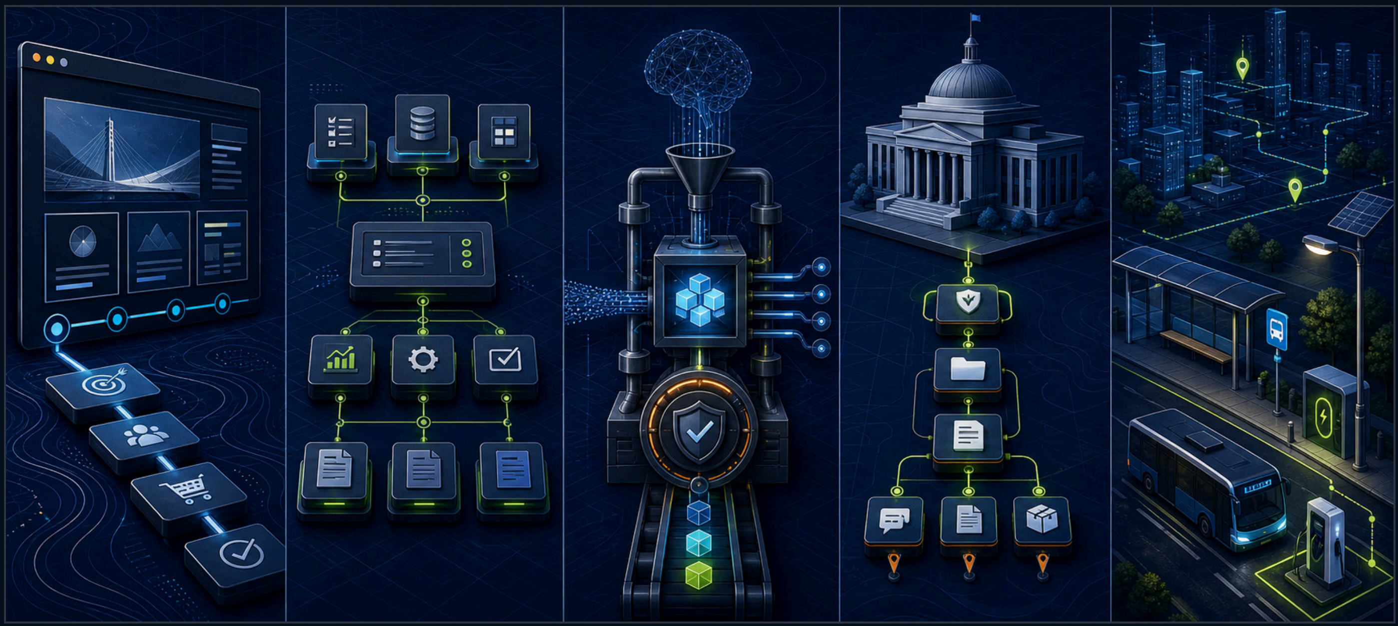
DIGITAL TRANSFORMATION / BUSINESS STRATEGY / B2G CONSULTING

Build the system behind the next opportunity.

Five detailed services. One connected view of what the work can become.



17 years SALES + GROWTH EXPERIENCE	Under 5 YEARS TO PUBLIC PROOF	$7.5M+ CONFIRMED PROJECT VALUE	37 + DC PUBLIC MARKETS REACHED

START WITH THE BUSINESS PROBLEM

Use the overview to orient. Use the deep dives to inspect the work.

This guide is designed for a buyer, leadership team, partner, or capable business deciding what should be strengthened first. The services can stand alone, but they are most powerful when the market, operations, pursuit, and proof reinforce one another.

FOUR OUTCOMES

The visible deliverable is only one layer.

A website, proposal, dashboard, registration, or automation works better when the decision behind it and the operating path around it are clear.

01 / UNDERSTAND

Make the business easier to understand.

- Positioning, offers, buyer language, and differentiation
- Strategic websites, service architecture, and conversion paths
- Capability statements, one-pagers, presentations, and case stories
- Field proof, photography strategy, and resource libraries

02 / OPERATE

Make the work easier to run.

- CRM and pipeline architecture
- Forms, intake, scheduling, notifications, and follow-up
- Dashboards, document systems, approvals, and ownership
- Google Sheets and Calendar workflows, reporting, and handoffs

03 / PURSUE

Make the public market easier to navigate.

- SAM.gov and vendor-portal setup support
- Market, agency, event, buyer, and pathway intelligence
- Capture planning, bid decisions, compliance matrices, and proposals
- Opportunity calendars, prime and partner strategy, and post-award handoff

04 / PROVE

Make the evidence easier to trust and reuse.

- Assessments, maps, public-data dashboards, and cited reports
- Evidence inventories, proof libraries, and case-story systems
- Data validation, source tracking, privacy controls, and audit trails
- Analytics, scorecards, measurement plans, and executive reporting

CUSTOMER-FACING CAPABILITY

From being capable to being easier to choose.

