

**One Partner.
One Operating Model.
Stronger Outcomes.**



Advisory



Tech



Security



AI



Software



Digital

MANAGEMENT CONSULTING



Turn Technology Complexity Into Business Clarity.

Technology decisions increasingly shape operations, risk, investment, and growth. Tarika helps leadership understand the current environment, establish priorities, make informed technology decisions, and translate strategy into an executable path forward.

CORE CAPABILITIES

-  **Technology Strategy & Advisory**
Align technology priorities, investments, and initiatives with business objectives, operational needs, and risk.
-  **Enterprise Architecture & Roadmapping**
Connect business requirements, applications, infrastructure, data, and security into a practical architecture and modernization roadmap.
-  **Technology Assessment & Optimization**
Assess environments, processes, costs, vendors, and capabilities to identify risk, inefficiency, gaps, and opportunities for improvement.
-  **Governance, Risk & Decision Support**
Establish greater visibility, accountability, and structure around technology decisions, investments, vendors, risk, and controls.
-  **Fractional Technology Leadership**
Provide executive-level technology guidance and leadership when organizations need strategic expertise without adding a full-time executive role.



We analyze your environment, challenges, and opportunities.

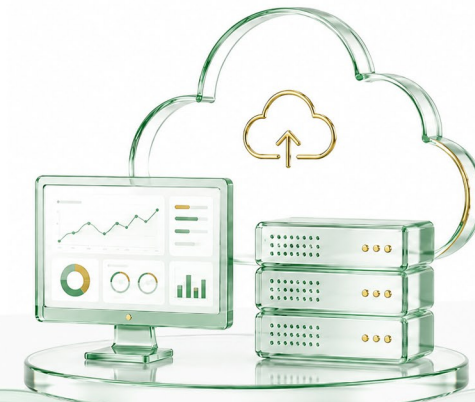


We design the right strategy, architecture, and roadmap.

MANAGED IT & CLOUD

Turn Technology Complexity Into Business Clarity.

Tarika manages and supports the technology your business depends on across users, infrastructure, cloud, security, continuity, and modernization. We bring operational excellence and continuous improvement together to increase reliability, strengthen control, and reduce technology complexity.



CORE CAPABILITIES

-  **Managed Technology & User Support**
Proactive monitoring, management, and tiered support for users, endpoints, systems, and day-to-day technology operations.
Monitoring • Remote & On-Site Support • Helpdesk • Asset Management • Ticketing
-  **Cloud, On-Premises & Hybrid Infrastructure**
Architect, implement, manage, and support cloud, on-premises, and hybrid environments based on business and operational requirements.
Cloud • Servers • Networks • Identity • Collaboration • Workplace Technology
-  **Modernization, Migration & Integration**
Plan and execute cloud, infrastructure, platform, application, and workplace migrations while minimizing disruption to the business.
Cloud Migration • Infrastructure Modernization • Platform Migration • Application Migration • Integration
-  **Business Continuity & Operational Resilience**
Strengthen backup, recovery, continuity planning, and operational readiness to keep critical technology and business functions available.
Backup • Business Continuity • Disaster Recovery • Recovery Planning
-  **Security, Governance & Compliance Support**
Integrate security controls, visibility, documentation, and operational practices into the managed environment to strengthen protection and support governance and compliance requirements.
Security Monitoring • Access Controls • Documentation • Policies • Compliance Support



We implement with precision, minimize disruption, and deliver results.



We continuously improve, optimize performance, and drive ongoing value.

CYBERSECURITY & COMPLIANCE



Reduce Risk

Tarika brings security strategy, technology, monitoring, governance, and operational controls together to protect users, systems, data, and critical business operations.



Strengthen Security



Build Resilience

CORE CAPABILITIES



Security Strategy & Risk Management

Assess security posture, identify risk and vulnerabilities, and prioritize improvements.

Assessments • Risk Reviews • Vulnerability Management



Managed Security & Threat Protection

Protect and monitor endpoints, email, networks, cloud environments, and critical systems.

Endpoint • Email • Network • Cloud • Detection & Response



Identity & Access Security

Strengthen identity, authentication, access controls, and privileged access.

