



# FIRM CAPABILITIES

---

Proit<sub>llc</sub>

# Firm Overview

- Digital transformation technology partner in the DC/MD/VA area.
- All-Inclusive Capability:
  - Modern technology stacks and languages;
  - Comprehensive pipeline & product development for digital transformation.

## Certifications



## Growth Milestones

2014

Founded

2017

Awarded the  
Maryland State  
Official Citation.

2018

Youth mentorship  
program  
kickstarted.

2021

Awarded Maryland  
State Governor's  
citation.



**Bridge-building**  
between technology  
and efficiency.

# Organizational Divisions

Supporting the full Software Development Lifecycle (SDLC)



## IT Consulting

Spearheading technology stack research, consultations, and product management.



## Design

Creating user-centric criteria, product prototypes, and iteration roadmaps.



## Development

Leading technological implementation, quality assurance, and risk assessment.



## MarComm

Defining product audience, outreach strategies, and accessibility.

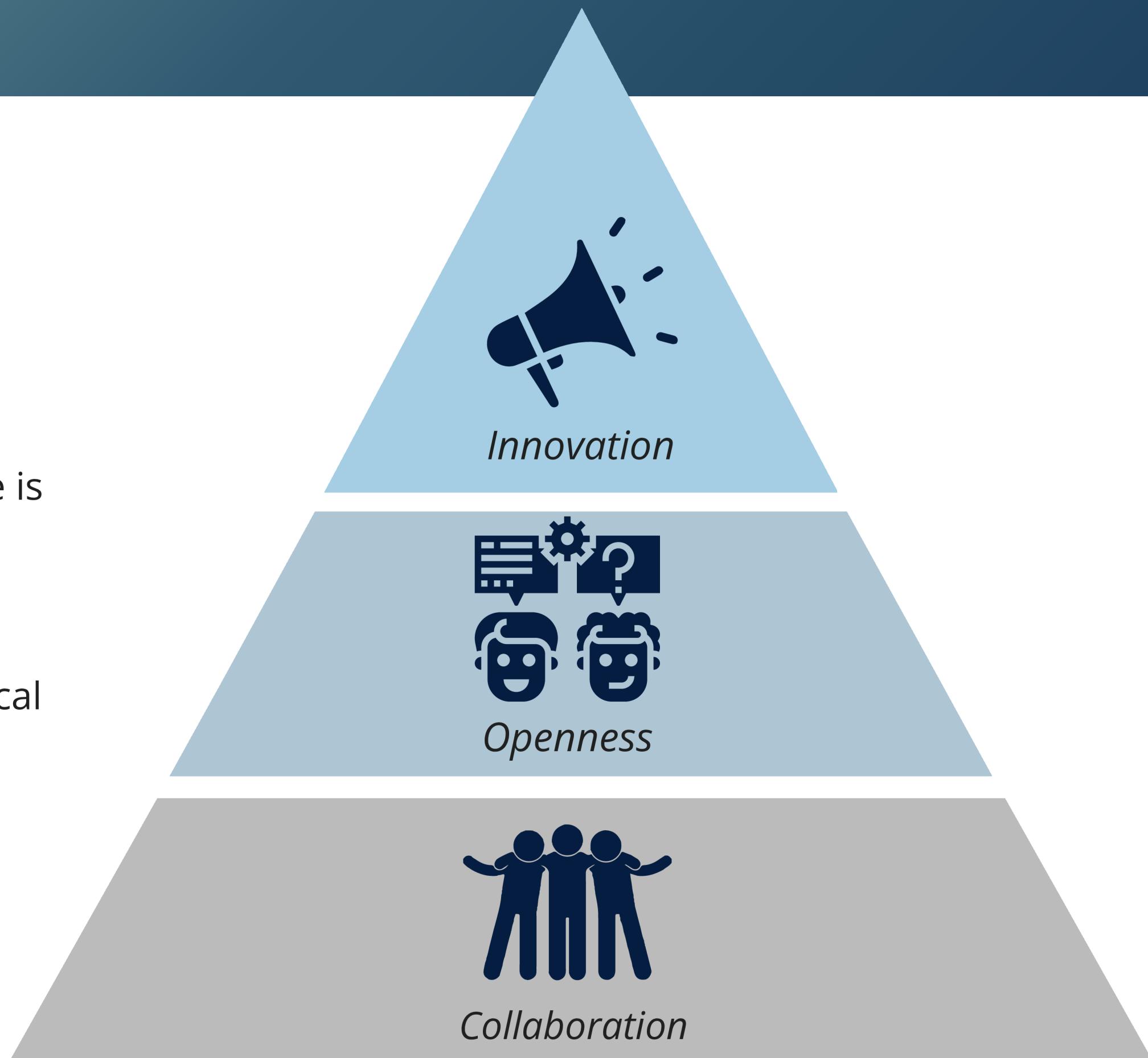
Iteration across Divisions is the *Engine* for our *Versatility*