MARKET STRATEGY

Decide where to compete.

- Market and buyer segmentation
- Offer and service-line architecture
- Competitive positioning and differentiation
- Pricing and packaging decision support
- Go-to-market sequence and implementation roadmaps
- Trade-show, conference, and matchmaking evaluation

BUYER MATERIAL

Make the value easy to carry forward.

- Strategic websites and landing pages
- Capability statements and service sheets
- Flyers, presentations, and event material
- Case stories and proof libraries
- Proposal narratives and reusable content
- Downloadable service guides and resource centers

GOVERNMENT READINESS

Build the foundation correctly.

- Guided SAM.gov entity-registration and renewal support
- State, local, agency, and prime vendor accounts
- Profile information and renewal checklists
- NAICS, buyer, pathway, and target-market alignment
- Cooperative-contract and solicitation-source mapping
- Registration and asset readiness audits

CAPTURE + PROPOSALS

Coordinate a disciplined pursuit.

- Opportunity research and qualification
- Bid or no-bid frameworks
- Capture plans and pursuit calendars
- Compliance matrices and contributor coordination
- Proposal development, review, and reusable content
- Follow-up, reporting, and post-award handoff

PROFESSIONAL SERVICES | TECHNOLOGY | CONSTRUCTION | MANUFACTURING | INFRASTRUCTURE | MISSION-DRIVEN ORGANIZATIONS

OPERATIONAL CAPABILITY

Turn recurring work into a system people can use.

WORKFLOWS

Connect the moving parts.

- Lead, opportunity, intake, and service workflows
- CRM fields, stages, ownership, and handoffs
- Forms, appointment scheduling, and reminders
- Document generation and approval paths
- Status reporting, notifications, and escalation logic
- Google Sheets, Calendar, and email-connected processes

DECISION TOOLS

Make complex information inspectable.

- Interactive assessments and recommendation engines
- Executive dashboards and reporting portals
- 3D and geospatial coverage maps
- Funding, contract, goal, and evidence matrices
- Searchable archives, timelines, directories, and galleries
- CSV exports, structured data, and admin views

AI + AUTOMATION

Remove repeated work responsibly.

- Proposal and document drafting assistance
- Knowledge capture and reusable content systems
- Record classification and structured extraction
- Recurring status and executive report assembly
- Content transformation and publishing workflows
- Human review checkpoints, source visibility, and auditability

DATA + GOVERNANCE

Keep the system trustworthy.

- Data models, field dictionaries, and source indexes
- Validation scripts and quality checks
- Citation tiers, evidence status, and contradiction handling
- Privacy-aware location and customer data design
- Access, retention, and operational ownership planning
- Responsive, accessibility, analytics, and launch QA

Build range, not a fixed software package.

The right deliverable may be a simple spreadsheet and workflow, a polished website, an interactive dashboard, a data-backed map, an automation, or a connected combination. Scope follows the business problem and the people responsible for operating the result.

CHOOSE THE SMALLEST USEFUL SYSTEM

Start with the recurring problem. Leave with something usable.

The work can stop at a clear strategy or continue through design, build, launch, measurement, and improvement. The level should match the decision and operating capacity.

01

Diagnose

Audit, assessment, process map, market map, evidence inventory, opportunity review.

02

Design

Roadmap, architecture, buyer path, data model, capture plan, content and measurement plan.

03

Build

Website, dashboard, form, map, proposal system, guide, workflow, automation, portal.

04

Launch

Configuration, content migration, analytics, training, QA, rollout, ownership handoff.

05

Improve

Reporting, testing, refinement, reusable proof, new-market or new-workflow expansion.

GOOD FIT

You need connected judgment.

The problem crosses market strategy, customer communication, workflow, public-sector buying, data, or implementation - and solving only one visible piece would leave the real friction in place.

WORKING BOUNDARY

Evidence and ownership remain visible.

No guaranteed awards, invented proof, hidden automation, or borrowed client credibility. Legal, accounting, certification eligibility, and official representations remain with the appropriate owner or advisor.

FREE 30-MINUTE INTRO CALL

Bring the problem. Leave with a recommended next move.

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CORE CAPABILITIES STATEMENT

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.

02
Design
Turn that understanding into a plan scoped to the actual need.

03
Build
Build and test against real examples, not samples.

04
Operate
Hand off with training and documentation so it's the client's to run.

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Why AK Randall Digital

Operational Trust, compared across common delivery models.

Businesses evaluating this work often face a coordination problem: strategy, website execution, operating systems, and government-market support are handled separately. AKRD connects those decisions so the buyer journey, internal workflow, and growth path reinforce one another — with clear scope at every stage.

