



A Certified Service Disabled Veteran-Owned Small Business



***Cyber Security
Media Monitoring
Monitoring, Evaluation and Learning
Polling***

For Information contact:
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Combining Behavioral Science and Computer Science to Protect Data

Comprehensive protection:

Phishkill – Shown to reduce susceptibility to social engineering attacks by over 80%.

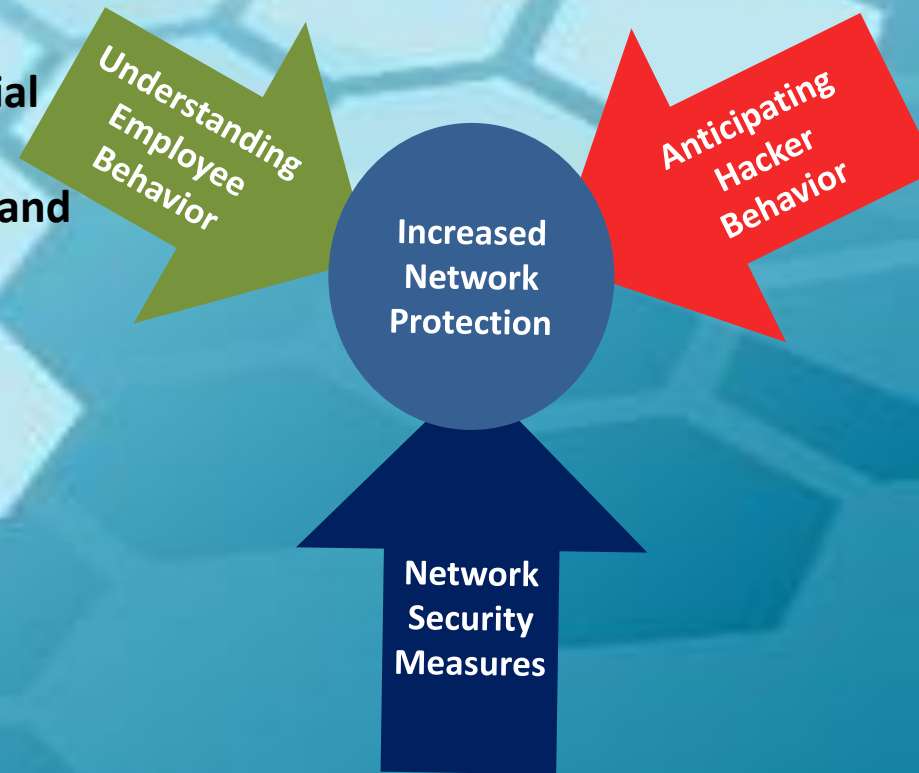
- Comprehensive Risk Assessments to understand employee behavior and modify it through training and rewards
- Active defenses through password and penetration testing

Tigerphish – Mitigate damage if a breach occurs

- ID hardware and software vulnerabilities
- Structure data to minimize accessibility
- Security Policy analysis

Cleanphish – Get back to full operations quickly

- Intrusion detection
- Incident response
- Recovery and remediation



Current and Recent Clients
US Cyber Command

Rigorously Measuring Program Effectiveness in Real Time

Evaluate Theory of Change

“Are we doing the right things?”

Analysis Factors

- Development Outcomes
- Logic Trace
- Historical Successes/Challenges
- Cultural Appropriateness
- Resource Allocation
- Stakeholders
- ID Explicit and Implicit Assumptions
- Integration/Interaction With Other Programs
- Absorption Rate and Required Threshold

Focused,
Collectible,
Objective
Measures of
Performance
and
Effectiveness

Performance and Impact Evaluations

“Are we doing things right?”

Baseline and Longitudinal Monitoring

- Program Design
- Resource Allocation
- Attitudes, Beliefs, and Behavior
- Program Effectiveness
- Counterfactual Analysis
- Comparison With Expected Improvement Curve

