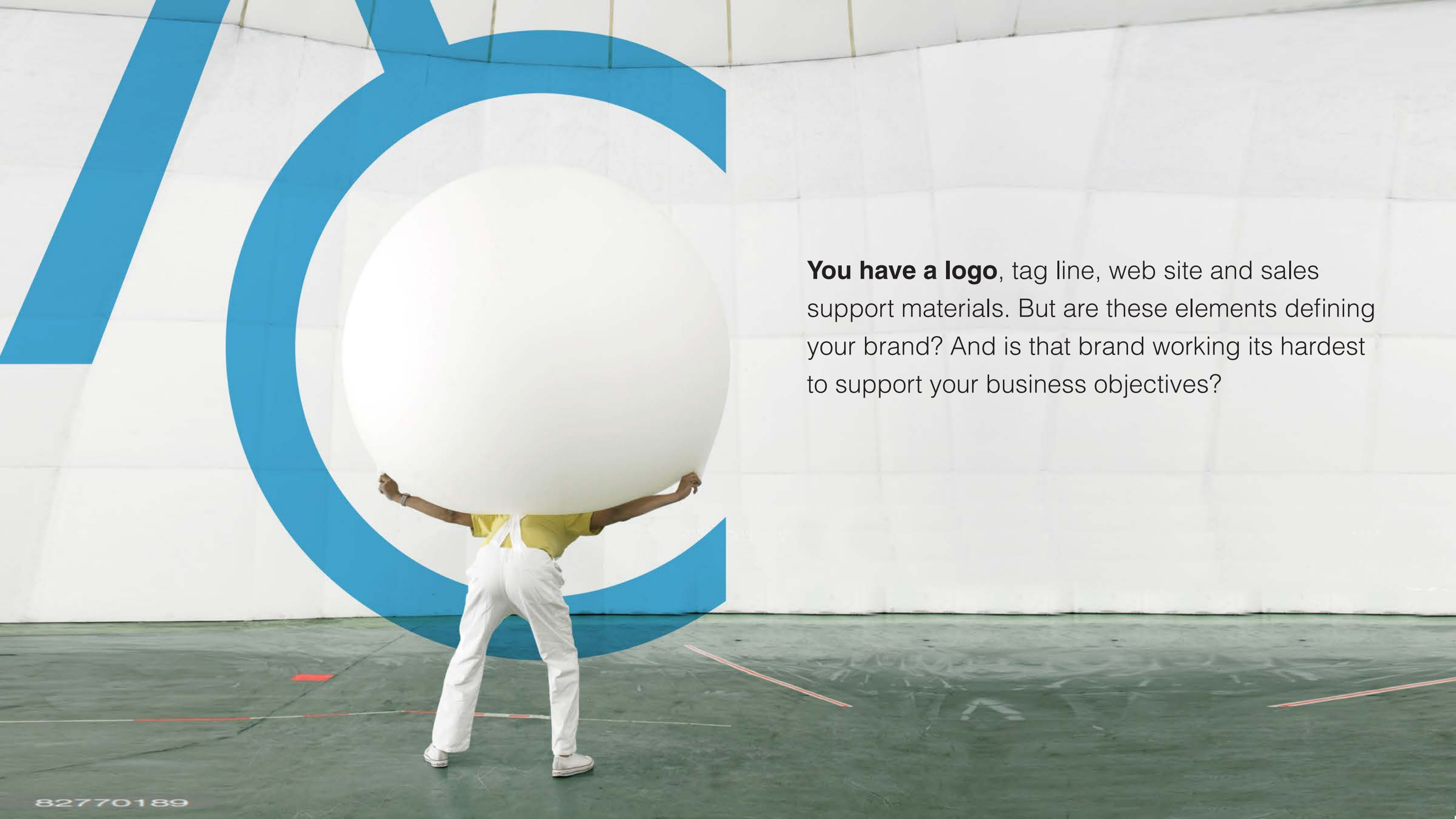




ATHORN CLARK
& PARTNERS



You have a logo, tag line, web site and sales support materials. But are these elements defining your brand? And is that brand working its hardest to support your business objectives?

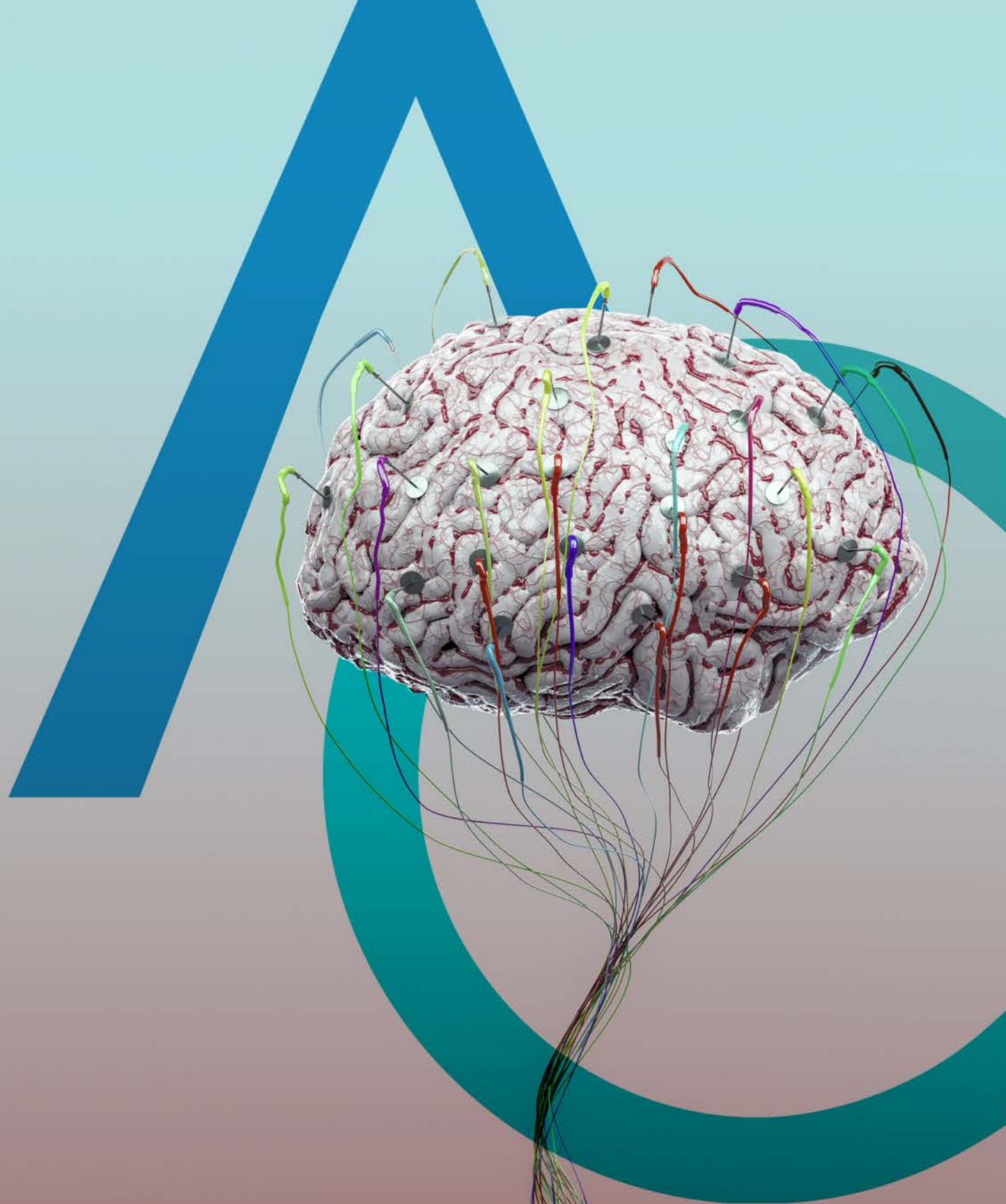
How to tell if your brand is working as hard as it should:

- Does it align with your corporate business objectives?
- Does it capture what makes your company unique?
- Does it accurately reflect your strategic position in the marketplace?
- Does it express both the value of what you're selling *and* what your customer is buying?
- Does every marketing asset present a consistent brand look feel and desired corporate voice?



Who we are:

Athorn Clark &
Partners, Inc.



