



MAY 2022

# Capabilities Deck

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48 Wall Street 11<sup>th</sup> Floor  
New York, NY 10005

[info@eldon.group](mailto:info@eldon.group)  
[www.eldon.group](http://www.eldon.group)



Headquartered in 48 Wall Street, Eldon Group helps companies engineer efficient customer journeys by designing every product, service and action to deliver an exceptional experience.

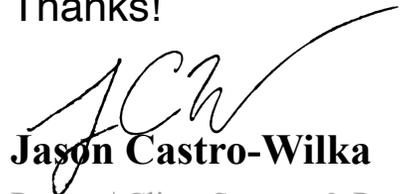
Hello there,

Thank you for considering Eldon Group!

We understand that you're busy, so we'll cut to the chase: Our goal is to provide the right services and put together the right specialists for your needs. Ultimately, producing effective measurable results that we all can be proud of.

This document will give you an overview of our expertise and capabilities. You should also know that we have a minimum level of engagement of \$30,000 in quarterly fees. We look forward to hearing from you and feel free to reach out to us anytime if you have any questions.

Thanks!



Partner | Client Success & Partnerships

[jcastro@eldon.group](mailto:jcastro@eldon.group)

347.579.6423



**E/G**  
Eldon  
Group

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# First, Industry Jargons.

## **Customer Journey** noun

Cus·tom·er Jour·ney | kə-stə-mər 'jər-nē

The complete collection of customer touchpoints from initial to final interactions with a company.

## **Customer Touchpoint** noun

Cus·tom·er Touch·point | kə-stə-mər 'tɛch'-'pɔɪnt

Any way a customer can interact with a business, whether it be person-to-person, through a website, an app or any form of communication.

## **Customer Engineering** noun

Cus·tom·er En·gi·neer·ing | kə-stə-mər ,en-jə-'nɪr-ɪŋ

The art and science of developing effective customer journeys capable of meeting requirements within often conflicting constraints.

# About Our Firm.

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Eldon Group is a customer engineering firm helping companies design and build touchpoints that are understandable and flow in a way that customers can interact efficiently. We do this by emphasizing efforts on strategy and assessments to optimize the customer journey and not favor one touchpoint at the expense of another.

Since our founding, Eldon Group has steadily grown into a specialized firm complementing marketing with analytics across a range of customer touchpoints.

Led by Managing Partner, John Torres, Eldon Group has helped companies across industries with innovative marketing solutions and customer experiences.

Our mission is simple – consistently engineer customer journeys that achieve measurable goals by designing every product, service and action to deliver an exceptional experience.

