



# PROFESSIONAL QUALIFICATIONS

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## ABOUT ATRIADE

Atriade is an MBE and SBE certified physical security consulting and management firm that offers a range of customized security solutions and project management. Atriade believes that one size does not fit all, which is reflected in the work that we do and in the broad mix of clients we serve.

Physical security is rapidly transitioning from an office operation to a critical component of an organization's business and revenue stream. We view security's operations with this lens and provide solutions, which are effective for security and add value to an organization's business operation.

With locations in the **New York City** and **Seattle** metro areas, Atriade prides itself on its national and global reach. We have worked in over **25 states and 30 countries** over the past 19 years.

Our organization is built on a best in class resourcing model, which adds depth and skill to our teams and provides the right skill sets to our customers.

Our **global portfolio and expertise** include services in higher education, transportation (airports and marine terminals), bridges and highways, corporate headquarters, multi-story high rise buildings, financial companies, pharmaceutical, government, advertising agencies and legal firms.

**88%**

**Client Retention**

**25**

**Countries Worldwide**

**135**

**Years of Combined Experience**

**\$4 trillion +**

**of Assets Protected**

## WHY ATRIADE?

Atriade believes in offering solutions to its customers, which focus on understanding, recognizing and solving their business and operational needs. While using standard tools and technologies, we customize our programs, designs and project management approaches to mitigate the security risks of the particular customer. At Atriade, there are no boiler plate specifications, canned reports or spreadsheet templates.

Our differentiating approach is made successful by having **the right philosophy, building the appropriate teams** and taking **full ownership of our engagements**:

- **Risk focused solutions to achieve value add for business operations**
- **Deep industry relationship resulting in product and feature influence**
- **Unbiased and independent client advocacy**
- **Focus on partnership and engagement, not SOW terms**
- **Diversity of experience and expertise**
- **Role appropriate skill sets**
- **Over 20 years of collaborative team experience**
- **Knowledge and thought leadership**
- **Total ownership of our ask**
- **Hands on and interactive engagement with the end users and all project teams**
- **Executive level point of contact and accountability**
- **Consistent global support for all services and projects**

Security Consulting, Customized

# OUR DIFFERENTIATING APPROACH

1



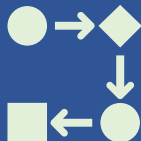
Our best-in-class team brings in-depth experience in all relevant fields of physical security and project management.

2



Our recommendations focus on risks unique to our customers. We are therefore able to deliver purpose built solutions matched to each operational need.

3



We offer unbiased, product independent client advocacy. We focus on enhancing your operations with your requirements in mind.

4



Our longstanding presence in the industry has enabled us to lead and influence trends and technologies.

5



Our focus on value to the business enables our customers to successfully present and adopt their security programs.

6



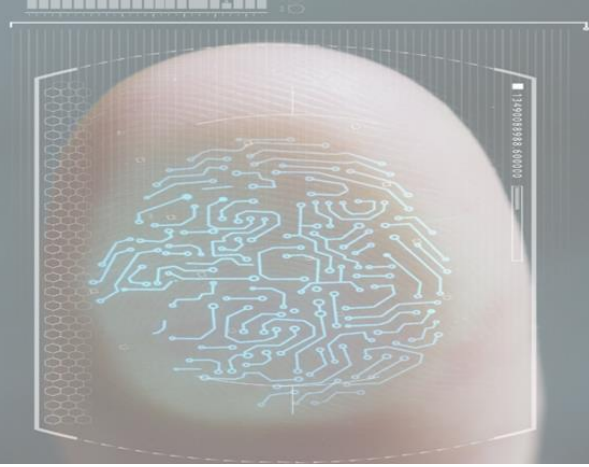
We lead with an interactive team approach that facilitates an informed decision-making environment for everyone.

7



We look at the strategic vision as well as the granular tasks of the project. This attention to detail allows us to deliver projects on time and within budget.

# DESIGN AND TECHNOLOGY



Atriade provides a full-service design and technology offering. We provide each client with an integrated security technology suite that will satisfy your current and future needs.

Using best practices, we develop solutions with an organization's **enterprise standards** in mind. We coordinate internal or external proof exercises to ensure that standards for technology, operations and policies are tested against an organization's own environment before they are adopted and deployed.

