Briefing Book

WELCOME

Hello Team, and welcome to the 2022 Edition of the SysLogic Briefing Book! In 2020 we celebrated our 25th year of existence. Being in business for over 25 years is no small feat for any business, let alone a company in the competitive, ever-changing technology consulting world. Yet here we are, thanks to each of you and, of course, our wonderful clients. We continue to iterate and improve.

As you review this book, please spend time truly digesting the Vision, Mission, and Culture sections. As we live our Vision, we will continue to live our culture while adding to our expansive list of clients – ones we're fortunate to call our partners. Hopefully, each of you are as excited as I am that SysLogic is a great place to work; and I hope you will continue to work with us to ensure it remains that way as we transform and grow. I'm committed to that spirit, and I hope that resonates in each of you, every single day. Thank you for your contributions to our growth and success.

So here's to a prosperous, productive, and enjoyable 2022 and beyond! Thank you!

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Contents

Confidentiality Statement

This Briefing Book is intended solely for the information and use of SysLogic employees and SysLogic advisors. It includes confidential, proprietary information that should not be shared outside SysLogic, Inc.

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1 Overview

SysLogic, Inc. is an information technology consulting and services firm located in Brookfield, Wisconsin. Since its inception in 1995, SysLogic has helped clients increase efficiency and reduce costs through the use of proven and emerging process and technology solutions.

SysLogic is a private, closely-held company that is minority and woman-owned, as well as 8(a) certified. We are built on a foundation of seasoned professionals, and we are positioned for growth as we continue to increase our ability to deliver quality solutions to our clients.

The purpose of this Briefing Book is to provide an overview of SysLogic's core business, including its culture, strategy, people, clients, competition, and performance.

2 Who We Are: Our Vision, Mission, Culture, Strengths and Opportunity Areas

2.1 Our Vision: What We Aspire to Be

Driving technology solution excellence with people, platforms, and partnerships that impact the world.

2.2 Our Mission: What We Do

SysLogic is a leader in imagining and delivering business solutions within committed partnerships and uniquely attentive engagements. We offer expert guidance, knowledge, and skills rooted in our proven industry experience and demonstrated practices and methodologies. Much more than a technology services firm, our client relationships are founded on:

- Our belief in sharing our clients' vision in a spirit of partnership
- Trusting one another and operating in a team mindset
- Authenticity and confidence based on research and analysis
- Enthusiasm for innovation
- Utmost integrity and honesty

SysLogic exists to bring emerging solutions, processes, and technologies to our clients faster and better than they may be able to do themselves. With technology evolving at an all-time rapid pace, digital transformation will be a continuous journey as leaders take their businesses to new heights. We partner with organizations of all sizes to successfully guide and support them through their business and technology transformation journey.

2.3 Our Guiding Principles, Values, and Culture: What We Believe In

Our company culture is crafted and maintained through deliberate and consistent planning and action; it distinguishes us, and we take careful steps to manage and promote it effectively. Our culture consists of our values, beliefs, attitudes, and behaviors that SysLogic employees share and use daily in their work. It determines how employees describe SysLogic, how they understand the business, and the degree to which they see themselves as part of the organization. Culture is a driver of decisions, actions, and ultimately our overall performance. The following terms most accurately describe SysLogic's culture:

Our Culture
1.	**Teamwork**: We coordinate our individual actions for the overall achievement of our clients and our team. Experience shows that team effort produces the best results.
2.	**Optimism**: We view challenges as opportunities. By embracing them, we choose to address them with a focus on bringing forth positive outcomes.
3.	**Achievement**: Our actions, objectives, and investments are inspired by the intention to meet purposeful, considered goals. We celebrate ALL of our team and individual successes and applaud our co-workers for a job well done.
4.	**Balance**: We are mindful of the harmony between our personal and professional demands. We foster a genuine appreciation for each in our prioritization and execution of activities in our work environment.
5.	**Sincerity**: We achieve a genuine approach to interaction by striving for open, ethical, and honest communications.
6.	**Confidence**: We project a self-assuredness through our aggregate strength, our history of successful achievement, and our ability to exceed expectations.
7.	**Excellence**: We execute with quality by understanding and responding to our clients' needs. We produce superior results for our clients while adhering to strong principles and high professional standards.
8.	**Knowledge**: We are committed to the continuous advancement of our competencies. We value intellectual capital and embrace the fact that the information we obtain and share through education, training, and past experiences makes us more powerful and drives success.
9.	**Respectfulness**: We behave in a manner that is considerate of others and the ideas they present.
10.	**Enjoyment**: We find pleasure, satisfaction, and fulfillment through the people we work with and the projects we work on. We recognize that an appropriate amount of levity lends to creativity and innovation.

Guiding Principles
1.	We are aligned and focused as a team
2.	We focus on targeted industries and technology domains
3.	We develop strategic partnerships with innovative clients
4.	We are a driver of innovation
5.	We operate within a culture of openness, ethical behavior, and honesty
6.	We win and grow with good people
7.	We know our competition
8.	We care about our community
9.	We take pride and ownership in our work while maximizing its value
10.	We celebrate individual and company success

	GUIDING PRINCIPLES – DETAIL
1	**Aligned & focused team** – The leadership team will collectively map out strategic objectives and activities to secure SysLogic's business growth through the appraisal of contrasting viewpoints and priorities. However, once the strategic direction and priorities are established the leadership team acts in concert consistent with the stated course. All functional areas (Sales, Delivery, HR) are then aligned publicly and privately in the execution of responsibilities. Functional areas are also motivated by a commonly understood definition of success.
2	**Targeted industries & technology domains** – A fundamental component of SysLogic's business model and strategy is a premise on where to focus investments in expanding business opportunities and developing employee competencies. Foundationally, this embodies itself in a general set of parameters to guide our company efforts toward the most aligned clients, appropriate industries and most applicable, sustainable and profitable technology domains. Both the industry and technology lenses are influenced by economic, risk, client, competition, and strategic inputs.

<p>SysLogic's business development strategy – where we target business - is cultivated on a deep understanding of where our services can be applied profitably, repeatedly and in a manner best-aligned to our company culture and long-term vision. Considering a number of perspectives allows us to target those areas with the greatest potential for developing strategic relationships and leveraging business process expertise over multiple engagements. Investing our efforts selectively and strategically allows us to grow top line revenue while generating incremental cash flow and bottom line profit.</p>

<p>We look at our core business across many dimensions as outlined here:</p>

<p><u>**Business Industries and Sectors:**</u></p>

1. **Public Sector and Government**, including Law Enforcement and Public Safety analytics
2. **Healthcare**, including patient self-service, patient care delivery, patient relationship management, product development and billing/claims processing
3. **Healthcare Analytics** and Research
4. **Manufacturing**, including machine controls, product innovation, real-time analytics and productization/software-delivery
5. **Non-profit** Institutions
6. **Financial Institutions**, including Retail and Commercial Banking

<p>Note that references to industry are highlighted when subject matter expertise, experience and proficiency will be advantageous to SysLogic in the attainment of profitable business or in the performance of SysLogic services in a repeatable fashion. Many of our services are not necessarily dependent on industry-specific knowledge (e.g., data management, project management, corporate performance analysis and organizational design, etc.) and are not constrained by the above industry alignment.</p>

<p><u>**Business Characteristics:**</u></p>

<p>The 6 sectors listed above were derived by assessing their future potential for growth, portfolio diversity, availability in SE Wisconsin, alignment with our services, and depth or</p>

relationships. The sectors are used as a guideline for sales planning and customer development processes but does not totally exclude vetted opportunities beyond them after careful risk consideration. Other factors weigh heavily in developing our target business focus areas, and include:

1. **Client size** – SysLogic's service portfolio is typically well-aligned to mid-market clients (annual revenues between $200M and $1B). We also work with much larger organizations, often supporting the work of a specific division.
2. **Engagement size** – SysLogic's service model is optimized for engagements $250,000 and above.
3. **Diversity of business** – SysLogic strives to limit its client pool to less than 15% of its annual business within a single client and/or client division, and less than 40% within a single core business sector (see above).

