



Micro Focus Government
Solutions Master Supplier

Responding to COVID-19 – Ensuring security and continuity for agencies

MFGS, Inc. Marketing Team





Campaign Strategy

Our campaign aimed to cover three areas of our business that were significantly impacted by COVID-19: First, the industry and customers that we have served for years. Second, the communities in which we work and live across the country. Third, our employees who make up the business and are the ultimate influence of our success.

Goals

Our top priority throughout our COVID-19 response was to continue to provide full support to all business units within MFGS, Inc. and to our partner team at Micro Focus who we support as the Master Supplier. While all people and businesses have had a need to adjust and adapt during COVID-19, we wanted to ensure that our campaigns had a seamless transition to their new state of being and we wanted to continue to meet our goals across the second half of our fiscal year.

Solutions

Our mission included key solutions area our customers needed immediate support to tackle, including:

Multi-Factor Authentication (MFA) for Teleworking

As government employees moved to teleworking, they needed secure access to the data and systems required for their job. To help with this challenge, we provided an unlimited edition of NetIQ Advanced Authentication that offers multi-factor authentication for as many users as needed.

Artificial Intelligence for Tracking COVID-19

Tracking the virus with Artificial Intelligence (AI) that enables a real-time focus on the most valuable data within a vast sea of unfolding information. IDOL delivers text analytics, speech analytics, video analytics and unstructured data analytics on an extremely diverse set of file formats across an exhaustive range of data repositories.

Ensure Security and Scalability of Your Critical Internal and External Apps

As more government employees and contractors find themselves working remotely due to the spread of COVID-19, ensuring the scalability of agency internal and external apps is critical to handle the unprecedented influx of online traffic. We were ready to help by making it easier for agencies to identify any performance issues that may arise, and ultimately ensure continuity of service.

Manage, Automate, and Ensure Compliance of Virtual Networks for Confident Telework Environments

With more combined government employees working from home than ever before due to COVID-19, networks are feeling the impact. Our solutions were made ready to support agencies' network infrastructure capability of providing sufficient bandwidth which could identify bottlenecks rapidly by "stress testing" with the Network Operations Management suite (NOM).

Partners

In conjunction with Micro Focus and Micro Focus Government Solutions, we also partnered and worked with a myriad of other key organizations and companies that support the federal government, including ICIT – The Institute for Critical Infrastructure Technology, Carahsoft, Immix Group, and FCW, among others.



Industry/Consumer Focus

In March 2020, our team hosted its largest annual event with the 10th Annual Micro Focus Government Summit. In what turned out to be one of the last in-person events in the Washington, D.C. area, our team had to quickly adapt, and not only adjust its current marketing events and campaigns to fit the new pandemic environment, but to also add new marketing activities to support the changing world and new demands being seen across the U.S. Federal agencies we support. We were able to address key customer needs by offering free product trials with software that would best help them meet the demands of their new teleworking environments, especially addressing security concerns of a new remote workforce.

Our marketing team is seen as the backbone of the company because they support all functions of the business- from sales teams, to finance, to corporate functions. They also were on the front lines of gaining insight into how the Government was reacting and what the industry needed as the pandemic hit. As the team began to understand the greatest concerns facing our customers, they reallocated marketing budget to create whitepapers with checklists, connectivity tips, and overall remote access best practices. They also hosted virtual webinars and virtual education seminars related to COVID-19.

In an onsite events world turned completely virtual, the team was also able to support Micro Focus in their large “Micro Focus Virtual Universe” event by supporting a full Government track with content supplied from our earlier Government Summit.

We also turned over the homepages of our websites to provide all COVID information, including general information on the virus, multiple resources, and information on the right products to support teleworking, security, and more.

MFSGS, Inc. COVID-19 Response Page

<https://www.mfsgsinc.com/covid-19>

Example Webinars & Virtual Universe Links

- [\[Webinar\] Mitigating Threats with Agility During COVID-19](#)
- [\[Webinar\] The Role of Zero Trust in the Remote Workforce](#)
- [\[Webinar\] Ensuring Business Security and Continuity for Public Sector Agencies](#)
- [\[Webinar\] COVID-19 Checklist: Detailed Steps to Better Protect Your Organization](#)
- [Micro Focus Virtual Universe 2020](#)

Example Resources

- [Remote Access and the Coronavirus](#)
- [The COVID-19 Checklist](#)
- [Connectivity and the Coronavirus](#)

ROI

- Each month, the COVID-19 response page drove support, solution and product awareness in average of over 300 pages view with an average of 120 returning visitors.
- Virtual Universe sessions featured the following partners (and total attendees):
 - Astadia (45 leads)
 - Red River & Robert Linton (24 leads)
 - TriVir (21 leads)



Community

We have been very fortunate to have the continuous support of our customers which has allowed our company to meet our quarterly goals set in place. As a result, it became one of our top priorities to give back to the communities where our offices are located, as well as the communities most effected by COVID-19.

