Empowerment through Technology & Education

CLOUD COMPUTING  SOFTWARE DEVELOPMENT  DATA BACKUP  NETWORK SECURITY  TECHNICAL CONSULTING
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETTE Collective</td>
<td>3</td>
</tr>
<tr>
<td>Past Performance</td>
<td>4</td>
</tr>
<tr>
<td>Capabilities</td>
<td>5</td>
</tr>
<tr>
<td>Case Study</td>
<td>6</td>
</tr>
<tr>
<td>Biographies</td>
<td>9</td>
</tr>
</tbody>
</table>

This detailed document is provided so in one reading you can have a comprehensive view of what ETTE brings to the table. After reading this document you will quickly know if we are a good fit for your company. We think we are, but of course, it's your opinion that matters. Let us know what you think.

Regards,

Lawrence Guyot  
CEO and Founder
ETTE was formed based on the credo that empowerment can indeed be achieved through the twin assets of technology and education. This foundational belief drives us to develop and provide customized solutions and services for our clients.

ETTE's business model is far more than merely providing enterprise-level IT services. Providing customers access to unparalleled industry expertise, training, support, and advisory services is the core of our success as lead innovators within the tech industry. It's a reputation we've earned in the nearly two decades since our founding, and one we maintain through our interactions with each new client. Since 2002, ETTE has developed through continued innovation by growing our services from traditional IT support to a broad portfolio of offerings—from Tier 1 Helpdesk, to Salesforce implementations, to virtual CIO services, to custom software development, and, most recently, novel AI-based solutions.

ETTE's deep commitment to excellence runs the full gamut of planning, implementation, oversight, and internal evaluations. Using the power of holistic approaches, we don't create piecemeal solutions; we deliver turnkey solutions. Our philosophy is to always under-promise and over-deliver. Exceeding your expectations is our minimum. To help your organization succeed most efficiently, we assemble a support team of technicians, software developers, and consultants with the necessary skills and knowledge to strengthen your business further.

Our clients range from start-up ventures and small companies to large international firms and governmental agencies. The collective approaches, decades of experience, and infrastructure we bear enable our clients to reach their project goals—however ambitious or specialized.

Our team is singularly focused on customer satisfaction.

The ETTE Collective consists of experts with the know-how and professional experience required to support our clients in achieving their goals. We operate in markets across the globe, including Latin America and Asia, with high-quality teams that offer the best functional expertise. We are also partnering with several industry-leading vendors and consultants who share the same commitment to quality and integrity as we do. Collectively, the ETTE team represents many decades of corporate and IT experience. The base commonalities are a shared sense of integrity, commitment to our clients, focus on best of breed solutions, and ensuring a high-level value proposition.

Individually, we are all quite capable, but together we are an enviable collective.
### Long Term Engagements

<table>
<thead>
<tr>
<th>Description</th>
<th>NIGP Codes</th>
<th>NAICS Codes</th>
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<tbody>
<tr>
<td>Provide virtual CIO, all internal server infrastructure, and end user</td>
<td>9189000, 9203100,</td>
<td>518210, 811212</td>
</tr>
<tr>
<td>support for $50M+ a year Washington, DC based construction firm</td>
<td>9203700, 9840000</td>
<td></td>
</tr>
<tr>
<td>Provide virtual infrastructure, backup, and end support to 40+ Project</td>
<td>9840000</td>
<td>518210, 541519</td>
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<tr>
<td>Managers for a multi-year DCPS building renovation project involving</td>
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<tr>
<td>$100M+ in renovations across Washington, DC</td>
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<tr>
<td>Provide holistic IT support to a leading national non-profit ($20M+ a year)</td>
<td>9189000, 9203100,</td>
<td>541519, 811212</td>
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<tr>
<td>that is a leader in the expansion of Senior level Black executives in</td>
<td>9203700</td>
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<tr>
<td>corporate America</td>
<td></td>
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<tr>
<td>Provide comprehensive IT services and solutions to a national organization</td>
<td>9189000, 9203100,</td>
<td>518210, 541512,</td>
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<tr>
<td>that serves the 2M+ female veterans across the USA, including support of</td>
<td>9203700</td>
<td>811212</td>
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<tr>
<td>a new Salesforce organization that supports 250K members</td>
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<tr>
<td>Managed IT services provider for various multi-nationals including</td>
<td>9189000, 92033100,</td>
<td>518210, 541512,</td>
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<tr>
<td>engineering firms, import/export, non-profits, and food services</td>
<td>9203700, 9840000</td>
<td>811212</td>
</tr>
<tr>
<td>Robust IT support throughout the year to support national non-profit</td>
<td>9189000, 92033100,</td>
<td>541512, 811212</td>
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<tr>
<td>in support of the National Cherry Blossom Festival (estimated $100M of</td>
<td>9203700, 9840000</td>
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<tr>
<td>local economic activity)</td>
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### Short Term Projects