Technology Sectors:

Technical domain focus is based on our desire to leverage SysLogic resources, skill sets, and momentum, as well as the projected emergence of client demands against a changing technology landscape. Technology domains are foundationally based on the Microsoft and AWS platforms, as they best align with our client profile, are cost-effective with high-quality, and present a low cost of entry for SysLogic talent and associated development; enterprise solutions, including ERP consulting or development are not considered in our strategic horizon for these reasons. Target technology domains include:

1. Application and Data Security
2. Application Security Architecture and Governance
3. Data Analytical and Visualization
4. Architecture, Management, and Governance
5. Microsoft Development Technologies
6. IoT Software Enablement
7. Device and Process Control Technologies
8. SaaS Co-development

3	**Strategic partnerships with innovative clients** – SysLogic prefers to actively attract and service clients who are excited to employ innovative technologies to advance their business objectives. Our ability to build such a client base will require a strong foundation of technical competencies and critical mass within key staff. It also requires strong business case presentation skills to highlight the advantages of leading technologies. Adopting clients open to innovative approaches will differentiate our firm within a "proven technology provider" consulting market, potentially position SysLogic as an industry-shaper, and identify SysLogic as an exciting place to work for talented technologists. Partnering with these clients will be within a long-term relationship horizon, based on the premise that in doing what is good for the client we will eventually gain more than our proportionate share of business. It may not come from the current transaction or interaction, this quarter-or even from this client-but it will come. The motivation of repeat business or referrals is enhanced through trust-based relationships with the client. Our motives for being trusted must be truly client-focused, and from the client's perspective.
4	**Drives innovation** – Regardless of client, SysLogic will promote and sponsor technology innovation in its relevant spaces. This ability will be based on a thorough understanding of our client's business strategy and processes, integrated with our understanding of technology

	capabilities and a desire to push the realm of business-based possibilities. Innovation in underserved sectors will not only be the result of our engagement, but more importantly our affinity for challenging the technology status quo and providing the best solutions for our clients.
5	**Open, Ethical & Honest culture** – SysLogic business and corporate actions will take place within an environment of ethical and empathetic interactions, led by management example and traced through each level of the organization. This cultural goal will be exemplified by transparent channels of formal and informal communication, and consideration of the employee in each and every case of determining employee communication impact. The culture will also be manifested by employee to employee expectations of service and respect for one another, professional courtesy and respect in the execution of company business, and personal interaction. Management behavior will exemplify these traits through personal accountability and consequence management.
6	**Win & grow with good people** – SysLogic will achieve its profitable business growth objectives through a portfolio of the strongest, business-savvy practice leads in relevant spaces, complemented by solid and available technical resources. We will nurture, compensate, and retain top talent through conscious: • **Talent Management** – attracting, developing, engaging, and retaining • **Performance Management** – focusing and enabling talented people against key business priorities through clear personal accountability, measurement, and rewards/compensation • **Planful Resource Management** – balancing client requirements with individual development • **Diversity** – in thinking, backgrounds, and approaches. Evident internally and externally, in all aspect of the SysLogic operating model • **Leadership** – developing strong business leaders
7	**Knows the competition** – SysLogic will remain aware of relevant competitive insights that may impact its constituents, including clients, employees, and business landscape. Competitive insights must be effectively compiled and intelligently integrated into routine business processes such as sales and pre-sales calls, and strategy development. Expectations must be clearly communicated to the organization on the importance of this information, and processes for its capture, maintenance, and utilization developed and anchored.
8	**Cares about community** – SysLogic endeavors to promote an attitude of giving back to the greater Milwaukee area, especially to underserved individuals and communities, through its financial and non-financial behaviors. A culture of philanthropy embraces and encourages relationship-building, the core competency sustaining business development. It also benefits a potential valuable candidate pool and strengthens local community visibility. This critical SysLogic trait will be modeled by the senior leadership team, recognized through corporate reward structures, and reinforced by hiring practices.

9	**Pride & ownership in the work while maximizing value** – The SysLogic culture fosters a sense of purpose in one's job, a feeling of accomplishment and pride through purposeful recognition. Company and engagement information is shared with employees as openly and frequently as possible, and employees have the opportunity and expectation to provide input to job assignments and design. Clear definition of business strategy and organizational role is provided to make employees feel they are part of the larger company picture, and their jobs take on additional meaning when they know where and how their work contributes to better results for our clients. SysLogic employees deliver value to the client in many ways, most noticeably through billable work but also through a variety of unstructured, informal or casual engagement roles. Employees will be aware of the investment value of this time for SysLogic and actively consider remuneration possibilities, i.e., conversion to billable work, positioning of future client opportunities, or creation of reusable assets.
10	**Celebrates individual & company success** – SysLogic recognizes that individual and team excellence are interrelated, and the organization supports outstanding individual performance as those individuals, in-turn, contribute to their team's and the overall company's, achievements. Celebrating both individual and team achievements helps everyone understand that interrelationship while building support for each other.

Our Values	
• Embracing the highest ethical business and consulting practices • Hiring and retaining the highest quality team possible in our industry • Maintaining a client-focused delivery team • Pricing based on value and not just the billable hour	• Work/life harmony • A work environment that fosters employee teamwork, no politics, and a collaborative and supportive environment • Serving and supporting the community in which we do business • Diversity in the workforce

2.4 Our Strengths: What Sets Us Apart

SysLogic strives to be unique and maintain a competitive advantage in an ever-evolving industry. Our strengths include:

- Our **strong client portfolio** including Fortune 500 and innovative niche companies
- Our continued investment in **research and innovation**
- Our **flexibility and adaptability** in how we do business
- Our emphasis on **speed of decision-making**
- Our continued focus on **long-term strategic growth**
- Our commitment to attract and retain **talented people** with high integrity
- Our **strong public relations** and varied media attention, extending the reach of our brand
- A commitment to greater Milwaukee as evidenced by our **corporate culture of philanthropy**
- Our **relationship network**, especially within the local Milwaukee and Wisconsin markets, including access to key corporate executives
- Our **distinct niche experience** in:
  - o Health Information and Analytics
  - o Data Exchanges

- o Government sectors, including Public Safety and Public Health
- o 510K Development
- o Specialized Application Security
- Our **talent acquisition and business development teams**, and the deep relationships that they continue to cultivate
- M/WBE and Federal Government 8(a) status
- **Engaged management** team in all facets of the company and specifically, our CEO's passion for people

2.5 Our Opportunity Areas: Where We Continue to Improve

SysLogic is committed to increasing our competitive advantage through continuous improvement in areas that require additional attention. Our opportunity areas include:

- Exploring innovative business arrangements to complement our core business and enable long-term growth
- Establishing an IT leadership stature among existing and prospective clients, in a continued and deliberate transition from staff augmentation
- Continuing to improve and enhance consistency in delivery and service quality by maturing key practices and methodology
- Attracting talent locally and nationally, and broadening our reach in the industry through innovative technology-based tools and social networks
- Maturing our succession planning with systems, processes, and people
- Creating a disciplined and methodical approach to utilization and resource/project timing
- Delivering the highest service value and maximizing profit through alignment to strategy
- Growing our talent through holistic talent, performance, and resource management
- Maximizing the value of our M/WBE certifications, where appropriate
- Increasing our access to capital and optimizing cash flow with key clients
- Driving local and/or regional dominance and expanding our national presence in target areas, independently and together with aligned partners

3 Services

SysLogic places extreme emphasis on staying true to its core capabilities, emerging technologies and driving measurable business value to its clients. This discipline helps ensure quality of delivery, sustenance and scale of client relationships, and depth of institutional experience.

Analogous to our Solar System, SysLogic's Current Capability Snapshot is depicted in the below illustration in terms of Core Services (Inner Planets), Ancillary Services (Outer Planets), and Beyond Our Reach (Deep Space). SysLogic works closely with its clients in the application, commercial and delivery modeling, solution development and benefit-case realization of its services.
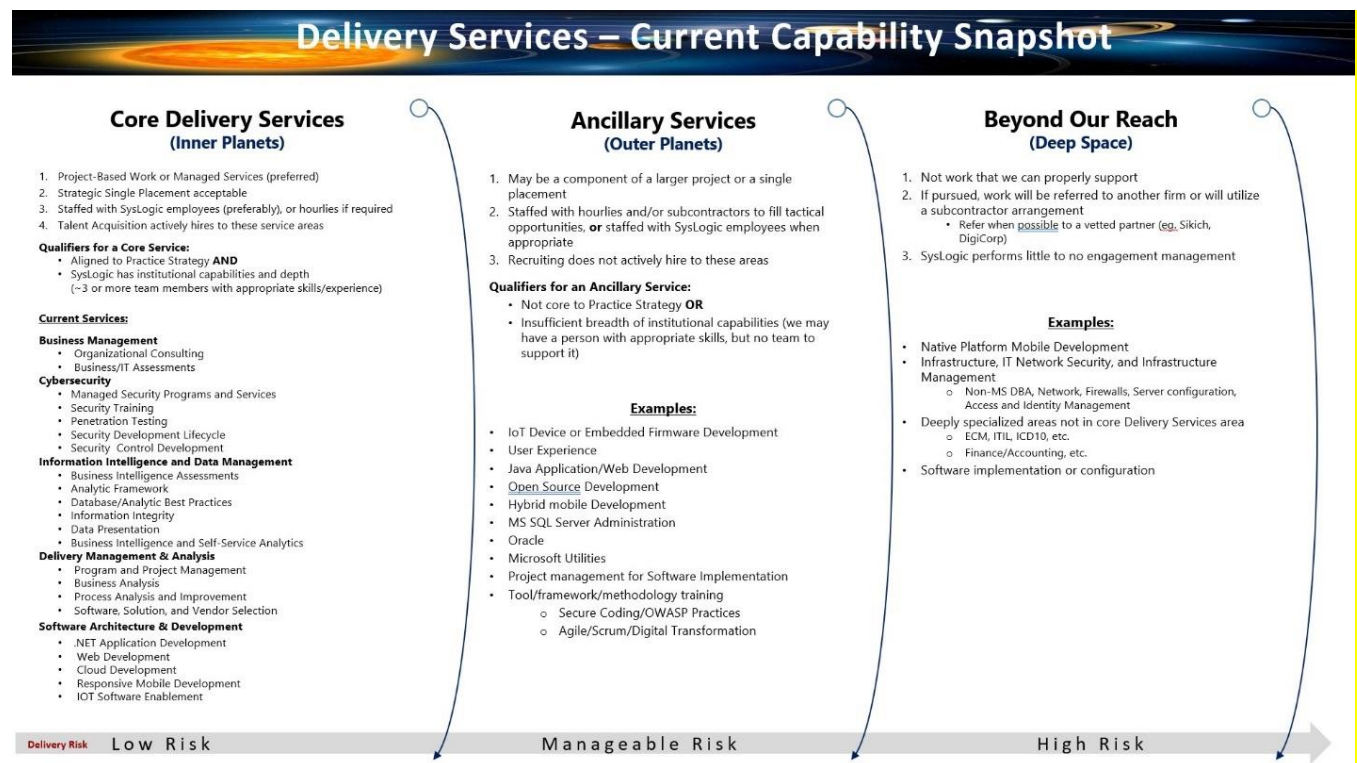
3.1 Range of Services