Over the past six months, we have been proud to support the USO, INOVA Fairfax Emergency Preparedness Fund, Healthy Meals for Healthcare Heroes, DC Public Schools, Prince George's Public Schools, NOLA Public Schools, Ochsner Medical Center, and NY Presbyterian Hospital.

ROI

Some of the impactful responses from those we supported:

"I'm writing today to thank you very much for MFGS' generous donation to Inova's Emergency Preparedness Fund. We appreciate the support very much, particularly during these challenging times for our health system."

*Jennifer "Jenni" McGihon
Senior Director, Philanthropy
Inova Health Foundation*

"Your gift is helping to ensure that our work can continue long after this crisis is over. Thank you for ensuring critical patient care can move forward, research can continue and our employees know the community is with them.."

*Michelle Dodenhoff
Sr. VP & Chief Development Officer
Ochsner Health System*

"Everyone is so appreciative of this generous gift from MFGS. My team is so proud to be a part of this project preparing and delivering these meals to the front-line workers, and the healthcare heroes love having a chef-prepared, healthy meal."

*Katie Reineberg
Owner and Executive Chef
Wined and Dined*

"Thank you so much for your Donation."

*Tracy Tingstrom
Assistant Comptroller
NOLA Public Schools*

"We will be putting messages with your logo on them with the meals to let the community know that you are a supporter of this program. Again thank you so much for your support during this time!"

*-Meghan Butler
Corporate Development Specialist
USO of Metropolitan Washington-Baltimore*

More from Our Community Support Efforts

(Healthy Meals for Healthcare Heroes)



More from Our Community Support Efforts

(USO)



UNIT SUPPORT

250 lunches and care package supplies delivered to Marines in training for Marine Corps Embassy Security Group at Marine Corps Base Quantico.

COOKIE DELIVERY

36 cases of famous Girl Scout cookies delivered to service members at the Defense Information School on Fort Meade.

MEALS 2 GO

Pre-packaged meals delivered at Fort Belvoir, among other bases. These Soldiers regularly visit our USO Warrior & Family Center, located next door to their barracks.



CARE PACKAGES

USO-Metro is one of the only mobilizing organization making sure our local troops have what they need to face this COVID-19 outbreak. With supply shortages and quarantine measures, USO-Metro care packages provide short term relief to those protecting our citizens during this pandemic.

These packages include a mixture of healthy treats, drink mixes, and a wide range of travel-sized hygiene products.



**Metropolitan Washington-Baltimore**

Take Action: COVID-19 Response Efforts

30 April 2020 UPDATE

Thanks to your support, we reached our Phase I Goal of \$75,000!
NEW Phase II Goal = \$150,000 total

With your generous donations, USO-Metro has proudly delivered **Impactful services and programming** across our National Capital Region military community; however, we are NOT stopping now. Our service members and their families are still on the **front lines** of this crisis, and we continue to stand behind them.

As such, we are **doubling our goal** and **extending our campaign through the end of May**.

Enjoy our latest response effort highlights and **make a difference** by joining us as a corporate donor today!

**Metropolitan Washington-Baltimore**

Join me in thanking our generous donors!





Employees

Despite all of the twists and turns this year has taken, the most important things to us has always been the health and safety of our employees. We recognize that in a year of so many unexpected changes, that life and work can have more challenges than normal this year, especially when teams can't be together face to face.

