



Smart Infrastructure Consulting

Position a strong product for a public-sector market it hasn't entered yet.

OVERVIEW

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, and eventually into a recurring, repeatable pipeline motion for companies ready to sell into the public sector at scale. Like our Government Market Systems work, this is deliberately staged rather than sold as one large upfront commitment.

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 product is excellent. Entering without that positioning means losing to a weaker competitor that speaks the market's language, or burning a cycle finding that out 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.

WHAT'S INCLUDED — BY TIER

■ Starter

MARKET MAPPING

A strong product, no public-sector go-to-market yet.

See the market as it is. A public-sector market landscape report covering where demand and buying activity actually sit.

Know who to approach. A target agency/buyer list built from that landscape.

Know where you stand. A competitive positioning brief against what's already being bought.

■ ■ Growth

PURSUIT STRATEGY

An active opportunity that needs positioning to actually win.

Positioned to win, not just bid.

Active-opportunity positioning and capture strategy built around one specific live pursuit.

The right people, mapped.

Stakeholder mapping across the buying organization.

Kept on track. Monthly check-ins through the pursuit.

■ ■ ■ Custom

PIPELINE PARTNER

A company building a repeatable infrastructure sales motion.

NOT CURRENTLY AVAILABLE —
REQUIRES A PRIOR TRACK RECORD

A system, not a one-off. A repeatable pipeline system built to run beyond a single pursuit.

Run more than one at a time. Multi-opportunity management across a growing pipeline.

Kept visible. A recurring reporting cadence.

WHAT'S NOT INCLUDED

- Product engineering or feature development to meet public-sector requirements.
- Manufacturing, installation, or field deployment of the infrastructure product itself.
- Certification or compliance testing (e.g. NTCIP, UL) required for specific agencies.
- Guaranteed contract award — positioning support improves fit, it does not guarantee wins.
- Ongoing proposal writing beyond the positioning and strategy scoped at each tier.

Final scope, exclusions, responsibilities, and third-party costs are confirmed in the written proposal for each engagement.

HOW IT WORKS

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.

02

Design

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

03

Build

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

04

Operate

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

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.