

FOUR

BRAND STRATEGY

inc.

Prepared by
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October 2025



PART ONE

Visioning

Mission

OUR PURPOSE. WHY WE EXIST.

To provide government customers with streamlined access to mission-critical technologies while helping OEMs and their partners win and grow in the U.S. Public Sector.

Vision

INTERNAL

OUR DIRECTION. WHERE WE ARE GOING.

To be the premier U.S. Public Sector technology provider, delivering lasting value to our OEMs, partners, and government customers.

Personality & Tone of Voice

INTERNAL

1 Personality & Tone

- Smart, friendly
- Warm, honest, credible, trustworthy
- Professional, business casual
- Fun, energetic

2 Mindset & Values

- Determined, actionable, inventive
- Empowering, encouraging, passionate
- Green, results-oriented

3 Work Style

- Flexible, agile, responsive
- Custom, boutique, tailored
- Consultative, experienced

How We Show It

- Share actionable, educational content that empowers our audience
- Highlight certifications, experience, and proven results to build trust
- Use clear, direct, and consistent language across all touchpoints
- Demonstrate adaptability and innovation in solutions and messaging
- Use encouraging, collaborative language to foster partnership
- Celebrate milestones and achievements
- Communicate proactively, anticipating needs and next steps
- Adapt tone and approach based on context*

*All communications should follow the same tone, except for technical writing and documentation.

PART TWO

Brand Messaging Platform

Anchorline

Your Public Sector Technology Provider

*An anchorline is a generic and concise descriptor of a company's primary offering.
In some instances, the anchorline can be visually locked with the company logo to help
audiences quickly understand what Four Inc. offers.*

Tagline

We Get IT Done™

Headlines

- Move IT Forward
- Your Public Sector Growth Engine
- The Power to Win Public
- Making Public Sector Simple

*Taglines appear available for trademarking based on a cursory search as of October 2025.
Unused taglines to function as headlines, campaign themes, or other featured marketing messaging.*

Positioning Statement

INTERNAL

DESCRIPTION

Four Inc. is a premier technology provider

PURPOSE

That enables government customers with streamlined access to mission-critical IT while helping OEMs and their partners win and grow in the U.S. Public Sector

DIFFERENTIATORS

Backed by industry expertise, value-add solutions and distribution, and a seamless partnership

VALUE

To deliver lasting value across the entire government technology ecosystem.

Boilerplate

Four Inc. is a premier technology provider that enables government customers with streamlined access to mission-critical IT while helping OEMs and their partners win and grow in the U.S. Public Sector. Backed by industry expertise, value-add solutions and distribution, and a seamless partnership, Four Inc. delivers lasting value across the entire government technology ecosystem.

Why Four Inc.?



People

Public Sector
Expertise



Product

Value-Add
Solutions &
Distribution



Process

Seamless
Partnership

PUBLIC SECTOR EXPERTISE

A trusted, responsive, and capable ally for achieving your goals.

Four Inc.'s leaders were among the first to pioneer U.S. Public Sector aggregation, and we've since built a technically fluent team dedicated to serving our OEMs, partners, and government customers with IT solutions that adapt seamlessly across mission domains. As a top 100 government contractor with private equity backing and more than \$10B in transactions, we offer the scale and agility to evolve with your needs while preserving our family-run legacy of real people committed to your success.

VALUE-ADD SOLUTIONS & DISTRIBUTION

The model, tools, and mechanisms that drive measurable growth.

Four Inc. delivers innovative technology solutions through a unified, value-add distribution model aligned to each OEM's go-to-market strategy, empowering government customers to achieve their mission-critical objectives. Using multi-layer generative AI, we turn market intelligence into targeted campaigns and channel strategies focused on high-value opportunities. Our quota-carrying salespeople manage the full deal lifecycle, driving growth and delivering impactful solutions for your U.S. Public Sector business.

SEAMLESS PARTNERSHIP

An experience that feels like your own team and delivers what matters.

Four Inc. delivers tailored solutions through a continuous feedback loop that enables real-time responsiveness and shared accountability. We operate as a seamless extension of OEM teams, aligning from day one through clear goals, joint success metrics, and regular reviews. Our boutique, high-touch approach embeds directly within partner operations to build cohesive channel strategies free of silos. For government customers, we implement technology solutions through transparent, mission-aligned execution. People often tell us, “I’m not sure where my team ends and yours begins.” To us, that says it all.

COMPANY STORY

Built for a Changing Market

Four Inc. was founded in 2006 as an 8(a), woman-owned, family-run business specializing in financing solutions for government technology leases. We became a trusted partner to providers, supplying the contracts, infrastructure, and expertise needed to succeed in the U.S. Public Sector.

