



Industry Optimized IT Services for the AEC Industry: The Key to Achieving a Competitive Edge

*Insights from **Strategic Response Systems***



STRATEGIC RESPONSE SYSTEMS
Deep Technical Expertise | Business Outcome Focused

INTRODUCTION



SRS at a Glance

- ▶ Founded 2002 with long-term customers
- ▶ A trusted partner and extension of your existing IT
- ▶ Custom AEC projects & managed services
- ▶ Perfectly matched with mid-size AEC Companies
- ▶ SRS-owned, locally-based cloud ecosystem

Today, a key differentiator behind excellence is how your company leverages various technologies to achieve competitive advantage. Is your firm actively keeping up to date with infrastructure knowledge of the AEC Industry? Are you empowering your staff and crews with new skills that take full advantage of today's technologies and applications that can positively affect your bottom line? Chances are good your competitors are.

Your IT Services Partner should not only focus on ensuring reliability, productivity, and efficiency; it's equally important from a competitive advantage standpoint to understand how to exploit today's new and emerging technologies.

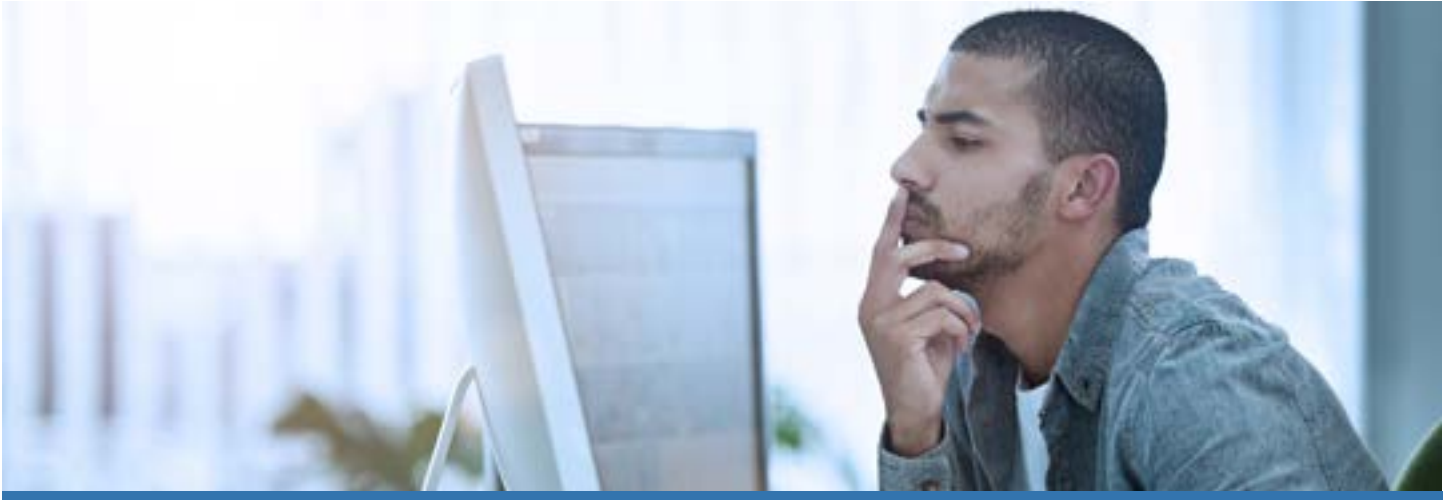
From the beginning when we launched SRS in 2002, our approach has been to work collaboratively as an ally and long-term partner to our clients' internal teams (however large or small) to blend our services into their overall business strategies in order to achieve their desired business outcomes.

Existing and innovative technologies can deliver advantage to your business and boost your ability to stand out as a leader in your industry. Strategic Response Systems has been delivering IT Services to companies across the Architecture, Engineering, and Construction (AEC) industries since 2005 and we appreciate what it means to be "on schedule and on budget." SRS can help positively align these in ways that are measurable in terms of business outcome and increased productivity.

New York City-based with National Services Capability

Our approach blends a business value focus with expansive technical expertise and unparalleled transparency.

OUR PARTNERSHIP-DRIVEN APPROACH



An IT Services Workscope makes a Valuable Beginning

Very often, IT project failure can be traced to unresolved, divergent viewpoints among stakeholders. To setup a foundation for success, SRS begins by creating an environment where SRS and the client team can listen, contribute, and come to an agreement on the strategic approach that will meet the company's specific IT needs. During a Workscope session, SRS will guide you and your leadership team through our unique strategic assessment approach that results in consensus around actionable information you can use before you even ask for proposals.

SRS will walk you through important IT choices; address issues like support and security that may be keeping you up at night. If an application has the potential to help your firm to stand out in your market, we point out the business outcomes to expect. If you choose to continue with SRS, we'll put the entire cost of the Workscope toward your implementation.