## PARTIAL CLIENT LIST

ADIRONDACK MANOR HFA

BAYVIEW REST HOME

BEACH GARDENS

BRONXWOOD ASSISTED LIVING

BROOKLYN GARDENS

CATON PARK REHABILITATION & NURSING CENTER

CHAR-DON-GAY

FALCONER HOLDINGS

FORKEAT

GRAND COURT ASSISTED LIVING AND MEMORY CARE

GRAND LODGE OF F&A MASONS OF THE STATE OF NY

HAMPTONS GIRL ROSE

HEMPSTEAD PARK NURSING HOME

HOME SWEET HOME AT ATHENS

HOME SWEET HOME ON THE HUDSON

JEFFERSONVILLE SENIOR LIVING

KINGS HARBOR MULTICARE CENTER

LOW-QUOTE.COM

LUKEZIC FAMILY WINE

METHODIST HOME

MANOR HFA

MOUNT MORIAH FOUNDATION

MOUNT MORIAH NO. 20

NEW BROADVIEW MANOR

NEW HAVEN MANOR HOME FOR ADULTS

OLD SLIP BENEFITS AND INSURANCES SERVICES

OLD SLIP CAPITAL MANAGEMENT

OLD SLIP CAPITAL PARTNERS

OLD SLIP PROPERTIES

OLD SLIP REGISTERED INVESTMENT ADVISORS

PARK NURSING HOME

PIERE MICHEL REAL ESTATE

PREFERRED HOME CARE

REGENCY EXTENDED CARE CENTER

RESEARCH WALL STREET

ROCKAWAY CARE CENTER

SANFORD HOME FOR ADULTS

SCOTIA MANSION HFA

SHADWELL GLOBAL PARTNERS

TABA JEWELRY

THE W ASSISTED LIVING AT RIVERDALE

THE W AT GOSHEN

TRUSTEES OF THE MASONIC HALL

VALEHAVEN HFA AT CAMDEN

VALEHAVEN HFA AT PERU

WILLOW PARK ALF

WOODHAVEN HFA

YONKERS GARDEN

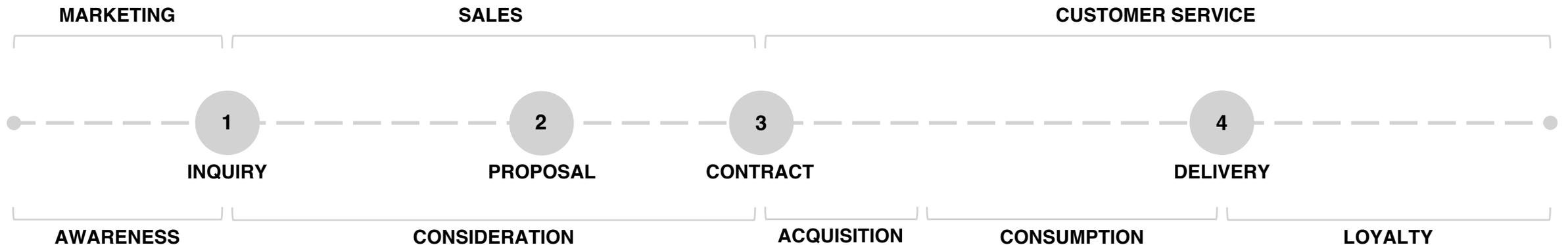
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**So, what do we do?**

## EXPERTISE

Customer Engineering is our flagship service that provides impactful recommendations & solutions for end-to-end experience focused on the quality and thoughtfulness of the customer journey. We facilitate, guide, and integrate relevant customer engagements into a cohesive effort, forming an appropriately structured customer experience that proceeds from awareness to consideration, acquisition, consumption and eventual loyalty. While engineering each engagement, we keep in mind long-term goals in addition to considering details like cost, schedules, risk, and opportunities that may be associated.

### Macro Customer Journey



## CAPABILITIES

We love crafting beautiful, smart and inspired work that is focused on our clients' goals and their customers. We do this across multiple touch points to help organizations achieve their goals.

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### STRATEGY

Strategy  
Discovery & Research  
User Experience  
Brand Strategy & Architecture  
Positioning  
Content Strategy Marketing  
Campaigns

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### BRANDING & DESIGN

Brand Development &  
Rebranding  
Logo & ID Systems  
Brand Style Guides  
Architectural Rendering  
Messaging  
Collateral, Print & Packaging  
Wayfinding & Signage  
Environmental Design  
Iconography

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### DIGITAL DEVELOPMENT

Website Development  
UX/UI  
Information Architecture  
Wireframing  
Prototypes  
Custom CMS  
iOS Applications  
Web Applications  
Android Applications

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### CONTENT PRODUCTION

Script Development  
Copywriting  
Storyboarding  
Illustration  
Animation  
Motion Graphics  
Explainer Videos  
Live-action Production  
Postproduction & VFX

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### ANALYTICS

Data Mining  
Processing  
KPI Analysis  
Marketing Mix Modeling

## RATES

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Brand Strategy	\$35 - 45k
Brand Messaging & Positioning	\$10 - 20k
Printed Collateral	\$10k - 60k
Video Production	\$20k - 250k
Corporate Photography	\$10k - 30k
Signage & Wayfinding	\$10k - 25k
User Interface Design	\$10k - 100k
User Experience Sprints	\$10k - 55k
Website Development	\$10k - 100k

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Custom CMS Development	\$20k - 500k
Illustration & Iconography	\$5k - 30k
Social Media Strategy	\$20k - 90k
Marketing Campaigns	Varies on Spend
Outreach Campaigns	Varies on Spend
KPI Implementation	\$10k - 50k
Customer Analytics	\$50k - 500k
Dashboard Reporting	\$10k - 100k
Hourly	\$350/ hour blended rate

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# Our Approach.

