



Tri-Geo Network Security

Tri-Geo developed a next generation network security solution but was unsure of the proper segment for the initial launch. Stratus conducted a 6-month research and planning project that focused their efforts on regional financial institutions in the Pacific Northwest. We then developed the branding, identity and marketing communications for the launch. Tri-Geo became revenue positive within the first year and profitable in year two.

Services include:

- *FirePower* strategic planning
- Market segmentation and research
- Launch planning
- Tradeshow marketing
- Advertising and collateral development
- Contract sales and marketing personnel

An advertisement for TriGeo Network Security. The background is a photograph of a man in a striped shirt sleeping peacefully with his head on a pillow. The text is overlaid on the image. The headline reads "Rest easy. Somebody's trying to hack into your network." Below this, there is a paragraph of text explaining the threat of network hacks and the solution provided by TriGeo's Contego system. The TriGeo logo is in the bottom right corner of the ad.

Rest easy.
Somebody's trying to hack into your network.

Network hacks and viruses can strike anytime, from anywhere. The attackers never sleep. You can lose more than data, you can lose your reputation.

But now there's a way to stop them in their keystrokes.

TriGeo introduces Contego, the centralized network security system with high speed active response. Contego reacts to an intrusion before it can infiltrate your network.

Protect yourself. Protect your customers.

Rest easy.