



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.