# Our Principles

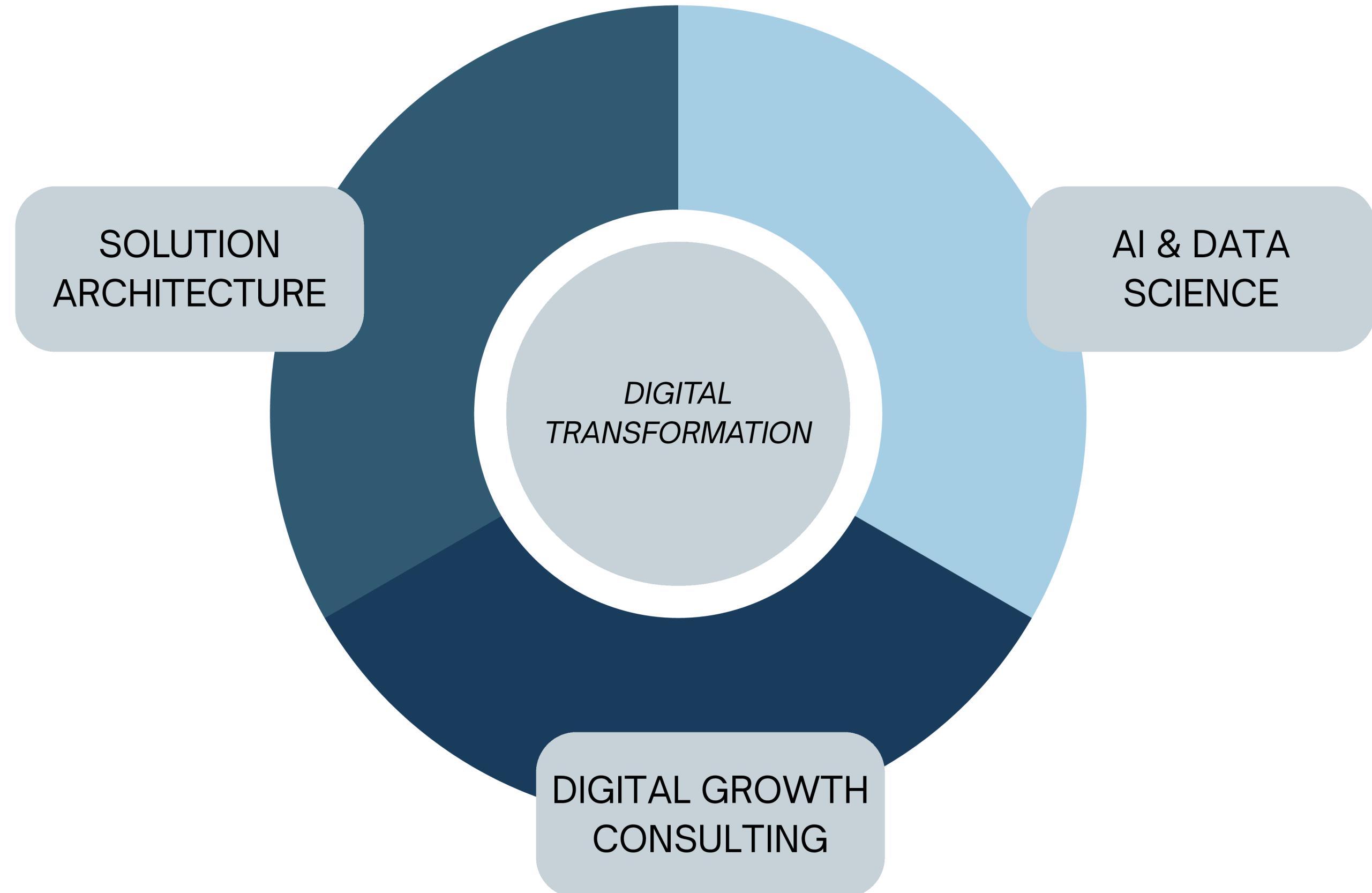
## User-Centered System Design

Each consultation and iteration stage is the groundwork for our creative innovation, *across* technology stacks.