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<thead>
<tr>
<th>Description</th>
<th>NIGP Codes</th>
<th>NAICS Codes</th>
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<tbody>
<tr>
<td>Subcontractor providing custom development services to support project</td>
<td>9189000</td>
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<tr>
<td>directly impacting 30,000 government employees</td>
<td></td>
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<tr>
<td>Rebuild custom Salesforce implementation for a leading national non-profit</td>
<td>9189000</td>
<td>541512</td>
</tr>
<tr>
<td>Custom built web-based solution based on streamlining workflow</td>
<td>9189000</td>
<td></td>
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<tr>
<td>in support of Public utility contracts</td>
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<tr>
<td>Build custom report and automation systems in support of power</td>
<td>9189000</td>
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<tr>
<td>transmission lines for local Pepco sub-contractor</td>
<td></td>
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<tr>
<td>Develop Damage report system to streamline work effort, standardize</td>
<td>9189000</td>
<td></td>
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<tr>
<td>reporting, and increase efficiency in filing insurance claims</td>
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<td></td>
</tr>
<tr>
<td>NIST 800-171 DFARS compliance and information security governance</td>
<td>9189000, 9203700</td>
<td>541512</td>
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<tr>
<td>consulting for a Mission Assurance Services consultancy</td>
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We serve local and national businesses, Federal and State governments.

- Virtual infrastructure hosting
- Disaster recovery
- Network Services
- Managed IT services
- Custom Software Development
- Cyber security services
- IT Project Management
- vCIO (Virtual Chief Information Officer)
- Public Cloud (AWS and Azure)
- IT Consulting

Federal and State Government Certifications and Codes
DUNS: 114871523 Federal Cage Code: 3BUV1

Washington, DC
CBE Certified Firm (LBE, DBE, SBE, DZE)
Cert #: LSDZ16497042023

Maryland
MDOT Certified Firm (MBE, DBE, SBE)
Cert#: 15-217, Maryland CATS+ Named Subcontractor

NIGP Codes
- 9189000 – Strategic Technology Planning and Consulting Services
- 9203100 – Installation of Computers, Peripherals, and Related Equipment (Including Software)
- 9203700 – Networking Services (Including Installation, Security, and Maintenance)
- 9840000 – Rental or lease services of computers, data processing, and word processing equipment
- 9848400 – Servers, Rental or Lease

NAICS Codes
- 518210 – Data processing, hosting, and related services
- 541512 – Computer systems design services
- 541513 – Computer facilities management services
- 541519 – Other computer-related services (disaster recovery and installation services)
- 811212 – Computer and office machine repair and maintenance

Learn more about us at https://ettebiz.com
Background
The Women in Military Service for America Foundation, Inc. (WIMSA) was founded in 1985 as the organization to raise the funds and build, operate, and maintain the Women in Military Service for America Memorial (Women’s Memorial). The nonprofit organization relies solely on private contributions to maintain the Memorial, which is located in Arlington National Cemetery. The organization consists of a staff of about forty, including a small number of paid contract employees, and volunteers, who are able to host nearly 100 events and 100,000 visitors annually.