Our range of services includes:

Strategy & Business Solutions	Examples
IT Strategy and Roadmap Development	Developed a multi-year strategic IT plan to support the globalization and growth of a Wisconsin-based manufacturer of hydraulic and electro-hydraulic controls.
Business Process Outsourcing	Provided Product Development Lifecycle Management process improvement and technical leadership services to a Fortune 50 manufacturer for a strategic new product offering.
Project Management and Business Analysis	Provided key project management expertise and leadership to support one of our nation's largest electric and natural gas delivery companies, and business analysis to a leading global provider of mobile workforce management solutions.
Vendor Selection	Provided process analysis and requirements definition to support a critical financial management system application selection process for a high-profile professional sports franchise.
Managed Security Programs and Services	Provided a suite of Managed Security Advisory Services to a Fortune 50 manufacturer, focused in driving SDLC maturity, software code verification, vulnerability management and security-based advisory services.
Application Security	Provided an application security training curriculum and subsequent onsite training to a large healthcare company.

Architecture & Development Solutions	Examples
Application and Embedded Development	Provided custom application design and development services for worldwide leader in the design and manufacture of control systems in the commercial print and packaging industry.
Application Architecture	Provided application architecture, design and development in an agile framework, for a startup company looking for the next-generation of their software.
Analytic Framework and Data Presentation	Provided an end-to-end customer analytics and reporting solution for a leading provider of secondary marketing automation in the mortgage industry.
Data Integration and Warehousing	Developed an integrated database solution from various data sources, enabling reporting and analytical insights for various public agencies in the community, and private not-for-profit entities
Integration Services	Provided comprehensive data and systems integration services to support information capture and reporting requirements for a major Wisconsin law enforcement agency, and multiple community-based information data hubs.
Web Development and Usability	Developed a web prototype for an innovative patient information capture system, for a medical solutions provider.

3.2 Client Base Overview

SysLogic has amassed a well-balanced and diverse set of client relationships that are representative of the Company's business development focus by both industry and technology domain. These are steeped relationships that exist within public and private sectors, from small business concerns to large Fortune 500 enterprises.

The company has established a deliberate set of ideal target client guideposts to help ensure alignment among corporate, sales, and business development strategy. The following areas depict a sampling of the characteristics that are investigated and considered before any client partnership is established:

Alignment — Strategic/Technical/Philosophical

- Is there a strategic relationship opportunity?
- Does the service/solution align to SysLogic's core services?
- Is there a philosophical synergy with SysLogic's Guiding Principles?

Economics — Engagement Model/Revenue/Profitability

- Does the engagement model support a bi-directional and value-based way of doing business?
- At what level in the client's organization is SysLogic interacting?
- Does the client utilize a Vendor Management System or single-source procurement?
- Does the opportunity achieve ideal metrics for SysLogic's profitability and transaction size?
- How does the economic opportunity scale and is it replicable?

Risk — Client/Engagement

- Do the commercial engagement terms protect SysLogic's interests?
- Does the client have the ability to pay, and will SysLogic's payments be received in a timely manner?
- What is the IT maturity level of the client?

Innovativeness — Service/Solution

- What is the degree of innovativeness of the service/solution?
- Does it enrich our intellectual capital and experience?
- Is there an opportunity for replicability in the market?

Today, we primarily focus our business development efforts on clients in the Southeast Wisconsin region, where our strong reputation is well known. However, we have expanded nationally for specific programs. Please refer to the **Clients** section for more detailed information about our clients.

3.3 Technology Partners

SysLogic's range of technical services crosses many technical environments, platforms, and tools. Although our technology expertise has been strongly rooted in Microsoft development, we work hard to remain impartial when selecting the best technologies and solutions for our clients. SysLogic maintains the following technology partnership:

Partner	Solutions
Microsoft Partner	SysLogic's core Microsoft competencies include: • **Business Intelligence** SQL Server, Integration Services (SSIS), Reporting Services (SSRS), Power BI • **Enterprise .NET Development and Application Integration** ASP.NET (Core) MVC, ASP.NET (Core) Web API, WCF, WPF, Angular/React/JavaScript Frameworks & Libraries, Entity Framework (Core), SQL Server, NoSQL/Cosmos DB, Azure (SaaS/PaaS), Team Foundation Server / GIT (VSTO), Redis/MemCached • **Cloud Development, Azure Solutions** App Services, Azure Functions, Azure WebJobs, Azure Kubernetes, Azure API Management, Azure Identity and Access Management, Azure Security Technologies • **Azure DevOps** Azure DevOps pipelines, Azure Resource Management Templates, Integrated Testing • **Security Lifecycle**
aws partner network	SysLogic has established a partnership with AWS, and we are pursuing opportunities with AWS. SysLogic's core AWS competencies include: • **Business Intelligence** AWS Glue, AWS Redshift, AWS Quicksight, AWS Sagemaker, AWS Athena • **Enterprise .NET Development and Application Integration** ASP.NET (Core) MVC, , ASP.NET (Core) Web API, WCF, WPF, Angular/React/JavaScript Frameworks & Libraries, Entity Framework (Core), • **Cloud Development, Azure Solutions** AWS Elastic Beanstalk, AWS RDS, Dynamo DB, AWS Lambdas, AWS Kinesis, AWS S3, AWS ECS/Fargate, AWS EKS • **Security Lifecycle** • **Identity and Access Management**

Partner	Solutions
	• **AWS Security Technologies**

3.4 Companies and Affiliates

SysLogic leverages our business, industry, and technical experience, together with our talent, tools and infrastructure, in various types of relationships. The list below illustrates the companies and affiliates that extend SysLogic's capabilities and investments outside of SysLogic's core services business.

Partner	Solutions
www.sysspark.com	Established by SysLogic, SysSpark is a product development company that works with innovators to transform ideas into well-positioned, early-stage software offerings. SysSpark leverages the business analysis, project management, architecture and development skills of SysLogic, where and when appropriate, to accelerate the next wave of software innovators and innovations.
www.cyberspect.com	Cyberspect, a SysSpark company, focuses on developing and offering security analysis solutions. The current product under development is mobile code security analayzer. The original Cyberspect product platform included a .NET code security analyzer. Cyberspect inspects code with every build and provides immediate feedback — so that every developer on a team can secure code from the outset.
www.cover5.com	SysLogic is a shareholder of Cover5, an online sports game. SysLogic served as Cover5's early technical partner, and now serves as a shareholder and advisor.
	WillBridge, a SysLogic social benefit company, will be formally introduced in 2022. WillBridge's mission is to transform how entities across multiple sectors leverage data, technology, and talent to pursue and achieve collective impact.

4 Strategy

SysLogic's strategy is based upon the needs of our marketplace as well as a good understanding of our identity, strengths, and values. With these essentials in mind, we make informed choices about our priorities. As SysLogic recently surpassed a quarter century in existence, it is an appropriate time to lay out a company vision and operating model to energize it for the next 25 years and beyond.

Architecting a set of recommendations for organizational growth involves establishing and deconstructing a vision for the future, assessing the vision's implications, analyzing past experience and putting forth a persuasive set of recommendations. Outcomes in such a process are often deemed radical, unfamiliar and sometimes, uncomfortable. It is instructive to remember that the objective requires new ways of thinking about the objective. Our approach encompassed the following flow:

CEO Interviews → Company Experience → Internal/External Influences → SWOT Analysis → Company Change 'Musts' → Guiding Principles → Future Vision → Roadmap Events

Reflecting back ← ← Vision forward →
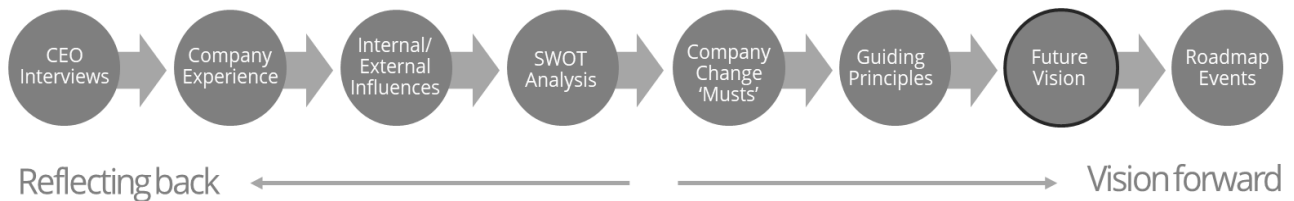
Our work in designing the vision of the future drove the development of several key artifacts including the areas of value creation (depicted below). As we progress through our planning and execution, regular updates will be provided and discussed at our SysLogic Business Meetings.

