



An Overview

Core Team:

Kimberley A. Jones	Founder & CEO
Steve Smith	Partner & Lead Designer
Beth Pignataro	Lead Production Manager
Michelle Chatwin	Lead Production Manager
Alan Walker	Partner & Director of Technology
Anthony Long	Interactive Developer
Jared Anderton	Web Developer
Milo Welch	Web Developer
Brian Simons	Systems Administrator
Ian Bowles	Art Director, Graphic Designer
Jeremy Ames	Art Director, Graphic Designer
Zack Luther	Graphic Designer
Gillian Rawcliffe	Client Advocate
Ben Moffat	Client Advocate
Todd Swenson	Copy Writer
Eric Harper	Copy Writer
Vérité	Quality Assurance & Testing

Table of Contents

Introduction to Vérité.....**p.2**

Vérité Competencies & References.....**p.3**

Branding, Design & Usability – Project List, Examples & Awards.....**p.7**

Program Management – Structure and Systems.....**p.9**

Vérité Systems Overview and Security Compliance.....**p.11**



Introduction to Vérité

Our Mission Statement

Vérité has been designing and producing marketing, advertising and training communications since 1993. Our eTools™ software products support our vision.

Our goal is to produce the highest quality media and tools possible, while keeping the process simple and easy for clients.

Vérité means truth, and ultimately, our true mission is to help our customers reach their audience with solutions that are on time, on target, on budget.

[Click here for the Introduction to Vérité Corporate Presentation.](#)



Vérité Competencies & References

Vérité, a digital communications agency founded in July 1993, produces unique and effective on-line tools and advertising campaigns; integrated campaigns that make people look, listen and think. Design, Production and Development services include:

Web • Interactive • Design • Motion • eTools™

Vérité provides eTools™ for modern business; web-based products for registering, testing, buying and more. Tools that support the business processes on the web in a secure environment. When it comes to completely integrated digital solutions, turn to Vérité.

Founded: 1993

Major Clients:

- Altiris a Symantec Company
- Avocent
- Certiport
- Dental Select
- EMC
- Hewlett-Packard
- Intel
- Interlink Electronics
- Iomega an EMC Company
- LANDesk Software
- Microsoft
- Mozy an EMC Company
- Novell
- Omniture, an Adobe Company
- Rio Tinto
- State of Utah Office of the Governor
- Symantec

Address: 608 West 9320 South
Sandy, UT 84070
www.verite.com

Phone: 801-553-1101

Contact Person: Kimberley Jones, CEO

Number of Firm Employees: 30

Core Competencies:

- HTML, XML Maintenance
- HTML, XML Creation and Modification
- DHTML Programming
- XSMIL Programming
- JavaScript Programming (AJAX)



- (ActionScript 3.0 Development)
- Application's Development
 - Java
 - Flash
 - Air
 - JSP
 - PHP
 - C++, Custom Programming
 - ColdFusion
 - Usability Testing
 - Configuration/Benchmark Testing
 - Application Testing & Process Documentation
 - Project Management/Technology Services
 - Mobile/iPhone Applications
 - Custom web applications
- Database Development
 - Oracle Database Development & Integration
 - MySQL, SQL, ODBC Compliant Database Development & Integration
- Interactive/Web Development
 - Motion Design
 - Flash Design and Maintenance
 - Flash /XML Database Integration
 - Production/Template Design
 - Placement and Manipulation of Digital Photography, Video, Audio, Music and Graphics
 - Navigation Outlines & Flowcharts
 - Custom Installation Programs
- Concept and User Interface Design
 - Graphical Screen Design
 - Copy Writing - narrative scripts
 - Copy Writing - instructional exercises
 - Knowledge Testing
 - Creative Direction
 - Instructional Design
 - Storyboards for Instructional Design
 - Storyboards for Promotional/Commercial
 - Project Management/Creative Services
 - Proof of concept development
 - Usability Wireframes and Flow
- Print Development
 - Graphic Design & Concept
 - Placement & Layout of Copy
 - Copy Writing
 - Editorial Reviews
 - PDF & Other File Conversions
- Campaigns & Branding
 - Branding Strategy
 - Concepts & Creative Direction
 - Name Development
 - Logo, Tagline & Design Direction
 - 3D Logo animations
 - 3D Product modeling
 - MarCom Worksheets, Strategy Briefs, Consultation