HOW THE OPTIONS COMPARE

	Project Specialist	Large Agency / Consultancy	Internal Build	AK Randall Digital
SCOPE HONESTY	Scope quality depends on the brief and the individual specialist.	Formal scope, often organized around a larger standardized engagement.	Scope evolves around internal priorities, capacity, and available expertise.	**Every guide states what's included and explicitly what isn't, before anything is signed.**
ENGAGEMENT MODEL	Often best for a defined task or a single specialist deliverable.	Larger team and ramp-up, typically suited to broader budgets and timelines.	Maximum control, with delivery pace tied to internal capacity.	**Staged Starter → Growth → Custom tiers, each usable on its own and built to earn the next.**
RANGE OF CAPABILITY	Depth in a particular craft, with adjacent systems coordinated separately.	Broad resourcing across multiple disciplines and specialist teams.	Built around the skills and tools already available to the team.	**Website, operations, automation, and government capture under one roof — built to connect.**
PUBLIC-SECTOR FLUENCY	Varies by specialist and may require separate B2G support.	Available through a dedicated practice when included in the engagement.	Built internally through research, capture process, and team experience.	**A dedicated capability — Government Market Systems and Smart Infrastructure Consulting.**
HOW WE COMMUNICATE	Usually direct with the specialist completing the work.	Structured through account and delivery teams.	Direct internal access, with coordination added to the team's workload.	**Direct and systems-minded — no fluff, no account-manager layer.**

THE SHORT VERSION

- **We say what we won't do.**
  Every guide's "not included" section exists so there are no surprises mid-engagement.
- **You start small, on purpose.**
  Every tier is a real, standalone deliverable — not a teaser for a bigger contract.
- **Capabilities are built to connect.**
  The CRM that runs your operations is the same system your website's leads land in.
- **Government work is a specialty, not a favor.**
  Cooperative-vehicle tracking and capture management are built capabilities, not one-off asks.

Strategic Website Builds

The complete guide: philosophy, scope, tiers, and what happens at every phase.

This is the full reference for how AK Randall Digital approaches a website build — not a summary, but the actual reasoning behind the scope, the tier structure, and the boundaries we hold. Read it end to end if you're evaluating whether this is the right engagement, or jump to the section you need.

IN THIS GUIDE

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01

Overview & Philosophy

A Strategic Website Build is the foundational digital presence for a business that needs to be taken seriously online — not a template thrown together in an afternoon, but a site built on real information architecture, real copy, and real technical groundwork. The approach is scope-matched delivery: a five-page site for a solo operator gets the same care as a data-driven build for a multi-location company, just less of it.

We treat a website the way an operations team treats infrastructure, not the way a marketing team treats a campaign asset. A campaign ends; infrastructure doesn't — it has to keep functioning, keep capturing leads, and keep being measurable for as long as the business relies on it. That's why every tier, even Starter, ships with the plumbing — a working form, an analytics install — rather than treating those as upsells. It's also why revisions are bounded and explicit: an open-ended revision process is how a simple five-page site quietly becomes a six-month project, and we'd rather set that expectation upfront than let scope drift discover it later.

02

Why This Matters

Most small businesses lose credibility before a prospect ever picks up the phone — a dated, slow, or broken-feeling website reads as a signal about how the business itself is run, fairly or not. The cost isn't abstract: it's the referral who checks the site at a stoplight and quietly moves on, the reviewer who screenshots a broken layout, the good lead that never fills out a form because there wasn't one.

The failure mode is rarely a business having no website at all — it's having one that technically exists but doesn't do anything: no way to measure who's visiting, no working form to capture the people who do, copy written once and never revisited as the business changed. A site like that isn't neutral, it's actively costing the business the ability to know what's working — which means every other marketing dollar spent driving people to it is partially wasted, because there's no feedback loop telling anyone whether it converted.

03

How We Think About the Web

Three things shape how we scope every build, regardless of tier:

- **Most traffic arrives on a phone, not a desktop.**
  That's why mobile-first isn't a checkbox for us — it's the primary layout we design against, with desktop treated as the expanded view rather than the default.

- **Attention is short, and always comparative.**
  A visitor is usually comparing this site against two or three others open in the same session, so the site has to establish credibility fast, not build up to it over several scrolls.

- **A site that doesn't measure itself can't improve.**
  Analytics and lead capture aren't reporting overhead — they're the mechanism by which a Starter build earns its way into a Growth rebuild later, backed by real data instead of guesses.

These are operating principles drawn from how we scope engagements, not third-party research citations — we'd rather tell you plainly how we think than dress up a generic statistic as if it were specific to your business.