A marketing communications, positioning and branding firm focused on developing strategic marketing programs for companies selling complex products and services.

Our expertise is in uncovering the foundational messaging and value proposition of a company that aligns completely with, and supports, the corporate business objectives.

What we do:

A proven process honed over two decades and summarized in two words: Think. Do.

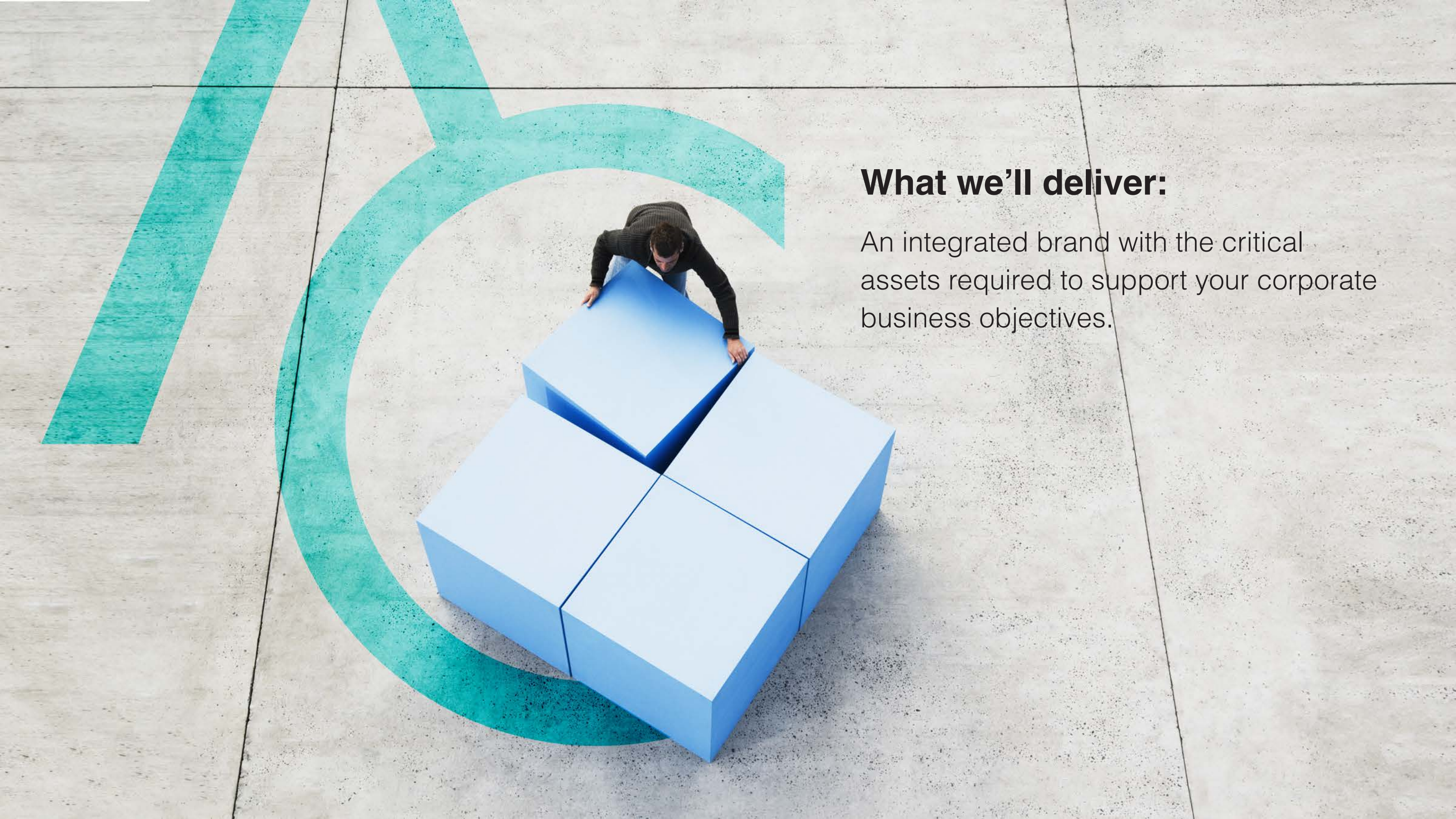
It's important to note that the process is linear. We first learn and gather as much information about you, your solution, your industry and your customers.

And then, leveraging that insight, we develop a unique and holistic messaging platform and associated assets, that can be immediately deployed into the marketplace.



How we do it.





What we'll deliver:

An integrated brand with the critical assets required to support your corporate business objectives.

A person with dark hair, wearing a black long-sleeved top, is seen from the back, holding a circular mirror in front of their face. The mirror reflects a light blue sky. In the background, there is a large, stylized yellow graphic element consisting of a thick line forming a partial circle and a triangle. The overall background is a gradient of light blue and green.

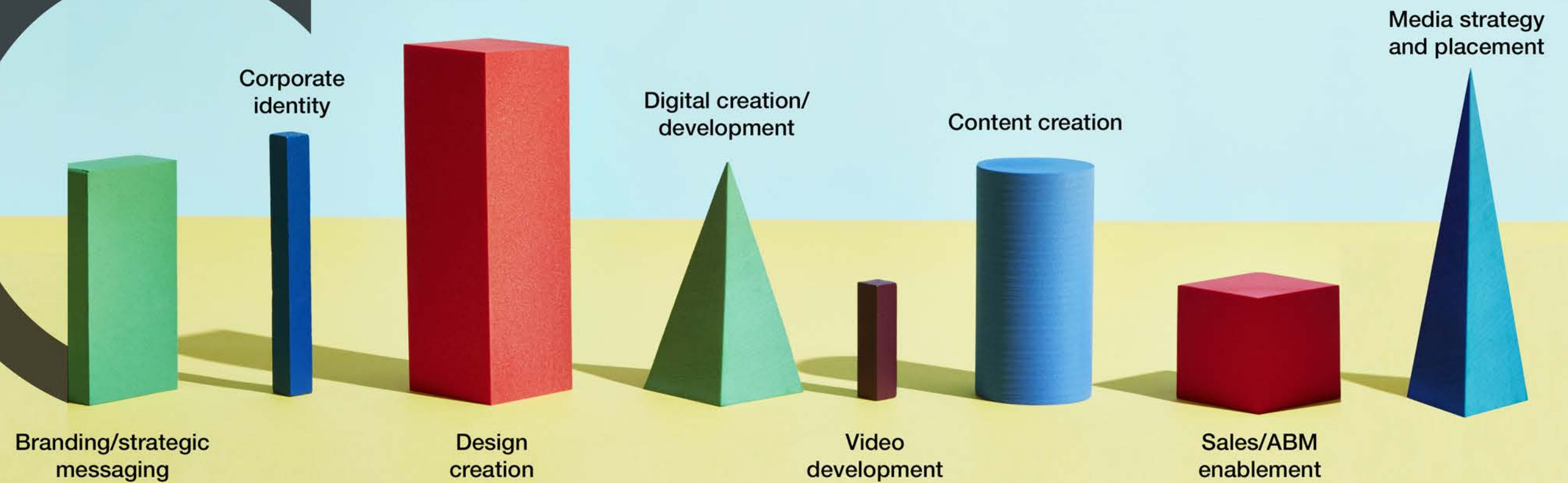
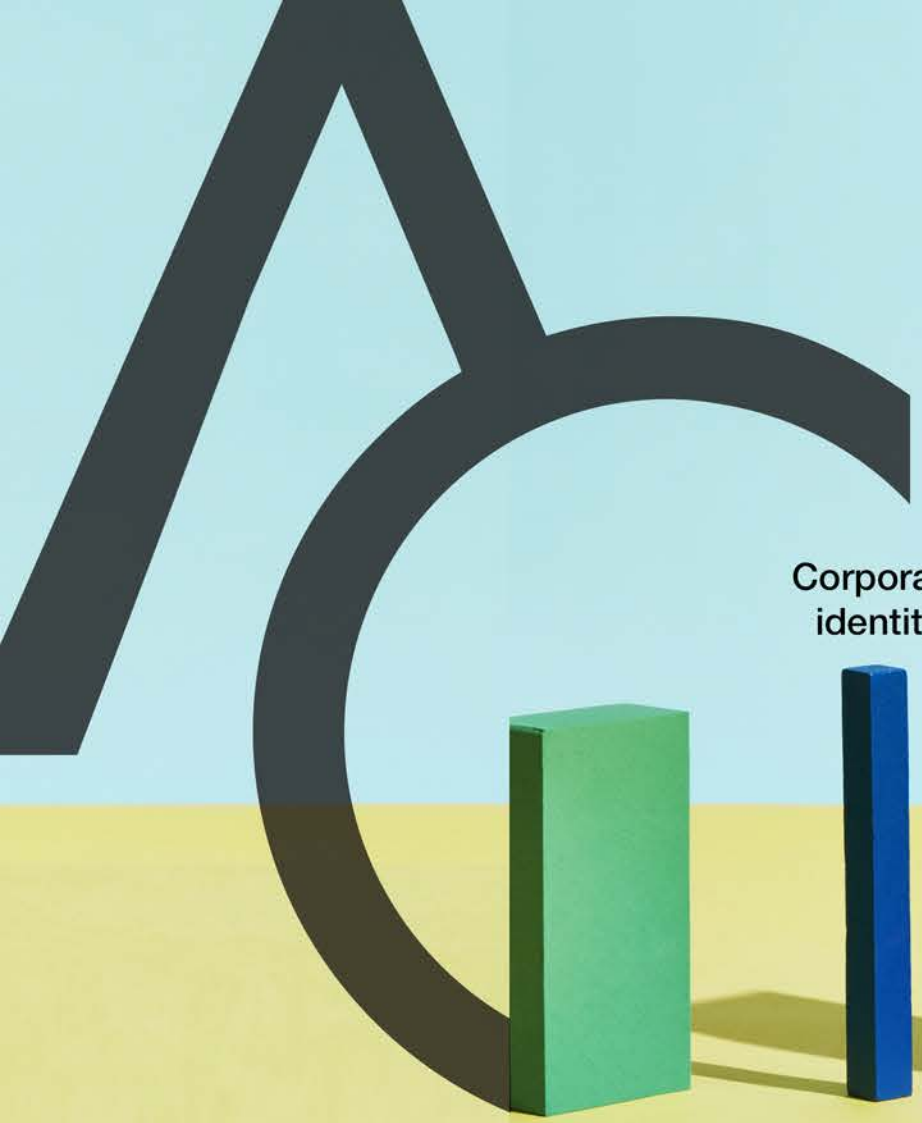
What we'll deliver:

A brand that accurately reflects who you are and the value you provide.

What we'll deliver:

A turn-key solution
you can control.





The services we deliver


A person wearing a dark hat is holding a large white sheet of paper. The background features a large, stylized grey circular graphic on the left side. The text "The proof" is centered on the white paper.

The proof



Combining evidence-based behavioral science with advanced AI, data, and analytics capabilities, Symend is transforming the debt recovery industry by treating individuals with empathy and dignity at the time when they need it most. Symend's customer engagement platform enables service providers and financial institutions to experience higher cure rates and reduced costs while building long-term relationships with customers and lifelong value for their companies and brands.


ACP helped Symend define their value proposition, outlined a new messaging roadmap for both internal and external communications, and created a visual lexicon, including logo and tagline, that express the company's unique contribution and culture.



He couldn't care less about
behavioral science, data analytics and AI.
He simply needs a few months to

**get back on
his feet.**

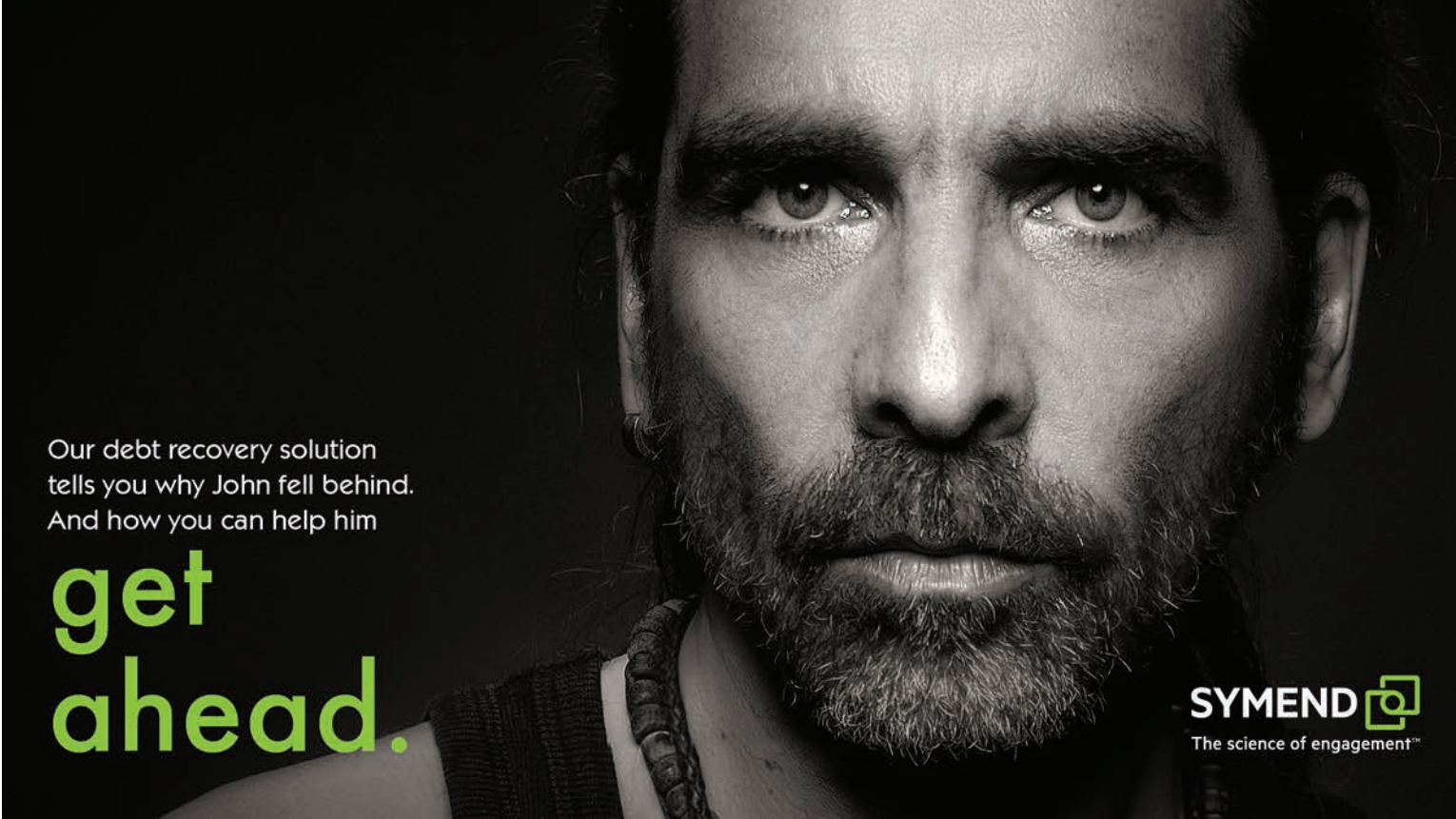
SYMEND 
The science of engagement™



This is Marie. She's not like John,
Sam or Phyllis. And neither is her

debt.

