in seamless solution that keeps campus life moving forward.
	
	Cannabis
	• Compliance requirements, app requirements
	• Want a welcoming place that doesn't feel like a jail
	• Robbery - Cash business
	  • Decision Maker: Business Owner, Investors
	  • How we can help: Medical cannabis facilities must comply with stringent security requirements, but that doesn't mean your business needs to feel like a highly secure governmental facility. With security a part of the process early on, these features and systems can be woven seamlessly into the physical space. This results in a welcoming atmosphere that enables a natural flow of patients without awareness of required behind the scene protocols

Content Strategy

Define what security means, show the need and make it relatable / attainable

Solutions for	**Healthcare**	**A/Es, Developers**	**Government**	**Commercial / Office**	**Non-profit**	**Medical Cannabis**
	How do you make security interesting?	How do you make security visual?				
Pique Interest / Show Requirement and how AE Works can meet that Need	• Checklist outlining high level of VA, JOC, Emergency Prep and Industry standards and how we can help • Sample healthcare security RFP • Healthcare facility business case for assessment	Quiz - what's difference in this design / what is the vulnerability?	• Checklist outlining federal security standards and where AE Works can help • Security Assessment RFP tips	• revamp of BOMA checklist, info on if/how you can save on corp. insurance (need to research) • Sample security RFP • Business case for assessment • Starter guide for corporate security	• Announcement about grants	• what needs to be in your app from a security perspective; security checklist (in general - OR specific to specific state)
Show How SRM delivers Value, Demonstrate Expertise	3 case studies showing how money was saved, maintained healthcare environment, and supported future planning: VAMC OH, VAMC TN	3 case studies of HB completed design reviews and how it impacted end result: Canandaigua Call Center	case studies: PA DGS standoff distance calculator	white paper, case studies	• What should your DHS grant include? • Other resources • Church case study	long-form blog post of key security considerations
Proof	Client list?, testimonials (who to contact)	Industry presentation list, metrics in case studies	Client list? Case studies (which ones)	testimonials		
Continue Conversation, Engagement	presentation at VA conference (format into white paper). Master planning checklist	PA APA Webcast, Training opps		Board communication on security - Guardian article		
Industry / targets	AHA, Healthcare Design, Kaiser, VAMC	ACEC, Langan, Large A/Es	Federal contractors, IDIQs	Pittsburgh local?	Exisitng clients and near regional offices?	