

# AI/ML Capabilities

## Mission Statement

Our mission is to provide stellar, cost-effective services to build, secure and optimize our customers' IT systems.

Striving always to surpass client expectations, we are guided in our work by our core principles: customized service, value delivery, comprehensive excellence and equal opportunity.

## Testimonial

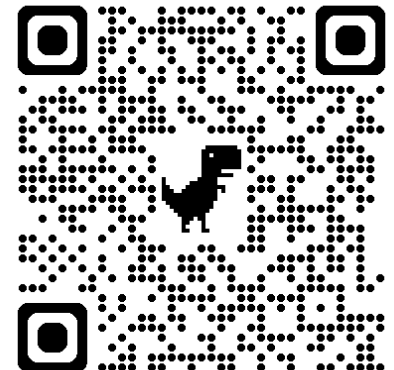
"Web Traits has deep technical and management experience in the area of Information Security. Although a small company compared to some of the other prime vendors, their prompt response to address issues, the attention to detail and the passion their employees bring to work is a breath of fresh air and highly inspiring to others."

*Chief Information Security Officer (CISO)  
Information Security, Continuity and Contingency Planning*

## Artificial Intelligence (AI) and Machine Learning (ML) Services Overview

The secure and ethical adoption of artificial intelligence (AI) by commercial and public sector organizations enhances personnel productivity and facilitates the evolution of workforce efforts from repetitive to human-centric tasks. However, organizations need to stay on top of the ever-growing capabilities of AI and balance the opportunities AI presents against the risks it poses. WTI currently supports organizations in their adoption of AI technologies, providing a tailored approach specific to each client's unique needs:

- We design and implement effective and efficient AI-based solutions using supervised, unsupervised, and deep-learning machine learning models and generative AI techniques.
  - AI Model Optimization to Requirements
  - Collection, Analysis and Preparation of Training Data for AI Applications
  - Software Development for Architecting AI Models
  - Training, Validation and Verification of AI Models
  - Risk Assessment and Risk Mitigation of AI Models
- Our AI experts will train your workforce, navigating them through an information field that can often be overwhelming or contradictory to enhance their AI awareness and establish realistic and achievable goals.
- We will work with you to evaluate, select and roll out AI tools that are secure, effective and affordable based on your mission and constraints, optimizing them for your specific corporate situation.
- We ensure that your organization complies with mandatory, time-bound AI requirements coming from internal or external governing entities (e.g., the April 2025 OMB memorandum (M-25-21) on "Accelerating Federal Use of AI through Innovation, Governance, and Public Trust").



## Services

### Cybersecurity

- Information Assurance & Vulnerability Assessment
- Penetration Testing and Security Assessment
- Assessment & Authorization (A&A)
- Network Monitoring and Traffic Analysis
- Cloud Computing and Software as a Service (SaaS)

### Software Design & Development

- Web Portals and Application Development
- Mobile Application Development
- Software Design and Architecture
- Advanced Database Design and Management
- Systems Automation and Integration

### Oracle Planning & Budgeting

- Oracle Hyperion Planning and Budgeting
- Hyperion Public Sector Planning and Budgeting
- Oracle E-Business Suite
- PeopleSoft Enterprise
- Systems Applications Products (SAP)

### Managed Services

- Contingency Planning
- Production Support and Maintenance
- Data Storage, Warehouse and Management
- Staffing Management and Procurement Services
- Disaster Recovery & Business Continuity

### AI/ML

- AI Model Optimization to Requirements
- Collection, Analysis and Preparation of Training Data for AI Applications
- Software Development for Architecting AI Models
- Training, Validation and Verification of AI Models
- Risk Assessment and Risk Mitigation of AI Models
- User Training
- Evaluation and Recommendation of AI-based Tools

## Customers

- Department of Homeland Security
- United States Department of Defense
- United States Department of Education
- Inter-American Foundation
- U.S. Small Business Administration
- Department of Health Care Finance
- Washington Health Benefit Exchange
- Maryland Judiciary
- Maryland Energy Administration
- Maryland State Department of Education
- Social Security Administration
- The Federal Reserve Board
- Farm Credit Administration
- U.S. Postal Service

**UEI:** LQHDSCT2L8S9

**NAICS Codes:** 236220, 511210, 541211, 541330, 541511, 541512, 541513, 541519, 541611, 541612, 541990, 561110, 561320, 562112, 611420

**CAGE Code:** 56BP5

## Company Overview

Web Traits, Inc., is an information technology (IT) solutions provider based near Washington, DC. We build, secure and operate enterprise-class computer systems. Founded in 2007, we augment program management offices with our superior technical resources; flexible, cost-effective service delivery; and corporate leadership. Our engineers, developers and project management team work together to implement solutions for our government and commercial clients to protect systems and streamline, optimize, and maximize business performance.

## Contracting Vehicles

- GSA MAS Information Technology
- CATS+ (MD DoIT)
- NOAA NMITS
- FAA eFAST

## Certifications

- CRMSDC
- SWaM (Virginia)
- MBE (Maryland)
- DBE

## Industry Partners