As is common with nonprofits, finances are tight at the Foundation. As a result, WIMSA had not upgraded information and communications systems in years, and the increasingly antiquated systems were having major impacts on the organization’s ability to successfully perform its mission.

A flexible, affordable solution
Realizing the threat to the organization's and Monument's survival, the leadership group decided in early 2017 to upgrade their information and communications infrastructure. Based on several proposals they received, WIMSA felt ETTE could provide the best value, but their initial quote to make the transition was prohibitive for WIMSA's budget. In response to the budget constraint, ETTE developed an upgrade solution that would meet WIMSA's budget. The upgrade project would be phased, with priority focus on cost saving elements early in the project. Project phasing would also have the effect of spreading out the costs over a period of months, allowing costs to fit WIMSA's operating budget. The first project was a consolidation of WIMSA's telecommunications systems. WIMSA had contracts with three different phone providers. ETTE consolidated the contracts, negotiated a better deal on WIMSA's behalf, and migrated the legacy phones to a Voice-over-Internet Protocol (VOIP) system, saving WIMSA thousands of dollars per year.

Overcoming challenges: service beyond a standard IT project
With projected savings from this first project, WIMSA was eager to proceed. The next step was to update the workstations to improve productivity and functionality. WIMSA was using first generation Mac mini computers. For an affordable, updated solution, ETTE specified a system that was exactly the right size for WIMSA, and not unnecessarily overpowered and expensive. A small quantity of the selected systems would be purchased first, as a pilot test for a complete roll out. While ETTE priced both Mac and PC based systems, the PC solution (Dell Laptops using Windows 10) was substantially less expensive. However, some staffers expressed severe resistance to migrating from a Mac to a PC-based system. To overcome this resistance, ETTE went well beyond the scope of a normal IT services firm, and devoted time and resources to develop a deep understanding of the WIMSA culture. ETTE provided training sessions to acclimate end users to the new interfaces. For most resistant staffers, individual sessions were held with the staffer, WIMSA management, and end users to address the individual's concerns about the migration and change of platform.

Working within the culture to improve solution effectiveness
In addition to the staunchly pro-Mac culture, the staff at WIMSA had strong traditions of information keeping and self-reliance. Unfortunately, these traditions often resulted in data silos where information was not effectively shared and slow resolution to system problems. ETTE responded to these issues by facilitating open connectivity with shared drives on a Windows 2016 virtual infrastructure, and the internal client/server infrastructure. To address the reporting issues, ETTE provided a “proactive help desk”. ETTE staffers visited WIMSA Offices and the Memorial, and spoke with WIMSA staffers about their systems, provided assistance and repair as needed. Staffers appreciated that ETTE’s professionals provided accessible help. Explanations were straightforward and easy to understand, free of trade jargon common among IT professionals. ETTE supplemented the in person support with a remote help desk, which allowed users to get help, sometimes confidentially, and have systems reset or updated remotely. Help was not only for hardware and infrastructure systems, but also extended to the office productivity tools (Microsoft Office 365, which was implemented as part of the technology update).
A trusted extension of the organization

Having proved its value in these projects, ETTE earned a trusted status as an IT vendor manager. WIMSA involved ETTE in key procurements of not only the laptop workstations, but also WIMSA’s database provider, Internet services provider, cabling company and printer vendor. ETTE also provided contract oversight for WIMSA’s audio-visual update of the Memorial. Additionally, WIMSA had the Memorial’s Web site redesigned by a non-employee volunteer, who also provides ongoing maintenance and content updates. WIMSA permitted ETTE to integrate the volunteer’s projects into the existing IT “task ticket” system, which ETTE developed to support IT service requests. This approach has two advantages. First, IT requests are all centralized through the same system, making changes easy for end users, and second, placing ETTE between the WIMSA staff and the volunteer creates a level of formality and professionalism in the volunteer’s work and delegates Web site responsibility to ETTE. ETTE is also serving as a tech committee member for a coming database overhaul project.