- Research
- On-line Campaigns
- Direct Response/Marketing Campaigns
- Product Launch Campaigns
- Audio/Video Production
 - Digitization and compression of video
 - QuickTime
 - MPEG-1
 - MPEG-2
 - DVD Menu
 - Web Optimized
 - Custom Video Players
 - RealVideo
 - Video Production
 - Music Drop Ins (non-custom)
 - Custom Music
 - Audio Production/Narration
 - Creative Direction
 - Narrative Scripts
 - 3D Renders, Modeling and animations
- Web Tools

Vérité, Inc. offers a wide array of web services from basic HTML programming to robust online applications. The Vérité suite of pre-built web applications, eTools™, allows you to customize a solution that is right for you. Our eTools include:

Vérité Registration System (VRS®)

The Vérité Registration System enables event organizers to more easily and effectively plan, track, and organize events of all kinds - small to large, local to global. VRS automatically manages all registration-related functions online, including email notifications, waiting lists, and cancellation requests. So organizers can focus on the event rather than the roster. VRS also allows for continued dialogue between organizers and registrants leading up to the big event – for things like late-breaking news, online surveys, etc.

Vérité Management System (VMS®)

The Vérité Management System is a dynamic web tool that allows users to update a web site from any computer connected to the Internet. With VMS, you can manage web content and images, administer content-owner access and maintain control over the entire look and feel of your web site. Your site will be completely dynamic; delivering content to site visitors in real-time.

Vérité Testing System (VTS®)

The Vérité Testing System is an online testing and certification system that allows administrators to create exams and retrieve reporting metrics on those exams. Automated grading and customized confirmation emails give you the ability to focus on the people instead of the exam.

Vérité Commerce System (VCS®)

The Vérité Commerce System is an eCommerce system that integrates with all of our tools. With VCS, you can accept payment for an event, an exam or for a product. VCS integrates with all major payment gateways.



References:

Altiris	Mr. Randy Richards	801.494.5384
Avocent	Mr. Robert Naegle	801.208.1544
Intel Corporation	Mr. Tom Rumzie	408 219 1565
Iomega	Ms. Michelle Suzuki	858.495.4217
Novell, Inc.	Mr. Ladd Timpson	801.861.2248
Novell, Inc.	Ms. Melain Terry	801.861.2247
Symantec Corporation	Ms. Lynne Saunders	408-517-8034
Symantec Corporation	Ms. Jennifer Otto	408.517.8157

Recent Client Quotes:

EMC

"From the verbal acceptance of the project to the go live date the Vérité team was very clear and helpful throughout the entire process. Documentation was accurate and helpful. When changes were required they were done quickly and accurately. The team assigned to the EMC project was excellent!!"

Lisa D. Kendall — EMC Sr. Program Manager – Operations

Novell

"Thanks again to everyone on the Vérité team who made this another very smooth project. To use a Basketball metaphor: you're a Dream Team! My job has been very easy, thanks to your coordinated, hard work."

James Christensen — Global Partner & Channel Marketing Novell

Symantec

"We've been pleased with Vérité's registration system both from a simplicity and user-experience standpoint as well as the overall set of functionality. In our marketing toolset, Vérité's strength is ease-of-use, where our other systems focus on back-end integration. It provides the flexibility we need from an event management/administration and customer perspective. Additionally, Vérité has a very service-focused and responsive support and technical staff, so we're able to work with them to tailor it to our ongoing (and changing) needs."

Tim Frank - Director, WW Channel Events



Branding, Design & Usability – Project List, Examples & Awards

Examples can be found at <http://www.verite.com/rfp/>

Corporate Branding

[Health Utah Logo & Branding](#)
[Horseshoe Branding](#)
[iAssessment Branding](#)
[LANDesk Software Logo](#)
[Recoil Clothing Branding](#)
[World Petrol Logo & Branding](#)

Campaign Branding

[Avocent Launch Campaign](#)
[Intel LANDesk Suite Campaign](#)
[Novell Training Tag Line & Branding](#)
[SCO Launch Campaign](#)
[Symantec Appliance Campaign](#)
[Symantec Small Business Buy.com Campaign](#)

Design

[3Com Lobby Kiosk Design](#)
[Intel – How to Sell Digital Home Platforms](#)
[Lizz Greer Web Design](#)
[Novell QuickTrain Design](#)
[Omniture Product Tour Design](#)
[Overland Storage Web Design and Product Tour](#)
[Power In You Design](#)
[Symantec Lobby Kiosk Design](#)

Usability

[Intel Proof of Concept Hardware Training](#)
[Overland Storage Web Site](#)
[Symantec Appliance Campaign](#)

You can find many more samples of our work on our web site at: <http://www.verite.com/>