CONSULTING

Information technology consulting and development services

COMMERCIAL

Introducing products and IP to the general market for profit

INNOVATION

Monetizing innovative ideas and concepts

BENEFIT

Creating public value in our communities through technology advocacy
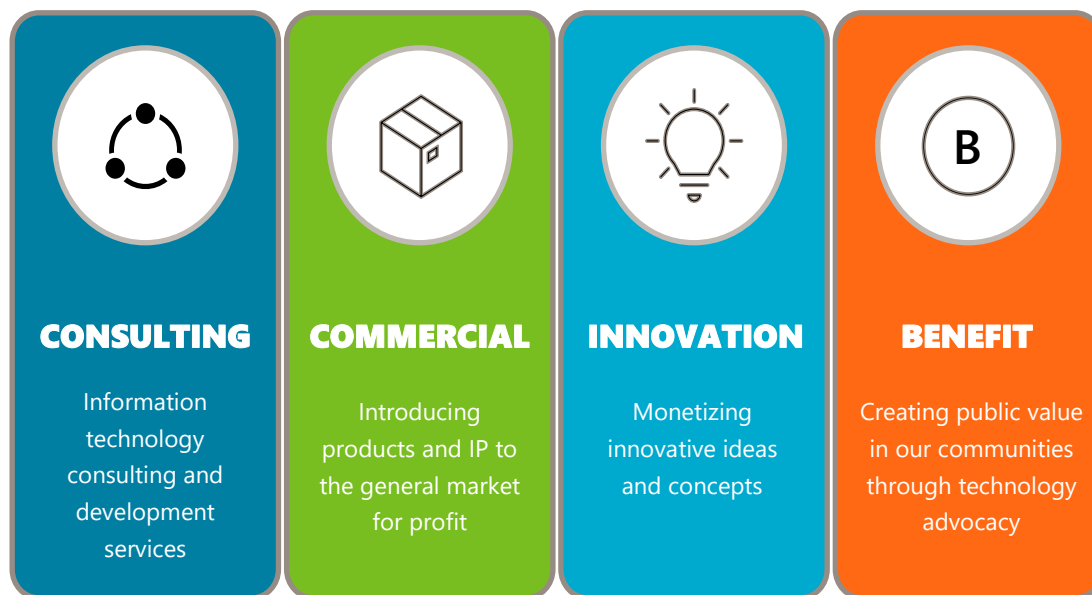
4.1 Innovation Adoption Strategy

We exist to bring emerging solutions, processes, and technologies to our clients faster and better than they may be able to do themselves; enabling them to conduct business more effectively.

Our Innovation Adoption Strategy aims to leverage research, experience, and client collaboration to further SysLogic's market position as a premier provider of expert knowledge and emerging solutions to businesses and organizations ahead of the technology adoption curve.
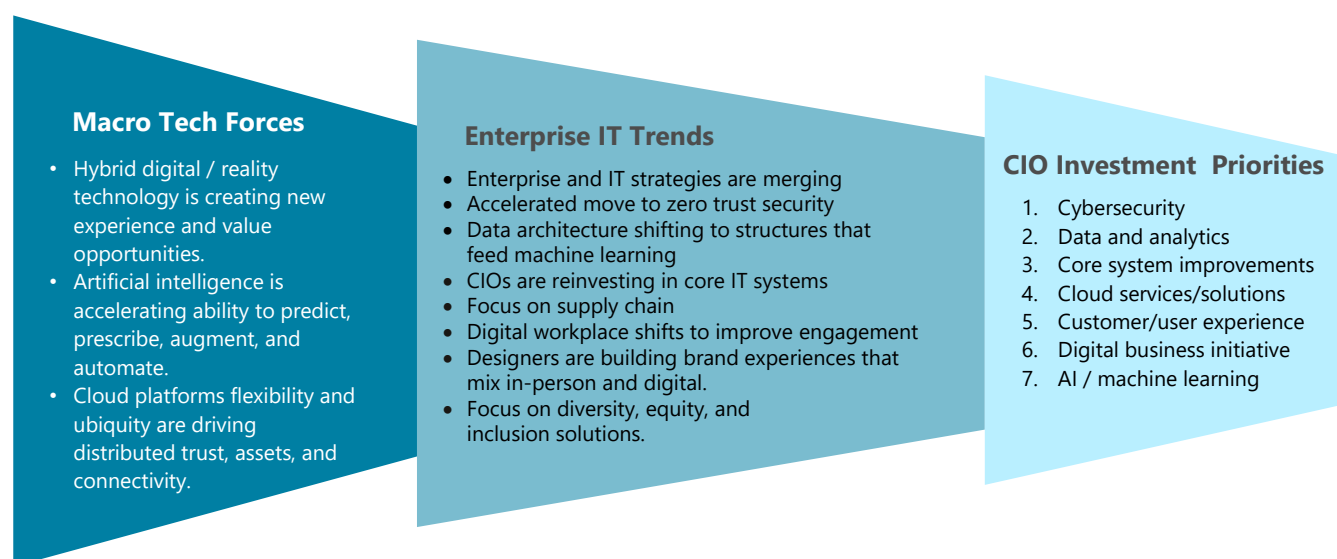
The nature, pace, and ongoing impact of technologic evolution continues to change the way our public sector, private sector, and not-for-profit clients conduct business, drive efficiencies, remain competitive, and gain meaningful operational insights. Our ongoing recognition and knowledge of emerging technology domains and their impact on our clients continues to be a paramount business objective.

In order to stay ahead of the curve, SysLogic aspires to:
- Invest in strategies to grow intellectual capital in innovative technologies and solutions
- Provide services and solutions to our clients that deliver positive, measurable impact and ROI
- Be a strategic partner with our clients that strive to be Innovators and Early Adopters
- Establish relationships, partnerships, and strategic alignment with innovative suppliers
- Leverage intellectual capital in innovative technologies and solutions as a competitive edge

4.2 Environmental Scan

To inform its strategy development, SysLogic conducts periodic reviews of global technology trends and investment priorities. The graphic below summarizes the macro technology forces, enterprise IT trends, and mid-market CIO investment priorities from our most recent review. The CIO investments are particularly relevant because they highlight where CIO's plan to spend the majority of their resources over the next one to three years.

Macro Tech Forces
- Hybrid digital / reality technology is creating new experience and value opportunities.
- Artificial intelligence is accelerating ability to predict, prescribe, augment, and automate.
- Cloud platforms flexibility and ubiquity are driving distributed trust, assets, and connectivity.

Enterprise IT Trends
- Enterprise and IT strategies are merging
- Accelerated move to zero trust security
- Data architecture shifting to structures that feed machine learning
- CIOs are reinvesting in core IT systems
- Focus on supply chain
- Digital workplace shifts to improve engagement
- Designers are building brand experiences that mix in-person and digital.
- Focus on diversity, equity, and inclusion solutions.

CIO Investment Priorities
1. Cybersecurity
2. Data and analytics
3. Core system improvements
4. Cloud services/solutions
5. Customer/user experience
6. Digital business initiative
7. AI / machine learning

In additional to the broad factors above, SysLogic also reviews specific emerging technologies as part of its planning process. The Gartner Hype Cycle graphic shown below represents the maturity and adoption of technologies and applications, and how they are potentially relevant to solving real business problems and exploiting new opportunities.

2021 Gartner Emerging Technologies Hype Cycle
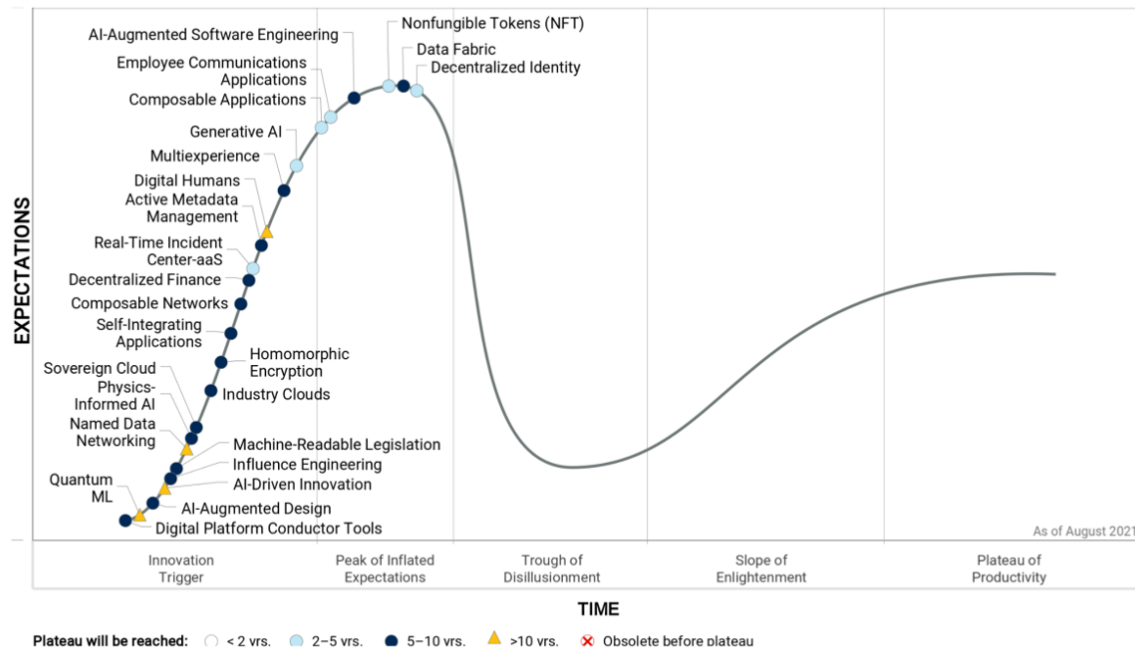
Source: Gartner (August 2021)
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4.3 SysLogic Technology Focus

Regular assessments of SysLogic's ability to execute the technology areas depicted below, combined with an understanding of CIO investment priorities for the next three years, guide aspects of the SysLogic business model in the areas of Business Development, Market Development, Talent Acquisition, and Delivery Services.