Identity • MFA • Least Privilege • Privileged Access



Security Awareness & Human Risk

Reduce user-driven risk through continuous awareness, education, and testing.

Awareness Training • Phishing Simulation • User Risk



Governance, Compliance & Readiness

Strengthen policies, controls, documentation, audit readiness, and incident preparedness.

THE TARIKA CYBERSHIELD ADVANTAGE



Built on CIS Controls and aligned with leading security frameworks

Move Beyond Monitoring to Active Security Control.

CyberShield brings enforcement, remediation, privileged access, governance, and continuous validation together to create a more controlled and defensible security environment.

THE CYBERSHIELD CONTROL SYSTEM



Enforce

Apply and continuously validate security controls.



Remediate

Correct identified gaps, not simply report them.



Control

Govern privileged access and enforce least privilege.



Govern

Document controls and actions for accountability and audit readiness.

BUILT FOR TODAY'S SECURITY EXPECTATIONS

Framework-aligned security discipline whether or not formal certification is the objective.

Security Posture

Compliance & Audit Readiness

Cyber Insurance Readiness

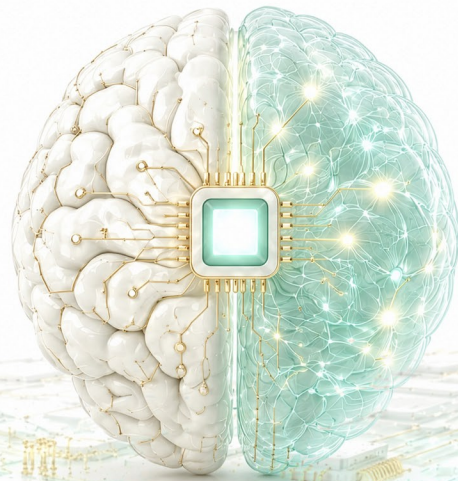
Executive Accountability

SECURITY IS NOT A ONE-TIME PROJECT



Continuously strengthen controls, validate effectiveness, remediate gaps, and harden the environment.

AI ADOPTION, ENABLEMENT & GOVERNANCE



Bring AI Into the Business with Control and Accountability.

AI is entering the workplace through frontier models, copilots, embedded applications, agents, and employee-adopted tools. Tarika helps organizations establish the strategy, foundation, governance, visibility, and security needed to adopt AI responsibly and productively.

AI ADOPTION FRAMEWORK



STRATEGY — AI Strategy & Readiness

Identify business priorities, high-value use cases, organizational readiness, and the right path for AI adoption.

Readiness • Use Cases • Roadmap • Platform & Model Strategy



ENABLE — Platforms & Model Access

Establish secure access to frontier models, copilots, enterprise AI platforms, APIs, and approved AI capabilities.

Models • Copilots • Platforms • APIs • Enterprise Access



ADOPT — Workforce AI Enablement

Integrate AI into everyday work with practical use cases, guidance, and adoption across teams and functions.

Workforce Enablement • Use Cases • Adoption • Training



GOVERN — AI Governance & Visibility

Establish policies, approved tools, data boundaries, usage visibility, and accountability—including visibility into Shadow AI.

Policies • Approved AI • Usage Visibility • Shadow AI • Oversight

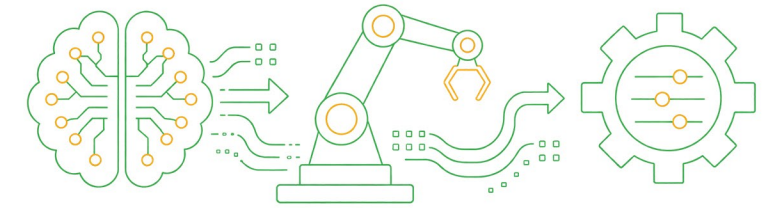


SECURE — AI Security & Data Protection

Protect sensitive information, identities, access, and enterprise systems as AI introduces new data flows and security considerations.

Data Protection • Identity & Access • AI Security • Risk Controls

INTELLIGENT AUTOMATION Put AI to Work.



Move beyond experimentation by applying AI and automation to real business processes. Tarika helps identify opportunities, redesign workflows, integrate intelligence into existing systems, and turn repetitive work into more efficient, measurable operations.