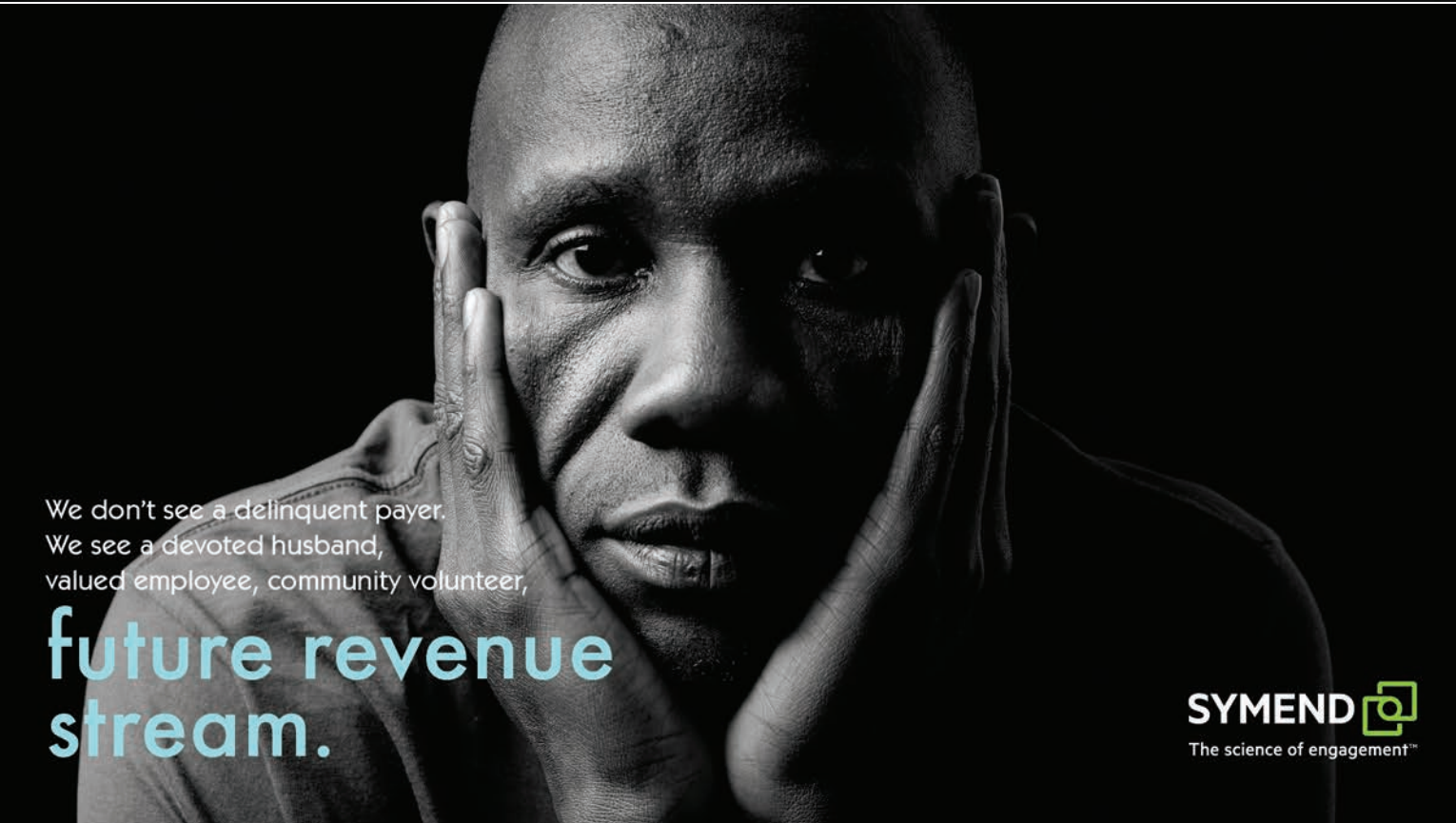
SYMEND 
The science of engagement™



Our debt recovery solution
tells you why John fell behind.
And how you can help him

get
ahead.


SYMEND 
The science of engagement™



We don't see a delinquent payer.
We see a devoted husband,
valued employee, community volunteer,

future revenue
stream.

SYMEND 
The science of engagement™



Would you rather convert a bad debt
to fast cash . . . or a struggling parent into a

lifelong
customer?

SYMEND 
The science of engagement™



After all the behavioral science, predictive analytics and AI, you'll be equipped with a very powerful solution:

empathy.

SYMEND 
The science of engagement™



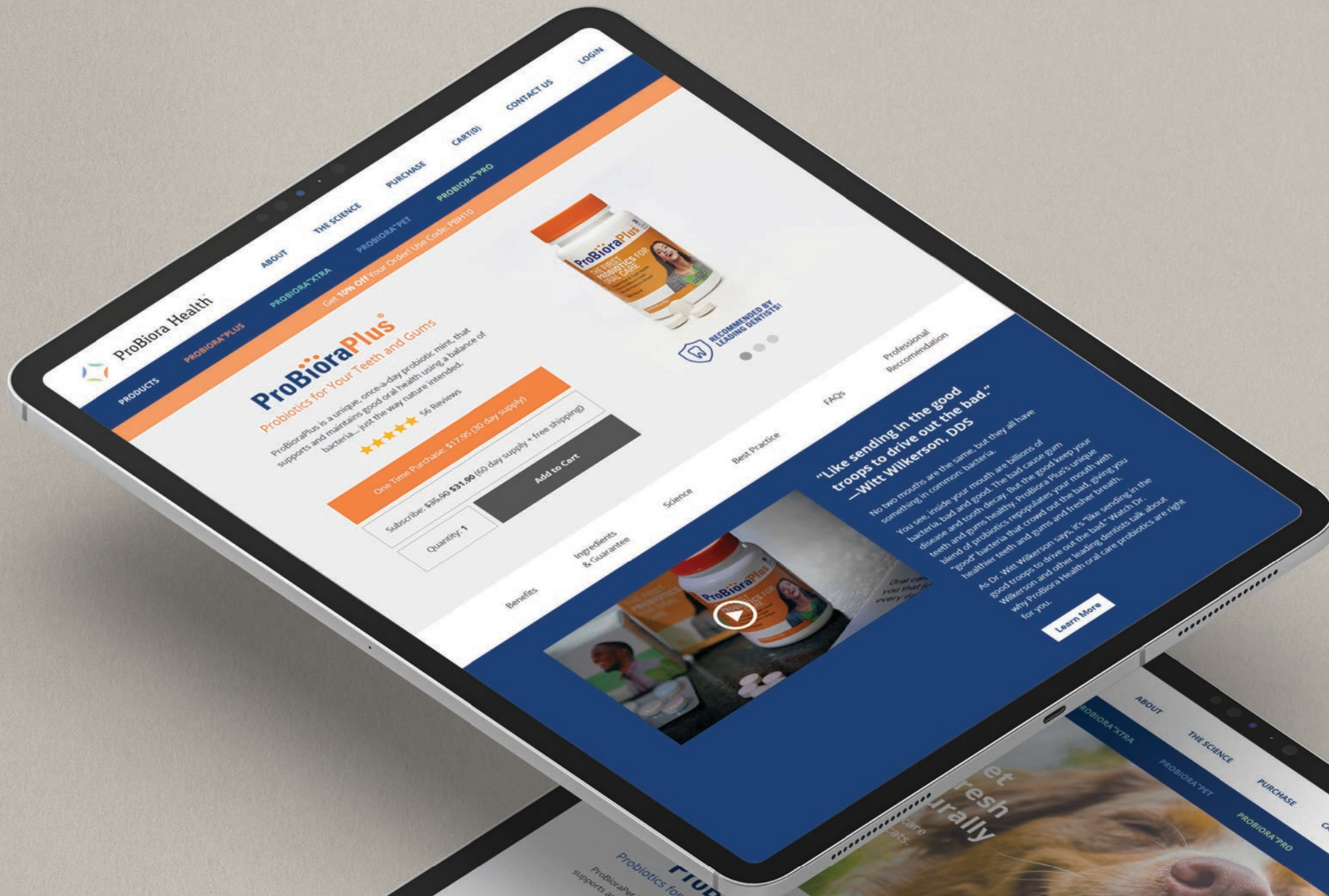


ProBiora Health™

Bringing
the science
of probiotics
to oral care™

For a new company that develops and markets oral probiotics, we have created a corporate identity and corporate website and will be working on a consumer website, packaging as well as a demand creation program.







Build informed awareness of Ericsson as the global leader in the development/deployment of 5G, as well as supporting solutions for Industry 4.0 and IoT.