This chart represents an assessment of the technical marketplace intersected with research analysts' assessment. It is intended to provoke a dialogue internally regarding opportunities for SysLogic.
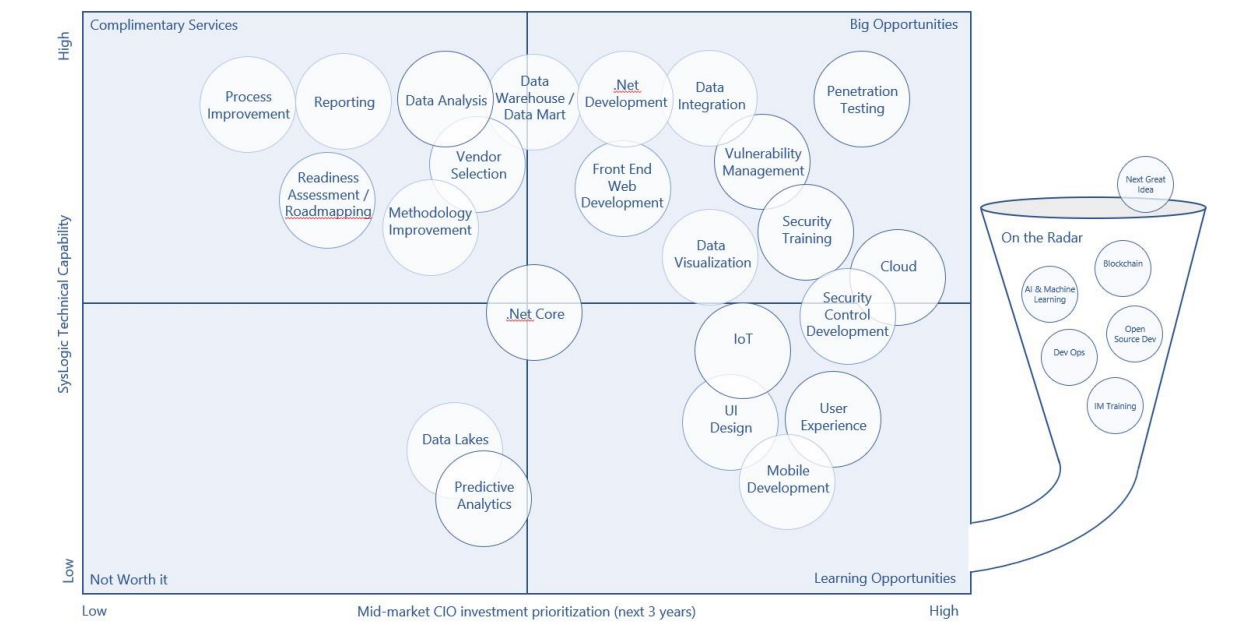
5   Clients

SysLogic is extremely proud to have a strong and impressive portfolio of clients comprised of innovative niche to Fortune 500 companies, government entities, healthcare and financial institutions, and non-profit organizations.

Today, we primarily focus our business development efforts on clients in the Southeast Wisconsin region, where our strong reputation is well known. However, we are actively pursuing select clients in other regions of the nation. Project size and duration vary across each sector and engagement, but typical projects range from $250,000 to $750,000.

Active Clients

As of 2021-22, some of SysLogic's list of active clients includes:

Complete Client List

Other current and past clients include:

Abbott Laboratories
ABRAZO
Alliance for Strong Families & Communities
Alverno College
APS Healthcare
American Society for Quality (ASQ)
AnnuityVision
Ardor Agency
Artisan Partners
Associated Bank
Assurant Health
Aurora/ACL Labs
Badger Meter
Baldwin Vision Systems (Formerly QuadTech)
Baxter
BizStarts Milwaukee
BloodCenter of WI/BRI (Versiti)
BMO Harris Bank (M&I)
Bradley Impact Fund
Brady Corporation
Briess Malt & Ingredients Co.
Broan-Nutone
Brookdale Senior Living Inc.
Brown County United Way
Bruno Independent Living Aids
Burdoc
BuySeasons
Carspot.com
Case Corporation
Catalyst
Center for Community Safety
Central States Manufacturing
Cheeky's
Chivic African Safaris
City of Milwaukee
Children's Wisconsin
Con Edison
Cover5
CSM Companies
CUNA Mutual
DDN/Obergfel
Digicorp/Share
Direct Supply Inc.
DSSI (A Division of Direct Supply)
Dynamic/Miller STN
ec-connection
EMSystem
Enterprise
Escalon Medical
Europhins
Eversana – Dohmen Life Science Services
F-10
FBI LEEDA
FDIC

First Business Financial Services, Inc.
Fiserv
Forest County Potawatomi
Georgia-Pacific
Goodwill of Southeastern WI
Greater Milwaukee Foundation
HCAP Strategies
Health Payment Systems
Homicide Review Commission
HUSCO International
Illinois Office of HIT
Independent Care Health Plan (iCare)
Innovative Health Strategies
Jacobus Energy
Jefferson Wells
Johnson Controls (JCI)
JW Speaker
Kalderos
Koshkee Transfer
K-Ratio
KS Energy Services
Landmark Credit Union
Lynde & Harry Bradley Foundation
Magnetek
Manitou Americas
Manley – Curves for Women
Manpower
Marcus Corporation
Marquette University
Maryland Department of Transportation
Maysteel, LLC
Memorial Health System
Metropolitan Chicago Healthcare Council
Microsoft
MillerCoors
Milwaukee Brewers Baseball Club
Milwaukee County
Milwaukee – Water Works
Milwaukee Film
Milwaukee Police Department
Moore Oil
Motus (formerly Runzheimer)
National Institutes of Health (NIH)
National Worksite Advantage
NeuGen
Northwestern Mutual
OmniTech
On! Contact
OpenGov
Optimal Blue
OS Inc. (OutSource)
Palermo Villa, Inc.

Pathfinders Milwaukee, Inc
PEARLS for Teen Girls
Power Test
Preuss Engineering
Quad/Graphics
Quality Medical Management (QMM)
Quarles & Brady
Quick Cable
Quincy Bioscience
Radiological Society of North America (RSNA)
RedPrairie
Rhino ToolHouse
Riley County Police Department
Roundy's Supermarkets Inc.
Robert W. Baird & Co.
State Collection Service, Inc.
St. Charles Youth & Family Services
Schools That Can
Securithings
Sentry Insurance
Seritis
Sharp Packaging
Signicast
Sixcel - erecruit
Sojourner Family Peace Center
Steinhafels Inc
Stratagem
Strong (Wells Fargo)
SR Sales
Taylor Dynamometer
TechSkills
The Management Group (TMG)
The Place for Children with Autism
Tricast
Truckstop.com
Trek
United Way: Greater Milwaukee & Waukesha County
UW-Milwaukee
Vollrath Co.
Waukesha County
WEC Energy Group (WE Energies)
WI Early Childhood Assoc.
WI Health Information Exchange
WILM Consortium
WI Technical Colleges
West Bend Mutual Insurance
Wixon
Workscape
Workshop Architects

5.1 Business Development Accomplishments

At the outset of 2021 and continuing on our business development transformation, business development set forth a strategy to emphasize clients that were strategic to revenue scalability, type of contract, referenceable and repeatability, and core services, and to build indirect, go-to-market relationships.

Although not all of the 2021 growth aspirations were achieved, there were numerous measurable business development accomplishments:

General Business Development Accomplishments in 2021

- Growth of new client relationships
- Significant growth in existing client relationships
- Measurable growth in partner indirect, go-to-market relationships

Growth of New Client Relationships

Growth of new client relationships is critical to SysLogic's business, and in 2021 we continued to add new clients to our portfolio. These new client relationships continue the diversification of our client portfolio. Further, these relationships are across a diverse set of thirteen (13) industries which include banking, computer software, facilities services, financial services, government administration, hospital and health care, legal services, machinery, non-profit organization management, philanthropy, printing, hospitality, and utilities.

New client acquisition is a critical driver for the growth of the company - not only as a mechanism to reach short-term revenue and client payment term goals, but a diversified client portfolio is the foundation upon which the company can diversify our offerings. In 2021 we added nine (9) new clients: Quad/Graphics, Palermo Villa, State Collection Service, The Place for Children with Autism, Central States Manufacturing, Rhino ToolHouse, Quincy Bioscience, and Trek.

Significant Growth in Existing Client Relationships

For the past several years, SysLogic has experienced success in achieving organic growth in existing client relationships. Historically this organic growth had been most noticeable in our larger clients (e.g., Johnson Controls, Abbott Laboratories, and Children's Wisconsin; however in the last several years, we have been successful at driving measurable organic growth in our newer client base and with partner relationships as illustrated with clients, such as Quad/Graphics , Landmark Credit Union, and NeuGen.