Including our most recent work at: <http://www.verite.com/our-work/recent-work/>



Awards

- *2010 Stevie Award Finalists for Dental Select Corporate Website and Introduction to Mozy Animated Production
- *2010 Stevie Award Best Public Information Production for Rio Tinto Sustainable Development Report
- *2009 Stevie Award Best Film and Integrated Campaign 2009
- *2009 Kimberley Jones Named Woman Business Owner of the Year National Association of Women Business Owners
- *2009 Web Marketing Awards Standard of Excellence
 - Uinta Golf Online Club Fitter/Web Store/Web Design
 - Overland Storage - Web Design
- *2008 Stevie Award Best Animated Film Production 2008
- *2008 Stevie Technology Innovator Finalist 2008 Kimberley A. Jones
- *2007 Web Marketing Awards Standard of Excellence
 - Dental Select Website
 - Interlink Electronics Website
 - Intel vPro Website
- *2007 Stevie Awards (American Business Awards) Best Interactive Marketing Production 2007
 - Symantec Keynote Presentation
- *2006 Web Marketing Awards Standard of Excellence
 - Kennecott Land Website
- *2006 Stevie Awards (American Business Awards) Best Training Production 2006
 - Intel Bensley eLearning
- * 2005 Ernst and Young Entrepreneur of the Year Finalist
- * May 12, 2005 Macromedia Site of the Day
 - Symantec Lobby Kiosk
- * 2005 Stevie Awards (American Business Awards) Marketing Production
 - Avocent DSView 3 Product Walkthrough
- * 2005 Web Marketing Awards – Best Marketing Web Site 2005
 - Symantec Simplify Your Security Appliance Campaign
 - Lizz Greer Artisan Textiles Website
- * 2005 Web Marketing Association’s Internet Advertising Competition (IAC) Awards
 - Symantec Small Business Solutions Campaign
- * 2004 Stevie Awards (American Business Awards) Training
 - Overland Storage NEO 8000 Interactive Demo



- * 2004 Beacon Awards & Showcase Video Production
 - Symantec Executive Briefing Center Video

- * 2004 Golden Spike Awards
 - Symantec Enterprises Security Manager
 - Symantec Executive Briefing Center

Program Management – Structure and Systems

Vérité is a process driven organization. We are a true implementation agency focusing on meeting our clients' objectives, making our timelines and staying on budget. To facilitate our management processes we incorporate the following:

Key Lead Production Manager on Every Project

On-line Project Management System:

<http://project.verite.com>

Username: userdemo

Password: demo

[Project Checklist](#)

[On-line Production Scheduling](#)

Every project requires a Lead Production Manager who understands the entire project from the beginning. Our Lead Production Managers have many years of client-side experience at tech companies and understand communications projects very well. To complement face to face and conferenced communications, we offer several project management vehicles to help make the job easier. Our on-line project management system allows for the posting of key documents such as content outlines, timelines, graphics, flow charts etc. The system automatically notifies all team members on the project and facilitates approvals and changes. Our comprehensive project checklist ensures that all tasks within the varied phases of production are included and taken into consideration from a timeline and milestone perspective. Our on-line production scheduler works with the project management system and checklists to schedule out subject matter experts so everyone knows the timeline, can coordinate the production schedule on any given day and the system provides reviews of status and progress to date.

Pre-Production Treatments

Creative Treatment

Creative treatments work through the dynamics of understanding our audience, their learning styles, and other high-level objectives which influence both our copy style and tone for each project and pave the way for art direction and graphics considerations.

Key Topics:

- Primary Project Objectives
- Audience Understanding
- Benefits and Advantages for all Audiences
- General Outline Considerations for Quantifying the Amount of Copy
- Copy Style and Tone Guidelines
- Art Considerations



Graphical Treatment

The graphical treatment is the vehicle where we establish key design elements that start to determine the look and feel of each course and how it applies to navigational considerations.

Key Topics:

- Corporate Branding Guidelines
- Fonts & Colors
- Localization Considerations
- Screen Resolution
- Approach to Overall Screen Design
- Approach to Buttons, Dialog Boxes and Other Navigational Elements

Technical Treatment

The technical treatment acts as a major reference for all technical considerations. This is where we start to flesh out everything from the basic spec information for both high and low bandwidth versions to navigational content flow information.

Key Topics:

- Platforms and Delivery Specifications
- Content Review and Navigation Recommendations
- Architectural Design Specifications
- Content Flow Outline for Navigation, Course information, Interaction Templates, Knowledge Testing & Final Outcome Reporting & Tracking
- Testing Considerations Document For: Site content editorial, animation sequences, navigation, re-usable project elements etc.