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**“ People are not interested in you. They are not interested in me. They are interested in themselves — morning, noon, and after dinner.”**

**DALE CARNEGIE**

*HOW TO WIN FRIENDS AND INFLUENCE PEOPLE*

In other words, we engineer solutions for intended customers. This can be applied to products, business models, branding, and especially digital solutions.

We put the needs of the customer at the center of everything we create, which is the most powerful way to engineer a customer journey.

# How it works.

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To kick things off, we use a fast paced, customer centric, and facilitated framework that defines & prioritizes customer needs, commence customer journeys, emerges actionable insights, formulates strategic recommendations and produces tangible results that will be deployed on customer touchpoints such as the company website.

This is an integral step in our overall process:

**Discover Insights** → **Define Goals** → **Execute Beautifully**

Within this process, we follow agile principles in iterative cycles of ideating, executing, and validating.

The result?

Efficient and beautiful customer engagements.

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**What is Eldon Group's breadth of experience?  
Let's see some case studies.**



# Revitalizing Healthcare Facilities

## CLIENT

At its core, Kings Harbor Multicare Center works to help residents achieve and maintain their optimum health function within an atmosphere of comfort and dignity. The care provided meets a broad range of needs from partial assistance with daily living activities, to complete full time personal assistance.

## CHALLENGE

Kings Harbor Multicare Center utilizes marketing and digital presence. They are unique to take advantage of local TV ads and create bilingual website, however, it needed revitalization to resonate to their community.



# Revitalizing Healthcare Facilities

## SOLUTION

Eldon Group worked closely with Kings Harbor's marketing team to develop the following strategies:

- Refreshed the website with updated content, upgraded features compatible with multiple devices
- Produced a 30 second TV ad and placement highlighting the company's core identity in its highest Ad production quality
- Created a promotional video for marketing showcase to patients and social workers
- Adherence of necessary compliance website protocols





# Apply Analytics to an Antiquated Industry

## CLIENT

Taba is a jewelry manufacturer located in the heart of New York's Diamond District. Jewelry manufacturing and its industry is an old and tested trade using conventional pen and paper for job tracking and mathematical purposes. Taba is a forward-thinking company that had already incorporated a database and workflow setup.

## CHALLENGE

When Eldon Group came in, the message was clear: the company knows what data they need, but needs help creating tools to gather and analyze it. Taba's intentions were in the right place, but was not able to track, measure, and incorporate data. The company has plenty of clients, so marketing was not a focus, but rather to become more operationally efficient.

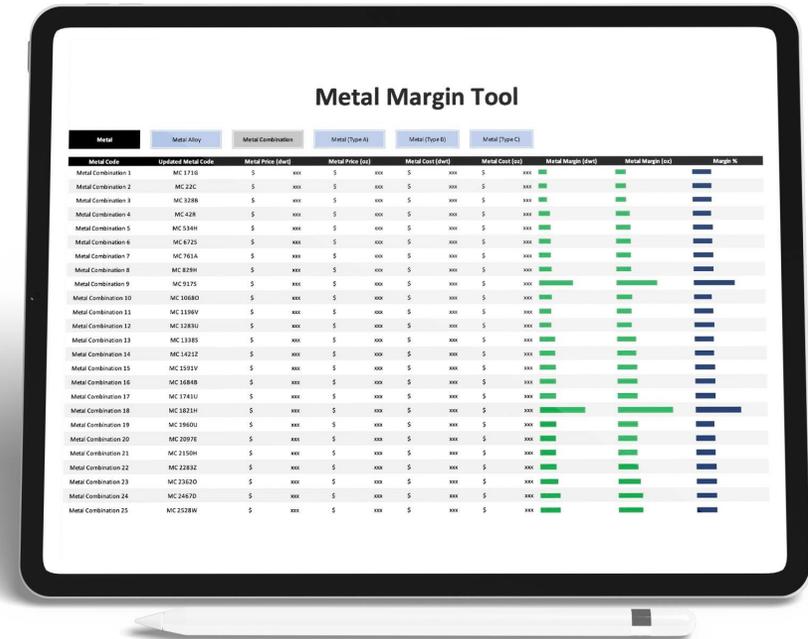


# Apply Analytics to an Antiquated Industry

## SOLUTION

After close partnership, Eldon Group ultimately developed several tools for operations optimization, the four most important solution tools delivered were:

- A profitability model that factored all available data such as service type, historical pricing cost, and daily profit & loss
- Executive dashboard that includes KPIs, operational, and capacity tracker
- Process improvement and Human Capital Optimization reducing process and product delivery time by a third
- Industry arbitrage forecast tracker to increase the bottom line through market pricing and timing



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# How's Eldon Group's Security?

# Security Scorecard

Eldon Group's security ranking is above the industry average based on the attributes and score of the overall health of our cybersecurity through the identification of exposed vulnerabilities on corporate digital assets discovered on the public internet.

Security Scorecard is the global leader in information security and rates cybersecurity postures of corporate entities through completing scored analysis of cyber threat intelligence signals for the purposes of third-party management and IT risk management.



Security Summary Report

SecurityScorecard

We are sharing this independently gathered confidential business insight that may help inform your policy decision.

**A** 97 Eldon  
eldon.group

### Threat Indicators

- A** 100 NETWORK SECURITY: Detecting insecure network set
- A** 100 DNS HEALTH: Detecting DNS insecure config vulnerabilities
- A** 100 PATCHING CADENCE: Out of date company assets with vulnerabilities or risks
- A** 100 ENDPOINT SECURITY: Measuring security level of ems
- A** 100 IP REPUTATION: Detecting suspicious activity, ie, spam, within your company net
- B** 80 APPLICATION SECURITY: Detecting common website app
- A** 100 CUBIT SCORE: Proprietary algorithms checking common security best practices
- A** 100 HACKER CHATTER: Monitoring hacker sites for chat company
- A** 100 INFORMATION LEAK: Potentially confidential company may have been inadvertently leaked
- A** 100 SOCIAL ENGINEERING: Measuring company awareness engineering or phishing attack

### Industry Comparison: Information Services

## Scorecard Overview

**A** Eldon  
97 Security Score

DOMAIN: eldon.group  
INDUSTRY: INFORMATION SERVICES

### Factors

<b>A</b> 100 CUBIT SCORE	1 ISSUE	<b>A</b> 100 ENDPOINT SECURITY	0 ISSUES
<b>A</b> 100 NETWORK SECURITY	0 ISSUES	<b>A</b> 100 IP REPUTATION	0 ISSUES
<b>A</b> 100 INFORMATION LEAK	0 ISSUES	<b>A</b> 100 DNS HEALTH	0 ISSUES
<b>A</b> 100 HACKER CHATTER	0 ISSUES	<b>A</b> 100 PATCHING CADENCE	0 ISSUES
<b>A</b> 100 SOCIAL ENGINEERING	0 ISSUES	<b>B</b> 80 APPLICATION SECURITY	10 ISSUES

### 30-Day Score History

The chart below shows the evolution of the company's relative security ranking over time. Peaks in score performance represent improvements to overall security, remediation of open issues, and improved efforts to protect company infrastructure. Dips reflect introduction of system and application misconfigurations, prolonged malware activity.

Date	eldon.group	Information Services
May 3	97	80
May 10	97	80
May 17	97	80
May 24	97	80
May 31	97	80

■ eldon.group ■ Information Services

Security-related analysis, including reports, and statements in the Scorecard are for informational purposes only. Eldon Group does not warrant the accuracy, completeness, or reliability of the information provided. Eldon Group is not responsible for any damages or losses resulting from the use of the Scorecard. AND IS THAT THE CONTENT WILL OPERATE WITH ANY SOFTWARE

# SECURITY SCORECARD

## A<sup>100</sup> CUBIT SCORE

This proprietary module measures a variety of security issues that a company might have. For example, we check public threat intelligence databases for IP addresses that have been flagged. These misconfigurations may have high exploitability and could cause significant damage to the business if not detected and fixed.