Measurable Growth in Partner Indirect, Go-to-market Relationships

In 2021, in a continued effort to access new client and markets largely in response to challenges presented by the pandemic, SysLogic focused on the growth of its partner relationships to further its services reach. The results of those efforts were measurable, adding approximately $350,000 in revenue. As those and new partner relationships further develop, we look to continued growth of these indirect go-to-market channels. While we have many business relationships and partnerships, including entities like Microsoft and AWS, our primary referral partners in 2021 were Farwell Project Advisors (Madison, WI), Acumium (Madison, WI), BluTinuity (New Berlin, WI), and Digicorp (Brookfield, WI).

6 People and Culture

SysLogic is a private, closely held company located in Brookfield, Wisconsin. Since SysLogic's inception in 1995, we have been built on a foundation of seasoned professionals who possess:

- A **passion** for the industry
- The **ability to learn** new concepts and **apply** them quickly
- A **long-term focus** that promotes the best interest of our clients first
- The highest level of **integrity**

We continue to focus on hiring high-caliber experts in the industry and strive to provide a team environment that is supportive and transparent, free of corporate politics. It is our intent that this environment fosters loyalty, productivity, innovation, teamwork, personal growth, and a feeling that one can participate on many levels in order to make an impact.

Subcontractors are a strategic component of our delivery team, mainly in instances where we do not have a particular expertise on staff, we do not have the internal capacity due to project timing, or if a particular project requires a specific skill set that is not a typical core competency. Our subcontractors are often able to help us accommodate the peaks in the business and/or they may be able to enable us to break new ground due to their expertise. We possess very strong and trusted relationships with our subcontractors; however, subcontractor engagements are temporary by nature.

6.2

6.3 Employee Growth and Development

SysLogic is dedicated to promoting the development of its employees through a Professional Development program. The enhancement of this program will continue to be a priority in the coming years. The objectives of the program are to:

- Align individual goals to the goals of the company and the needs of our clients
- Continuously monitor, coach, and evaluate individual performance to ensure achievement of goals
- Tailor individual training and growth plans to promote increase in abilities and skills
- Promote open communication between managers and employees, and between employees themselves, regarding performance and areas of improvement
- Foster peer mentoring and coaching
- Reward and recognize employees

6.3.1 New Hire Performance Assessment

SysLogic's ability to rapidly address client needs with the highest quality possible, demands a commitment to engaging the best delivery consultants in the industry. We take this responsibility seriously and provide the highest level of support to our employees throughout their career, but especially during the initial period of their employment. Providing this 'human touch' to our new employees facilitates early anchoring of both technical and non-technical performance, as well as highlighting those aspects where additional support may be required. The new hire performance assessment process engages not only the management team, but fellow team members where applicable- all designed to make the SysLogic on-boarding experience a valuable and long-term one. Highlights of the new hire performance assessment process are highlighted here:

Objective: To Position New SysLogic Employees for Success

Pre-Hire
- Confirm SysLogic Role Descriptions
- Communicate and document technical and interpersonal risk areas with employee
- Document risk mitigation performance plan, if required
- Assess and align initial client environment with employee in mind
- Identify employee training and other investment needs

On-boarding
- Communicate employee project/other expectations by direct manager to employee
- Establish formal review protocol and schedule between employee and direct manager
- Amend client contracts to include employee feedback mechanisms
- Instruct other project team members on new employee feedback needs
- Establish mentoring and partnering relationships with new employee as needed

Initial Assessment
- Formally identify new employee initial assignment whether client or internal. Plan and ensure adequate support and attention
- Execute formal new hire performance assessment schedule
- Integrate new hire performance assessment into monthly employee discussions
- Collect new hire feedback and communicate to SysLogic management team

On-Going
- Integrate new hire assessment into standard SysLogic evaluation, goal setting, and professional development processes
- Establish continuous feedback loop with new employee
- Re-emphasize original hiring expectations at approximately 3 months

6.3.2 DiSC Personal Assessment Tool

In 2017, SysLogic adopted DiSC, a leading personal assessment tool to improve work productivity, teamwork, and communication. The DiSC model provides a common language that people can use to better understand themselves and adapt their behaviors with others. As DiSC has become engrained in SysLogic's culture, we have witnessed the benefits of increased self-awareness and adaptability. In addition, SysLogic has used it as a tool to foster better teamwork, collaboration, and effective communication both internally and client-based, while improving our overall working relationships.

6.4 Workforce Diversity

SysLogic embraces workforce diversity and it serves to differentiate us from our competitors. SysLogic is a certified minority/woman-owned and 8(a) company Diversity facilitates growth at the individual, organizational, and community level; and it is a core requirement to drive impactful client outcomes and create innovation within our industry. With this understanding, SysLogic is committed to:

1. Diverse representation across our leadership, team members, and suppliers.
2. Fair, equitable pay practices.
3. No tolerance approach to racism and discrimination.
4. Inclusion of diverse voices in decision making at all levels of our organization.
5. Carefully listening to our team, our clients, and the broader community to understand how we can continue to improve.

This commitment serves as the bedrock of our guiding principle of an open, ethical, and honest culture. SysLogic uses these outcomes to guide the development of our business systems including: policy development, talent acquisition, compensation review, performance assessment and governance design.

6.5 Ownership History

Joseph Schultz founded SysLogic on October 15, 1995. Schultz hired Tina Chang as his first employee in September 1996. Schultz and Chang worked together at their previous employer, Andersen Consulting (now known as Accenture). Chang purchased majority ownership of SysLogic from Schultz in 2001, and she assumed the position of CEO. Schultz was transitioned out of daily operations in October 2003, and Chang acquired the remaining ownership from Schultz in 2005. SysLogic welcomed an external investor in 2011 to build upon our growth strategy. Tina Chang continues to serve as SysLogic's Chairman and CEO.

CEO Profile

Tina Chang
Chairman and CEO

Tina Chang is the Chairman and Chief Executive Officer of SysLogic. Prior to SysLogic, Tina worked for Andersen Consulting (Accenture), where she served as a business analyst and consultant to Fortune 1000 companies. She has maintained a strong background in business, technology, and process development throughout her career in the information technology arena.

Originally from New York, she attended the University of Wisconsin–Madison, where she received a BBA degree with an emphasis in Marketing and International Business, and the University of Copenhagen, Denmark, where she specialized in environmental accounting and European commerce. Tina also attended Darden School of Business at University of Virginia and the Tuck School of Business at Dartmouth College for their Business Executive Programs.

Tina demonstrates a dedication to both local and international communities, as well as professional development, through her leadership on several public and non-profit boards.

In 2004, Tina was presented The Business Journal's "40 Under Forty" award for the difference she has made in her profession and community. In 2005, Tina received the Governor's Young Entrepreneur of the Year –Technology award. In 2008, Tina was presented with the United States Postal Service "Women Putting Their Stamp on Metropolitan Milwaukee" award, as well as Junior Achievement's Wisconsin Business Hall of Fame Peak Performer award. In 2013, Tina was chosen to receive the Professional Dimensions Sacagawea Award. She was also selected for the Business Journal's Women of Influence Award and recognized as one of Milwaukee's Power Brokers for her role in community initiatives.

7 Business Development, Marketing, Talent Acquisition, and Delivery

At SysLogic, Business Development, Marketing, Talent Acquisition, and Delivery functions are viewed as the core go-to-market pillars of our business. SysLogic added a formalized Marketing function in 2018, led by Christine Hoxworth. Each function is critical to our continued success, and we are committed to making the necessary investments in each to fuel our growth strategy.

The IT consulting industry in general, like many other industries, experiences waves of change over time. Demand for SysLogic's services is in-part driven by the pace of technological advances, as well as the depth, innovativeness, and efficiency of both our Business Development and Delivery teams, communicated through effective Marketing. According to IBISWorld's IT Consulting Market Research (September 2021), the size of the IT Consulting Industry in the US market will be approximately $547B in revenue and has a five-year growth rate of approximately 2.2%.

In SysLogic's primary market of Southeastern Wisconsin, we continue to observe the impact of competitive forces on traditional IT consulting business models. On the client-side, these forces have manifested themselves through the further utilization of Vendor Management Systems and rate pressure. On our competition-side, there has been consolidation, merger and acquisition activity, and divestiture and niche specialization. Since 2018, Business Development has deliberately increased its focus on higher margin "solution selling," which offsets the margin compression of competition in traditional IT consulting models. Solution selling leverages partially "pre-packaged" service offerings that enable SysLogic to re-use technical frameworks and SysLogic-owned intellectual property. Managed Security Services, including penetration testing services, is a great example of successful solution selling by SysLogic.

To reduce operating costs and in an effort to capture greater volume and improved utilization, many IT consulting firms continue to migrate from the "traditional salaried" models to more hourly employee and subcontractor staffing orientation. SysLogic's ongoing commitment to its team and business model of hiring the brightest and most senior consultants, delivering to a level of excellence that exceeds its client's expectations, and developing client engagements and business relationships with a long-term growth mindset, will continue to provide the competitive differentiation factor to help ensure our success.