**Humans** are the center of our technical approach and workflow.

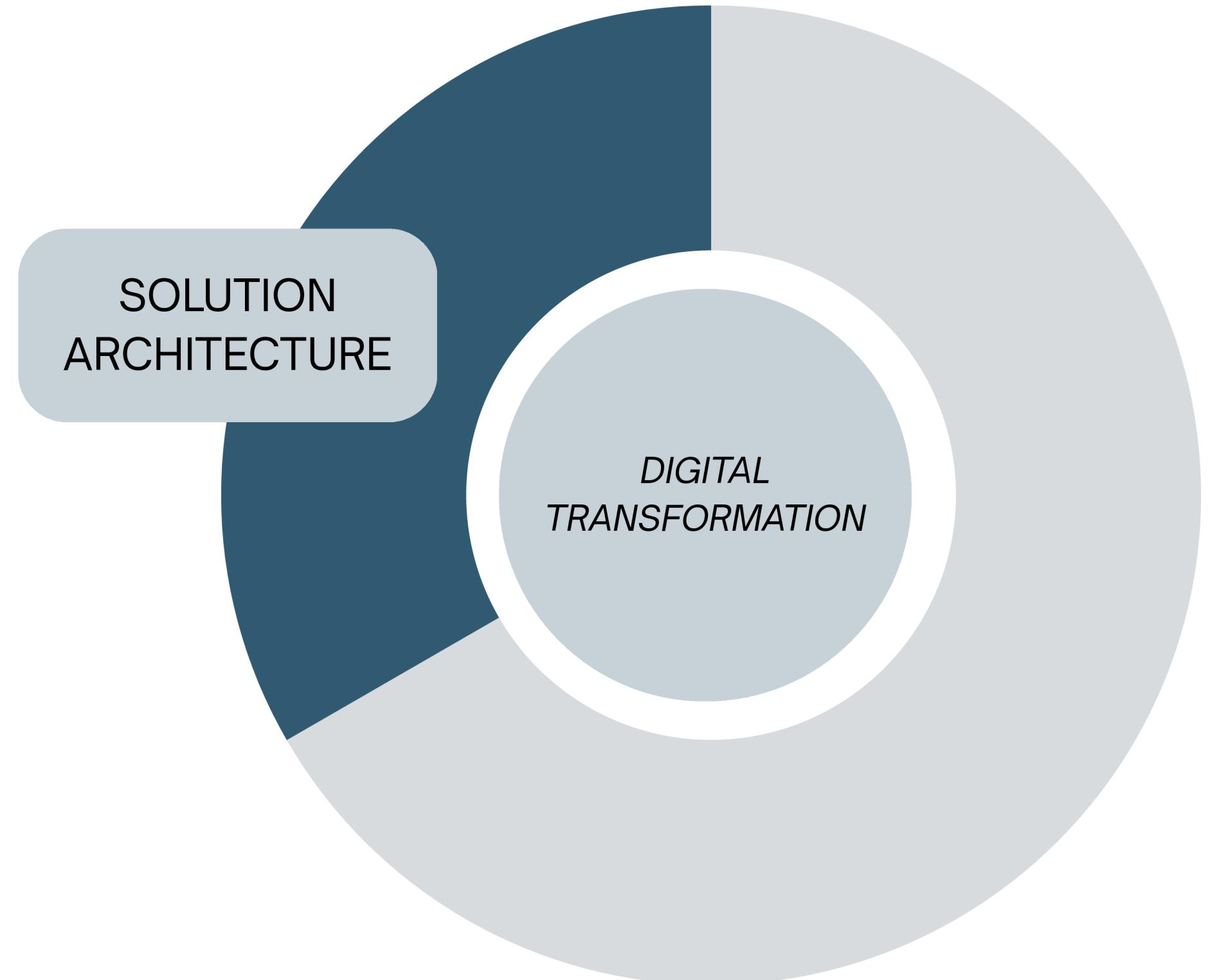


# Core Competencies



# Core Competencies: Solution Architecture

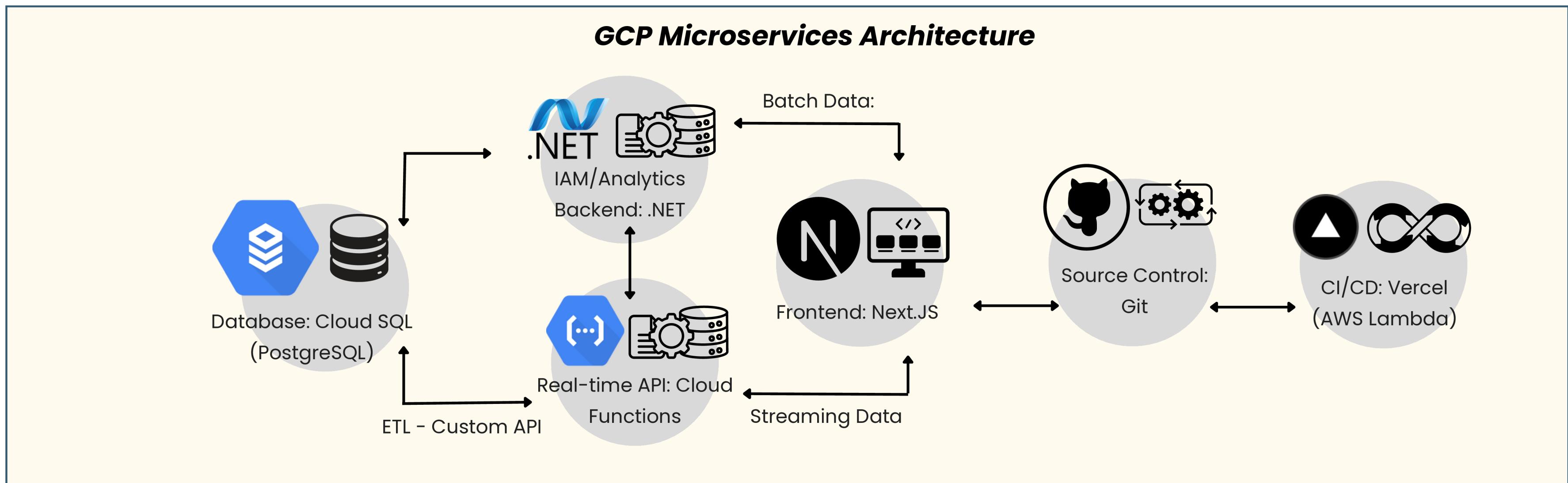
- End-to-End Architecture Design
  - Cloud-Native & Hybrid Architectures (Optimization for AWS, Azure, GCP, or on-premise environments)
  - Microservices & API-Driven Design
- Enterprise Integration (ERP, CRM, Data Marts, etc.).
- Scalability & Performance Optimization
- Security & Compliance by Design:
  - data privacy
  - cybersecurity
- DevOps & CI/CD Alignment
- User-Centric Design Principles



## Case Study 1: GCP Retail Education Platform

- Need: EdTech Web Application Infrastructure
  - Tracking user product consumption
  - Automated, real-time user workflow
  - Scalable database infrastructure