04

Tiers in Depth

	Starter	Growth	Custom
BEST FOR	First credible presence, live fast	Multiple service lines, real proof	Needs real data — maps, filters
PAGE SCOPE	Up to 5 pages	Up to 10 pages	Unlimited, CMS-driven
LEAD CAPTURE	One contact/lead form + basic SEO + analytics	Multiple forms + conversion tracking	Custom data integration (maps, filters, dashboards)
CONTENT & BRAND	Existing copy, hosting/domain guidance	Custom copywriting, style guide, sourced imagery, blog template	Full brand system documentation, advanced interactions/animation
REVISIONS	1 round	2 rounds	3+ rounds, staging environment
AT LAUNCH	Setup guidance	—	Training/handoff + 30-day support window

Tiers aren't discrete products so much as a single build scaled to what the business needs to prove first. Most Growth clients start at Starter and rebuild once the site has generated enough real traffic and inquiries to justify the expansion — the analytics installed on day one are what make that decision an informed one instead of a guess.

05

What's Not Included

- **Ongoing content writing or blog authorship after launch.** We build the template; authoring new posts on a recurring basis is a separate content relationship.
- **Paid ad spend or campaign management.** We can size the site to convert ad traffic, but media buying and spend sit outside this scope.
- **Software, hosting, or CMS subscription costs.** Accounts and billing stay in the client's name so there's no vendor lock-in on our side.
- **Data migration beyond a reasonable starting set of content.** A full historical migration is scoped separately once we know the real volume.
- **Legal review of site copy, terms, or privacy language.** We'll flag where it's usually needed, but review itself is outside our scope.

* These boundaries are inferred from what's in scope, not itemized separately in every contract — worth confirming case by case.

A FEW QUESTIONS WE GET

"Can you also write our ongoing blog content?"
Not as part of a build engagement — we set up the template, and authoring is a separate relationship.

"Do you manage our ad campaigns too?"
No — we build the site to convert that traffic well, but media buying is out of scope.

"We already have years of content on our old site — does that carry over?"
A reasonable starting set does. A full historical migration gets scoped once we know the volume.

06

How It Works, Phase by Phase

01
Map

We map the site's real purpose: who needs to find it, what they need to do once there, and what proof has to appear on the page for that action to happen. This becomes the sitemap and content plan.

From you: existing materials, service list, and access to any current analytics.

02
Design

The map becomes a working layout, grounded in the brand palette and type, built mobile-first. Wireframes and visual direction are reviewed before any page is built.

From you: feedback on wireframes within the round(s) the tier includes.

03
Build

The approved design is built page by page, wired to forms and analytics — and, at Custom, the data integrations the plan called for — then tested across devices.

From you: final copy and image assets not covered by sourcing.

04
Operate

The site launches with the handoff the tier includes — from setup guidance at Starter to a training session and support window at Custom — so it's the client's system to run, not a black box.

From you: hosting/domain account access at launch.

WHO THIS IS FOR

Businesses that need a credible, working presence and are ready to actually use what it captures.

NOT A FIT IF

You need daily content updates or ongoing marketing execution — that's a retainer relationship, not a build.

Starting range: varies by tier and scope — discussed once we've mapped the build.

Digital Systems & Operations

The complete guide: philosophy, scope, tiers, and what happens at every phase.

This is the full reference for how AK Randall Digital replaces scattered tools with one working system — not a summary, but the actual reasoning behind the scope, the tier structure, and the boundaries we hold. Read it end to end, or jump to the section you need.

IN THIS GUIDE

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01

Overview & Philosophy

Digital Systems & Operations work replaces the spreadsheets, texts, and tribal memory a growing business runs on with one connected system built around how the team actually works. We start from the real workflow — how a lead comes in, how a job moves, how a proposal gets built — and configure a CRM or Notion workspace around that, rather than forcing the business into someone else's template.

The governing idea is adoption, not setup. A perfectly configured system that nobody opens is worthless — worse than the spreadsheet it replaced, because now there are two sources of truth instead of one. That's why every build ships with training and written documentation as a first-class deliverable, not an afterthought, and why the tier structure scales the same way an organization does: one workflow first, then the connective tissue between workflows, then the access control and reporting a larger operation actually needs.

02

Why This Matters

A business running on scattered tools isn't failing at big things — it's leaking small things constantly: the lead that sat in a text thread for four days, the job status only one person in the office actually knows, the proposal rebuilt from scratch because the last one is buried in a downloads folder.

None of that shows up on a P&L line, but it compounds into missed follow-ups, inconsistent handoffs, and a business that can't grow past what one person can hold in their head. The real ceiling most small operations hit isn't demand — it's that the founder or office manager is the system, and the business can only grow as fast as that person can personally remember and coordinate everything. A real system is what lets the business grow past one person's memory.

03

How We Think About Systems

Three things shape how we scope every system build, regardless of tier:

- **The workflow comes first, the tool second.**
  CRM and Notion are both flexible enough to be configured badly. We map the real workflow before opening either one, so the tool gets bent to the business instead of the other way around.