Business Process & Workflow Automation

Automate repetitive, manual, and fragmented processes.



AI Agents & Intelligent Assistants

Support employees, customers, service teams, and operations with purpose-built AI assistance.



Enterprise Knowledge & Search

Make organizational knowledge easier to find, understand, summarize, and use.



Document & Information Intelligence

Extract, classify, validate, route, and act on information from documents, email, forms, and business data.



Systems, Data & AI Integration

Connect AI with applications, databases, APIs, workflows, and enterprise systems.



Data Intelligence & Insights

Turn business data into actionable insight to support faster, better-informed decisions.



FROM OPPORTUNITY TO OPERATION

Framework-aligned security discipline whether or not formal certification is the objective.

DISCOVER → **DESIGN** → **INTEGRATE** → **OPTIMIZE**

AUTOMATION WITH CONTROL

AI should work within the systems and processes your business already depends on—not become another disconnected technology layer.

Human-in-the-Loop

→ **Governed Access**

→ **Measurable Outcomes**



SOFTWARE DEVELOPMENT & INTEGRATION

Build What You Need. Connect What You Have.

Modern software is increasingly about connecting systems, data, workflows, and intelligence to support better business outcomes. Tarika develops and integrates solutions around the way your business actually operates.



BUILD — SOFTWARE DEVELOPMENT & MODERNIZATION

Custom Applications & Digital Products
Design and develop applications, platforms, and purpose-built solutions around specific business requirements.

Application Modernization
Extend, improve, or modernize existing applications using current architectures, technologies, and development practices.

AI-Enabled Development
Use modern, AI-assisted engineering practices to accelerate development, improve productivity, and support faster iteration while maintaining quality and oversight.

CONNECT — SYSTEMS & BUSINESS INTEGRATION

Application & Platform Integration
Connect business applications, SaaS platforms, custom systems, and third-party services.

APIs & Integration Services
Design and implement APIs and integration components that allow systems and data to work together.

Workflow & Data Integration
Connect systems to business processes so information moves where it is needed without unnecessary manual intervention.

AI Integration
Integrate AI models, services, and intelligent capabilities into existing applications, systems, and workflows.

DATA, ANALYTICS & BUSINESS INTELLIGENCE

Turn Data Into Better Decisions.

Business systems generate enormous amounts of information. Tarika helps bring that data together, structure it, visualize it, and turn it into meaningful insight for better decisions and greater operational visibility.

UNDERSTAND — DATA & ANALYTICS

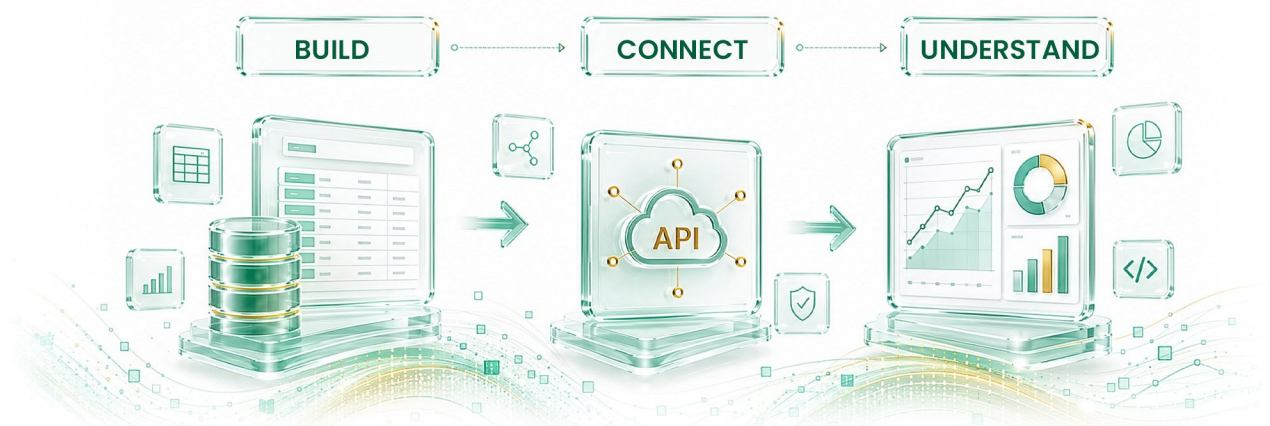
Data Integration & Management
Bring together information from applications, databases, platforms, and other business sources.