The digital era introduced a new demand for consultative guidance and strategic enablement. We rose to meet that need with value-add solutions and distribution designed to accelerate OEM and partner growth while empowering government customers to achieve their missions.

By 2016, we earned recognition as the nation's top 8(a) business. Today, Four Inc. is a premier U.S. Public Sector technology provider, ranking among the top 100 government contractors and delivering lasting value to technology providers and the government



Guidelines

INTERNAL

Naming Convention

Always: Four Inc.

Never: Four, Four Inc,
or FOUR Inc.

Style Guide

Chicago Manual of Style
flexed to UX best practices

Point of View

Use **third person** for the first
mention in marketing materials

Blend **first** and **second person**
to build connection

Use **third person** for objectivity
or to support SEO

Oxford Comma

Use Oxford comma

Like this: OEMs, partners,
and government customers.

Not this: OEMs, partners
and government customers.

Contractions

Use contractions

Like this: We're Four Inc.

Not this: We are Four Inc.

Headline Punctuation

Use title case

Like this: Built for a Changing Market

Not this: built for a changing market

*Use titlecaseconverter.com with the Chicago style setting

Use an ampersand (&)

Like this: Win & Grow in the U.S. Public Sector

Not this: Win and Grow in the U.S. Public Sector

*When using an ampersand, don't use the Oxford comma

Only use periods for emphasis

Like this: Industry Leaders

Industry Leaders. Seamless Partners.

Not this: Industry Leaders.

Guidelines *cont'd*

INTERNAL

Terminology

Use **OEMs** instead of Vendors, Manufacturers, or ISVs

Use **Partners** instead of VARs, Resellers, Integrators, Distributors, or Channel Partners

Use **Government Customer**

Avoid **Clients**

Avoid language that implies:

- We're a reseller, engineering/solutions integrator, or aggregator
- We're just a financing company
- We're federal-only
- We're small and boutique

Other Tidbits

Avoid **em dashes (—)** in headlines, social graphics, and display ads

Preferred copyright format:

© **2025 Four Inc. All Rights Reserved.**

PART THREE

Visual Identity

Logo



Color

FOUR
inc.

Color Reversed

FOUR
inc.

White

FOUR
inc.

Black

FOUR
inc.

Logo

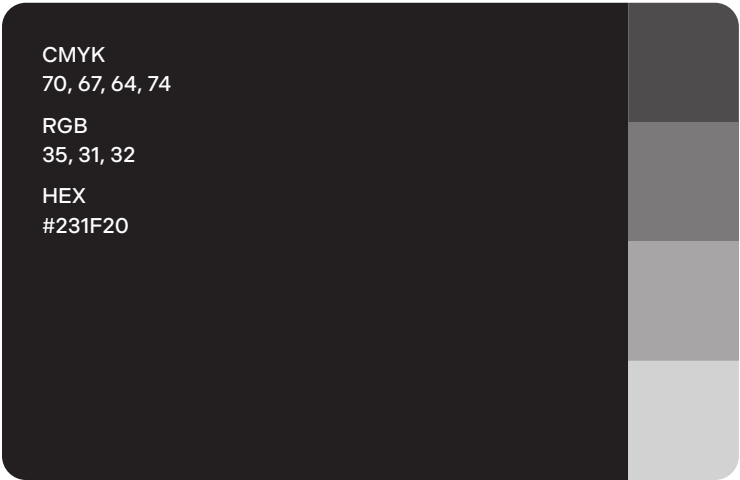
With Anchorline



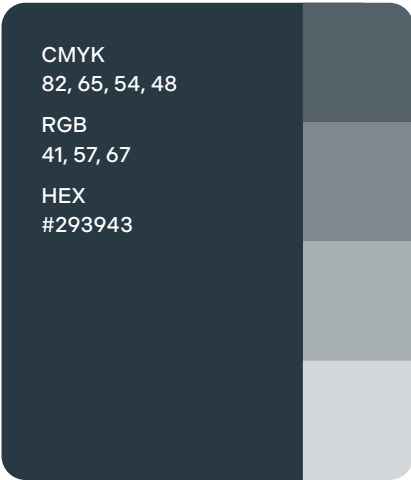
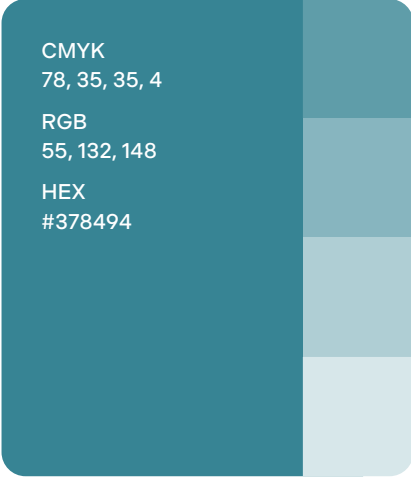
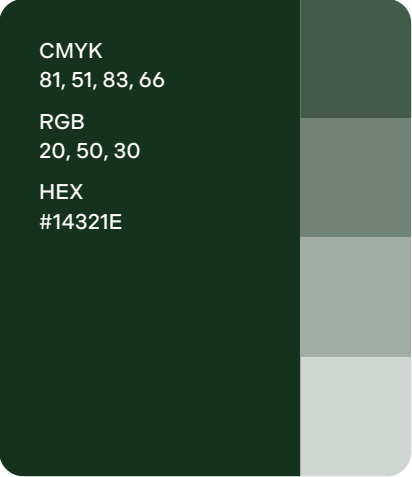
**Your Public Sector
Technology Provider**