- **A system that isn't used doesn't exist.**
  Most failed CRM rollouts fail on adoption, not configuration. Training and written documentation are core deliverables here, not optional extras layered on at the end.

- **Structure should scale ahead of headcount, not behind it.**
  Role and permission setup at Growth, and enterprise-grade access control at Custom, exist so the system doesn't need to be rebuilt every time the team grows.

These are operating principles drawn from how we scope engagements, not third-party research citations — we'd rather tell you plainly how we think than dress up a generic statistic as if it were specific to your business.

04

Tiers in Depth

	Starter	Growth	Custom
BEST FOR	Scattered tools — spreadsheets, texts, memory	A CRM/Notion setup that exists but isn't used	Enterprise-grade structure needed
SCOPE	One core workflow, intake form, pipeline stages	Multi-workflow architecture, 2-3 tools automated	Multi-system integration, custom reporting
VISIBILITY	1 dashboard/status view	Custom dashboards, document/proposal templates	Inventory/build/job tracking, admin documentation
ACCESS	—	Role & permission setup	Full role-based access control
HANDOFF	Training call + written guide	Training + written documentation	Team training session

Most clients don't choose a tier upfront so much as land in one after we map the actual workflow — a business that thinks it needs Growth-level automation sometimes turns out to have one workflow that's actually broken, which is a Starter engagement with a clearer name.

05

What's Not Included

- **Migrating years of historical records beyond a reasonable starting set.** A full historical import gets scoped separately once we know the real volume and condition of the data.
- **Software or platform subscription costs.** CRM/Notion licensing stays in the client's own account.
- **Custom software development outside the platforms in use.** We configure and connect existing tools; we don't build new standalone software here.
- **Ongoing day-to-day system administration after handoff.** Training and documentation are built so the team can self-administer; we're not an outsourced admin desk.
- **Content for templates.** Proposal copy and contract language are the client's own — we build the structure they populate.

* These boundaries are inferred from what's in scope, not itemized separately in every contract — worth confirming case by case.

A FEW QUESTIONS WE GET

"Can you migrate all our old records?"
We bring over a reasonable starting set; a full historical migration is scoped once we know the volume.

"Will you manage the system for us afterward?"
Not day-to-day — the handoff is built so your team can run it themselves.

"Do we still pay for the CRM/Notion plan itself?"
Yes — licensing stays in your account, separate from this engagement.

06

How It Works, Phase by Phase

01 Map

We map the actual workflow — how a lead, job, or document moves today, where it breaks down, and who touches it — before touching any software.

From you: a walkthrough of how work moves today, warts and all.

02 Design

The system architecture is designed around that real workflow: which stages, which fields, which tools connect, and who has access to what.

From you: sign-off on the proposed structure before we build.

03 Build

We build the workflow out in the chosen platform — pipelines, automations, dashboards — and test it against real records, not sample data.

From you: a sample of real records to test against.

04 Operate

The team is trained on the live system, with written documentation to reference, so the system is understood and owned, not just handed over.

From you: attendance at the training session(s).

WHO THIS IS FOR

Businesses ready to run on one real system instead of scattered tools and memory.

NOT A FIT IF

You want software with no change to how the team actually works — adoption requires some process change.

Starting range: varies by tier and scope — discussed once we've mapped the workflow.

AI + Workflow Automation

The complete guide: philosophy, scope, tiers, and what happens at every phase.

This is the full reference for how AK Randall Digital scopes and builds automation — not a summary, but the actual reasoning behind the scope, the tier structure, and the boundaries we hold. Read it end to end, or jump to the section you need.

IN THIS GUIDE

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01

Overview & Philosophy

AI + Workflow Automation replaces one specific manual bottleneck — an intake process, a follow-up sequence, a recurring document — with a built, tested automation that runs the same way every time. We don't sell automation as a general concept; every engagement starts from a real, painful, repeatable workflow and is scoped to fix that workflow specifically.

The core discipline is testing before trusting. Prompts and logic are built and tested against real examples from the business — not generic samples — before anything touches live work, because an automation that fails silently on a real edge case is worse than doing the task manually. As workflows connect — a lead that needs to hit the CRM, trigger a proposal, and show up in reporting — the automation layer grows with it, up to a fully built, custom system for operations complex enough to need one.

02

Why This Matters

Manual workflows don't fail loudly — they fail quietly, in the minutes lost re-typing the same intake information, the follow-up that goes out a day late, the report that takes an afternoon to assemble by hand every month.

None of that shows up as one dramatic cost, but multiplied across a year it's the difference between a team that can take on more work and one maxed out redoing the same manual steps. And badly-built automation, done without real testing, is often worse than none at all — silent failures and bad handoffs erode trust in the tools instead of building it, which makes the next automation attempt harder to get buy-in for, not easier.