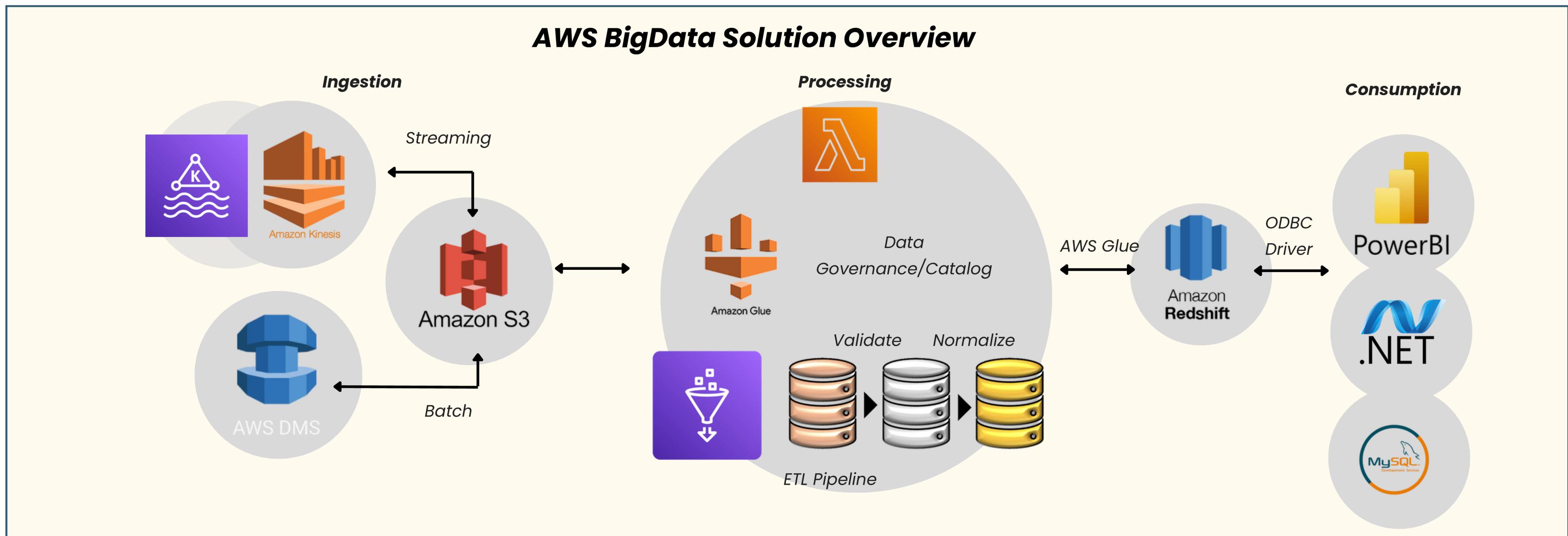
- Outcomes:
  - Improved scalability
  - Optimal latency
  - Data quality preservation
  - Real-time insights enabled



## Case Study 2: AWS CMS-Website/Data Mart Optimization

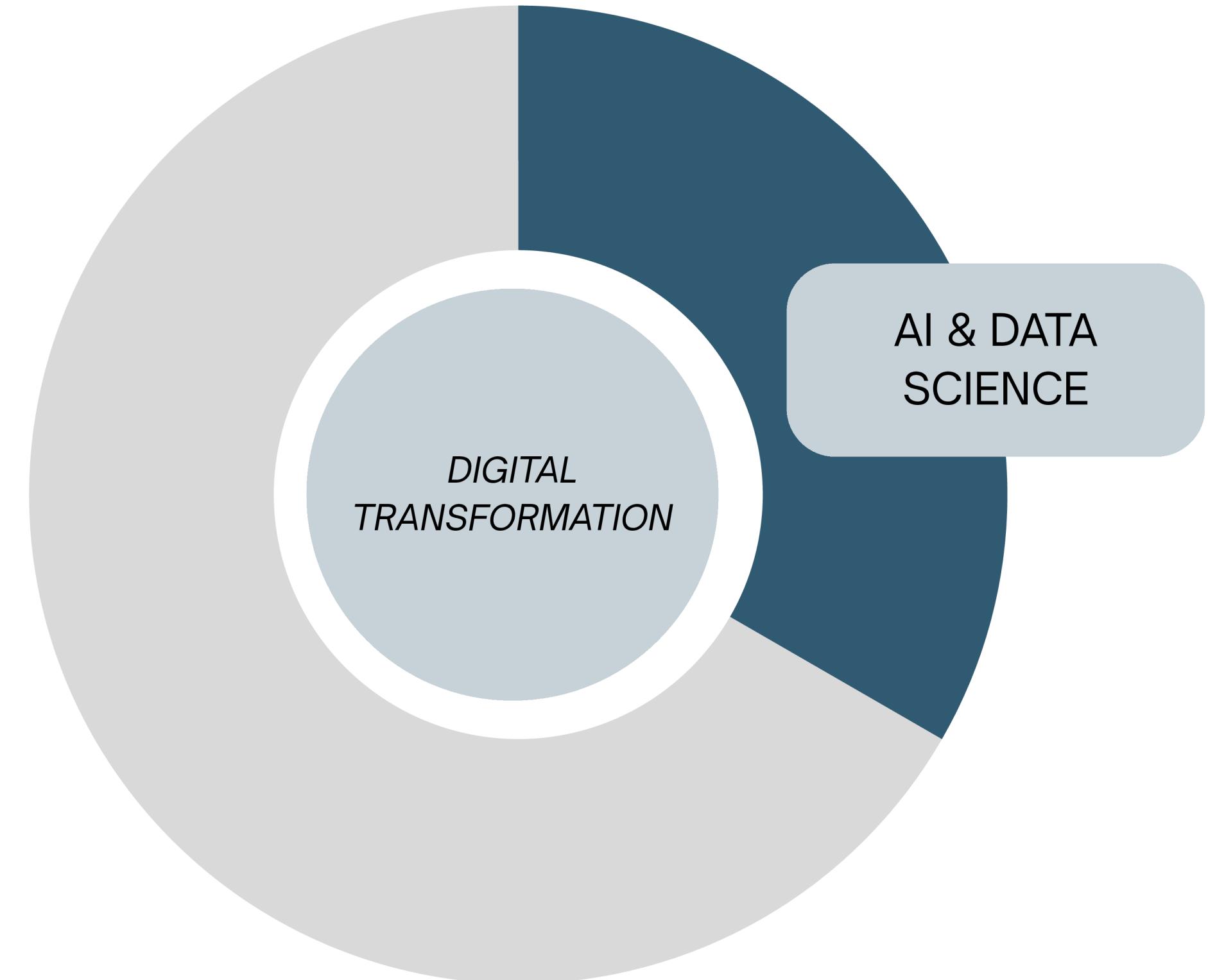
- *Problem:* Departmental data silo, resulting slow loading speed
  - Website/CMS Development
  - Department data migration & operation automation

