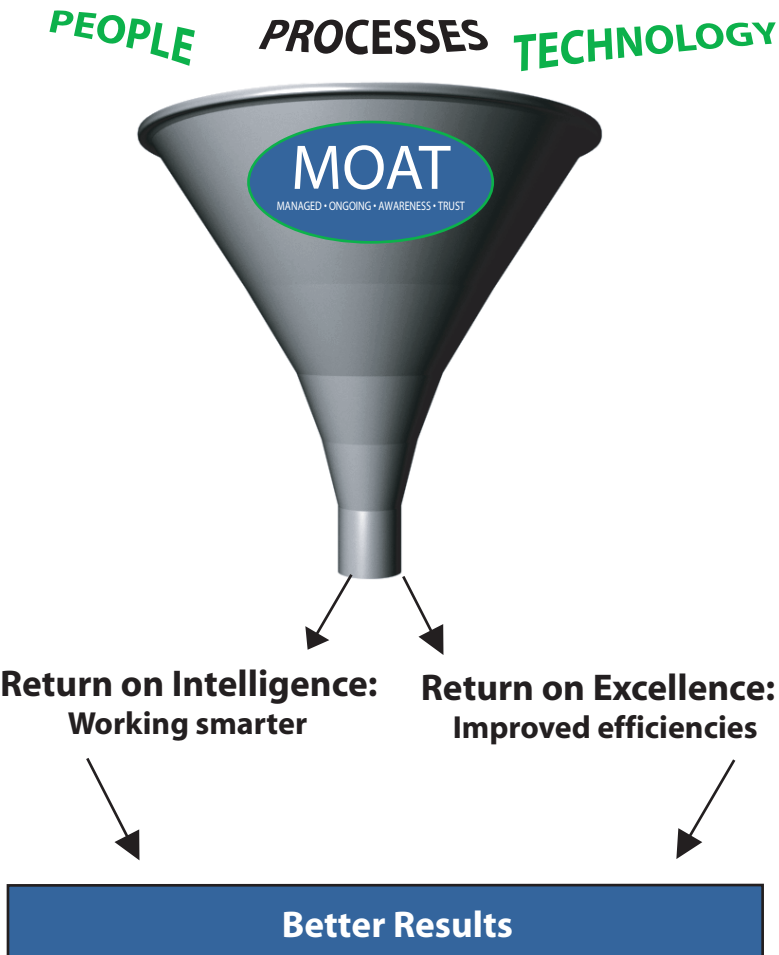


How to Survive in a Crisis?

The key to surviving a crisis depends on your management's ability to manage People, Processes and Technology as well as costs, risks, liabilities, business intelligence and hysteria sparked by media. Hysteria, lack of awareness, lack of trust and disengaged personnel can destroy an organization during turbulent times, which is why Awareity's MOAT is needed to empower management and engage your people with awareness, accountability and trust.

COOs, CFOs and CCOs must re-focus:



- ✓ Reducing Costs...as budgets shrink
- ✓ Reducing Compliance Burdens...as regulations mount
- ✓ Reducing Risks...as liabilities escalate
- ✓ Increasing speed of service...as obligations stack up
- ✓ Ensuring Accountability...at the individual-level
- ✓ Implementing Awareness...across all personnel
- ✓ Accessing Audit-Ready Documentation...on demand
- ✓ Improving Productivity...as resources are limited
- ✓ Improving Trust...as corporate fraud continues
- ✓ Protecting Reputation...as negative headlines escalate
- ✓ Improving CYA...and your Bottom Line

Managed Ongoing Awareness and Trust:

Managed – MOAT offers innovative and proven tools for managing Knowledge and People. MOAT ensures the implementation and execution of organizational Knowledge (policies, procedures, plans, roles, strategies, guidelines, best practices, etc.) across all groups of People (boards, management, employees, vendors, contractors, service providers, partners, responders, etc.). MOAT is cost effective and efficient and **with MOAT your overall organizational costs will be significantly less than without MOAT.**

Ongoing – MOAT's easy to use tools empower and engage People. Simply put, disengaged People will not produce desired Results. People need ongoing updates to make good decisions and keep up with ongoing changes with the economy, regulations, risks, threats, strategies, management, personnel, competition and other business processes.

Awareness – Ignorance is not bliss! As the recent economic crisis has proven, ignorance is expensive and can destroy organizations. MOAT enables customized situational awareness to be securely shared with the right people in the right place at the right time.