03

How We Think About Automation

Three things shape how we scope every automation engagement, regardless of tier:

- **Start from one real workflow, never a vague strategy.**
  "Automate our business with AI" isn't a scope; "automate how intake becomes a CRM record" is. Every engagement starts specific.

- **Test against real examples, not synthetic ones.**
  Real intake forms, real proposals, real edge cases — an automation that only works on clean sample data isn't tested, it's demoed.

- **Failures should be loud, not silent.**
  Error handling and logging aren't polish — they're what turns "the automation quietly stopped working three weeks ago" into "the automation flagged an issue this morning."

These are operating principles drawn from how we scope engagements, not third-party research citations — we'd rather tell you plainly how we think than dress up a generic statistic as if it were specific to your business.

04

Tiers in Depth

	Starter	Growth	Custom
BEST FOR	One painful manual workflow	Multiple workflows that need to connect	A built system, not a workflow tweak
SCOPE	One automated workflow (e.g. intake → CRM)	2-4 connected workflows, cross-tool automation	Full command-center-style tool with custom UI
BUILT ON	Prompt/template design, tested against real examples	Custom prompt library, basic error handling/logging	API integrations, logic refined during the build
HANDOFF	Handoff documentation	Training session	Full documentation + optional maintenance retainer

Custom tier is priced as a project fee, or as a $750–$2,000/month retainer where ongoing logic refinement is the better fit — the choice usually comes down to whether the system is finished at launch or expected to keep evolving with the business.

05

What's Not Included

- **Ongoing prompt or content writing beyond the workflows scoped.** New workflows or major prompt rewrites are a new scope, not a revision of the current one.
- **AI platform / API usage costs.** Billed directly to the client's own account with the provider, separate from our fee.
- **Redesign of processes outside the workflow(s) scoped.** We fix the workflow we mapped, not every adjacent process it touches.
- **24/7 monitoring or incident response outside the maintenance retainer.** Ongoing uptime support is an add-on, not a default.
- **Data cleanup of the source systems being connected.** We work with the data as it exists; large cleanup projects are scoped separately.

* These boundaries are inferred from what's in scope, not itemized separately in every contract — worth confirming case by case.

A FEW QUESTIONS WE GET

"Who pays for the OpenAI/Anthropic usage?"
You do, directly to the provider — we don't mark up or resell API usage.

"What happens if the automation breaks?"
Error handling and logging flag it; ongoing incident response is covered under the optional maintenance retainer, not by default.

"Can this expand to other workflows later?"
Yes — that's typically how Starter clients grow into Growth or Custom, scoped as a new phase.

06

How It Works, Phase by Phase

01 Map

We map the exact manual workflow — every step, decision point, and handoff — and identify where automation actually removes work versus where it would just move the problem.

From you: a walkthrough of the workflow, and a handful of real past examples.

02 Design

The automation logic and any prompts or templates are designed against that map, built around the language and documents the business already uses.

From you: sample documents/templates already in use.

03 Build

The workflow is built and tested against real historical examples, not synthetic test data, before anything touches live work.

From you: a review pass on test results before go-live.

04 Operate

The team is trained to run and adjust the system, with error handling and logging in place so failures are caught, not silent.

From you: attendance at the training session.

WHO THIS IS FOR

Businesses with a specific, repeatable manual workflow they're ready to hand to automation.

NOT A FIT IF

You're looking for a vague "AI strategy" with no defined workflow to start from.

Starter/Growth: project fee, discussed once mapped. Custom: project fee, or $750–$2,000/mo retainer.

Government Market Systems

The complete guide: philosophy, scope, tiers, and what happens at every phase.

This is the full reference for how AK Randall Digital helps capable businesses become public-market ready, find the right opportunities, and pursue them with a disciplined system — including the reasoning behind the scope, tiers, and boundaries. Read it end to end, or jump to the section you need.

IN THIS GUIDE

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01

Overview & Philosophy

Government Market Systems work helps capable businesses build the foundation and discipline required to enter and grow in public markets. Support can begin with guided SAM.gov and vendor-portal setup, market selection, capability material, and event intelligence, then extend into opportunity research, capture planning, proposal coordination, and post-award handoff.

The approach is deliberately staged, and each tier is genuinely usable on its own — the audit isn't a sales pitch for the retainer, it's a standalone deliverable that pays for itself in recovered pipeline. Embedded capture support, at the top of the range, is something we scope only once a vendor has a track record to build on, because that tier requires trust we haven't yet earned on day one of a relationship.

02

Why This Matters

Government and cooperative purchasing is one of the most reliable revenue channels available to vendors positioned to access it — and one of the least understood. Vendors without a system for tracking cooperative vehicles like GSA, TIPS, or H-GACBuy routinely lose opportunities they were qualified to win, simply because no one was watching for them, or a proposal calendar slipped.

