

MOAT vs. Megaphone Management

More Effective Management and Better Results

Management Using:



Awareness Modules

+

Secured Vault with Customized Documents:

Policies
Plans
Procedures
Regulations
Mandates
Strategies
Roles
Priorities
Ethics

Board Members
Senior Management
Employees
Vendors
Contractors
First Responders
Law Enforcement
Third-Parties
Partners

- ✓ **Accountability for Every Individual**
- ✓ **Secure Information Sharing and Confidentiality**
- ✓ **Audit-Ready Documentation**
- ✓ **Accessibility from Home, Work and Mobile**
- ✓ **Availability to Approved Individuals/Third-Parties**
- ✓ **On Demand Measurability and Progress Reports**
- ✓ **One Primary Access Point vs. Several Disconnected Access Points**

Ineffective Management and Results

Management Using:

Megaphones and Broadcasts



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Megaphone Management methods include:

Binders/Manuals, E-mail, Shared Drives, Intranets, Portals, General Training, Alerting Systems, etc.

Megaphone Management is not working – Incidents and headlines clearly show that Megaphone Management will lead to expensive, embarrassing and even fatal RESULTS.

Ineffective Methodologies Deliver Ineffective Results

Why Managing Knowledge and People with ineffective Methodologies Delivers Ineffective Results...

Binders/Manuals



- ✓ Lack of Accountability - Has anyone read it?
- ✓ Lack of Audit-Ready Documentation
- ✓ Difficult to access from home, while traveling or during an emergency
- ✓ Complicated to Review and Update multiple copies
- ✓ Expensive to Maintain and Update

E-mail



- ✓ Lack of Accountability - Did anyone receive the e-mail?
- ✓ Lack of Audit-Ready Documentation showing that people received their information
- ✓ Lack of Security - Can be lost or forwarded
- ✓ Lack of Confidentiality - Not encrypted
- ✓ Difficult to Manage old, new and updated e-mails

Shared Network Drives



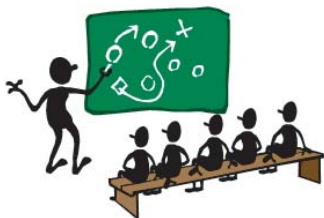
- ✓ Lack of Accountability - What did anyone read...if anything?
- ✓ Lack of Audit-Ready Documentation showing who accessed what information
- ✓ Limited or No Access for Third-Parties without expensive VPN

Intranets



- ✓ Lack of Accountability - Information is out there but who read it?
- ✓ Limited or No Access for employees from home or remote locations
- ✓ Limited or No Access for third-parties
- ✓ Lack of Customized roles and responsibilities for individual-level needs
- ✓ Creates Departmental Silos

General Training



- ✓ Not customized for each organization
- ✓ Not customized for individual-level awareness and roles
- ✓ In-person training may miss new or absent employees
- ✓ May require traveling - increased costs
- ✓ No Connection with organization's Controls

Alerting Systems
(Digital Megaphones)



- ✓ Lack of Accountability - Who actually received the notification?
- ✓ Lack of Confidentiality - Alerts are blasted to good guys and bad guys...
- ✓ Lack of Individual-Level Situational Awareness and Details
- ✓ Can cause mass confusion and crowd control challenges

Recent events have exposed limitations and critical failures. Outdated Methodologies have clearly delivered undesirable RESULTS and a false sense of preparedness with compliance, regulatory governance, risk management, information security, emergency management, reputation management and customer trust just to name a few.

Awareity's innovative solutions are visionary, proven and effective and Seeing is Believing...