- *Outcomes:*
  - Centralized, multi-format Data Mart
  - Automated data management with monitored insights
  - Real-time insights enabled



# Core Competencies: AI & Data Science

- AI Strategy & Roadmap
  - Agent Customization, SmartSearch, Augmented Automation
  - Advanced/Augmented Analytics & Insights
  - AI Infrastructure & Cloud Optimization
  - Responsible & Ethical AI
  - Performance Monitoring & Model Drift Management
- ML Strategy
  - Machine Learning Model Development
  - MLOps Implementation
- Data Governance & Quality Management
- Data Engineering



# Core Competencies: AI & Data Science

## Case Study 1: LLM Tool for Business Optimization

- *Problem:* Users struggle to utilize an optimal prompt for task/analysis specialization.

### ***Solution: PromRepo***

- *Outcomes:*

- Immediate access to optimal prompts
- Proven AI utilization standard for organizations

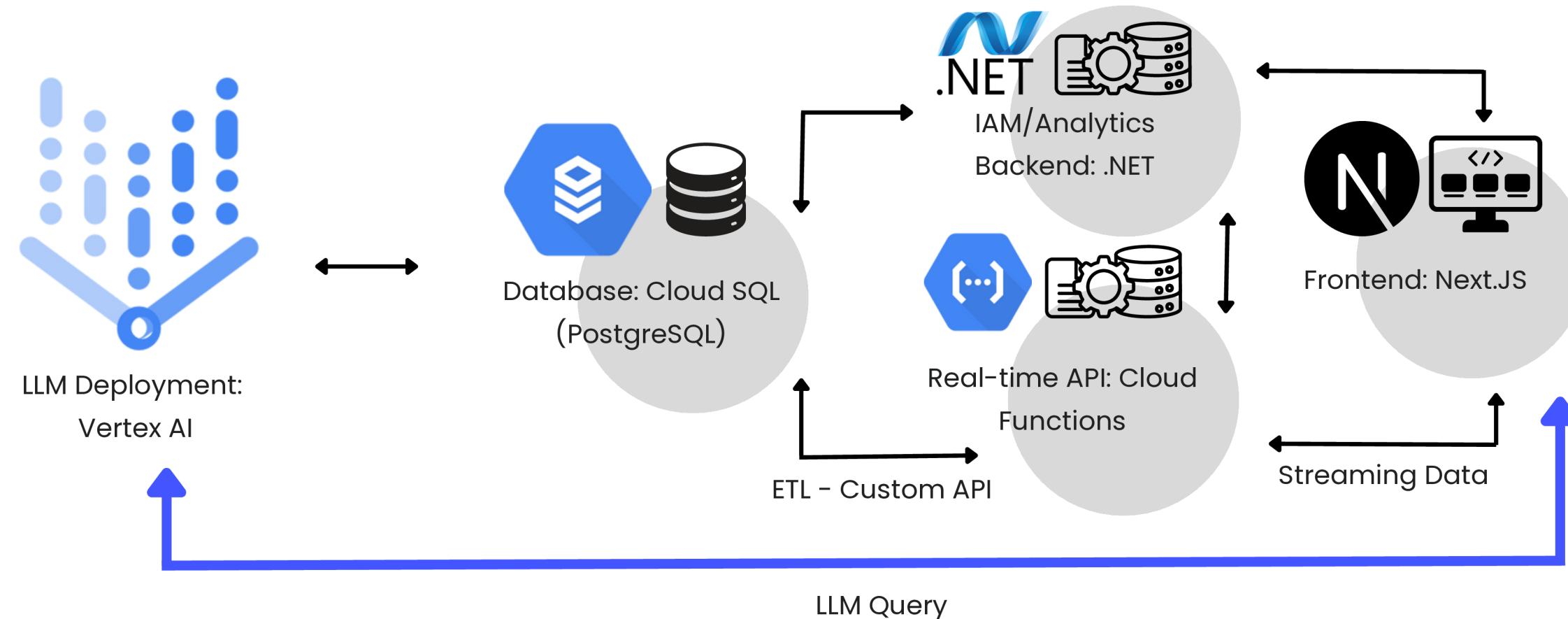
*Browse through researched topics for business optimization*