Dashboards & Business Intelligence
Transform operational and business data into clear dashboards, KPIs, and reporting.

Analytics & Insights
Analyze information to uncover trends, patterns, performance indicators, and opportunities for improvement.

Data Visualization & Reporting
Present complex information in a form leadership and operational teams can quickly understand and use.

AI-Enabled Data Intelligence
Use AI where appropriate to query, summarize, analyze, and surface insights from business information.



Independent Capabilities. Greater Value When Connected.

Engage Tarika to build a solution, integrate existing systems, unlock value from your data, or combine these capabilities to solve more complex business challenges.

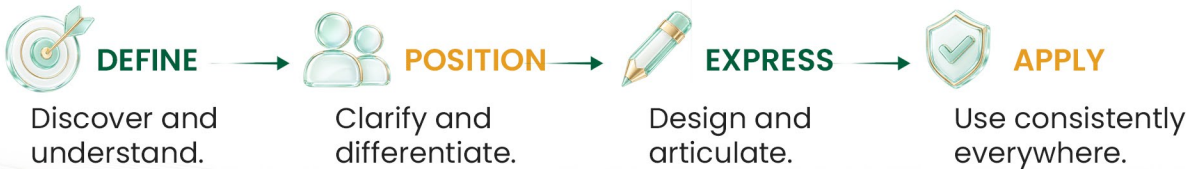
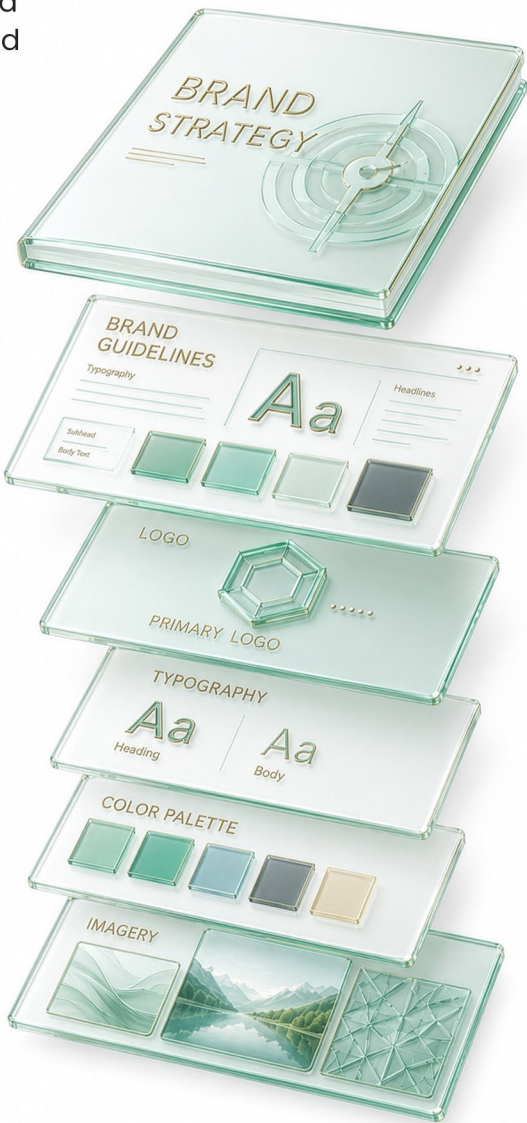
BUILD THE BRAND

Define who you are.
Stand out with clarity.

We help you build the foundation of a strong brand from strategy and messaging to visual identity and standards so your brand is clear, consistent, and built to last.

BRAND STRATEGY & IDENTITY

-  **Brand Strategy & Positioning**
Define the brand's purpose, audience, differentiation, positioning, and place in the market.
-  **Brand Story & Messaging**
Develop the narrative, messaging, and voice that communicate who you are and why it matters.
-  **Visual Identity**
Create a cohesive visual system that brings the brand to life across digital and physical environments.
-  **Brand Guidelines & Standards**
Establish practical standards for consistent use of identity, typography, imagery, messaging, and other brand elements.