We collaborate with the client and engineering teams to ensure network, hardware and electrical infrastructure is **compatible** to support new security systems. We assist in creating bandwidth management tools, network **architecture and topologies** design to maintain the most practical level of security while meeting all requirements. We provide recommendations on the resiliency and redundancy of security networks to properly manage and maintain security applications.

We work closely with architects and designers to coordinate **door hardware, device aesthetics and life safety considerations**. We create an interactive and informative environment to ensure our clients are always project aware. Our status reports ensure stakeholders are aligned with upcoming milestones and project dependencies to ensure full team cooperation.

## Technology Portfolio

Access Control  
Video Management  
Building & Lobby Management  
Network & Infrastructure  
Biometric Technologies  
GSOC, SCC & Command Posts  
Situational Awareness  
Identity Management  
Mass Notification

## Our Design Services

Functional Requirements  
Basis of Design  
Schematic Design  
Design Documents  
Construction Documents  
Bid Leveling  
Construction Administration  
Commissioning & Acceptance  
Project Closeout

Equally important to security's needs of functional devices is an alignment of form and aesthetics. We will listen, coordinate and work with architects and construction managers to select or develop product/equipment specifications, which will deliver the right balance for **form and function**. We provide data sheets, actual equipment samples, identifying color and size. We specify custom paints, mounts or assemblies wherever needed.



# PROGRAM DEVELOPMENT

Atriade partners with its clients to establish holistic physical security programs that are risk focused and support business operations. We can create programs from scratch or help evolve existing programs to meet requirements. Our typical process begins with an evaluation of the organization's current state, moves thorough an analysis phase and finalizes with a detailed master plan that can be operationalized by the client.

Central to our philosophy of program development is aligning the business and operational vision of our customers. Creating an accurate risk profile is critical to achieving that **alignment**. We have made heavy investments in **developing risk models and best practice metrics** that go beyond subjective analyses or assumption-based trends. Our output for these two items is created by actual end user data. We have and continue to collect this metadata using surveys, running real time simulations, measuring incidents and traffic patterns and conducting heat maps of incidents against available security controls.

Similar to our statistical approach to best practices, we focus on generating **true ROIs** by measuring the health of the customer's potential investment against their unique environment. We look at capital, operational and recurring costs as well as staffing, management and overhead costs.

This methodology ensures that our proposed programs consider the *why, what, how* and *when* in comprehensive detail. This educates our customers and provides them with guidelines to make **informed decisions** during each phase of the program, from adoption to execution. Our programs include detailed current state assessments, future state recommendations, prioritized execution road maps and costs. Our

## Programming Portfolio

- Risk Profiles
- Gap Analyses
- Best Practices and Benchmarking
- Policy Framework & Creation
- Governance & Staffing Structure
- Organizational RACI
- Communication & Escalation
- Incident Management
- Credential Provisioning
- Tabletop Training Exercises

## Our Programming Services

- Threat and Vulnerability Analysis
- Governance & Staffing
- Risk Assessments
- Standard Operating Policies
- Crisis & Incident Management
- Training & Education
- Master Planning

master plan also highlights an implementation schedule and budget risks to ensure our customers are engaging their stakeholders and establishing relationships within and outside of their organizations.

Lastly, our engagement is always **interactive and progressive**. The customer is always heavily involved in our discovery process and kept aware of not just project milestones, but also our thoughts and forthcoming recommendations to ensure that they will align with business requirements. This level of collaboration makes our programs successful by helping the customer get ahead of program roadblocks and help expedite implementation.

# PROFESSIONAL SERVICES

We provide professional services in the area of operational workflow development and program administration. Our differentiator lies in bringing our operational knowledge into the software configuration space. Having operational insight allows us to provide customized configuration of customers' software applications catered to their specific needs.

In the current industry environment, **large gaps** exist between identifying requirements and operationalizing those needs. Operating procedures either do not exist properly or are not operationalized, which leads to a scope deployment not aligned with the customer's expectations. With configurations falling short, the customer inherits a final solution that has not been properly planned nor is it sustainable. High profile investments quickly become expensive money pits.

Our approach undercuts this gap by solving the most critical problem first: proper translation of requirements into a detailed **functional design** catered to the customer's operation and not to the software's standard features. Our program and policy SMEs conduct interactive workshops and use online mapping tools to lay out the operational workflows. Our engineers then translate those workflows into the configurable parameters within software applications.