The service delivery cycle, illustrated below, describes the manner in which SysLogic traditionally creates awareness, pursues business, develops our delivery team, and differentiates our service offerings from our competition.

7.1 Research Industry Initiatives & Technology Trends

SysLogic spends a considerable amount of effort researching industry initiatives and technology trends, in Business Development, Talent Acquisition, and Delivery Services alike. The introduction of our formalized Marketing function in 2018 helped extend our research capabilities. Our aim is to be early adopters of innovation such that we can pursue strategic initiatives that align with our clients' business goals, but doing so in a measured, strategic way to ensure that they also align with SysLogic's long-term business objectives.

7.2 Business Development Investment

Business Development, Marketing, Talent Acquisition and Delivery Services work closely together towards the pursuit and fulfillment of business objectives that align to our corporate strategy and values. In 2021, business development set forth a strategy to emphasize clients that were strategic to revenue scalability, type of contract, referenceable and repeatability, and core services. to build indirect go-to-market relationships and to grow the business development team.

In 2021, Business Development grew its team with the addition of a Business Development Operations Specialist. This role is viewed as a critical addition to help increase business development sales capacity.

SysLogic will continue to increase its utilization of cross-functional (Business Development, Marketing, Delivery Services and Talent Acquisition) sales pursuit teams to further its solution selling accomplishments, as they have proven to be instrumental in closing high-value, high-margin

opportunities. These teams have delivered critical value to the Business Development function through client-side solution credentialization, improvement to revenue and profitability, and the enrichment of our client engagements.

Business Development + Marketing **+** Delivery Services **+** Talent Acquisition **=** Sales Pursuit Team
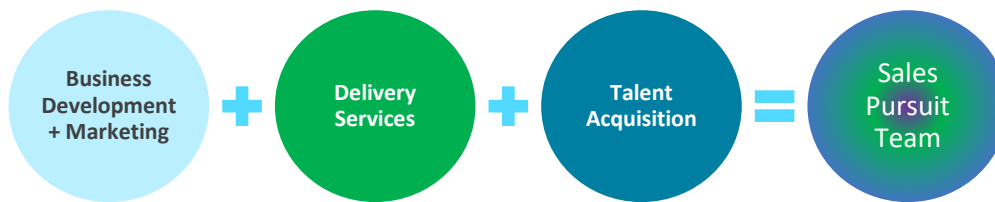
7.3 Strategic Permanent Hires

SysLogic hires only experienced practitioners. We desire to identify individuals to join our organization that possess vast exposure in a variety of technology and business areas. Utilizing the extensive competencies of our teams, we have successfully staffed entire projects, as well as augmented our many clients' project teams.

Typical roles our consultants play are:

- **Solution Architect** – Responsible for all aspects of a technical nature; also responsible for directing best practices and methodology in both application and data focuses
- **Developer** – Responsible for technical implementation of all business and technical requirements
- **Security Consultants** – Responsible for assessing security of applications, training on gaps, and advising on emerging issues and best practices
- **Business Intelligence Developers** – Responsible for the technical implementation of business and technical requirements, with additional competency in data analysis
- **Project Manager** – Responsible for all aspects of a project, most notably project best practices and methodology
- **Business Analyst** – Responsible for all aspects of requirements analysis and defining business boundaries of a project
- **Business Consultants** – Subject Matter Experts in identified industry and sector verticals

7.4 Trusted Network of Subcontractors and Partners

As an ongoing practice, SysLogic establishes relationships with subcontractors and partners to fill specialty competencies and/or scale in size to meet clients' needs on a project-by-project basis.

7.5 Training and Research

SysLogic hires professionals with experience and aptitude. We continuously strive to maintain skillsets that match industry initiatives and current technology trends.

7.5.1 Training

Our consultants grow and maintain their skills through mentoring, user groups, conferences, self-study, and hands-on training that aligns to the long-term technical strategy of SysLogic. Individual learning paths are documented and defined as part of the professional development process.

7.5.2 Research

SysLogic researches new or emerging technologies, platforms, and industries to determine alignment to its core services and overall growth objectives

7.6 SysLogic Best Practices and Methodology

SysLogic makes special effort to share our project experiences in order to develop or align them with industry best practices and methodology. With that, we are able to deliver high-quality service through repeatable processes that are constantly being improved.

SysLogic adopted The EOS Process in 2018. EOS or Entrepreneurial Operating System, is a holistic, self-sustaining system that focuses on strengthening the six most important aspects of our business. These six core components are: Vision, People, Data, Issues, Process and Traction. The EOS process and tools have initially been adopted by SysLogic's executive management team and will be rolled out to the entire organization in a tiered approach over the coming year. Ultimately, the process will help us manage growth, while keeping the team engaged and focused on the company's single vision and top priorities.
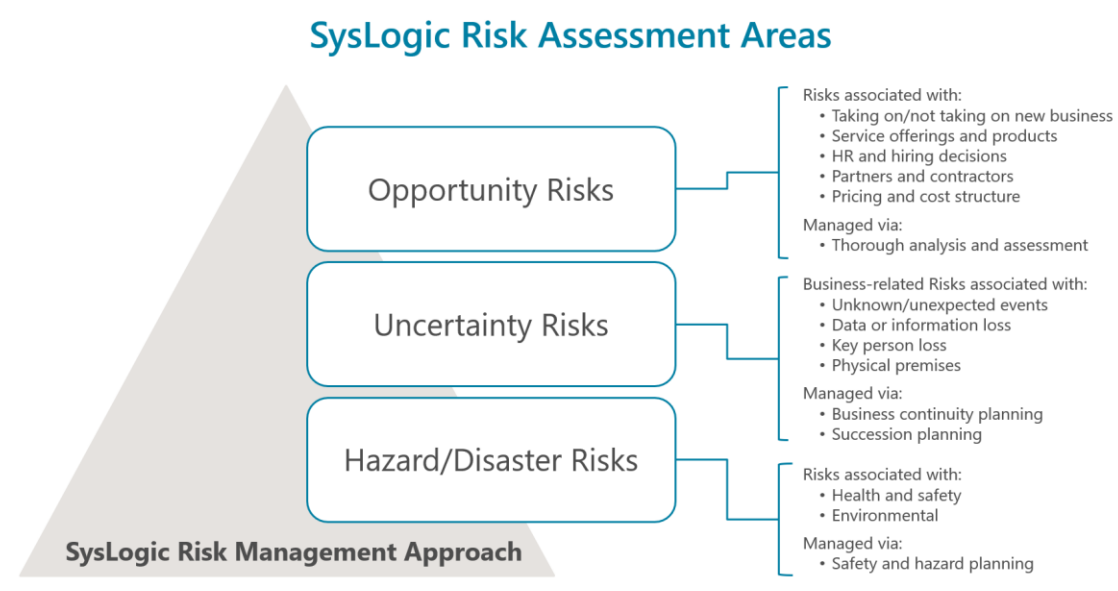
8 Risk Management

One of the cornerstones of effective corporate leadership is a company culture that is aware of and actively engaged in risk management. There are many types of risk that our business must consider; some will have a minimal impact and can be managed easily while others may threaten SysLogic's sustainability. Understanding our pertinent risks, risk management processes, and appropriate risk management strategies will help SysLogic management make the decisions necessary to ensure the best possible outcome for the business.

The information technology services industry experienced major volatility during the dot-com bust of 2000/2001, and again in the economic downturn of 2009. General economic conditions caused our local market to dramatically adjust each time, forcing many of SysLogic's like-sized competitors to close their operations or merge with larger entities better equipped to survive the economic cycle. SysLogic was fortunate in that we were able to "weather the storm" – largely due to the fact that our growth in prior years was calculated and steady. Our internal corrections did not need to be so dramatic. We experienced another major shift in the market due to the Covid Pandemic. Similar to previous downturns, SysLogic once again held strong while partnering with clients to leverage technology to help weather the storm.

8.1 Risk Assessment

Risk is the probability that positive or negative events may occur which will impact SysLogic's mission, vision, objectives, or general way of life. Risk management is the process of identifying the potential negative outcomes and proactively managing them, while realizing potential opportunities. On-going identification, assessment, and communication of major internal and external risks are essential to our risk management strategy. SysLogic conducts annual enterprise risk assessments and continues to actively manage our risk portfolio.

SysLogic Risk Assessment Areas

Opportunity Risks

Risks associated with:
• Taking on/not taking on new business
• Service offerings and products
• HR and hiring decisions
• Partners and contractors
• Pricing and cost structure

Managed via:
• Thorough analysis and assessment

Uncertainty Risks

Business-related Risks associated with:
• Unknown/unexpected events
• Data or information loss
• Key person loss
• Physical premises

Managed via:
• Business continuity planning
• Succession planning

Hazard/Disaster Risks

Risks associated with:
• Health and safety
• Environmental

Managed via:
• Safety and hazard planning

SysLogic Risk Management Approach

Our risk evaluation helps determine the significance of each risk to SysLogic. The management team and others, through further analysis and discussion, determine SysLogic's risk management approach in each area and whether we will:

1. **Accept it** – do nothing; consider it outside of SysLogic's control.
2. **Transfer it** – move the risk to another party, for example contractually, to other partners, or utilizing instruments such as insurance.
3. **Minimize it** – reduce the anticipated risk to SysLogic through company policies, business development approaches, standards and procedures, training, etc.
4. **Eliminate it** – for example, adjusting our services or client base to alleviate specific risk areas.

