



AK Randall Digital

Operational Trust — capability backed by real infrastructure, not just claims.

AK Randall Digital designs and builds the digital and operational systems that let businesses launch, run, and grow — websites and brand systems, the CRM and automation infrastructure behind daily operations, and the market intelligence and capture support to win public-sector work. Every engagement is staged deliberately: Starter, Growth, and Custom tiers scale with what a business actually needs, not what's easiest to sell. Based in North Carolina, working nationally.

CORE CAPABILITIES

01 • LAUNCH THE BRAND

Strategic Website Builds — websites built as real infrastructure: responsive, lead-capturing, and measurable from day one.

02 • BUILD THE SYSTEM

Digital Systems & Operations — CRM and Notion architecture that replaces spreadsheets and memory with one system people actually use.

03 • BUILD THE SYSTEM

AI + Workflow Automation — automation scoped to one real workflow at a time, tested against real examples before it runs live.

04 • WIN THE WORK

Government Market Systems — pipeline audits and capture support that help vendors identify and pursue B2G opportunities aligned with their qualifications.

05 • WIN THE WORK

Smart Infrastructure Consulting — market mapping and positioning for infrastructure products entering the public sector for the first time.

WHY AKRD

Staged, not all-or-nothing. Every capability scales from a fixed-scope starting tier to embedded custom work — usable at any stage, not sold as one big commitment.

Built on real delivery, not templates. Systems and sites are built around how the business actually works, not a one-size template forced onto it.

Honest about scope. Every engagement is explicit about what's included and what isn't — no scope creep, no overpromising outcomes we can't guarantee.

HOW WE WORK

01

Map

Understand the real workflow or market before anything is built.

03

Build

Build and test against real examples, not samples.

02

Design

Turn that understanding into a plan scoped to the actual need.

04

Operate

Hand off with training and documentation so it's the client's to run.