## A<sup>100</sup> NETWORK SECURITY

The Network Security module checks public datasets for evidence of high risk or insecure open ports within the company network. Insecure ports can often be exploited to allow an attacker to circumvent the login process or obtain elevated access to the system. If misconfigured, these ports can be used to launch attacks against the network.

## A<sup>100</sup> INFORMATION LEAK

This Information Leak module makes use of chatter monitoring and deep web monitoring capabilities to identify compromised credentials being circulated by hackers. These come in the form of bulk data breaches announced publicly as well as smaller breaches, and smaller exchanges between hackers.

<b>HIGH SEVERITY</b> There are no High Severity Issues for Information Leak.	<b>MEDIUM SEVERITY</b> There are no Medium Severity Issues for Information Leak.	<b>LOW SEVERITY</b> There are no Low Severity Issues for Information Leak.	<b>POSITIVE</b> There are no Positive Signals for Information Leak.
<b>INFORMATIONAL</b> There are no Informational Signals for Information Leak.			

## A<sup>100</sup> IP REPUTATION

The IP Reputation and Malware Exposure module makes use of the SecurityScorecard sinkhole infrastructure as well as a blend of OSINT malware feeds, and third party threat intelligence data sharing partnerships. The SecurityScorecard sinkhole system ingests millions of incoming data points to determine the reputation of IP addresses.

## A<sup>100</sup> DNS HEALTH

This module measures the health and configuration of a company's DNS settings. It validates that no malicious events occurred in the passive DNS history of the company's network. It also helps validate that mail servers have proper protection in place to avoid spoofing. It also checks for DNSSEC configuration.

## A<sup>100</sup> PATCHING CADENCE

The Patching Cadence module analyzes how quickly a company reacts to vulnerabilities to measure patching practices. We look at the rate at which it takes a company to remediate and apply patches compared to peers.

<b>HIGH SEVERITY</b> There are no High Severity Issues for Patching Cadence.	<b>MEDIUM SEVERITY</b> There are no Medium Severity Issues for Patching Cadence.	<b>LOW SEVERITY</b> There are no Low Severity Issues for Patching Cadence.	<b>POSITIVE</b> There are no Positive Signals for Patching Cadence.
<b>INFORMATIONAL</b> There are no Informational Signals for Patching Cadence.			

## A<sup>100</sup> HACKER CHATTER

The SecurityScorecard Hacker Chatter module is an automated collection and aggregation system for the analysis of multiple streams of underground hacker chatter. Forums, IRC, social networks, and other public repositories of hacker community discussions are continuously monitored and analyzed for indicators of compromise.

## A<sup>100</sup> SOCIAL ENGINEERING

The SecurityScorecard Social Engineering Module is used to determine the potential susceptibility of an organization to a targeted social engineering attack. The Social Engineering module ingests data from social networks and public data breaches, and blends proprietary indicators to identify potential risks.

## A<sup>100</sup> ENDPOINT SECURITY

The Endpoint Security Module tracks identification points that are extracted from metadata related to the operating system, web browser, and related active plugins. The information gathered allows companies to identify outdated versions of these data points which can lead to client-side exploitation attacks.

<b>HIGH SEVERITY</b> There are no High Severity Issues for Endpoint Security.	<b>MEDIUM SEVERITY</b> There are no Medium Severity Issues for Endpoint Security.	<b>LOW SEVERITY</b> There are no Low Severity Issues for Endpoint Security.	<b>POSITIVE</b> There are no Positive Signals for Endpoint Security.
<b>INFORMATIONAL</b> There are no Informational Signals for Endpoint Security.			

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**What's the next step?**

## NEXT STEPS

# Not sure what you need?

Grab 30 minutes with us and we'll work with you to understand your goals and develop a tailored proposal and price estimate.

Link: [www.eldon.group/schedule-initial-meeting](http://www.eldon.group/schedule-initial-meeting)

You can also reach Jason Castro-Wilka directly:

✉ [jcastro@eldon.group](mailto:jcastro@eldon.group)

📞 347.579.6423