Color Palette

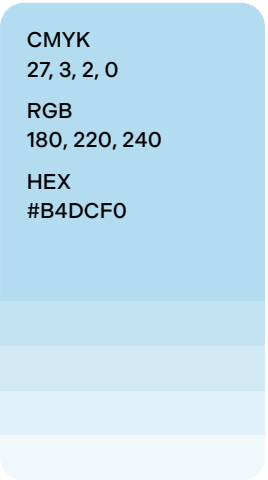
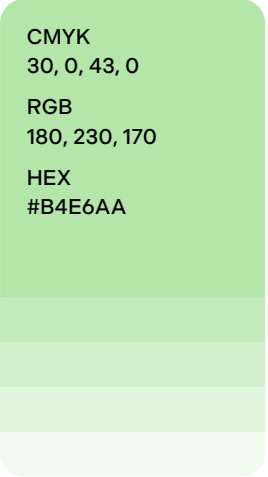
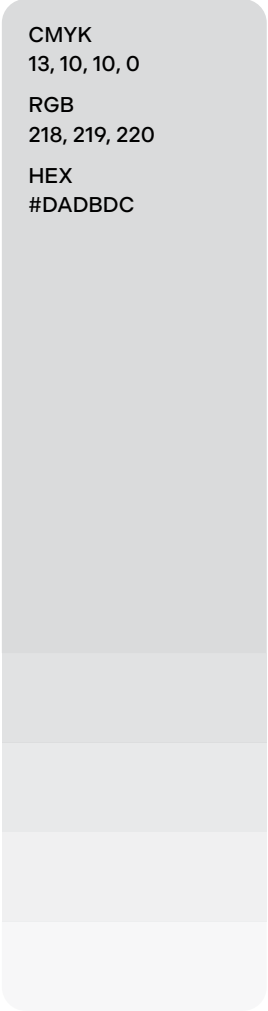
PRIMARY PALETTE



SECONDARY PALETTE



NEUTRAL PALETTE



PART FOUR

Targeting

Ideal Client Profile

Audience / Buyer Personas

OEM

Partner

Government
Customer

Applications

Entire Public Sector Market

- Federal
- SLED – fastest-growing business area
- Tribal
- Nonprofit

Locations

United States

- Top Target States:
NY, CA, TX, OH, FL



BUYER PERSONA

OEM Owen

Roles

VP of Public Sector Sales, VP of Federal Sales, VP of SLED, Director of Channel, Director of Strategic Alliances/Partnerships, Chief Information Officer, Chief Software Development Officer, Director of Application Engineering, DevSecOps Program Manager, Agile Product Manager, Software Engineer, Chief Cloud Architect, Director of Cloud Strategy, Cloud Infrastructure Program Manager, Cybersecurity Compliance Program Manager, CTO, Director of ITAM

Common Situations

Four Inc. is targeting any OEM who:

- Needs market readiness support (e.g., FedRAMP, FOCI, CFIUS)
- Seeks to grow or enter government markets
- Has limited sales, marketing, or channel resources for the Public Sector
- Is emerging or mid-tier and overlooked by larger distributors
- Is enterprise-level and adding or diversifying with a dual-channel model

Priorities

- Public Sector revenue
- Qualified sales meetings
- Partner ecosystem growth
- Government market visibility
- Federal certifications
- Compliance readiness
- Bigger bookings and deals

Pains

- Limited Public Sector resources
- Lack of federal certifications
- Weak brand presence
- Distributor concentration risk
- Budget and resource constraints
- Few value-add partners driving growth
- Fulfillment-only channel support
- Poor operational execution and responsiveness

How We Deliver

- Augment Public Sector sales, marketing, and channel resources
- Deliver maturity-based consultative guidance
- Provide actionable intelligence to target and engage prospects
- Fill the sales funnel with qualified meetings and opportunities
- Identify, recruit, enable, and manage high-value channel partners
- Mitigate risk with dual-distributor or alternative channel options
- Support certification, visibility, and market traction
- Accelerate bookings and grow net-new pipeline



