

Telos Corporation

Situation Founded in 1968, Telos is a pioneer in information assurance (IA) and a supplier of secure wireless networking, secure message handling, secure local area networks ("LAN") data integration, and enterprise risk management. In 2000, Telos established Xacta as a wholly owned subsidiary to focus on information assurance and IT certification and accreditation software and services.

As of April 30, 2004, Telos merged its security products and services with those of its Xacta subsidiary and will sell them under the Xacta name. The move is intended to give agencies and clients a single brand and point of contact for IT security projects.

Telos needed to quickly develop a re-positioning and re-branding strategy for Xacta to launch at its User Conference at the end of April.

Solution We were hired in February with the goal of developing a new positioning platform for the company, creating a new branding look and feel, refreshing their logo, producing a new web site, marketing collateral and more in less than three months time.

After interviewing key executives, researching the competitive landscape, and auditing their existing marketing communications materials, we wrote a creative brief detailing our findings and recommendations for the re-branding strategy.

From the approved creative brief, we quickly created several re-branding concept options consisting of a positioning statement and a visual look and feel. From there, we refined one concept and designed and implemented all of the needed marketing materials in time for their end of April launch.

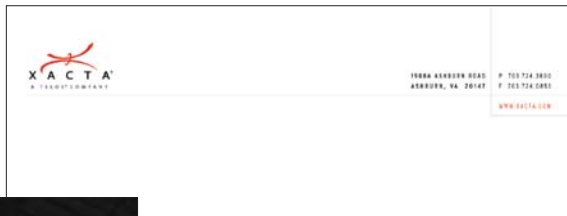
Results Here is what our client said: "I wanted to thank everyone who has put so much time, effort, and talent into getting the site re-designed and launched so quickly and under such challenging circumstances. The new site is an ideal complement and reinforcement of Xacta's message of comprehensive IT security solutions and the new alignment of the Xacta/Telos product lines."

- o web site with Flash animation and navigation



- o positioning statement
- o tag line & look and feel
- o refreshed logo
- o stationery system

Xacta is the leading supplier of security for enterprise IT systems. Its proven and validated products automate the business processes for enterprise security management; extends enterprise networks to enable remote and mobile applications; and, simplifies and reduces the cost of enterprise messaging.



- o marketing brochure
- o product data sheets

WIRELESS NETWORKS

WIRELESS

FIXED OR DEPLOYABLE WLAN SOLUTIONS THAT EXTEND YOUR NETWORK TO REMOTE LOCATIONS AND MOBILE USERS

Enterprise IT Security Management

IA MANAGER™

The Solution Suite for Enterprise IT Risk and Compliance Management

Wireless LAN Solutions

802.11b FIXED WIRELESS LAN REPEATER

Extend your wireless network coverage beyond the range of wired WLAN nodes.

EXTEND YOUR WIRELESS NETWORK FOR LARGER COVERAGE NEEDS

Estimate the difficulty and expense of wired LAN cabling

By implementing the 802.11b WLAN-based Xacta Fixed WLAN Repeater, you can extend your WLAN coverage to cover throughout areas of coverage while using their applications. Its amplified antenna system provides the extended signal range needed for larger

Enterprise Messaging Management

AUTOMATED MESSAGE HANDLING SYSTEM

Messaging solutions provided by Xacta give you the precise control you need over the messaging information your command or agency handles every day.

SMS MADE SIMPLE

Substantially, Web-based distribution and management of operational messaging across your enterprise

Messaging solutions provided by Xacta give you the precise control you need over the messaging information your command or agency handles every day. The Xacta Automated Message Handling System (AMHS) automatically routes incoming messages to the right domain and creates an archive of all arriving traffic for future reference. AMHS also provides intuitive tools for searching and retrieving messages from the archive while protecting against unauthorized access. And, AMHS provides an easy way to create, distribute, and release outgoing messages.

Designed to work with SMS and other messaging services, AMHS operates on a standard Windows 2000 platform and can transform your messaging system into a scalable enterprise knowledge resource.

BACKED BY DATA FOR SMS

AMHS is the premier automated message handling system adopted by SMS as well as the core SMS offering. That means SMS fully stands behind the ability of AMHS to operate over the entire spectrum of the SMS environment—both today and tomorrow as SMS evolves. AMHS is certified by the SMS Program Management Office, through its status as the prime system integrator's laboratory, and certified through the SMS 112E.

Key Features:

- Rapid search and retrieval of messages and attachments from a central repository including but not limited to administrative messages by name, ID
- Message traffic search to review message traffic history needed by SMS 112E incident and projects
- Comprehensive auditing capabilities with full audit trail
- Distribution of messages using all available messaging channels and equipment
- Easy-to-use interface supports user management, user profiles, and search
- Integration of organizational and user data
- Security & Implementation, administrative process management can focus on their primary tasks
- Public Key Encryption
- Full Interoperability
- Low cost per user
- 112E1 certified software
- An extensive user selection and user
- A SMS 112E solution

Manage Your Enterprise IT Security from a Single Application

IA Manager is a suite of solutions for IT risk and compliance management. It provides government agencies, financial services firms, and other enterprises with a complete suite of tools to manage the key processes that underlie risk and compliance as they are conducted and

Identify problems, accelerate the resolution of those problems, and protect the products of your enterprise

WLAN Repeater consists of a stainless steel 19" rack housing a wireless radio card, power supply, and amplifier. This enclosure provides a weather seal for the radio card and a solid state temperature controller (heating and cooling) to protect the repeater's radio and cable. The enclosure typically is mounted in a rack with amplified antennas mounted at the top to afford line-of-sight WLAN connection to network and local connection to secure wireless LAN nodes.

All data transmitted over the WLAN line and the host network, it is recommended that additional security be implemented. Xacta provides excellent solutions for you with IPSEC and encrypted encryption services capable of handling sensitive data and providing secure authentication of users.

XACTA
A TIEETO COMPANY

SOLUTIONS THAT EMPOWER AND PROTECT THE ENTERPRISE

IT SECURITY MANAGEMENT SOLUTIONS

- Streamline and automate IT security business processes
- Continuously monitor IT assets for new vulnerabilities, including LAMs and TCMs, and initiate corrective actions
- Simplify the documentation and authentication of regulatory compliance activities, including CSA and FISMA
- Reduce the cost of IT security consultation and management, including CSA, FISMA, LAM, and TCM

WIRELESS LAN SOLUTIONS

- Securely deploy current operational equipment to remote, temporary locations with mesh-back capability
- Securely extend network resources to environmentally unfriendly locations
- Increase productivity of mobile workers with easy access to data and applications
- Raise ROI through cost savings, increased efficiency and productivity, and real-time access and updates to sensors/resources

ENTERPRISE MESSAGING SOLUTIONS

- Highly scalable solution to simplify and reduce the cost of SMS enterprise messaging
- Currently support remote GMS tactical users in Iraq and Afghanistan from COMUS, correctly routing messages to arrive immediately at the right device
- Quickly search and retrieve all organizational message traffic based on need-to-know criteria
- Simplifies creation, coordination, and release of outgoing SMS messages

ENTERPRISE SECURITY CONSULTING

- Qualified specialists with expertise in the latest security protection and vulnerability analysis tools
- A wide range of services and best practices for government and commercial organizations
- Security engineering and architecture design, security testing and evaluation, compliance and risk assessment, managed security services