Ericsson.com

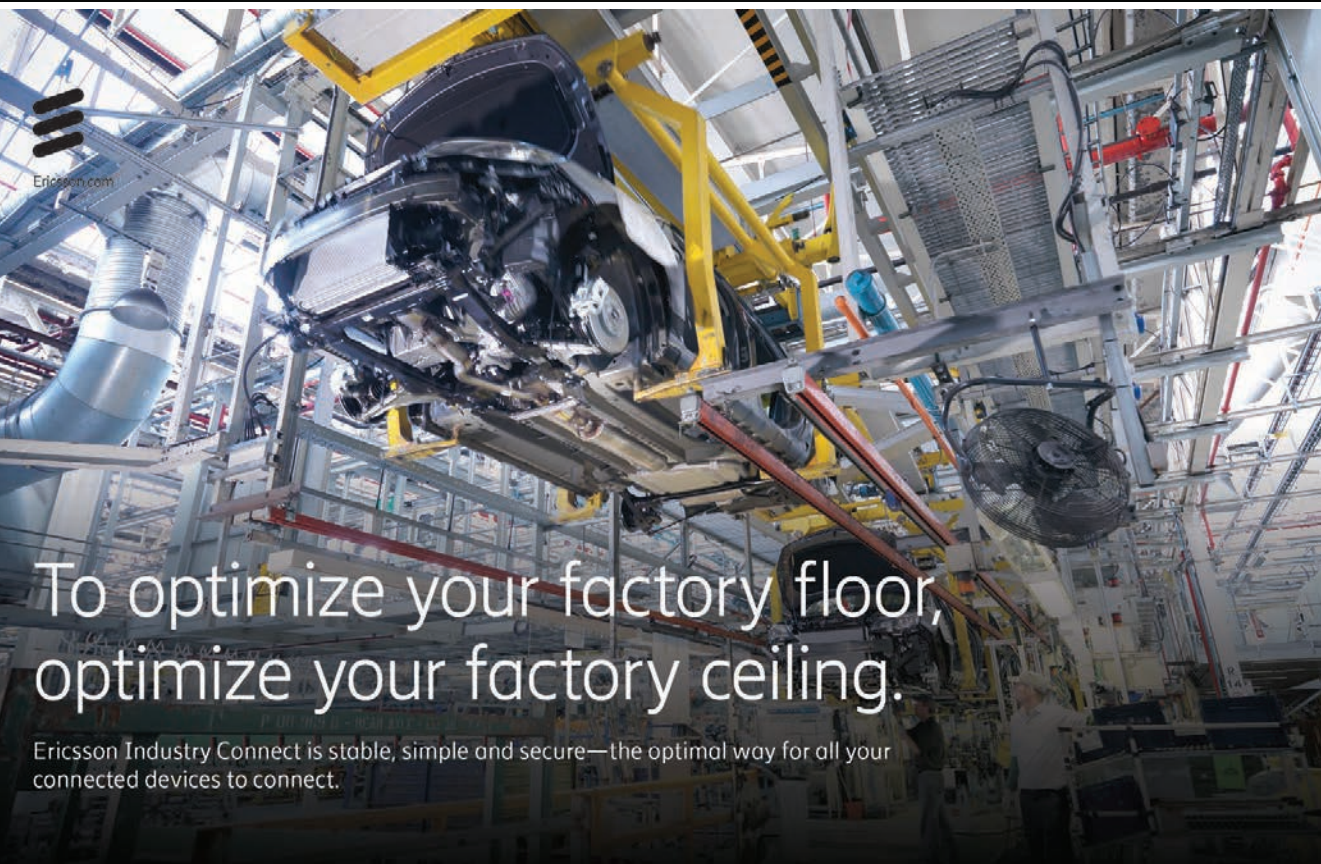
What makes a factory secure? Secure connectivity.

New data-driven solutions for factories require a new level of connectivity. Ericsson Industry Connect is the stable, simple and secure network for Industry 4.0.



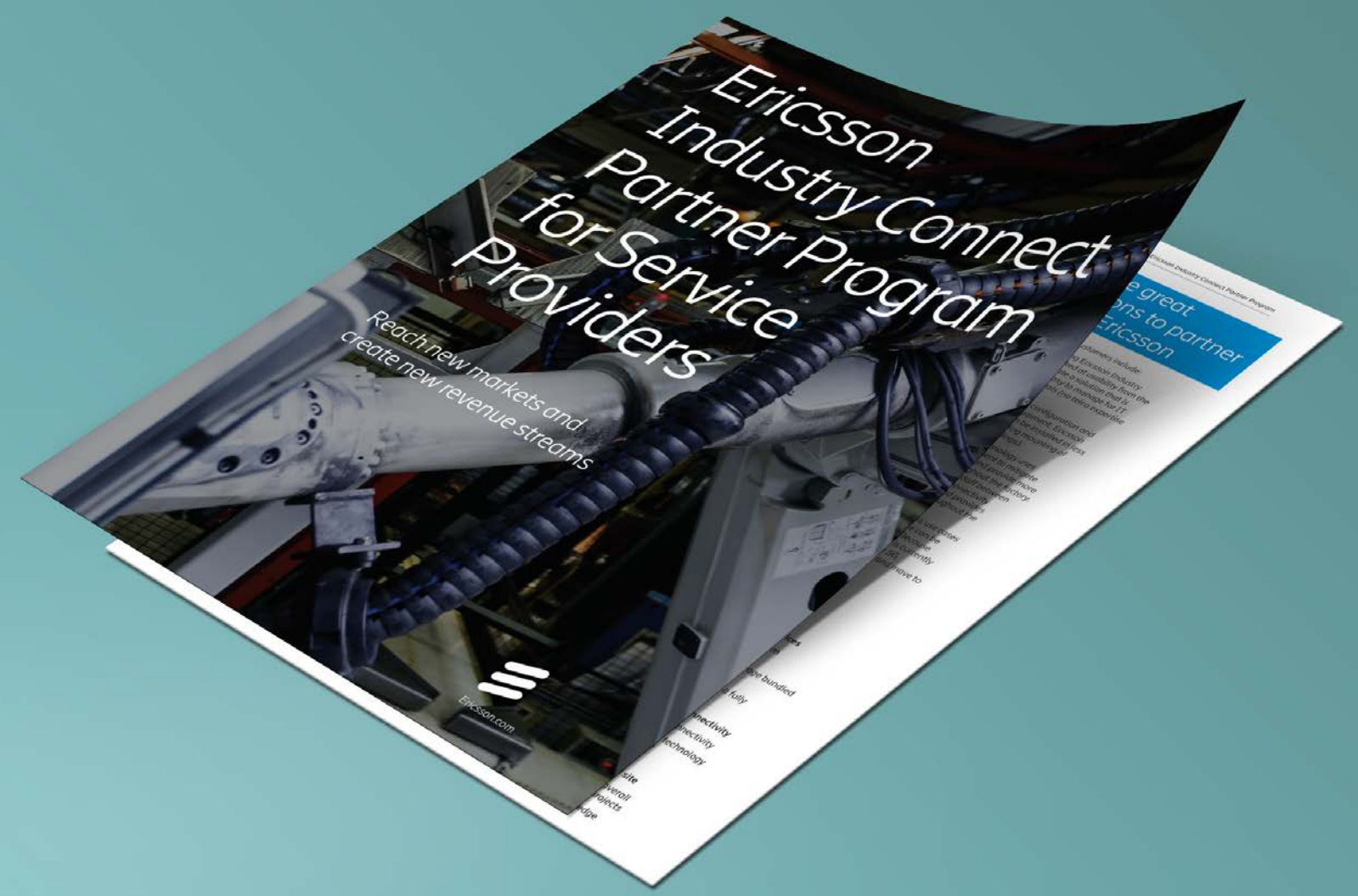
Built for Industry 4.0.
Ready for 5G.

Prepare for the automated future today with Ericsson Industry Connect for factories and distribution centers.



To optimize your factory floor,
optimize your factory ceiling.

Ericsson Industry Connect is stable, simple and secure—the optimal way for all your connected devices to connect.





AT&T, Ericsson, FOX Sports, Fox Innovation Lab, and Intel team up to broadcast 4K video wirelessly over 5G at 2018 U.S. Open

Part I: Pre-game
The quest for a great spectator experience

Few customers are more demanding than sports fans—demanding of the athletes, of the game, of the venue, and of the broadcast. And now, they're demanding of the broadcast itself. As every device, without a doubt, of their smartphones, tablets, and laptops, they expect a high-quality, high-resolution, high-speed experience. For the 2018 U.S. Open, AT&T, Ericsson, FOX Sports, Fox Innovation Lab, and Intel are teaming up to provide a new level of broadcast quality and fan experience.

Can 5G be a viable platform for enhanced live service?