Next Step: Proof of Concept

Each project will enter production with the above components solidified and finalized. Once this is done a proof of concept will be submitted for each major segment of the site. This proof of concept will contain:

Navigation Design Features
Introduction to Each Section – Text and Graphics
All Trademarks and Legal Copy Implemented
All Regional Consideration Applied

We will also work through our own Initial User Interface Usability study to ensure that the UI is friendly, easy-to-use and meets the site objectives. If approved we will go into production. If not, we will make adjustments to our production elements to reflect changes. This will enable us to produce results quickly, and allow for you to approve our production direction.

General Production Tasks:

Story Boarding

Once we have approved the copy for each section of the site, we will storyboard the graphics direction, the animation and effect sequences to support the content, and any other production element that will assist in visualizing the overall design. The storyboarding process will also involve image banks, cataloging approved imagery or photography that is recommended for the site and any other graphic considerations.



Testing

Once we proceed to Beta versions of our site design, we will schedule a full testing program which consists of the following:

- User Interface Testing
- Configuration Testing on Multiple Platforms
- Performance Testing on Multiple Platforms
- Functionality Testing
- Editorial and Quality Control Testing

Vérité Systems Overview and Security Compliance

Vérité co-locates a server farm of 30+ Debian Linux machines at XMission, Utah's premiere ISP. Vérité owns, maintains and administers all servers within our cluster. XMission supplies Vérité with secure facilities and redundant T3 lines. We offer a variety of server solutions, from shared hosting to dedicated servers to dedicated clusters.

Vérité has the following policies and procedures in place to accommodate our client's Security Policies:

1. Acceptable Use Policy
2. Backups
3. Logs and Intrusion Detection System (IDS)
4. Exploit Notification and Fixes
5. Monitoring Applications
6. Clustering Applications and Firewalls
7. Intrusion Repair and Resolution Procedure
8. Crash Repair and Resolution Procedure

1. Acceptable Use Policy

Vérité will appropriate access to its servers based on needs by employees and outside independent contractors. Each user accessing Vérité's servers have separate access levels in which they are permitted. Below defines different users of Vérité's servers and what access levels they are permitted:

A. SERVER ADMINISTRATORS

Server Administrators are granted full access to the system in order to maintain Vérité's services. They are given full "root" (privileged) access to all facilities, applications and databases as well as file systems. Server Administrators roles require unlimited access to fulfill their job requirements. This includes full access to all staging servers, live servers, database servers and mail servers. However it is up to the administrator to adhere to the Acceptable Use Policy and Vérité reserves the rights to monitor their actions at any time.

B. INTERNAL PROGRAMMERS

Internal programmers are granted limited privileged access to only the applications and databases in which they are developing. They have only the ability to add, modify or delete data out of the staging environment in which they are developing. Internal



Programmers are not allowed access to any of the live servers unless granted by a Server Administrator for a specific cause. Vérité reserves the rights to monitor their actions at any time.

C. CONTRACT PROGRAMMERS

Contract programmers are not allowed access to the servers. Contract programmers will give requests to any internal programmer or systems administrator to fulfill. On approval of the systems administrator or internal programmers any changes will be made on behalf of the contract programmer. Contract programmers' actions are also to fall under the Acceptable Use Policy. Vérité reserves the rights to monitor their actions at any time.

D. VÉRITÉ EMPLOYEES

Vérité may at some time grant access to employees not contained within the descriptions above access to our staging or live servers. However, no Vérité employee will be given "root" (privileged) access to the servers unless under direct supervision of a systems administrator. Vérité employees by default are not allowed on our staging or live servers. Vérité reserves the right to monitor their actions at any time.

All described access users above are subject to the following guidelines. Any unauthorized access or third party access granted by any Vérité Employee is strictly prohibited and may result in termination of employment unless prior authorization has been obtained. All files contained on Vérité's servers must adhere to state and federal laws. Any files found on Vérité's servers that are unlawful will be removed and the creator of this content may be subject to immediate termination of employment, as well as state or federal prosecution. Any employee of Vérité uploading, posting, hosting, distributing or archiving information not previously authorized by Vérité is subject to termination. This includes files, web sites, ftp sites and email.

2. Backups

Vérité backs up information on a per night basis at 1:30AM 365 days of the year. This is done on a terabyte disk-to-disk backup server. Backups are rotated on a two week basis. All Backups will be checked for integrity at least once every business week.