Unlike private-sector sales, a missed government opportunity often can't be recovered later in the cycle — the vehicle closes, the solicitation clock runs out, and it's gone. The cost of not solving this isn't slower growth, it's revenue that quietly expires on a calendar nobody was watching.

03

How We Think About B2G

Three things shape how we scope every capture engagement:

- **Most lost opportunities were never actually lost to a competitor.**
  They were lost to nobody watching the vehicle or the calendar. The audit exists to find those before assuming the market itself is the problem.

- **Cooperative vehicles reward the vendors who track them consistently.**
  GSA, TIPS, H-GACBuy and similar programs move on their own schedules — showing up sporadically means showing up too late, consistently.

- **Capture support improves odds — it doesn't manufacture a track record.**
  We're direct about this because it shapes what tier makes sense: Custom-level embedded capture requires wins already on the board.

These are operating principles drawn from how we scope engagements, not third-party research citations — we'd rather tell you plainly how we think than dress up a generic statistic as if it were specific to your business.

04

Tiers in Depth

	Starter — Market Readiness Audit	Growth — Fractional BD Support	Custom — Embedded Capture Partner
BEST FOR	A capable business that needs a public-market starting point	Active targets that need structure, assets, and follow-through	Someone to run the entire B2G motion
DELIVERS	Readiness review, target map, asset gaps, prioritized action plan	Account support, market and event research, capability material, capture and proposals	Full capture management, proposal writing, compliance, post-award handoff
FEE MODEL	Fixed fee	Monthly retainer + success fee	Not currently quotable

CUSTOM TIER IS ASPIRATIONAL — NOT CURRENTLY BOOKABLE WITHOUT A PRIOR TRACK RECORD OF WINS

Nearly every relationship starts with the Market Readiness Audit — a fixed-fee, standalone deliverable that clarifies the foundation, target market, asset gaps, and next actions before ongoing support is considered.

05

What's Not Included

- **Legal, accounting, or contract review.** Have qualified counsel review registrations, certifications, proposals, pricing, and resulting contract terms when appropriate.
- **Certification eligibility opinions.** We can organize the readiness work; the relevant authority determines eligibility.
- **Guaranteed award outcomes.** Capture support improves odds; it does not guarantee wins.
- **Subcontractor or teaming-partner sourcing beyond strategic recommendations.** We advise on teaming strategy; sourcing the actual partners is the vendor's own outreach.
- **Signing official representations on the vendor's behalf.** We can guide account setup, prepare information, and coordinate the process; the business owns each account and approves or signs its registrations, certifications, pricing, and legal attestations.

* These boundaries are inferred from what's in scope, not itemized separately in every contract — worth confirming case by case.

A FEW QUESTIONS WE GET

"Can you guarantee we'll win?"

No — we improve positioning and process, but no one can guarantee a government award.

"We have no past performance yet — can we start at Custom?"

Not yet — Custom requires a track record. Starter or Growth is the right entry point.

"Can you help us set up SAM.gov and vendor accounts?"

Yes. We can guide setup, prepare the profile information, and build a renewal checklist. Your business controls the credentials and signs every official representation.

06

How It Works, Phase by Phase

01 Map

We map registration and portal readiness, target buyers, buying paths, events, current opportunities, and the assets available to support them.

From you: accurate company information, current accounts, assets, opportunities, and any bid history.

02 Design

Findings become a prioritized market-entry or growth plan scoped to the vendor's capacity, buyer fit, and most useful next actions.

From you: a realistic read on internal bandwidth, goals, and market priorities.

03 Build

Accounts, capability material, event plans, capture plans, proposal content, and response calendars are built around real targets.

From you: timely approval plus technical, pricing, and customer input.

04 Operate

Reporting keeps the vendor informed of where each pursuit stands; at Custom, support continues through award and into post-award handoff.

From you: time for monthly review of reporting.

WHO THIS IS FOR

Capable businesses that need help becoming market-ready, choosing the right public buyers, or building a more disciplined pursuit system.

NOT A FIT IF

You want a guaranteed award, will not provide accurate business information, or expect someone else to approve official representations for you.

Starter: fixed fee. Growth: monthly retainer + success fee. Custom: not currently available.

Smart Infrastructure Consulting

The complete guide: philosophy, scope, tiers, and what happens at every phase.

This is the full reference for how AK Randall Digital positions infrastructure products for a first public-sector go-to-market — not a summary, but the actual reasoning behind the scope, the tier structure, and the boundaries we hold. Read it end to end, or jump to the section you need.

IN THIS GUIDE

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01

Overview & Philosophy

Smart Infrastructure Consulting helps companies with a genuinely strong infrastructure product — but no public-sector go-to-market — figure out who actually buys it, how the buying process works, and how to position against what's already in that market. It starts as a research and positioning engagement, then can extend into supporting a single live pursuit.