The SRS Workscope process includes:

- 1. Essential knowledge:** SRS brings together via webinar or video conference, key stakeholders in your firm, usually the CEO, CIO/CTO, and others tasked with setting technology objectives. This crucially important phase is designed to allow the SRS Chief Strategy Officer to lead the group to a consensus around the specific IT goals of the firm and the supporting logic behind them.
- 2. Business/IT Process:** SRS develops a customized presentation for delivery on-site or via webinar provides specific recommendations on how to achieve your stated IT goals.
- 3. Technical Alignment:** The outcome is a clear understanding of the opportunities available, with requirements and dependencies alongside a realistic expectation and implementation timeline.

Our Services

Custom Cloud Options	Strategic IT Projects	Technical Support	IT & User Security	Emergency & Business Continuity
SRS provides all options for leveraging Cloud technologies – private, public, hybrid - and/ or server colocation to achieve the level of security, data access and cost savings desired.	SRS can implement customized projects that deliver high data security and increased staff productivity resulting in greater opportunity for your company.	Customers want options to how they access IT support when needed. SRS provides phone, email and service desk options, allowing you to decide which one is best for you.	SRS can help ensure the safety and security of your data against cyber theft and empower users to recognize and avoid malicious schemes that threaten IT system security.	SRS Emergency Response services include IT network restorations/data recovery and business continuity planning to ensure your business can work <i>through</i> the disaster.

Cloud Services: Making Your Data Highly Available



One of the key advantages of a cloud services approach is that the infrastructure is highly flexible and easily scalable allowing SRS to expand with new job sites or services to allow secure collaboration on complex documents across time zones. It's never been easier for AEC employees and contractors to access data remotely and collaborate across teams.

The choice between cloud approaches and service providers requires serious consideration because there are important trade-offs between public and private cloud options. The costs associated with a private cloud are higher than a public cloud, for example, but the level of security you achieve is also very high.

Strategic Response Systems provides enterprise level IT Services and highly secure, privately owned cloud ecosystem and colocation services from a secure, world-class data center located in Edison, New Jersey. Private cloud strategies offer a convenient and secure "all in one" approach to hardware, software, maintenance, and upgrades as SRS hosts server and storage hardware, software, and other infrastructure components in the data center.

It's important to consider where you presently are in your digital journey and where you are heading – these insights inform the infrastructure decisions you make today.

You don't have to navigate cloud questions alone



SRS can help you determine the best approach for your AEC firm, one that delivers the right level of security and flexibility for today and into the future.

SRS cloud services are designed to keep your key applications running nonstop, even during crashes and failures, by redirecting traffic from troubled instances to those running smoothly.

IT & User Security: Securing Your Data on All Fronts



There is no substitute for an expert team that knows how to neutralize any threat once detected and then take preventive measures to keep your business free from harm.

Today, simply clicking on a link in a wrong email can potentially breach a firm's entire network. It has never been more important to craft and enforce a policy that lays out the appropriate use of technology across the company, especially where contractors may be concerned. Equally important is to have a tested and well-documented plan of action to respond to such threats because where IP theft is concerned, for example, it doesn't take long for one bad actor to do a great deal of damage.

SRS provides network and data access management tools to ensure the safety of our clients' IT infrastructures. If access violations are detected, SRS provides immediate notifications and takes steps to prevent harm from occurring. We provide customized solutions to minimize cyber threats, implementation of Virtual Private Networks and customized Secure Remote Communication connections.

Continuing secure IT operations means empowering staff across the entire project to work in their technology ecosystems in safe ways. Employees (and contractors) need to understand the risk introduced by sharing memory sticks or thumb drives, for example, or the inappropriate use of mobile devices. SRS can codify the IT policies and procedures that govern remote access to a firm's internal networks from mobile devices when team members are in the field.

It is important for AEC companies to help users understand how to protect themselves and the company, and also be able to access data remotely when authorized. SRS can help establish important guidelines for staff and contractors to help them adhere to company best practices.

Fully Optimized Technology - The balance between technically sophisticated systems, a cost-balanced IT strategy, and empowered end-users

IT Opportunities AEC Companies are Leveraging



As an IT Services firm, SRS views our best-fit role as an expert technical advisor, trusted IT partner and ally. SRS leadership often participates as part of a client firm's team in the development of short- and long-term strategic plans that emphasize the productive use of technology.