Server Administrators will burn copies of each server onto either a DVD or CD-R once every month. Each CD-R/DVD will be labeled using Vérité's standard label and stored in a fire proof safe for archiving.

3. Logs and Intrusion Detection System (IDS)

Vérité uses state of the art Intrusion Detection Systems and remote logging capabilities to manage our servers. Any "reliable" intrusion detected will be emailed to any one of the administrators or all of the administrators and must be inspected with-in one hour of the detection. If there has been an intrusion the systems administrator will then follow the "Intrusion Repair and Resolution Procedure" described below. If the intrusion was intentional but unsuccessful the IP address of the person will be reported to the appropriate ISP or law agency.

Vérité will concurrently run two independent Intrusion Detection Systems on all servers at all times. Logs will be reviewed and statistical analysis will be made every two months.



4. Exploit Notification and Fixes

All systems administrators at Verité are REQUIRED to receive "CERT Advisory" emails. These emails alert the public to exploits or new server attacks that have been detected. The systems administrator then has one hour to resolve the exploit (if applicable) and test the server to make sure the exploit is unusable on our servers. Verité encourages all systems administrators to subscribe to at least two more "Advisory" notifications.

5. Monitoring Applications

Verité actively maintains at least one internal server monitoring program and one external server monitoring program to help ensure the success of our services. These monitoring programs are programmed to find, detect, alert and repair 99 percent of all server problems found in a given time. When any problem is found with the servers the systems administrators are alerted by both email and text paging to their cell phones until the problem is resolved.

Clients of Verité may alert the administrators to problems by emailing page-admin@verite.com 24 hours a day.

6. Clustering Applications and Firewalls

Clustering and Load Balancing are handled through the Linux Virtual Server software. This software has been proven to be both stable and secure through a long track record of companies. Google.com has been using Linux Virtual Server for its search servers for over two years now without incident. These load balancing (LVS) servers also act as our firewall by blocking all port access with the exception of port 80 (HTTP) and port 443 (SSL). SSH, FTP ports are open to only statically defined IP addresses by Verité. No other ports are permitted open on the server unless authorized prior by Verité.

7. Intrusion Repair and Resolution Procedure

The following is a procedure and policy for resolving issues after an intrusion is detected.

When an intrusion is detected and validated by an administrator a full backup must be IMMEDIATELY made to the system. The last known valid backup of the server must be immediately burned to CD-R or DVD and any logs on any other existing servers must have the same done.

Detecting how the attacker gained access, is to the preference of the administrator and should be done immediately.

Once the exploit has been fixed, all passwords on all servers will be changed immediately. A port scanning method will be used to make sure there are no open ports available on any servers that are not authorized. Furthermore all data will be compared to the "safe" backup as being valid.

Any binary program changes made after the timestamp of the intrusion should be replaced and considered "infected".

If the exploit used was not identified as being a "CERT Advisory" please immediately notify them.

8. Crash Repair and Resolution Procedure

The following is a procedure and policy for resolving issues after a crash has happened.



After a crash the first priority is to return the site to its original state. Upon a crash of applications the problem of the crash will be found using any method necessary. Any date that needs to be restored should be by the most recent backup.

Once the system is back into its fully functioning state and the problem that caused the crash is resolved the systems administrator will write a brief report for the clients explaining why the crash happened and how we can prevent it in the future.

Clients of Vérite may alert the administrators to problems by emailing page-admin@verite.com 24 hours a day.

9. Notification policy

Any scheduled updates or changes to the web server affecting client sites and/or databases will be made only after:

- Notification of all affected clients five business days before the update is to take place. Notification will contain:
 - Date and time of update
 - Estimated downtime
 - Reason for update
 - Names of 2 responsible persons at Vérite
 - Identification of 2 contact points for each of the 2 persons
 - Reminder of page-admin@verite.com email address for urgent needs
- Second notification of all affected clients two business days before the update is to take place.

After an update is made, the manager of the update will notify all affected clients of the outcome of the update within two hours of completion.

Any non-scheduled updates required to keep servers maintained at the highest level of efficiency will be made only after:

- Notification of all affected clients days before the update takes place. Notification will contain:
 - Date and time of update
 - Estimated downtime
 - Reason for update
 - Names of two responsible persons at Vérite
 - Identification of two contact points for each of the two persons
 - Reminder of page-admin@verite.com email address for urgent needs

Again, after an update is made, the manager of the update will notify all affected clients of the outcome of the update within two hours of completion.

Vérite's Server Security Policy can be downloaded at <http://www.verite.com/ServerSecurityPolicy.pdf>.