Current and Recent Clients

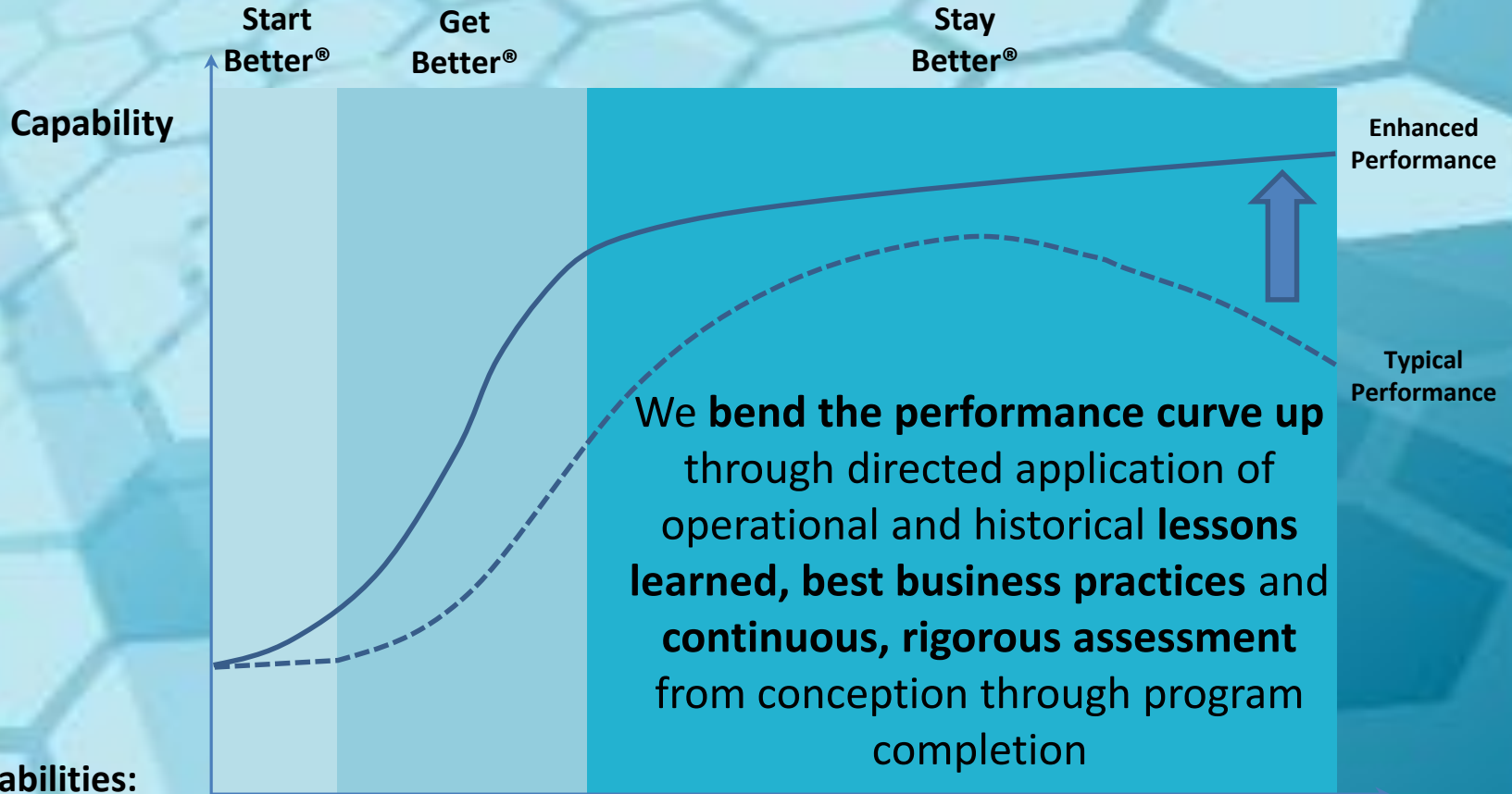
Joint Staff J7

US Special Operations Command
Broadcasting Board of Governors

Tools

- In-country network development
- Direct and Indirect Observation
- F2F and Remote Surveys
- Focus Groups
- Advanced Statistical Analysis
- Curated Data and Reports
- Economic Assessments
- Social Assessments
- Direct Observation

Continuous Learning Structured Performance Improvement



Capabilities:

- Ops Research Analysis
- Lessons Learned
- Effects Assessment
- Coaching
- Individual Training
- Collective Training

Planning -----> Training -----> Deployment -----> Delivery-----> Completion

Current and Recent Clients:

- Joint Staff J7
- US Special Operations Command
- Broadcasting Board of Governors
- Department of Veterans Affairs

Media Monitoring Enabling Better Decisions

- 7,500+ Government Websites
- 40,000+ News Sites
- 5,000+ Think tanks, Advocacy Groups, Trade Associations.
- 200,000+ Online Blogs
- Facebook, YouTube, Twitter and regional equivalents (vKontakt, etc.)