Some of the IT opportunities SRS views as holding high ROI for companies in the Architecture, Engineering & Construction industries include:

1. **Cybersecurity | Cloud Access Management (Connected Job Sites)**
2. **Inventory Management | Logistics**
3. **Change Control | Document/Drawing/Permit Management**
4. **Smart Buildings | Configuration & Safety**

SRS approaches complex systems projects with a strategic and collaborative mindset and is known for its strong network of providers who share their values of never cutting corners. Never cutting corners means making smart decisions today that avoid costly IT issues down the road.

Whether you're connecting multiple job sites to a cloud sharing platform, setting up a new inventory management system or leveraging an Internet of Things approach for today's new breed of buildings, SRS can orchestrate a project from start to finish.

This leadership ability is critically important because complex projects often have a number of discrete activities requiring multiple vendors. This can include things like hardware cabling, workstation provisioning, software installations and upgrades, network optimization, etc. Having a skilled IT project leader can be the difference between seamless operations and persistent delays.

SRS can help optimize an infrastructure approach that gives your firm an edge and ensures your IT needs are seamlessly managed so you can focus on doing what you do best.

Technical Support



SRS takes a proactive approach to support by first securing our clients' technical ecosystems to prevent problems that would otherwise require direct support services. Periodic assessments enable the SRS team to proactively fix potential problems before they result in the need for end-user support and also allows SRS to identify when additional end-user training is advisable.

We pay particular attention to all critical systems (regardless of equipment type). When any potential threat or issue is detected, SRS provides immediate notification and quickly performs the necessary steps so the firm can return to business as usual.

All SRS support plans include email, web-based, and phone-in support desk options. When our clients call SRS, they speak and work directly with SRS technical experts who quickly respond to issues and work with each user until their specific issues are resolved.

Efficient Operations - The result of properly educated end-users, responsive technical support, and the prevention of technical issues.

Disaster Recovery and Business Continuity



Data and information have emerged as high-value targets for hackers, and technology-based issues are ever-present these days. For AEC companies, in particular, it's important to anticipate the potential impact of an IT-related incident and prepare in advance.

Crises do occur, and one thing to keep in mind as you think about crafting an IT disaster recovery plan is that, while closely related, business continuity and disaster recovery are not the same. Disaster recovery relates to restoring IT systems, whether the crisis was caused by a tech-based change (cyber-attack) or a natural disaster. Business continuity means your company can continue to conduct business with minimal or no downtime.

Do you have an alternate plan where project staff can be redeployed on related tasks while the physical workplace is addressed so the project can stay on schedule? In addition to your IT disaster recovery plan, you need a people plan – one that guarantees your project can continue to move forward while keeping clients “in the loop.”

SRS can help your firm put proactive guards in place to secure your data, establish mechanisms to recover the data after a disaster and to help craft the business continuity plan that ensures your company can continue work through the disaster with as little downtime as possible.

SRS technicians are well-equipped to provide emergency recovery services to get your business back up and running quickly.

Staff and Team Training



SRS end-user training is designed to support the technology decisions made by leadership and the IT team members. The goal is for your staff and contractors to understand and embrace the mature, field tested approaches that have been implemented; emphasizing the importance of data security and the measures we will take to continually keep your data and your collaboration partners' data safe.

Training both via webinar and onsite, when needed, allows SRS to assist in the development of technical onboarding procedures and IT security measures for new team members that join the company or project; an important step in preventing inadvertent gaps in security protocols.

Webinars and training are custom designed and led by senior level SRS staff with deep technical backgrounds and excellent communication skills.

Technology changes can often upend the way users work; training helps users master and embrace those changes.

RESPONSIBLE TO YOU

Because we know your work never stops, Strategic Response Systems is staffed with a strong bench of 60+ professionals across a wide spectrum of technologies to be ready on short notice.

SRS provides the expertise and support that discount cloud providers can't match and offers the kind of customer focus that's missing from mass-market services. We utilize modern and resilient hardware and software systems for your specific needs knowing that our business, and yours, depends on them.

We are not a reseller. We own, maintain and manage our own cloud systems; they are a keystone investment for SRS. We approach technology recommendations for our clients the same way we make them for ourselves – we specify the solution with the best match for the need, and that delivers the best value for the client – not the best commission.

- ▶ SRS views you as a partner and establishes contracts that fit.
- ▶ As a client, SRS will conduct regular “system health” checks, make necessary recommendations to keep your infrastructure humming, provide options and once approved, carry out those actions.
- ▶ Our service agreements for hosted, specialized and/or managed services are based on a fixed rate, are negotiated fairly and contain no surprises.
- ▶ A number of SRS construction industry clients have been customers for well over a decade.

Find out more by visiting our website or contact us at MeetSRS@strategicresponsesystems.com to further discuss your needs.

Our investments in infrastructure and our record of results guarantee we're here for you today and into the future.

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Deep Technical Expertise | Business Outcome Focused

Providing Information Technology Services to the Construction Industry since 2005