Trust – MOAT helps your organization to build trust! Trust is created by behavior, credibility and accountability. As trust goes up, your organization's costs come down and your speed and return on intelligence goes up. Utilizing MOAT to build trust on an ongoing basis will play a vital role in your organization's Results.

Proven Results

"Working smarter with greater efficiency has always been part of our company's culture. As regulatory impact becomes even greater in the near future, it will be those who can manage their resources the best that will win. Awareity's MOAT is a highly cost-effective tool that brings immediate results without the heavy technical burdens."

- Barry Lockard, President Cornhusker Bank

Survival in an Economic Crisis with MOAT

Bank Secrecy Act		
Title	Description	Eff. Date
<input type="radio"/> Anti-Money Laundering Policy	Anti-Money Laundering Policy	1/9/2007

Business Continuity		
Title	Description	Eff. Date
<input type="radio"/> Business Continuity Plan	Business Continuity Plan	1/9/2007

Customer Notification		
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FDIC Alerts		
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Human Resources		
Title	Description	Eff. Date
<input type="radio"/> Ethics Policy	Ethics Policy	1/9/2007
<input type="radio"/> Sexual Harassment Policy	Sexual Harassment Policy	1/9/2007

Information Security		
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Pandemic Flu Planning		
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Regulatory Compliance		
Title	Description	Eff. Date
<input type="radio"/> ID Theft Program	ID Theft Program Details	11/19/2007
<input type="radio"/> Insider Trading Policy	Insider Trading Policy	1/9/2007
<input type="radio"/> PCI Certification	PCI - Technology and Human Factors	5/9/2007
<input type="radio"/> USA Patriot Act	USA Patriot Act	1/9/2007

Risk Mangement		
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MOAT is not an Information Technology or Information Systems only solution!

Multiple Departments can benefit from MOAT:

- Human Resources
- Information Technology
- Risk Management
- Legal
- Compliance
- Regulatory
- Security and Safety
- Emergency Operations
- Business Continuity
- Environmental
- Boards
- Vendors
- Third-Parties
- Auditors
- And many others...

MOAT's **comprehensive suite of tools and Secure Vault** empowers ALL LEVELS of MANAGEMENT to accurately and effectively communicate knowledge, strategies, guidelines and situational awareness and ensure ALL APPROPRIATE personnel are updated on your organization's specific strategies, policies, guidelines, situational awareness and other intelligence.

MOAT delivers **audit-ready documentation** that is always available and meets regulatory and legal requirements and is much less expensive than manual Documentation efforts. MOAT also eliminates fragmented Documentation that is spread across multiple departmental silos.

MOAT's **low per User price** includes automatic User certification tracking and reminders so you do not have to waste time and money keeping track of which Users have or have not acknowledged their required training and documents. **MOAT Support** service frees up your resources to save time and money and MOAT Support consistently receives excellent feedback from Users who appreciate fast and accurate support responses.

Return on Intelligence (ROI) is critical to **improving efficiencies and reducing costs**. Lack of awareness will lead to hysteria and fear, which is good for selling newspapers but not good for your organization.

MOAT also offers **one centralized secure location** that your entire organization can access anytime and anywhere...rather than having management, employees, vendors, contractors and other third-parties keep track of multiple web sites, intranets, shared drives, binders and e-mails. These methods are all one way communications with little or no audit-ready documentation to prove or know if anyone actually acknowledged the information in the e-mails, read the policies in the binder or on the intranet, or actually understands how general training should be customized and implemented to meet their organization's needs and requirements. **These tools are reactive, fragmented and manually intensive methodologies that are costing you more than you think!**

With MOAT

- Reduce Operations Costs through Automation
- Reduce Personnel Costs
- Reduce Training Costs (Travel/Mileage)
- Reduce Documentation Costs
- Reduce Audit/Examination Costs
- Eliminate Replication and Department Silos
- Reduce User Support Costs
- Improve Situational Awareness
- Improve Trust and Collaboration
- Engage Employees and Third-Parties

Without MOAT

- Manual methods are expensive and time consuming
- Additional personnel is needed for mounting requirements
- Travel costs are \$.585/per mile and rising
- Documentation efforts will be fragmented, offline and manual
- Audit preparation will rise as regulations increase
- Reduce time, effort, confusion and inconsistencies
- User Support costs takes valuable time from your personnel
- Cost-effective decisions are not made without awareness
- Without trust your speed goes down and costs go up
- Disengaged employees quit...but stay on your payroll