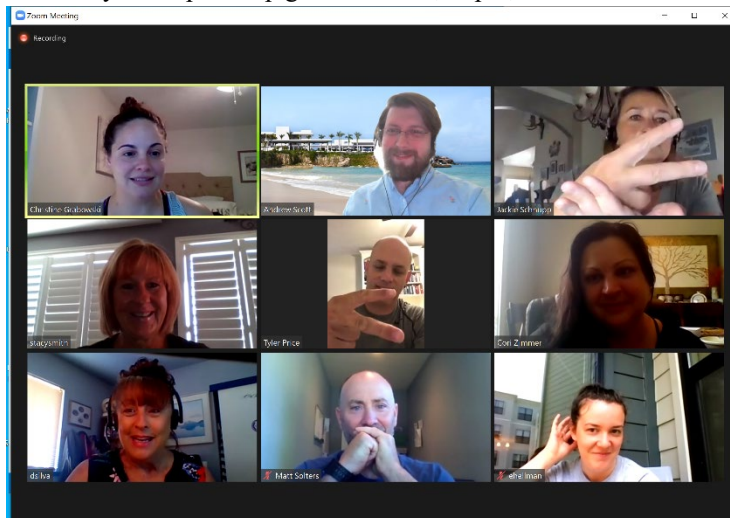
Our marketing team coordinated a small COVID engagement team that brought together representatives from various aspects of the company to brainstorm fun employee engagement opportunities that included a weekly newsletter with competitions, contests, and more. It received really great feedback from employees who were looking for more ways to stay connected. We provided a chance for employees to share recipes, photos of pets, family games, etc.

The team would meet weekly to share new ideas and we were able to add some weekly fun to employees' email inboxes. The engagement kicked off with a spirit week contest with daily dress-up themes, games, and more.

The team also produced all new branded virtual background images (for Zoom and Microsoft Teams) to support the sales team's all virtual meeting life of engaging with customers and partners online to maintain a cohesive experience.

Example Activity

A friendly Championship game of Rock, Paper, Scissors



Example Virtual Backgrounds





Supporting Documents

MFSGS, Inc. COVID Response Page and Gov Solutions Response Page

LINK

Responding to COVID-19

Ensuring business continuity for agencies

Our commitment to you

The current COVID-19 pandemic is a global health crisis that has impacted the entire world. MFSGS, Inc. is committed to helping our clients and partners navigate this crisis. We are providing the resources and support you need to ensure your business remains operational and your employees are safe.

Keeping informed to stay safe

Link to trustworthy organizations for accurate, timely education about COVID-19

Helping to support those on the frontlines

Strengthen community by aiding our service members and healthcare professionals

Meeting the challenges agencies face

The immediate IT needs we are hearing from government agencies as they transition to allow their employees to work remotely include:

- Security**: Ensure sensitive data is secure and protected.
- Capacity**: Ensure systems can handle increased demand.
- Productivity**: Ensure employees can work effectively from home.
- Analytics**: Ensure data is accurate and up-to-date.

Providing solutions that can help

Multi-Factor Authentication (MFA) for Teleworking

Agencies can connect this link to ensure their users coming in through MFA. This link is a critical component of our security solution, ensuring that only authorized users can access sensitive data.

Artificial Intelligence for Tracking COVID-19

MFSGS, Inc. has developed a cutting-edge AI solution for tracking COVID-19. This solution uses machine learning to analyze large amounts of data, providing agencies with real-time insights into the spread of the virus.

Ensure Security and Scalability of Your Critical Internal and External Apps

MFSGS, Inc. can help you ensure the security and scalability of your critical applications. Our experts will assess your current infrastructure and recommend solutions to protect your data and ensure your applications are always available.

Manage, Automate, and Ensure Compliance of Virtual Networks for Confidential Telework Environments

MFSGS, Inc. can help you manage, automate, and ensure compliance of your virtual networks. Our solutions are designed to protect your data and ensure your virtual networks are always secure.

Related Resources

- Ensuring Business Continuity
- The COVID-19 Challenge
- Ensuring Business Continuity

LINK

Ensuring Business Continuity and Security for Public Sector Agencies

MFSGS, Inc. is committed to helping our clients and partners navigate this crisis. We are providing the resources and support you need to ensure your business remains operational and your employees are safe.

Security

Ensure sensitive data is secure and protected.

Capacity

Ensure systems can handle increased demand.

Productivity

Ensure employees can work effectively from home.

Analytics

Ensure data is accurate and up-to-date.

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Adoption Readiness Tool (ART)

MFSGS, Inc. can help you ensure the adoption of new technologies. Our ART tool is designed to assess your organization's readiness for new technologies and provide recommendations for successful adoption.