BRING THE BRAND TO LIFE

Create experiences
that engage and inspire.

We transform brand strategy into digital experiences and creative communications that connect with your audience and drive real business results.



DIGITAL EXPERIENCE

-  **Websites & Digital Experiences**
Design and develop responsive, business-focused digital experiences that bring brand, content, technology, and usability together.
-  **UX/UI & Experience Design**
Create intuitive user journeys and interfaces that make digital interactions clearer and easier to navigate.
-  **eCommerce & Digital Platforms**
Develop digital commerce and platform experiences that connect customers, content, transactions, and business systems.

DESIGN & VISUAL STORYTELLING

-  **Creative Design & Brand Applications**
Extend the brand across digital and physical communications with consistent, purposeful design.
-  **Business & Marketing Communications**
Create presentations, publications, reports, sales materials, campaigns, and other branded communications.
-  **Motion & Digital Content**
Use motion, video, graphics, and digital content to communicate ideas and strengthen audience engagement.



REACH & ENGAGE

Be seen. Be relevant. Build demand.

Tarika helps organizations connect with the right audiences through coordinated digital strategies that bring content, search, social, campaigns, and creative execution together.

REACH THE RIGHT AUDIENCE



Digital Marketing Strategy

Align audiences, channels, messaging, campaigns, and investment with clear business and marketing objectives.



Search & SEO

Strengthen organic visibility and help prospective customers find your business when they are actively searching.



Content Marketing

Develop relevant content that communicates expertise, supports the customer journey, and builds engagement.



Social Media & Audience Engagement

Build visibility and strengthen audience relationships through purposeful social content and engagement.



Paid Media & Campaigns

Reach targeted audiences through coordinated digital advertising and campaign execution.



CONVERT, MEASURE & GROW

Turn attention into measurable progress.

Digital marketing should do more than generate activity. Tarika connects campaigns, digital experiences, data, and measurement to understand performance, improve conversion, and continuously optimize results.

TURN ENGAGEMENT INTO RESULTS



Lead Generation & Conversion

Create clear paths from audience interest to meaningful actions, inquiries, and opportunities.



Campaign & Marketing Automation

Connect campaigns, communications, workflows, and follow-up to improve consistency and responsiveness.



Conversion Optimization

Use performance data and user behavior to identify friction and improve digital journeys.



Marketing Analytics & Reporting

Measure traffic, engagement, campaigns, conversions, and other meaningful performance indicators.



Performance Optimization

Continuously evaluate what is working, refine strategy and execution, and focus investment on stronger outcomes.



strategy. creativity. technology. data. execution. stronger outcomes.

WHY **TARIKA**

Transform . **Clarity**

Complex business challenges rarely fit neatly into one technology discipline. Tarika brings strategy, technology, security, AI, software, data, and digital expertise together to simplify complexity and move from strategy through execution.



FROM COMPLEXITY TO CLARITY



A PURPOSE-DRIVEN ORGANIZATION

Our purpose is to empower businesses through process improvement and simplification using technology.

Every solution we deliver is guided by this purpose—reducing complexity, improving efficiency, and helping organizations operate with greater confidence and clarity.



ONE PARTNER. ONE OPERATING MODEL. STRONGER OUTCOMES.

Fewer silos. Clearer accountability. The right expertise brought together around the needs of your business.

OUR CORE **VALUES**

What guides **Us**

Four principles that shape how we work with each other and with our clients.



WIN AS ONE TEAM

We work across teams and disciplines toward shared outcomes.



OWN THE OUTCOME

We take responsibility, follow through, and drive work toward resolution.



PARTNER, NOT PROVIDER

We look beyond the immediate request to understand what the business truly needs.



SAY WHAT NEEDS TO BE SAID

We communicate openly, surface risks early, and challenge assumptions when needed.

BUILT ON EXPERIENCE.

DESIGNED FOR WHAT'S NEXT.



ESTABLISHED 2006



GLOBAL SERVICE DELIVERY



Teams supporting clients across geographies and time zones



Two decades of technology experience



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