

OK, Then What? The Human Factors

Awareity - Our Story:

In January 1998, Rick Shaw founded CorpNet Security to focus on escalating challenges with security (Internet, information, physical, personnel, etc.), business continuity, compliance and legal diligence.

Over the next 5 years, CorpNet Security performed hundreds and hundreds of vulnerability, security, business continuity and compliance assessments for businesses of all sizes and many different industries. During these assessments it became clear that organizations had serious gaps and critical needs for Knowledge Management tools for People and Processes... not just Technology. By far the biggest risks and threats that organizations were facing and struggling with were **Human Factors**.

CorpNet Security also found while there were virtually no **Human Factors** tools available, there were lots of Technology Factors tools available. Because of this huge gap, CorpNet Security began building our own **Knowledge Management** tools and in February 2004, CorpNet Security's focus and name was changed to Awareity to focus on delivering **Next Generation Knowledge Management** tools that helped organizations ensure awareness, accountability, clarity, accessibility, confidentiality, security, integrity, unity and many other efforts that technology cannot deliver.

Along the way, several incidents and tragedies have occurred that continue to expose organizations that do not have **Human Factors** tools in place. Some of the incidents include:

April 20, 1999 – Columbine school tragedy involving targeted and planned violence by students

September 11, 2001 – NYC tragedy involving international terrorism

August 29, 2005 – New Orleans tragedy involving a hurricane named Katrina

April 16, 2007 – Virginia Tech tragedy involving targeted and planned violence by a student

With each of these tragedies (and many others), experts have released special reports citing failures such as lack of preparedness, lack of imagination, lack of initiative and lack of connecting the dots. Many recommendations have identified the need to improve awareness, accountability, clarity, accessibility and unity across multiple levels of individuals and across multiple entities. These reports also revealed that expensive, ineffective, inefficient “megaphone management” tools (such as binders, e-mails, intranets, general training, knowledge centers, etc.) need to be replaced with visionary knowledge management solutions like Awareity's to deliver secure knowledge sharing with individual-level awareness, accountability and audit-ready and legal-ready documentation.

Has your organization implemented the appropriate recommendations that affect you?

Is your organization prepared to prevent, respond and recover from an incident tomorrow?

Awareity's next generation knowledge management solutions empower organizations to move away from Megaphone Management solutions and are critically needed to ensure all types of “customized knowledge” is securely shared with the right people in the right place at the right times on an ongoing basis. Awareity knows from experience the best consultants and experts feel an obligation to help their clients to manage and mitigate their gaps, risks and threats no matter what they may be selling. Because of that obligation, Awareity completely changed our business focus from performing risk assessments, compliance reviews and analysis reports to developing and delivering tools and services that actually targeted clients' biggest gaps, risks and threats – Human Factors. Awareity began developing **Knowledge Management** tools several years ago and our clients have been using our proven tools for over 6 years. Awareity continues to improve our services so that our existing clients and new clients have the ability to implement and manage awareness and accountability at the individual-level as soon as possible and BEFORE AN INCIDENT OCCURS.

Awareity's tools empower forward-thinking leaders and help our clients save time, reduce costs, build trust, improve efficiencies, leverage limited resources and save lives.