## Services Portfolio

Access Control  
Video Management  
IP Intercom Systems  
Identity Management  
Situational Awareness  
Incident Management  
Digital Transformation  
Smart Buildings  
Case Management  
Data Library

Our professional services extend beyond initial operationalization and configuration into the final and essential part: **change management**. Having the operational and governance experience, we provide our customers with detailed change management, impact assessment and cost control procedures. Our approach is to ensure proper **sustainability** and administration of application in the customer environment, long after its initial deployment.

Atriade delivers cost savings by providing unique value creation, operational flexibility and a competitive advantage. Our SMEs deliver operational knowledge to supplement gaps in your process or employee experience.

## Our Professional Services

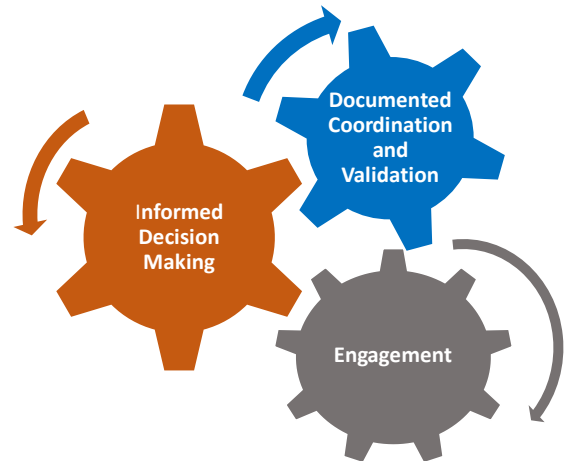
Functional Requirements  
Workflow Development  
Policies and Processes  
Use Case Buildout  
Configuration  
Administration & Support  
Change Management  
Reporting & Audits  
Define Logic

# PROJECT MANAGEMENT

We employ an interactive and hands-on approach to project management. Atriade's key role is to advocate for our client in all manners of the project and ensure that your needs are promptly addressed in an informed and collaborative manner.

With dedicated project managers, our focus is to provide both high profile executive level updates and detailed task level management. Our approach is to be interactive and facilitate collaboration and coordination throughout the project.

We manage projects from an owner's representative's perspective. From inception to completion, we take full responsibility and responsibility for every deliverable and assign complementing resources to provide redundant quality control. Any issues during the project are addressed through our intensive engagement in the project. Our issues resolution and management are done collectively and collaboratively, with an eye toward finding solutions and rectifying issues.



## ATRIADE PROJECT MANAGEMENT

- Weekly project meetings
- Detailed project plans
- Two-week look ahead planning
- Meeting minutes and action logs
- Task level management
- Executive summary updates
- Proactive issue resolution
- Schedule and cost management
- Internal project resourcing and coordination
- Single point of ownership and accountability

# OUR PORTFOLIO

Atriade's diversity extends from services and teams into our portfolio. We have a global presence with clients in multiple verticals. Our clients include fortune 50 companies, Ivy League universities, world famous arenas and multinational organizations.

Our global portfolio provides us with a deep understanding of operations, codes, standards and guidelines. We leverage our knowledge across these verticals and regions to give our customers the most informed decision making points based on global best practices.

## North America

Western Union  
Microsoft  
BlackRock  
Yale University  
Columbia University  
Madison Square Garden  
The Port Authority of NY & NJ  
Disney  
Rolex  
Canon  
Comcast  
PSEG  
AB Global  
Fannie Mae  
Bridgewater  
Penn State  
UCONN  
Time Warner  
CVS  
Purdue

## Latin America

Western Union  
UBS  
Canon  
AB Global

## EMEA

Western Union  
Microsoft  
UBS  
AB Global

## Asia

Western Union  
Microsoft  
Mobily  
AB Global  
Bridgewater

## Oceania

Western Union  
AB Global

## PROJECTS

## North America

New York City  
Boston  
Philadelphia  
Chicago  
Miami  
Denver  
Dallas  
Houston  
Los Angeles  
San Francisco  
Seattle  
New Orleans  
Mobile  
Charlotte  
Minneapolis  
Washington, DC  
Pittsburgh  
Cleveland  
Phoenix  
Atlanta  
Toronto  
Montreal

## Latin America

Buenos Aires  
Sao Paulo  
Rio de Janeiro  
Belo Horizonte  
Panama City  
Mexico City

