



# ArchetypeSC

**“We do complicated.”**

## Co-founders

Joseph Bonanno  
and Usman Khan

**Founded:** April 2014

## ArchetypeSC's Flagship Offering:

### Cyber Security Consulting

- SRVA (Security Risk and Vulnerability Assessment)
- Managed Security Services
- Identity and Access Management

### Digital Experience

- Application Development
- Brand and Marketing Development
- Mobile App development

### Data & Analytics Consulting

- Data Analysis & visualization
- Dashboard Development

### A2 Analytics

- Location awareness and monitoring

## Website:

[www.archetypesc.com](http://www.archetypesc.com)

## Executive Summary

Archetype SC solves complicated business challenges with technology. They work with companies to find solutions that are creative, innovative and focused on making things easier for their clients. They are known in their communities as much for the information they share with peers, as for the solutions they provide to our clients. Archetype SC is built by people who are motivated to empower others to achieve technology independence.

## Q+A with Joe Bonanno and Usman Khan

What makes you most excited about being in your role, leading the company and delivering your technology to the built environment?

**Usman:** Helping to change an industry historically wary of change excites our firm from top to bottom. We are consultants first and foremost. Using our SRVA tool and the broader tech assessment, we can cut through all the noise to figure out what you have, what you need, what you want, and then create a plan of action.

**Joe:** I am excited to use my design skills and love for data to find ways to help enterprises find efficiencies in process and technology. As consultants, we excel at understanding our client's business challenges and technology needs, helping not only to sort through the sea of technology, but to identify where the true problems exist.

Talk to me about your team. What are they like, what motivates them?

**Usman:** In a word, “geeks,” - they love technology. The love how it works and how it impacts people; and they truly love the challenge of overcoming problems with innovative solutions.

**Joe:** We are passionate about solving challenges, both professional and personal. Our team are individuals that participate in the community helping to rebuild and contribute to the betterment of our community and others in need.

**As folks are tracking activity in construction technology, many are overwhelmed or frustrated because there's so much technology to sort through. What is so compelling and unique about your technology that deserves attention in the industry?**

**Joe:** My partner and I decided we wanted to be something different: we wanted to work closely with our clients and peers to better their understanding of technology through education. Through sharing knowledge, promoting community growth, and truly embracing our peers' strengths, we help to provide our clients with the best technology and solutions regardless of company or affiliation.

**Usman:** The construction industry is reaching the tipping point in many areas. The lack of skilled and knowledgeable labor creates gaps for technology to fill. The risks to projects and businesses is very real and growing every day. Lastly, there is an opportunity for contractors to use a more secure and streamlined process to their advantage. As security experts, our assessment solutions bring immediate awareness to the severity of our client's risk providing all the information necessary to make swift decisions that can secure our clients infrastructure and network.

**We are now reaching a point where most companies are prepared to embrace technology more than in the past. What advice do you have to CEO's, COOs and presidents of design or construction firms?**

**Joe:** Educate yourself and work with people that want grow your knowledge. As rules and regulations begin to change around technology and security, ignorance is no longer a viable answer. Work with people that want to empower and educate you and your staff.

**Usman:** The C-Suite needs to start thinking proactively instead of reactively. Here are three questions to help assess your organization's security practices:

1. Users are the largest risk to attacks. Is your organization spending enough time assessing use and training users in best practices and do we perform continuous and random social awareness testing & training?
2. Do we protect our environment from malicious spam and advanced malware attacks, or do we just try to insure against the loss after an attack?
3. Have we completed a risk assessment in the past 12-18 months? After those assessments, do we scan internal and external systems regularly for vulnerability and does that include penetration testing?

**What is your practical prognosis for what this industry will look like in the next 5-8 years?**

**Joe:** As technology and ease of use increases, the impact of technology solutions for the construction industry will grow and there will be no choice but to adapt or die. The most forward-thinking companies will adopt creative solutions that continue to automate roles and increase efficiencies.

**Usman:** The most forward-thinking companies will continue to increase their IT spending. Organizations will stop thinking about the post attack process and begin focusing on defense against attacks. They will find creative ways to gather, report and analyze their data. Looking ahead, organizations will market their security posture and incorporate security of the new smart facilities as a part of the deliverable.