This case study examines the proof-of-concept work conducted by AT&T, Ericsson, FOX Sports, Fox Innovation Lab, and Intel in June 2018 to test an innovative 5G cellular network for potential broadcast use cases. AT&T provided the 5G network, Ericsson provided the broadcast equipment, including cameras and antennas, and Intel provided the 5G network architecture.

The collaboration with FOX Sports, AT&T and Ericsson to unplug the wires at the U.S. Open Golf Tournament and broadcast the golf action on DirecTV is just an example of what can be achieved with mmWave spectrum for extreme capacity and throughput. Intel's 5G Mobile V2X Platform helping all partners to reimagine the future for live sports broadcasts and immersive entertainment.

—Ashu Kedia, Vice President and General Manager, Next Generation and Standards at Intel Corporation

5G will be a powerful use case for enabling live-action sports like baseball, football, and basketball. Broadcasting live-action sports over 5G is a challenge because of the high bandwidth requirements. The new 5G network architecture, including the use of mmWave spectrum, will enable live-action sports to be broadcasted over 5G. The new 5G network architecture, including the use of mmWave spectrum, will enable live-action sports to be broadcasted over 5G.

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Media Type	Resolution	Frame Rate	Bit Rate
4K Video	3840 x 2160	30 FPS	120 Mbps
8K Video	7680 x 4320	30 FPS	240 Mbps
16K Video	15360 x 8640	30 FPS	480 Mbps

5G at the U.S. Open:
Live Streaming
Without the Handicap

Can 5G replace miles of fiber to broadcast live, high-definition sports video? A case study.

AT&T | FOX Sports | Intel | Ericsson



5G IS
COMING,
READY
OR NOT.

Choose ready.



ERICSSON

DON'T LOOK BACK.

We're out in front on 5G.



5G WILL ROCK THE WORLD.

Seize the opportunity.



5G PROMISES TO TRANSFORM EVERYTHING.

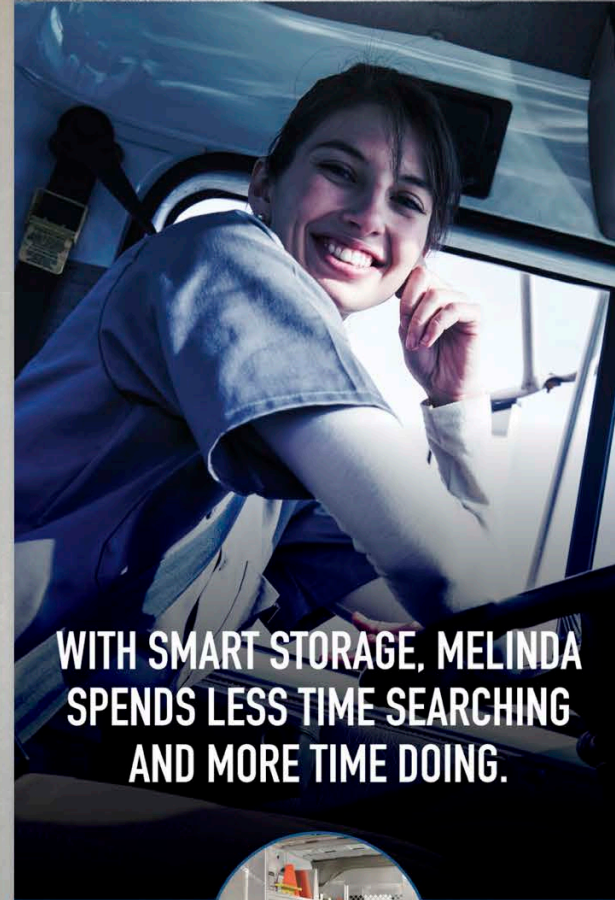
Including your bottom line.





Position Safe Fleet as redefining the fleet safety industry by integrating 16 discrete product companies into the first fully-integrated, 'branded' platform of best-of-breed safety solutions for fleets.

SAFE  FLEET
Driving Safety Forward™



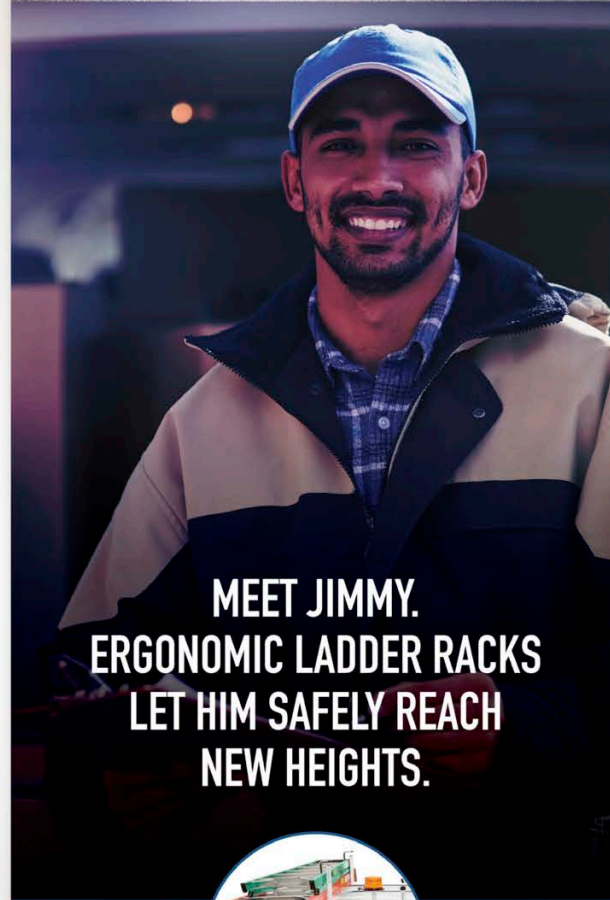
WITH SMART STORAGE, MELINDA
SPENDS LESS TIME SEARCHING
AND MORE TIME DOING.

Shelving and
Storage



American
van

SAFE  FLEET
Driving Safety Forward™



MEET JIMMY.
ERGONOMIC LADDER RACKS
LET HIM SAFELY REACH
NEW HEIGHTS.

Ladder Racks



PRIME DESIGN

SAFE  FLEET
Driving Safety Forward™



BOB KNOWS THAT SAFETY
COMES FROM KNOWING THE RULES.
AND SEEING THE ROAD AHEAD
AND THE ROAD BEHIND.

Backup Cameras
& Sensors



RVS

THE LEADING
PROVIDER OF
INNOVATIVE
SAFETY SOLUTIONS
FOR FLEETS



SAFE  FLEET
Driving Safety Forward™



WASTE MANAGEMENT

How Jimmy was saved from being taken out with the trash.



FIND OUT MORE

With an unrivaled portfolio of best-of-breed smart solutions, Safe Fleet serves as an integrated platform for total safety for fleets of every type.

From an ergonomically designed ladder rack to body cameras powered by artificial intelligence to improve both public trust and officer safety, we provide one-stop access to customized, integrated, smart solutions that answer a fleet's safety needs today...and anticipate tomorrow's challenges.

Consult an expert about fleet safety

CUSTOMIZED SOLUTIONS TO MEET THE NEEDS OF TODAY'S FLEETS.



Work Truck

WORK TRUCK



Waste

WASTE



Truck & Trailer

TRUCK & TRAILER



Industrial & Military

INDUSTRIAL & MILITARY



Fire, EMS & Law Enforcement

FIRE, EMS & LAW ENFORCEMENT



Bus, Rail & RV

BUS, RAIL & RV

CONFIGURE YOUR SCHOOL BUS



Stop Arms

Cameras

Cross Arms

Escape Hatch

LED S

Air



200 Series Stop Arm

Defender Series



Defender Series Electric Stop Arm

Transpec



6000 Series 2-Light



7000 Series Stop Arm

SAFE  FLEET
Driving Safety Forward™

DRIVING SAFETY FORWARD™





Reposition and rebrand a global leader in the test & measurement space to a leader in the 5G-driven active testing and lifecycle service assurance market.

The
PROMISE
OF GETTING HOME.

You made a promise to your customers that your
GPS devices will guide them every step of the way.
Let **Spirent** assure that you keep it

 **spirent**
Promise. Assured.

The PROMISE

OF NO-WAIT DOWNLOADS.