Like our Government Market Systems work, this is deliberately staged rather than sold as one large upfront commitment. Market Mapping is scoped to be useful on its own, whether or not a company ever moves into Pursuit Strategy — the landscape report and buyer list have value independent of any specific opportunity. Pipeline Partner, at the top of the range, is reserved for companies that have already proven the model works on at least one pursuit.

02

Why This Matters

A strong product with no public-sector go-to-market usually doesn't fail from lack of demand — it fails from lack of legibility. Public buyers have their own vocabulary, procurement cycles, and evaluation criteria, and a vendor that doesn't speak to those specifically reads as unproven even when the underlying product is excellent.

Entering without that positioning means either losing to a weaker competitor that speaks the market's language, or burning a cycle finding that out the hard way on a live opportunity. The cost of skipping this step is a wasted first attempt at a market that's slow to give second chances — a bad first impression with a buying agency doesn't reset the way it might in the private sector.

03

How We Think About Public-Sector Entry

Three things shape how we scope every positioning engagement:

- **Legibility, not just quality, wins the first deal.**
  A public buyer evaluates against criteria the vendor may never have written for before — the product being good isn't enough if the proposal doesn't speak that language.

- **Map the market before chasing a single opportunity.**
  Companies that jump straight to bidding on the first solicitation they find often miss better-fit opportunities they didn't know existed.

- **A repeatable pipeline motion is earned, not assumed.**
  We scope Pipeline Partner only once a company has proven the approach on a real pursuit — that's a deliberate sequencing, not a sales gate.

These are operating principles drawn from how we scope engagements, not third-party research citations — we'd rather tell you plainly how we think than dress up a generic statistic as if it were specific to your business.

04

Tiers in Depth

	Starter — Market Mapping	Growth — Pursuit Strategy	Custom — Pipeline Partner
BEST FOR	A strong product, no public-sector go-to-market yet	An active opportunity that needs positioning to win	A repeatable infrastructure sales motion
DELIVERS	Market landscape report, target buyer list, competitive positioning brief	Active-opportunity positioning, capture strategy, stakeholder mapping, monthly check-ins	Repeatable pipeline system, multi-opportunity management, recurring reporting
FEE MODEL	Fixed fee	Monthly retainer	Not currently available

CUSTOM TIER IS ASPIRATIONAL — NOT CURRENTLY AVAILABLE WITHOUT A PRIOR TRACK RECORD

Most engagements start at Market Mapping regardless of how confident the company is about its target agencies — the landscape report routinely surfaces buyers and vehicles a company didn't know to look for.

05

What's Not Included

- **Product engineering or feature development to meet public-sector requirements.** We identify requirements gaps; closing them is the client's own product work.
- **Manufacturing, installation, or field deployment of the infrastructure product itself.** This is positioning and go-to-market work, not delivery of the physical product.
- **Certification or compliance testing (e.g. NTCIP, UL) required for specific agencies.** We flag when it's needed; the testing itself sits with the client and their labs.
- **Guaranteed contract award.** Positioning support improves fit; it does not guarantee wins.
- **Ongoing proposal writing beyond the positioning and strategy scoped at each tier.** Full proposal authoring on live pursuits is scoped separately if needed.

* These boundaries are inferred from what's in scope, not itemized separately in every contract — worth confirming case by case.

A FEW QUESTIONS WE GET

"Can you help us pass a required certification?"
We'll flag which certifications matter for a given agency, but the testing itself is outside our scope.

"We don't have a live opportunity yet — should we wait?"
No — Market Mapping is designed to run before you have one, and often surfaces the opportunity itself.

"Can we go straight to Pipeline Partner?"
Not yet — that tier requires a track record from at least one successful pursuit first.

06

How It Works, Phase by Phase

01
Map

We map the public-sector market for the specific product category — who buys it, through what channels, and what's already considered the standard to beat.

From you: product specs and any prior sales conversations, public or private sector.

02
Design

That research becomes a positioning brief and buyer list, or, at Growth, a capture strategy built around one live pursuit.

From you: details of the specific pursuit, if one exists.

03
Build

At Growth, the strategy gets applied directly to the pursuit — stakeholder by stakeholder — with regular check-ins to adjust as it develops.

From you: introductions to internal stakeholders where relevant.

04
Operate

At Custom, the same approach repeats across a live pipeline rather than a single pursuit, with recurring reporting keeping it visible.

From you: time for recurring reporting reviews.

WHO THIS IS FOR

Companies with a proven infrastructure product ready for a first real public-sector go-to-market.

NOT A FIT IF

You don't have a shippable product yet — this is market entry work, not product development.

Starter: fixed fee. Growth: monthly retainer. Custom: not currently available.