

CAPABILITY NARRATIVE

ScaleOS Marketing LLC configures and deploys CRM systems, workflow automation, and operational reporting environments that reduce administrative burden, eliminate manual processes, and deliver audit-ready program visibility for federal agencies and prime contractors.

All systems are documented, compliant, and operational within 30 to 60 days. Principal-led delivery with no staffing layers ensures direct accountability on every deliverable from day one.

CONTRACT SUPPORT AREAS

ScaleOS supports contract delivery in the following areas:

- CRM system implementation and configuration
- Workflow automation and process optimization
- Data reporting and dashboard development
- Program and administrative operations support
- CRM analytics and program engagement support
- Campaign performance tracking and reporting
- Change management and system adoption
- Workforce training and platform onboarding

CORE COMPETENCIES

CRM Implementation & Workflow Automation

NAICS 541511 / 541512

Deploys CRM environments and automated workflows that reduce manual processing and improve program tracking accuracy.

- Configure CRM to automate intake, consolidate program data, and eliminate manual tracking
- Build task routing and notification systems that measurably reduce administrative workload and manual processing time
- Deliver auditable configurations with SOPs and change logs compliant with federal audit requirements

Digital Modernization & Process Optimization

NAICS 541512 / 541611

Replaces fragmented manual workflows with documented digital processes that reduce cycle time and support compliance.

- Conduct operational gap analysis aligned to program and contract requirements
- Deploy AI-assisted tools to accelerate SOP development and system rollout compliance

Data Reporting & Performance Visibility

NAICS 541519 / 518210

Delivers real-time dashboards and automated reporting that give program managers actionable visibility into contract performance.

- Design Power BI dashboards surfacing real-time KPIs and automated report generation
- Structure data environments for audit readiness with traceable, version-controlled outputs

CRM Analytics & Program Engagement Support

NAICS 541511 / 541613

Analyzes CRM and campaign data to surface performance gaps and optimize outreach workflows against program targets.

- Build tracking environments measuring outreach effectiveness and conversion against program targets
- Optimize CRM configurations to improve data quality and increase communications throughput

RELEVANT EXECUTION EXPERIENCE

- CRM system design, configuration, and deployment
- Workflow automation replacing manual administrative processes
- Power BI dashboards for real-time KPI and program tracking
- System integration across Microsoft 365 and CRM environments
- Workforce training driving platform adoption within 30 days
- SOP and documentation development for compliance and audit readiness

SUBCONTRACTING & TEAMING READINESS

Immediate Integration

Integrates into prime contractor teams upon teaming agreement execution with no ramp-up overhead or staffing delays.

Operational within 30 to 60 Days

Systems configured and live within 30 to 60 days. Primes hit milestones without delays.

Low Overhead, Low Risk

Lean cost structure reduces subcontract risk. Principal-led delivery eliminates management layers and communication gaps.

SDVOSB Compliance Value

Certified SDVOSB and VOSB. Satisfies prime small business participation plans. Eligible for FAR 19.1406 sole source awards.

CERTIFICATIONS



Service-Disabled
Veteran-Owned
Small Business



Veteran-Owned
Small Business
CVE Certified

UEI: NBUTH64YLQU4 | CAGE: 181Z9

Certified SDVOSB and VOSB, supporting prime contractor small business participation requirements and set-aside eligibility.

CORPORATE DATA

ENTITY NAME	ScaleOS Marketing LLC
UEI	NBUTH64YLQU4
CAGE CODE	181Z9
BUSINESS TYPE	LLC
STATE OF ORG.	North Carolina
CERTIFICATIONS	SDVOSB · VOSB
SAM.GOV	Active
NC EPROUREMENT	Active
LOCATION	Raleigh, NC 27609
POC	Mark Henry
PHONE	984-301-0986

PRIMARY NAICS CODES

541511	Custom Computer Programming Services
541512	Computer Systems Design Services
541519	Other Computer Related Services
541611	Administrative Management Consulting
541613	CRM Analytics & Program Engagement
518210	Data Processing & Hosting Services
611430	Professional Development & Training

WHY CHOOSE SCALEOS

Direct Accountability

Principal executes every deliverable. No layers, no handoff risk, no delays.

Audit-Ready Deliverables

SOPs, change logs, and documentation structured for government review on every engagement.

Operational within 30 to 60 Days

Systems live and producing results before prime milestones are at risk.

Set-Aside Eligible

Certified SDVOSB and VOSB. Satisfies prime small business participation requirements on every contract.

READY TO TEAM

Available for immediate subcontracting and contract support engagements. ScaleOS integrates rapidly into active delivery teams to support CRM, workflow automation, and reporting requirements.