You made a promise to your customers that your network will always delight. Let **Spirent** assure that you keep it.



The PROMISE

OF BEING THERE.

You made a promise to your customers that your network is ready for anything. Let **Spirent** assure that you keep it.



The PROMISE

OF ALWAYS BEING CONNECTED.

You made a promise to your customers that your network is ready for anything. Let **Spirent** assure that you keep it.



Assuring the Promise of a Secure 5G Future Five Steps to Taming the Complexity and Exploiting 5G Opportunities

The benefits 5G will bring to consumers, network equipment manufacturers (NEMs), and service providers (SPs) are both numerous and game-changing. 5G will radically improve the mobile broadband services that consumers enjoy and enable connectivity to billions of global devices to create a boom in the Internet of Things (IoT). 5G will provide robust support for new use cases we may scarcely imagine today.

So what's holding up 5G deployment in real-world use cases? The most obvious, and most talked-about reason is complexity. The technical challenges of moving to virtual network functions (VNF) and orchestrated

networks, as well as the change in operational models and challenges of moving to a more dynamic IT model of operations management, changes the way engineers analyze and manage quality of service (QoS). And the distributed nature of 5G networks complicates scaling up and adding advanced automation and AI capabilities to the delivery and management of 5G services.

But there's another critical challenge that deserves attention. Security—particularly the need for validation and testing. On a basic level, the adoption of 5G will depend on whether or not 5G services are demonstrably safe.

[Careers](#) | [Blog](#) | [Contact Us](#) | [Q](#)
[Products For](#) | [Solutions For](#) | [For Business In](#) | [Support](#) | [Corporate](#) | [Partner](#)



The PROMISE OF CARS THAT DRIVE THEMSELVES.

You made a promise to your customers that their connected car will reliably carry them to their destination. Let **Spirent** assure that you keep it.

[Contact Us](#)

Promise. Assured.

Today, industries of every kind face relentless change, intense pressure, and complexity on a mind-boggling scale. But it really all comes down to one simple thing: A promise that you make to your customers of consistent and secure performance. Making sure things perform properly is just our starting point. We at Spirent bring clarity in the face of complexity. We partner with you throughout your journey, understanding your pain points and opening your doors of opportunity. We're not just dedicated to your quality; we're passionate about your success.

You made a promise to your customers. We're here to assure that you fulfill it.



THE PROMISE OF PERFORMANCE.

Every day, you make a promise to your customer. Spirent assures that you fulfill it. [View our video spot.](#)

WHAT WE DO

Spirent is leading the way in testing, assurance, analytics, and security to assure the capabilities and performance of networks, network equipment, devices and services.

We provide expert guidance and methodologies to help our customers find clarity in the face of complexity, overcome the challenges of a fast-approaching future, and ultimately deliver on their promise to their own customers.

- Service Assurance & Analytics [LEARN MORE](#)
- Cloud Infrastructure Validation [LEARN MORE](#)
- High Speed Network Testing [LEARN MORE](#)
- Cybersecurity & Compliance [LEARN MORE](#)
- Positioning, Navigation & Timing [LEARN MORE](#)
- Wireless Performance [LEARN MORE](#)

THE POWER OF A PROMISE KEPT.

See how being Spirent Assured is enabling our customers to fulfill their promises of performance across the entire technology lifecycle, from proof of concept to subscriber experience.



Spirent Assured™

- CISCO NEXUS 9516: CHALLENGING 100G PERFORMANCE TO NEW HEIGHTS**
How does Cisco scale up to handle today's load and provide a path for future expansion? Cisco Systems commissioned...
- SPIRENT HELPS CHINA TELECOM BEIJING RESEARCH INSTITUTE IN TESTING III TIER DECOUPLING**
"Today, we are able to achieve three-tier decoupling in a very short time-period due to unrelenting dedication and continuous..."
- CRANFIELD UNIVERSITY AND SPIRENT TO DEVELOP POSITIONING TECHNOLOGY FOR AUTONOMOUS VEHICLES**
"Creating new ways to verify that autonomous vehicles are in exactly the..."

cenx

**CHANGE YOUR VIEW
OF THE NETWORK**

Reposition the company to elevate it's market profile through a highly differentiated – and unique to CENX – offering in the network assurance space.

CHANGE YOUR VIEW OF THE NETWORK.

CENX puts all of your important network data into a single pane. Our solution ingests all of an operator's physical and virtual infrastructure data continuously, and transforms it into a comprehensive, trusted, real-time model of network and service topology.

Operators are able to react rapidly to problems and, moreover, to anticipate potential issues, manage performance, and identify new opportunities. CENX fundamentally changes the way service providers view the network.



cenx

CHANGE YOUR VIEW
OF THE NETWORK

YOUR NETWORK JUST GOT SIMPLER.

Your network is a dynamic, interconnected system: multi-device and multi-domain, physical and virtual, this gen and next gen. CENX enables service providers to see even the most complex services in the network end-to-end, in real time, on one clear, comprehensive pane.



cenx

CHANGE YOUR VIEW OF THE NETWORK



TELL YOUR NETWORK TO FIX ITS OWN PROBLEMS.

Operators are already moving toward zero-touch solutions by harnessing the power of their data. Imagine what you'll achieve when you stop stressing about the faults and concentrate on the future.



cenx

CHANGE YOUR VIEW OF THE NETWORK

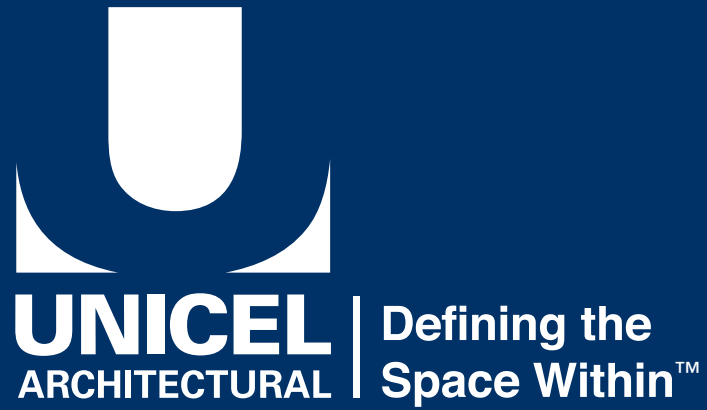
HEY, CAN WE TALK, MACHINE TO MACHINE?

IoT and 5G will bring smart home appliances, factory robots, self-driving cars, Virtual Reality, massive media streaming—and billions of contact points with possible interruptions. Some fear the challenge. Equipped with deep network insight, service providers will welcome the future.