Expanding services without expanding the costs

Since their initial engagement in February 2017, ETTE has performed these services for WIMSA:
- Migrate WIMSA’s legacy phone system to VoIP
- Migrate from Power PC Mac minis to Windows 10 laptops
- Implement Microsoft Office 365
- Implement server / client infrastructure (shared drives, etc.)
- Deploy and manage wireless Infrastructure (WIMSA HQ and the Memorial)
- Provide hosted virtual Infrastructure (Windows 2016)
- Provide unlimited proactive in person and remote help desk services
- Vendor management (database, internet service, phone, cabling, printer management)
- Contract Oversight Authority for Audio-Visual Revamp Project
- Serve as tech committee member for large database overhaul project
- Provide managed firewall and endpoint security along with on-site and remote support
- Caught a phishing attack on WIMSA systems, identified the attack point, and sealed the system.
- Daily dark web scans for compromised credentials

Despite the variety and expanding scope of services ETTE provides to WIMSA, other than direct equipment costs, which ETTE does not mark up, ETTE has not changed its monthly billing rate. Thus, WIMSA receives a diversity of IT and communications services, from end user help desk support, to database migration management and is advancing on all fronts of their modernization effort for about 2/3 of the business cost of a simple system administrator in Washington DC.
Outstanding Results
Some of the key achievements of WIMSA's engagement of ETTE are:

- Cost savings of nearly $2,000 per month on telecommunications costs.
- Organization-wide wireless at WIMSA offices and the Memorial, allowing thousands of visitors at the Memorial to access Wi-Fi.
- High bandwidth and audio-visual enhancements allow presenters at the Memorial to stream live, resulting in more rental rate pricing power for the Memorial.
- For the first time, the organization has a centralized file system allowing for shared drives and proper backups. The culture is slowly changing to more openness and information sharing, increasing productivity as staff no longer duplicate each other's work.
- WIMSA now has ongoing tech support in a timely manner.
- WIMSA now has ongoing security at the network and endpoint level.
- All WIMSA staff now have personalized organization branded email

Less tangible, but equally important, is that ETTE's methodology performing the work. While many IT services providers are responsive and/or flexible (as indeed ETTE staff is both), ETTE sets itself apart by diving into an organization’s culture to achieve results, a commitment to success unparalleled in industry. Moreover, ETTE delivers superior value to its clients. It bears repeating that ETTE provides all these modernization, IT management, help desk, and security, and other services for less than 2/3 of the cost of a single-function system administrator.

ETTE’s quality and commitment to its clients is best summed up by retired US Army Major General Marilyn Quagliotti, who served over 32 years in the U.S. Army. General Quagliotti retired as Vice Director of the Defense Information Systems Agency, and is WIMSA's administrator for their modernization effort:

“[I] would not hesitate to say ETTE did a great job for us at WIMSA. Their flexibility, ability to stay within our tight budget without nickel and diming every small adjustment, and willingness to work in support of our tough culture were mission critical to our IT modernization project. In short, ETTE provided and continues to provide outstanding value for the price.”

– Marilyn Quagliotti
Retired US Army Major General
Native Washingtonian, Lawrence Guyot is a dynamic entrepreneur, advisor, and business leader, with a passion for enhancing the technological capacity of organizations. He founded Empowerment through Technology & Education, Inc. (ETTE) in 2002. The breadth of investment in his clients speaks to his commitment to empowering organizations, so they run more efficiently and are unencumbered while offering their services to the community.

His 18 years of experience working with a range of corporate and non-profit entities—including, Women in Military Service (WIMSA), The Executive Leadership Council (ELC), National Organization of Concerned Black Men (CBM), and Dynamic Concepts, Inc. (DCI) — allows him to bring a wealth of practical expertise in operations, strategic planning, and finance to bear as a trusted advisor.