Human-guided,
context-sensitive,
search

Tailored analysis to
inform decisions

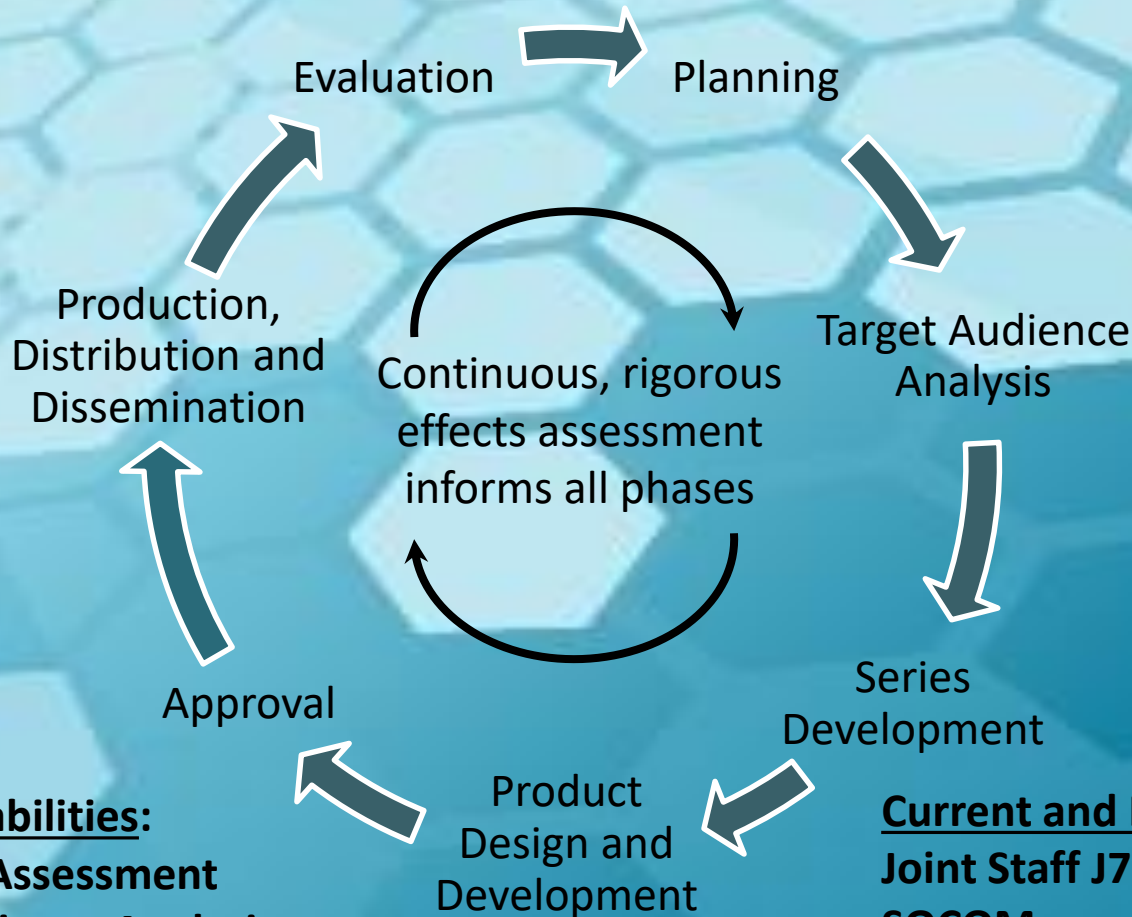
Capabilities:

Media Assessment
Target Audience Analysis
Media Planning

Current and Recent Clients:

Broadcasting Board of Governors
Housing and Urban Development
General Services Administration
Department of Labor

Information Operations Degrading Adversary Performance



Capabilities:

- Effects Assessment
- Target Audience Analysis
- Campaign Planning
- Culturally Effective Series Development
- Radio Broadcasting

Current and Recent Clients:

- Joint Staff J7
- SOCOM
- Regional Command (South)
- Moby Media (supporting ISAF, Kabul Embassies)



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About TechMIS

Key People:

- Steven Mains** CEO and Managing Partner
Former Director, Center for Army Lessons Learned
PhD, Computer Science, College of William and Mary
MS, Computational Operations Research, College of William and Mary
- Burt Squires** VP and Partner
Former Systems Integration Engineer, NASA
BS and MS, Engineering, Columbia University
- Harvey Glasgow** Controller and Partner
Former CFO, Clayton Group

Relevant NAICS Codes:

- 541690 - Other Scientific and Technical Consulting Services
- 334220 - Radio and Television Broadcasting
- 518210 - Data Processing, Hosting, and Related Services
- 519110 - News Syndicates
- 519130 - Internet Publishing and Broadcasting and Web Search Portals
- 541910 - Marketing Research and Public Opinion Polling
- 541990 - All Other Professional, Scientific, and Technical Services
- 611430 - Professional and Management Development Training