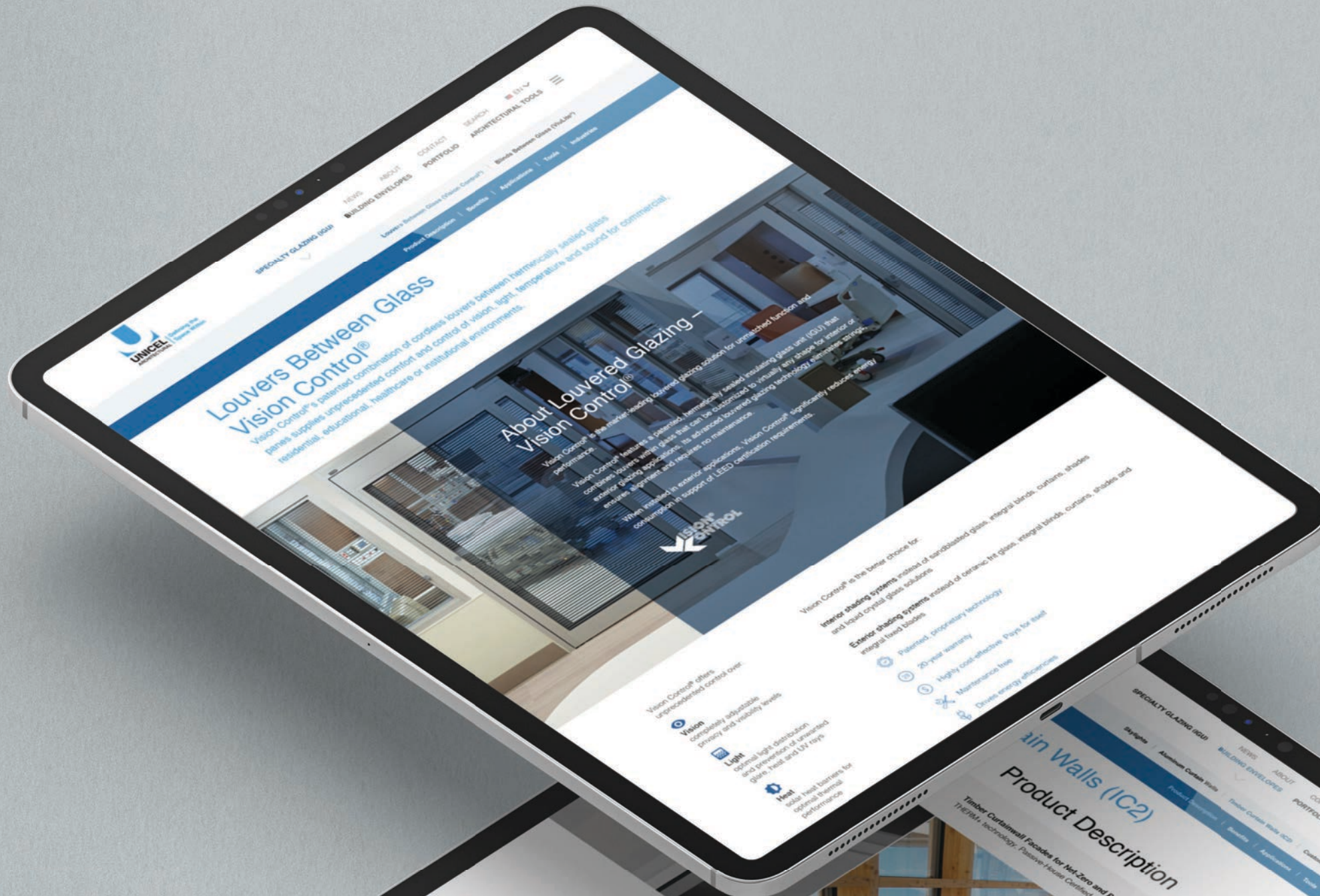


cenx

CHANGE YOUR VIEW OF THE NETWORK



Reposition an acclaimed regional provider of highly engineered, custom structural and specialty glazing solutions to support it's expansion across North America.





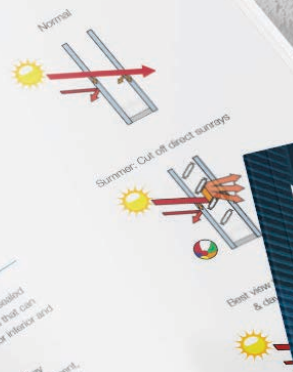
How It Works

Vision Control® is a patented, hermetically sealed glass unit containing glass-to-glass louvers that can be customized to virtually any angle for interior and exterior glazing applications.

Its advanced louvered glazing technology eliminates strings and cords, ensures ergonomic, easy-to-maintain louvers and provides the ideal lighting or privacy solution for commercial, residential, educational, healthcare or institutional environments.

When installed in exterior applications, Vision Control® significantly reduces energy consumption in support of LEED® requirements.

Vision Control® is a winner of The Architects' Choice Award from the National Symposium on Healthcare Design and a Product Innovation Award from Architecture Products Magazine.



Insulating Glass with Integrated Cord-Free Louvers



For the optimal control of vision, daylight, heat, sound

KEMET

Change misperception - primarily amongst the investment community - of a global electronic component manufacturer as a provider of low-margin commodity products (passive components) to a critical participant in the new era of mobility, connectivity and sustainability.

Built into
smart
factories

KEMET
Built into tomorrow

KEMET's **sensors**
are the eyes and ears
of Smart Factories.

KEMET's **flexible haptic actuators** make fabrics more functional than ever imagined.



Built into
smart clothing

KEMET
Built into tomorrow



KEMET

Built into tomorrow

Built into
tomorrow

KEMET produces high quality, purpose-designed electrical components that are essential for our increasingly electrified world. Equipped with a robust product portfolio, a history of market innovation and ingenuity, a field organization focused on customer success, and an industry-leading digital engagement platform, KEMET is uniquely positioned to address the multiple needs of the new era of mobility, connectivity and sustainability.

Feature Product



SuperCapacitor
Commercial Grade - Radial Pin
Supercapacitors Capacitor

[view details and pricing](#)

KEMET
Built into tomorrow

KEMET's high frequency, high performance RF capacitors enable the Massive MIMO antenna arrays that connect the 5G network.

Built into
5G networks

KEMET
Built into tomorrow

KEMET's **engineering experts** and **creative thinkers** are collaborating with the world's most innovative companies to turn visions into reality.

Built into
whatever you can imagine





Reposition and rebrand a major regional player in the medical claims management space in support of a push to become a national player.



I'm **IN.**

Because I went to medical school to heal patients, not balance bill them.

Three Rivers makes out-of-network care as seamless, transparent, and economical as in-network care. So physicians like Dr. Harris can focus on helping their patients get well.



Making out-of-network **IN.**

Jane is IN.

Because right now, Jane wants to focus on her child, not her insurance plan.

Three Rivers makes out-of-network care as seamless, transparent, and economical as in-network care. So moms like Jane can put their child's care first.



Making out-of-network **IN**.

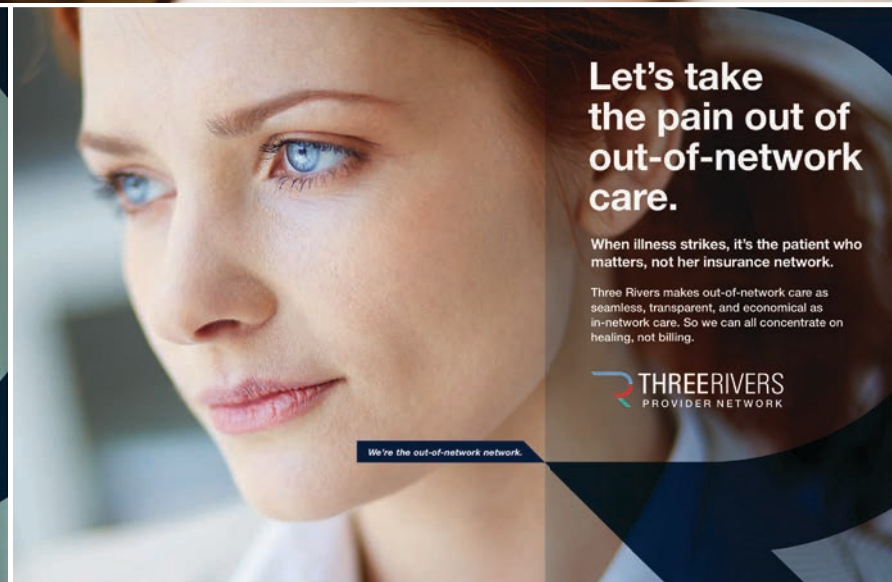


Jon wants to give his employees more affordable healthcare options. Not fewer.

To grow his business, Jon needs his people focused 100% on their jobs, not their out-of-network medical bills. That's why Three Rivers makes out-of-network care as seamless, transparent, and economical as in-network care.



Where all claims are in-network.



Let's take the pain out of out-of-network care.

When illness strikes, it's the patient who matters, not her insurance network.

Three Rivers makes out-of-network care as seamless, transparent, and economical as in-network care. So we can all concentrate on healing, not billing.



We're the out-of-network network.

I'm IN.
 "Because I went to medical school to heal patients, not balance bill them."

I'm IN.
 "Because I want to focus on my child, not my insurance plan."

I'm IN.
 "Because I want to give my employees affordable healthcare choices in and out of network."

THREERIVERS PROVIDER NETWORK

making out-of-network IN.

- NO Balance Billing**
- Guaranteed SAVINGS**
- Direct Contracts with providers**
- savings of UP TO 60% OFF billed charges**
- more than 100 MILLION MEMBERS nationwide**

THREERIVERS PROVIDER NETWORK

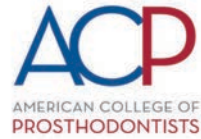
FAX

THREERIVERS





Portfolio





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& PARTNERS

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