*Fill in minimal information for prompt generation*

## Case Study 2: RAG Trained Chatbot for Education

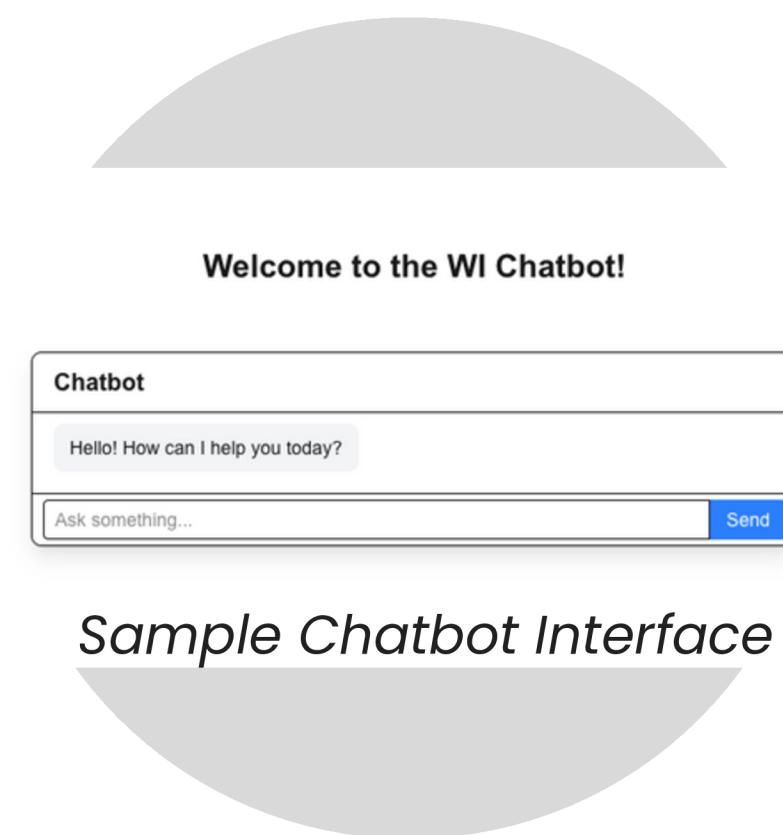
- *Problem:* User-friendly agent for platform assistance

