

TECHNOLOGY POSITIONING

Innovative.
Efficient.
Effective.

In the wake of disasters such as Sept. 11 and Hurricane Katrina, a new focus on preparedness and crisis management is fueling an unprecedented expansion of the security and risk management business. Technology is at the forefront of this dynamic industry. Developing and repurposing technologies to meet security sector needs can be enormously beneficial for those in the technology sector.

A company's long-term success in the homeland security market depends on a number of factors: technological products must be recognized for their security applications; homeland security market needs must be understood; and the company must be able to educate its potential customers to use its existing technologies in innovative ways.

ASERO Worldwide (ASERO) partners with clients to find innovative security applications for their new and existing technologies. With a unique perspective of the market derived from experience of former high-ranking U.S. and Israeli security officials, ASERO'S experts intuitively identify and quickly cultivate the security functions of clients' products and technologies. ASERO employs a distinctive approach to identify innovative, practical ways for companies to meet homeland security needs and widen their penetration in the growing market through integrating a company's technologies into effective and innovative solutions to meet existing security needs.

For companies looking to expand into the security marketplace, ASERO knows that success takes more than just the practical adaptation of an existing technology. The team positions firms to turn a technological innovation into a security necessity. The team understands the language and ideas that make the biggest impact in the security arena – recognizing the marketplace and its respective needs and requirements. ASERO works with product engineers and business leaders alike on both a strategic and tactical level to ensure a successful technology transition.

CAPABILITIES

ASERO and its executive team are uniquely positioned in the market through consulting and training services to both assess potential clients' operational needs and provide relevant feedback to technology companies. ASERO assesses the homeland security marketplace in order to guide technology companies in filling critical gaps in the inventory of security technology solutions currently available on the market. To accomplish this, the ASERO team meticulously researches and identifies technologies within the security domain.



EXPERIENCE

ASERO's executive team is actively engaged with a number of clients seeking to apply nonstandard security technology applications to the homeland security marketplace. ASERO's commitment to every client serves to increase market share, while enhancing the homeland security industry as a whole.



ASERO Worldwide (ASERO), an industry leader in the homeland security market, is a global security and risk management consulting firm headquartered in Washington, D.C. ASERO provides clients with comprehensive security services to help diminish risks to clients' businesses and safeguard their most important assets – people, property and information. ASERO provides strategic and tactical counsel to governments and businesses on risk mitigation through integrated security solutions incorporating consulting, training and technological innovation.

GLOBAL HEADQUARTERS

ASERO Worldwide
700 12th Street, N.W., Suite 800
Washington, D.C. 20005
Tel: +202.478.3554
Fax: +202.466.6002

www.asero.com

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