

Problem

Mantas is the leading provider of behavior detection technology to the global financial services industry offering anti-money laundering, brokerage and investor protection, and equities trading compliance. Using advanced knowledge discovery technology the Mantas platform proactively collects and analyzes transaction data, then highlights and disseminates relevant, actionable information addressing specific business and regulatory challenges and opportunities.

Mantas is the first spin-off of SRA Ventures, LLC. SRA Ventures, LLC is a joint venture formed by SRA International, Inc. (NYSE:SRX), an information technology consulting and systems integration firm and Safeguard Scientifics, Inc. (NYSE:SFE), a leader in developing and operating emerging infrastructure technology companies. The Mantas technology is based on sophisticated data mining and pattern recognition techniques developed by SRA over the past decade. Utilizing this technology, Mantas built an enterprise software solution for NASD Regulation. The technology surveys the Nasdaq and other over-the-counter markets regarding brokerage firms' trading activities as they relate to the overall market. This product provided the foundation for their business going forward.

Mantas needed to establish a go-to-market strategy that would launch the Company and facilitate post-launch activity. As the company was being spun out of SRA, it was transforming from a services company to a product

company, so it needed focus on the most profitable target markets and what they demanded in terms of features and functionality. Market demands would directly affect the product Roadmap yet to be developed. Also, since the full product offering and target market had not yet been defined, the positioning and key messaging was not clear.

Because of the transition from a services company to a product company, the company did not have a consistent message or product descriptions, causing the sales team to struggle to communicate the capabilities of the initial product offering. Conveying the breadth and depth of the product and future versions presented a challenge. Mantas engaged Zer0 to 5ive to help develop its marketing strategy, launch its brand, clearly communicate the full suite of capabilities provided, and increase awareness in the market through effective implementation.

Solution

Mantas underwent Zer0 to 5ive's research-based Roadmap process. The insight gained from the Roadmap identified key areas of differentiation, a unique brand strategy, a clear market position, targeted key messages, a complete launch plan and tactics designed to increase Mantas' awareness in the marketplace.

Zer0 to 5ive interviewed chief operating officers, compliance officers and head traders to discover that the Company had clear differentiation based upon its extendible platform, domain

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expertise, and pioneering technology. The primary and secondary research Zer0 to 5ive conducted was utilized to solidify the product roadmap and to clarify the Company's positioning and messaging. This research formed the foundation for Mantas' strategy going forward.

Once the positioning and messaging was clearly defined, Zer0 to 5ive developed a go-to-market strategy and detailed plan to launch the company. Mantas retained one of Zer0 to 5ive's principals as an interim vice president of marketing to execute the launch plan. Within six weeks, marketing collateral, tradeshow booth, website, advertising and public relations initiatives were in place to support the Company's launch. Additionally, Zer0 to 5ive conducted media training for key executives and communicated the key messages to the organization. Zer0 to 5ive was retained to conduct public relations on Mantas' behalf. Zer0 to 5ive's interim vice president stayed on post-launch until a vice president of marketing was in place.

Benefit

Mantas leveraged Zer0 to 5ive's marketing expertise to ensure a successful company launch. The marketing strategy clearly communicated the company's direction going forward to prospective customers and employees. Zer0 to 5ive's understanding of Mantas' marketplace enabled it to secure meetings with eight industry analysts – key influencers in the enterprise solution sell. In addition, Zer0 to 5ive successfully pitched multiple journalists from national and key trade publications. Mantas was featured in leading publications, such as The Washington Post, Newsweek, Information Week; influential trade publications such as Securities Industry News, ABA Banking Journal, Treasury and Risk Management, and On Wall Street; and broadcast, including CNBC and Fox News.

The advertising equivalency of the public relations Mantas received over a six-month period equaled \$9.4 million. Global financial institutions such as Citibank, Salomon Smith Barney, NASD, and Merrill Lynch use Mantas' business intelligence and compliance solutions.

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