9

10 Competition

SysLogic encounters a variety of competitors in the marketplace. Based on our unique business model, no single firm is a direct competitor in all areas of competencies and services. The significance of any competitor depends on the context in which they are encountered. Below is a point-in-time snapshot, as of January 2022, of competitors we regularly come across in various spaces:

2022 Competitive Analysis
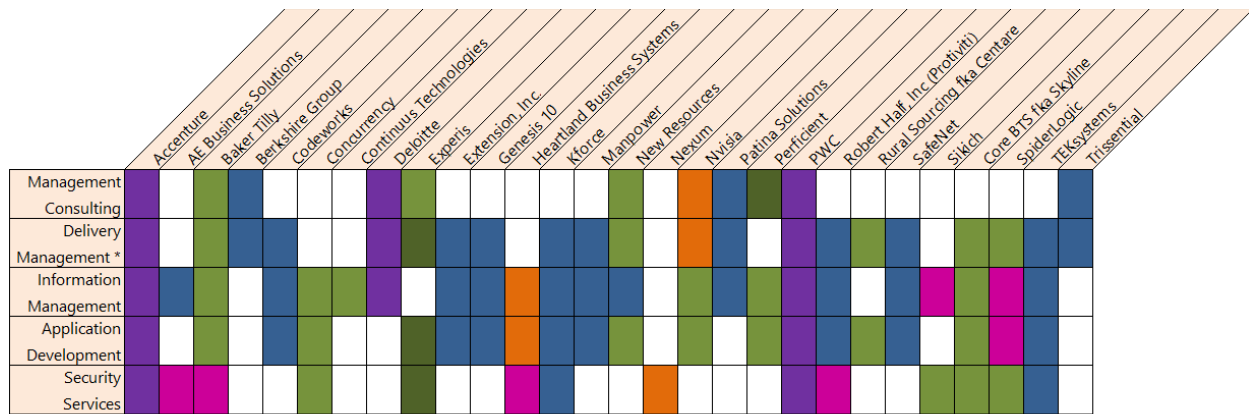
* Delivery Management encompasses PM, BA and QA activities

Competition	
Big X	
Staffing	
Regional Non Milwaukee	
Competency but Different Focus	
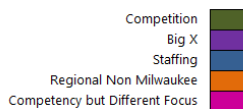
11 Awards and Recognitions

11.1 Company Recognitions

Metropolitan Milwaukee Association of Commerce (MMAC) Awards

SysLogic is proud to be recognized as an MMAC's Future 50 Award Recipient for 2001, 2004 and 2005. SysLogic also received the designation as Master Mettle Winner, the three-time award that recognizes the outstanding achievements of local, fast-growing companies.

United Way and United Performing Arts Fund (UPAF) Recognitions

Social responsibility continues to be part of the SysLogic culture exemplified by employee giving. SysLogic continues to show its partnership with the community demonstrated by two employee giving campaigns. The United Way of Greater Milwaukee and the United Performing Arts Fund (UPAF). In 2009, SysLogic was recognized with UPAF's Civic Partnership Award, a testament to our ongoing support of UPAF's goals to enrich the cultural lives of people of all ages in the greater Milwaukee area. In 2014-2015, SysLogic was recognized for the creation of United Way's first ever Technology Innovation award (given to a United Way agency).

Local and National Media Coverage

SysLogic continues to receive strong media coverage with regular mentions in the *Journal Sentinel*, *The Milwaukee Business Journal* and *BizTimes*, as well as several television appearances. SysLogic continues to be named in several lists in *The Milwaukee Business Journal's* **Book of Lists**: SysLogic is noted among the 25 largest Milwaukee-area minority-owned businesses, based on revenue, and SysLogic is listed in the top 50 largest Wisconsin women-owned businesses, based on revenue, and SysLogic is listed as a top management consulting company in the Milwaukee area, based on revenue.

SysLogic was named to the Inc. 5000 List of America's Fastest Growing Private Companies (#4,051) in 2013. SysLogic was also named one of Milwaukee Journal Sentinel's Top Workplaces in Southeastern Wisconsin for 2013.

SysLogic was featured in an article in *RFID Journal* and several other media mentions for our work with the Blood Center of Wisconsin on the nation's very first Federal (FDA) 510(k)-cleared solution using radio frequency identification (RFID) technology in the blood product supply chain. This program was part of an initiative funded by a multi-year Small Business Technology Transfer (STTR) grant from the National Institutes of Health.

11.2 CEO Recognitions

SysLogic continues to gain notoriety through public recognition of its CEO, Tina Chang, for her work with local charitable and business organizations. She has been recognized with the following awards:

- **BizTimes Notable Minority Executive** (2021). Spotlights the diversity of business and organizational leadership in the Milwaukee area and southeastern Wisconsin.

- **Business Journal's 40 Under Forty Award** (2004) and **Hall of Fame** (2018). Recipients exemplify the attributes of proven leadership and a passionate community spirit.

- **Governor's Award for Young Entrepreneur of the Year – Technology** (2005). This award honored SysLogic's participation in the extraordinary advancement of the Technology Industry.

- **USPS – Women Putting Their Stamp on Greater Milwaukee – Growing Leadership Award** (2008). Recipients are recognized in various categories for the impact they have made in Greater Milwaukee.

- **Junior Achievement Wisconsin Business Hall of Fame – Peak Performer Award** (2008). This award recognizes an individual whose business innovations, effective management and civic involvement made a difference in companies and communities throughout the state.

- **Professional Dimensions Sacagawea Award** (2013). This award showcases and honors the achievements of women leaders in Wisconsin.

- **Business Journal Women of Influence Award** (2013). This award honors those that make significant impacts both at work and in community endeavors.

- **UW-Madison Alumni Association: Milwaukee Chapter Badger of the Year** (2014). WAA chapters in Wisconsin have recognized alumni who make a positive impact in their roles as leaders, volunteers, educators, and advocates.

11.3 Employee Awards and Certifications

11.3.1 Employee Awards

In 2016, SysLogic introduced two inaugural company awards: the Above and Beyond Award and the Volunteer Service Award. Both awards exist to recognize SysLogic employees in their exemplary dedication and commitment to aspects of SysLogic's Guiding Principles. Each awardee is nominated by a member of the SysLogic team, and the awards are presented at SysLogic's Annual Meeting in January.

2022 Recipient:
Above and Beyond Award: **Jeff Schmidt**

2021 Recipient:
Above and Beyond Award: **Dan Brown**

2020
Above and Beyond Award: **Christy Pernitzke**
Volunteer Service Award: **Rob Sanders**

2019 Recipients:

Above and Beyond Award: **Michael Offenbacher**
Volunteer Service Award: **Janet Schoenwetter**

2018 Recipients:
Volunteer Service Award: **Tirrell Cotton**

2017 Recipients:
Above and Beyond Award: **Jan Nelson**
Volunteer Service Award: **Steve Liszewski**

11.3.2 Employee Certifications

SysLogic employees show a continuous drive toward professional improvement, as evidenced by their efforts to attain professional certifications. As of December 2021, SysLogic employees hold the following certifications:

- AWS Certified Cloud Practitioner, Associate Developer, and Architect
- Project Management Professional
- Microsoft Certified Professional
- Certified Information Systems Security Professional
- Certified Professional Scrum Developer
- Certified Professional Scrum Product Owner
- Certified Professional Scrum ScrumMaster

11.4 SysLogic Philanthropy

SysLogic and its employees continuously demonstrate the company's Guiding Principle of "Cares about Community." SysLogic employees demonstrate leadership throughout the community with organizations including, among others: Alverno College, American Heart Association, Bethune Academy, Children's Wisconsin, Local Initiatives Support Corporation (LISC), Metropolitan Milwaukee Association of Commerce (MMAC), Microsoft BI Professionals-Wisconsin, Midwest Cybersecurity Alliance (MCSA), Milwaukee Public Schools Foundation, Our Next Generation, Pathfinders, Public Policy Forum, Sojourner Family Peace Center, Teach for America, United Way, UPAF, and YMCA.

In addition to our company United Way and UPAF campaigns held throughout the year, SysLogic has hosted food drives, participated in community walks/runs, as well as donated time to a variety of other non-profit organizations.

In 2015, SysLogic announced the creation of its innovative and first-of-kind IT Innovation Award (ITIA) in support of United Way Agency Program Partners. This grant was awarded to one United Way agency based on proposals from the various agencies. SysLogic's creation of the ITIA was intended to serve two primary purposes:

- To advance the goals of United Way's IT United via direct volunteerism (SysLogic services)
- To facilitate meaningful innovation that leads to measurable outcomes and impact

The recipient for this first award was PEARLS for Teen Girls. SysLogic developed the "OYSTER" application for PEARLS to enable them to track, measure, report, and manage their programs. In 2018, SysLogic awarded its second ITIA award to Pathfinders and was highlighted at United Way's 2019 IT United Forum.

In 2016, SysLogic partnered with the Sojourner Family Peace Center to perform an analysis and requirements definition engagement in order to enable SFPC to better understand how it can introduce technology to support its new "single intake model" – a model designed for greater prevention and treatment of domestic violence. This is the first single intake model of its kind in the nation. In 2017, SysLogic worked closely with SFPC to continue to move their innovation alignment and initiatives forward. SysLogic continues to partner with SFPC.