Digital Meld

PARTNER LEAVE-BEHIND

Ideal Customer Profile, Value Proposition & Differentiation

Who Digital Meld serves best, what we promise, and why we win - written so a partner can spot our buyers in the wild. We help companies punch above their weight class.

digitalmeld.io, Houston, TX

PARTNERS AND PLATFORMS
Digital Meld is a Microsoft AI Cloud Partner Program member and an OpenAI Partner Network partner.

BUSINESS FINANCE
QuickBooks is a recommended platform. See digitalmeld.io/partners/ for the current ecosystem.

01 Ideal Customer Profile

The company

- **Size:** mid-market - roughly $10M to $500M in revenue, 50 to 2,000 employees. Big enough to feel operational pain, small enough that the CEO or COO still answers the phone.
- **Sectors (in priority order):** oil & gas field services and chemical blending; heavy-haul and regional logistics; civil engineering and program management (roads, infrastructure); light manufacturing and industrial services.
- **Ownership:** founder/operator-led independents and private-equity portfolio companies modernizing for growth or exit.
- **Stack:** we build on your stack - Microsoft-first where available (M365, Azure, Teams, SharePoint). Often mid-migration: QuickBooks to ERP, paper to digital, spreadsheets to systems.
- **Geography:** Texas and the Gulf South first; remote-friendly across the US.

The buyer

Persona	Title examples	What keeps them up at night
The Operator	COO, VP Operations, General Manager	Crews run on tribal knowledge and paper tickets; dispatch is chaos; nobody can see job costing until month-end - if then.
The Owner / Sponsor	CEO, President, PE Operating Partner	Growth is gated by process, not demand. Needs the business to run without the founder in every decision - especially ahead of scale or exit.
The Numbers Person	CFO, Controller	Billing lags operations by weeks; invoices leak; an AI pilot needs a payback case in months, not a science project.
The Tech Lead	IT Director, fractional CTO	Shadow AI everywhere, no governance, vendors overpromising. Wants systems the internal team can actually own afterward.

STRONG FIT

- An executive sponsor with authority to change a process, not just buy software.
- A painful, repeatable workflow (ticketing, dispatch, invoicing, QA, scheduling) that eats hours weekly.
- Data exists but is trapped - in PDFs, spreadsheets, inboxes, or legacy systems.
- They have tried an AI pilot that stalled, or watched a competitor move first.
- Willing to put operators in the room with us for a few weeks.

POOR FIT

- Wants "an AI strategy deck" with no intent to change how work gets done.
- No executive sponsor - delegated entirely to IT with no business owner.
- Shopping for the cheapest bodies to throw at a vague backlog.
- Regulated data they cannot legally let a partner touch (without a path to compliance).
- Expects a finished product on day one instead of a working system in weeks.

02 Value Proposition

> **We turn industrial operators into AI-native companies - embedding with your team, shipping working systems in weeks, and leaving the capability behind when we go.**

People and process first, technology second

We start with who does the work and where it breaks, document the process and its exceptions, then automate the repeatable parts. AI goes where judgment is useful - never as decoration.

Working software in weeks, not decks in quarters

Fixed-scope, fixed-fee pilots that ship a real system on the client's own stack - typically in 4 to 8 weeks. You judge us on running software, not slideware.

Built on your stack, owned by you

We build on your stack - Microsoft-first (Azure, M365, Teams) where it's available - and hand over the code, the docs, and the know-how. No black boxes, no hostage licenses, no dependency on us.

Compounding, not one-and-done

Every engagement feeds reusable, domain-specific modules - field ticketing, dispatch, QA, program controls - so the second project starts ahead of where the first finished.

How we engage

Scope **AI Process Sprint**	Map one high-value workflow, prove the business case, and define the automation path before anyone commits to a larger build. 2 to 4 week fixed-scope sprint
Build **Automation Accelerator**	Ship a focused internal tool, integration, dashboard, or automation around the workflow that is already worth improving. 4 to 8 week scoped implementation
Operate **Fractional AI Ops Partner**	Keep technology momentum moving with senior product, AI, cloud, data, and delivery ownership before hiring a full internal team. Monthly reserved capacity, usually a 90-day initial term
Transform **Enterprise / Custom SOW**	Handle higher-risk transitions, integrations, migrations, diligence, or security work where the scope has to match the operating risk. Custom scope by risk, access, timeline, and partner capacity

03 Differentiation

Alternative	What they sell	Why we win
AI talent / staff-aug shops	Rented engineers, billed by the hour; you manage the outcome.	We own the outcome. Fixed-scope builds with working software in weeks - and we transfer the capability so you are not renting forever.
Generalist AI consultancies	Horizontal AI advice; decks and pilots that stall at the proof-of-concept.	Vertical depth in industrial operations - oilfield, heavy haul, civil programs. We speak ticket, BOL, dispatch, and job cost, not just tokens.
Big 4 / large SIs	Large teams, long timelines, enterprise price tags.	Senior practitioners only, Microsoft-native, a fraction of the cost and calendar. You get the people who do the work, not the people who sold it.
DIY / freelancers	Cheap experiments, no process discipline, no continuity.	Methodology plus engineering: documented processes, governed AI, tested systems - and a team that is still here next year.

The one-liners

- **Own the method, rent the tool** - you keep the process, the system, and the knowledge. Never the other way around.
- **Operators first** - we design with the people doing the work, in the field and the back office, not just the C-suite.
- **Proof over promises** - give us one painful workflow; we will show you a working system before asking for a bigger commitment.

04 For Partners: Who to Send Us

Listen for these sentences

- "Our field tickets live in three different spreadsheets."
- "Billing is always two weeks behind the work."
- "We tried an AI pilot and it went nowhere."
- "I can't hire the ops people I need, so the same five people do everything."
- "We're on M365 but everyone's really just living in email and Excel."
- "The PE firm wants us modernized before the next hold period."

The intro you can make

> "I know a Houston team that does AI the unsexy way - they embed with your operators, ship a working system in weeks on your stack, and hand you the keys. Worth a one-hour fit call if [pain] is real for you."

What happens next

Bring the workflow, systems, timeline, and constraints. In the one-hour fit call, we confirm whether the next useful move belongs in Scope, Build, Operate, Transform, or no-fit. Final scope depends on systems, access, timeline, and operating risk.