BUYER PERSONA

Partner *Pete*

Roles

VP of Public Sector Channels, VP of Global Channels, Partner Account Managers, Channel Account Managers, DevOps Cloud Administrator, Cloud Security Engineer, ITAM Compliance Analyst, IT Lifecycle Manager, Instructional Systems Specialist, eLearning Content Developer, SOC Analyst

Priorities

- OEM technology sales and deal profitability
- OEM portfolio and capability expansion
- COTS service augmentation
- Channel conflict and distributor transparency

Pains

- Channel conflict or risk of deals taken direct
- Difficulty registering deals or maximizing margins
- Lack of trusted, collaborative distributor relationships

How We Deliver

- Avoid channel competition and emphasize Partner trust
- Protect Partner investment in OEM programs
- Enable and grow Partner success in OEM programs
- Introduce new OEMs and support Partner profitability
- Connect OEMs with the right Partners for growth



Gov Gabby

*Roles

Cybersecurity: CISOs, InfoSec Architects, Incident Responders, Forensic Investigators/ Digital Forensics Analysts, Director of Cybersecurity Operations, CIO, Director of Intelligence Programs, Intelligence Analysts, Chief Learning Officer, Director of Workforce Development, Government Training Program Manager, CDO, Director of Data Governance, Records Management Specialist, IT Asset Coordinator, Data Center Engineers, Tech Program Leads, Procurement Officers, Program Managers, Contracting Officers

*Vary greatly by campaign and vertical

Priorities

- Mission-aligned IT requirements
- Cost-effective COTS acquisition
- Trusted, compliant OEMs and partners
- Best price post-OneGov
- Clear, simple procurement pathways

Pains

- Budget constraints
- Complex terms and conditions
- Stringent compliance requirements
- Convoluted procurement processes

How We Deliver

- Solely serve the Public Sector
- Offer easy acquisition, best pricing, and trusted support
- Connect government requirements to COTS solutions
- Ensure compliance and contracts for emerging OEMs
- Align solutions to mission objectives and introduce relevant technologies
- Optimize budget allocation with creative, flexible multi-year financing

Messaging by Audience



OEM



Partner



**Government
Customer**

The OEM Growth Engine

We help technology companies win and grow in the Public Sector by navigating complexity, amplifying visibility, and accelerating revenue.

- Qualified meetings and opportunities
- Purposeful, value-driven channel connections
- Certification support from FedRAMP to CMMC
- Dual-distributor and alternative channel options
- Integrated, high-touch team with responsive support
- Direct and multi-tier fulfillment to fit your go-to-market strategy

The Partner-First Partner

We make your Public Sector business more profitable, easier to run, and better connected without the channel conflict or roadblocks that slow growth.

- Channel-first approach that protects deals and OEM program investments
- Streamlined deal registration and margin optimization
- OEM connections to expand capabilities and market reach
- Transparent, responsive, and collaborative support
- Direct and multi-tier fulfillment to maximize deal opportunities

The Government Go-To

We offer a breadth of technology and a strong partner community to simplify acquisition and provide fast, compliant access to mission-critical technologies.

- Broad COTS portfolio from vetted OEMs and partners
- Streamlined procurement that meets compliance requirements
- Competitive pricing without sacrificing quality
- Contracts aligned to federal, SLED, and agency standards
- Flexible, multi-year financing to maximize mission budgets
- Direct and multi-tier fulfillment to match procurement preferences

Buyer's Journey

Stage	Awareness Buyer defines the scope of problem	→	Consideration Buyer identifies potential solutions	→	Decision Buyer chooses the best solution
Sales Journey	Prospect is made aware of Four Inc. through LinkedIn outreach, events, or referrals, seeking a partner to: • Grow business in the Public Sector (OEM) • Expand tech sales and profitability (Partner) • Streamline access to tech (Gov't Customer)		Prospect requires more information from Four Inc. on capabilities, cost, and experience to achieve buy-in from other stakeholders.		Prospect decides to work with Four Inc. based on capabilities, reputation, and alignment in key areas.
Marketing Goal	To present solutions to the prospect's challenges and showcase Four Inc.'s expertise, value propositions, and services.		To differentiate Four Inc. from other distributors and address potential buy-in objections, such as ROI, pricing, and preexisting relationships.		To reinforce the decision to work with Four Inc. and share service details, demonstrated results, and long-term value.
Content Needs	• Thought leadership blogs • Educational guides and reports • Overview brochures • Explainer videos		• FAQ and solution-oriented blogs • Comparison checklists and tip sheets • Case studies and testimonials • Detailed brochures and sell sheets		• Promotional blogs • Compelling decks and proposals • Consultations and sales discussions