



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

01 — Overview & Philosophy

02 — Why This Matters

03 — How We Think About Public-Sector Entry

04 — Tiers in Depth

05 — What's Not Included

06 — How It Works, Phase by Phase

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.