Additional Resources

- Thinking Outside the Box, and the Building
- The COVID-19 Challenge

Social Media Supporting Key Initiatives

Micro Focus Government Solutions
@MicroFocusGov

We're committed to helping you during these trying times. Learn more about how we're enabling agencies to meet the immediate [#govtech](#) challenges they face during [#COVID19](#). [#StoptheSpread](#) bit.ly/3bVXdBq



8:18 AM - Apr 6, 2020 - Twitter Web App

||| View Tweet activity

MFGS, Inc.
@mfgsinc

We're committed to helping government agencies during this unprecedented time by providing information, solutions and community support. Learn more: mfgsinc.com/covid-19 [#COVID-19](#) [#digitalgov](#) [#StoptheSpread](#)



7:15 PM - Apr 9, 2020 - Twitter Web App

1 Quote Tweet 1 Like

Micro Focus Government Solutions
@MicroFocusGov

What potential impacts will [#COVID-19](#) have on [#govtech](#) organizations days, weeks, and years after the pandemic ends? Join us for an in-depth discussion during this on demand [@FCWnow](#) webinar with our partners at [@immixGroup_Inc](#). bit.ly/fcwccovid19



4:13 PM - Apr 21, 2020 - Twitter Web App

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MFGS, Inc.
@mfgsinc

While the [#COVID19](#) crisis continues to test the [#publicsector](#), Micro Focus Advanced Authentication provides both choice and flexibility for agencies' current and future MFA requirements. bit.ly/3iKpbmO



10:11 AM - Aug 17, 2020 - Twitter Web App

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@MicroFocusGov

Don't miss next week's ICIT webinar for firsthand best practices and lessons learned from [@USDA](#), [@MoffittNews](#), and [@MicroFocusGov](#) on how to best secure your organization's [#telework](#) ecosystem. [#digitalgov](#)

register.gotowebinar.com/register/87582...



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2 Likes

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Power. Protection. Partnerships. As a global leader in the field of [#OSINTT](#), [@MicroFocus](#) continues to help government customers solve significant challenges during this global pandemic. Learn more from our recent white paper. microfocus.com/media/article/... [#digitalgov](#) [#AI](#)



2:23 PM - Aug 14, 2020 - Twitter Web App

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Learn how agencies are meeting [#fedgov](#) implementation of identity, credential, and access management demands during our [#virtualUniverse](#) session with [@TriVir](#). [#digitalgov](#) universe.microfocus.com/website/820/

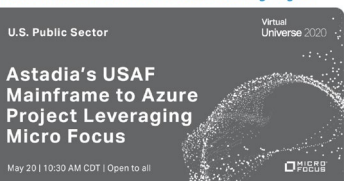


4:58 PM - May 12, 2020 - Twitter Web App

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Micro Focus Government Solutions
@MicroFocusGov

Join us for the [@MicroFocus](#) [#virtualUniverse](#) Public Sector track session featuring [@AstadiaInc](#) on May 20 at 10:30AM CST, for a look at how Azure's [#hybridIT](#) and mainframe capabilities enable and transform apps for the [@usairforce](#). universe.microfocus.com/website/820/ [#digitalgov](#)



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Micro Focus Government Solutions
@MicroFocusGov

Don't miss [@MicroFocus](#) [#VirtualUniverse](#)'s Public Sector track session — An Agile [#DevSecOps](#) Solution Leveraging [#Microsoft](#) [@Azure](#) [#GovCloud](#)

universe.microfocus.com/website/820/



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Miss out on this year's [@MicroFocus](#) [#VirtualUniverse](#) 2020? You can now watch sessions on-demand, including our U.S. [#PublicSector](#) track, with topics on mainframe, [#DevSecOps](#), and [#ZeroTrust](#) architecture. microfocus.com/en-us/events/v...



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Micro Focus Government Solutions
@MicroFocusGov

On Demand Webinar: Mitigating Threats with Agility During [#COVID19](#) bit.ly/mitigatingCOVI... [#govsec](#)



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Industry Recognition



Presented by Government Marketing University, the GAINER Awards recognize excellence in government marketing in categories like lead generation, social media, brand awareness, events, partner marketing, and innovation.

In 2020, MFGS, Inc.'s Marketing Team won a GAINER Award for their COVID-19 response efforts.

"The marketing team at MFGS, Inc. really impressed the 2020 Government Marketing GAINER Award Judges this year due to their creative and innovative COVID-19 marketing campaign," said Lou Anne Brossman, CEO and Founder of Government Marketing University. "The level of integration was extremely impressive, especially with how they ensured they were giving back to their communities, which is so very needed right now as we all navigate our new normal of COVID-19. It's obvious this team of top-notch marketing professionals excels at being at the forefront of advancing government marketing excellence."

[Press Release](#)