## EMEA

London  
Frankfurt  
Munich  
Brussels  
Paris  
Stockholm  
Amsterdam  
Madrid  
Dublin  
Riyadh  
Dubai  
Bahrain

## Asia

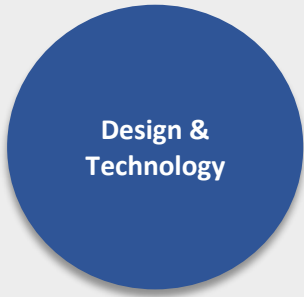
Tokyo  
Hong Kong  
Singapore  
Mumbai  
Pune  
Islamabad  
Beijing  
Shanghai  
Seoul

## Oceania

Sydney  
Melbourne  
Wellington  
Auckland

## LOCATIONS





**Program  
Development**

**Design &  
Technology**

**Professional  
Services**

**Project  
Management**

## Financial

BlackRock |  
Bridgewater | Western  
Union | AB Global |  
Federal Home Loan  
Bank of NY | GE Capital  
| Synchrony | SMBC

BlackRock | Western  
Union | AB Global |  
Fannie Mae |  
Bridgewater | Etrade |  
Instinet | Jane Street |  
SMBC | Goldman Sachs

Western Union | Microsoft  
| Bridgewater | Tengram  
Capital Partners |  
BlackRock | SMBC

Microsoft | Western  
Union | BlackRock | AB  
Global | Bridgewater |  
Fannie Mae | SMBC |  
Goldman Sachs

## Government

County of Cape May |  
County of Rockland |  
Hoboken Public Library

County of Cape May |  
Economic Development  
Corporation of NY | NY  
State Office of Mental  
Health | County of  
Rockland

County of Cape May

County of Cape May |  
County of Rockland |  
NY State Office of  
Mental Health

## Healthcare

Yale New Haven Health  
| Children's Healthcare  
of Atlanta | Children's  
Nebraska | Children's  
Alabama | Baxter

Children's Hospital of  
Philadelphia | Chemtura  
| CVS | Yale New Haven  
Health | CTI | Baxter |  
Endo Pharma | Dr Reddy  
| Brooke Army Medical  
Center

Children's Healthcare of  
Atlanta | Yale New Haven  
Health | Children's  
Nebraska | Children's  
Alabama

Children's Healthcare  
of Atlanta | Yale New  
Haven Health | Molina  
Healthcare

## Higher Education

Yale | Northwestern |  
Penn State | Boston  
University | Atlantic  
Cape Community  
College | College of  
New Jersey | Princeton  
University | Mott  
Community College

Penn State | Atlantic  
Cape Community College  
| Columbia University |  
Bronx School | Boston  
University | UConn

Yale | Penn State

Penn State | Atlantic  
Cape Community  
College | Joyce Kilmer  
School District

## K-12

School District of  
Philadelphia | Fresno  
Unified | Neptune  
Board of Education

Bronx School | Joyce  
Kilmer Schools

School District of  
Philadelphia

School District of  
Philadelphia

## Media & Technology

Comcast | Madison  
Square Garden | IMG |  
Time Warner |  
Microsoft | Mobily |  
SAP | Roblox

AOL | Madison Square  
Garden | Time Warner |  
WNET | Ogilvy | Grey |  
IMG | Disney | Microsoft  
| Canon | Mobily

Madison Square Garden |  
Time Warner | Microsoft |  
SAP

Madison Square  
Garden | Ogilvy | Grey  
| Time Warner |  
Microsoft | Canon |  
Leviton | SAP

## Retail & Hospitality

CVS | Ross Stores |  
Western Union | Rolex  
| Sanibel Harbour  
Resort & Spa

CVS | Ross Stores |  
Western Union | Hermes  
| Andaz Hotel | Henry  
Hudson Hotel

Carver Bank | Western  
Union

Western Union

# CONTACT



## **Mohammed Atif Shehzad**

**Founder and Managing Director**

- 25+ years of experience in the areas of physical security design, project management, strategic planning and global solutions deployment
- Responsible for engaging with industry leaders, managing accounts and client relationships, overseeing internal teams and delivery of services
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## **Saif Nomani**

**Director, Design and Technology**

- 25+ years of experience in physical and electronic security design
- Responsible for design and technology projects, service delivery, team and resource management, account and project management
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## **Reese Huebsch**

**Director, Program Development**

- 20+ years of experience in security program management
- Responsible for program development projects, service delivery, team and resource management, account and project management
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