Lawrence has served on the Board of Directors of the GAP Community Child Care Center and the Columbia Heights Shaw Family Support Collaborative. In his capacity as Board Member, he applied his technical expertise to introduce new perspectives and systems to improve operational efficiencies. Lawrence also worked to address the digital divide present among the populations served. In 2010, CRN recognized ETTE as one of the “40 Most Innovative Managed Services Providers.”

In 2012, Lawrence, and his wife, Brigida, moved to Bolivia, where he quickly leveraged his business acumen to co-found Guyot Technology, which initially served the needs of various multinational corporations. The synergy created through the alignment of both enterprises (ETTE and Guyot Technology) allowed Lawrence to expand his offerings to all clients—including web accessibility consulting services, Infrastructure as a Service, and virtual CIO.

Upon returning to his hometown of Washington, D.C., ETTE became a certified firm by the Maryland Department of Transportation as an MBE, SBE, and DBE. ETTE later received certification from Washington, D.C., as a local CBE (LBE, DBE, SBE, and DZE).
Taylor Higley
Chief Technology Officer

Taylor Higley serves as ETTE’s Chief Technology Officer (CTO) and is responsible for the strategic direction, vision, growth, and performance of technical operations.

As a seasoned professional with more than 15 years of high-performance industry experience, Taylor is known for crafting project solutions, maximizing team potential, delivering high-level tech performance, and budget management. A Certified Information Systems Security Professional (CISSP), AWS Certified DevOps Engineer, and OKTA Certified Professional, Taylor is also deeply invested in establishing a progressive, service-centric, results-oriented workplace culture.

Taylor holds an MBA from the University of Maryland, along with an MS specializing in Technology Management, and a Bachelor of Science degree in Information Systems Management. A native Washingtonian, he, and his family, are currently based in Silver Spring, MD, which they have called home for several years.
Tracy Marshall
Senior Consultant

Tracy Marshall is a dynamic and tenacious leader who brings a multitude of talents to the ETTE Team. With 30+ years of proven experience in marketing and communications strategy, management, operations, and consulting for non-profits, Federal and state government agencies, and Fortune 500 companies; He has earned a reputation for delivering successful digital strategies and solutions built for long-term success.

Through the implementation of enterprise-level web development, Tracy provides clients with highly customized and comprehensive solutions, leveraging his extensive experience by employing industry best practices to achieve optimal results.

Tracy leverages his experience as Director of Operations for the National Skill Standards Board to provide project management for ETTE’s Government contracts. As a valued member of the ETTE Team, Tracy harnesses the totality of ETTE’s human and technical resources—from hardware to know-how—for application to all client needs. This comprehensive approach reflects Tracy’s passion for problem-solving and aligns with ETTE’s standing commitment to providing high-performing solutions for all clients.

As the founder and operator of a D.C.-based minority-owned company, STRATeCOMM, Tracy understands the power of client engagement, in keeping with the personalized approach ETTE has offered its clients since its inception in 2002.

Over the course of his formidable career, Tracy has embodied many roles. He has been an entrepreneur, focusing on custom web development, provided strategic communications, and managed budgets and contracts up to $15m.
Steve Lee
Senior Consultant

Steve Lee is a hands-on advisor and Technology Executive with over 25 years of experience designing, building, and delivering software products and solutions to market for high growth companies. He is the founder and CEO/CIO of P2 Solutions Group, a management consulting and professional services firm, which was recognized by Inc. Magazine as one of the fastest-growing firms in the United States.

A strong advocate for social justice, Steve was drawn to ETTE’s mission of empowerment through technology and education. His contributions to ETTE include project management, team oversight, and human and technical resource allocation. Steve works closely with the ETTE software development team; and, leverages his knowledge and experience to project planning and its functional analysis—from engineering to conceptual and logical design.

Steve trains the ETTE technical teams in evidence-based models. He is committed to building team efficiency and providing real-time training and guidance, implementing current industry best practices to ensure successful implementation of all client projects.

Steve offers an array of expertise, including technology roadmap design and implementation, cross-functional team, and organizational management, and, governance, risk, and compliance experience.