### ***Solution: Deployable LLM Integration on Google Cloud Platform***



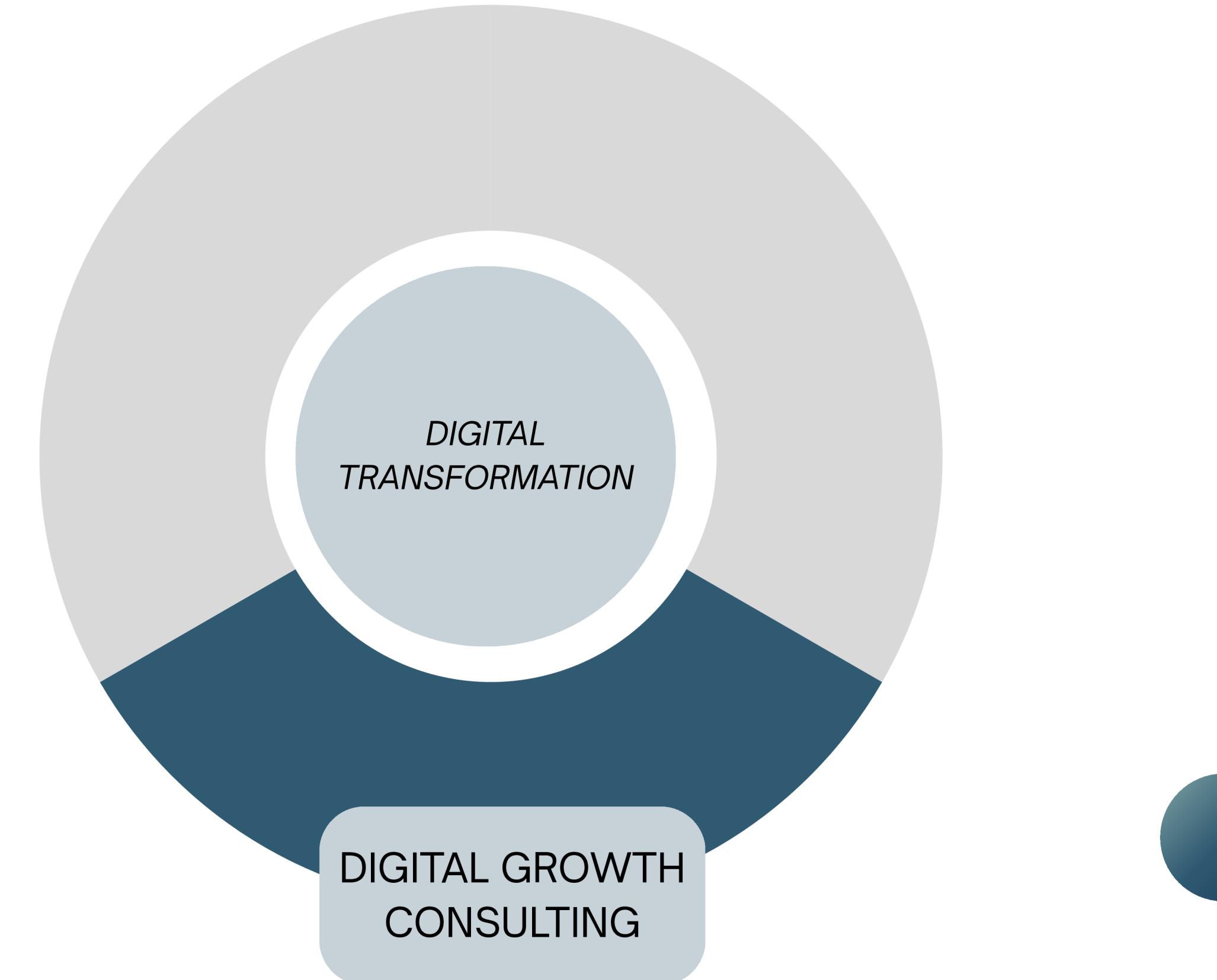
### *Outcomes:*

- Platform-native, humane customer interaction experience
- Effective integration into existing development suite



# Core Competencies: Digital Growth consulting

- Digital Marketing Transformation Strategy
  - Social Media Marketing & Analytics
  - Search Engine Optimization
  - Customer Experience Optimization
- Marketing Technology (MarTech) Integration
  - Data-Driven Decision Making
  - Omnichannel Growth Enablement
- Product Innovation & Digital Roadmapping
  - A/B Testing
  - Performance Analytics & KPIs



## Case Study 1: SEO/SNS Optimization

- *Problem:* Outdated web visuals & limited customer reach experienced by a restaurant business

- **Outcomes:**

- **Weekly** leads increase from organic traffic
- Curated, maintained branding across platforms

## Sample Design Solutions & Research for Campaign Strategies

Digital Marketing Proposal

### Market & Audience Snapshot: Virginia Beach

**Demographics & Socioeconomics:**

- Virginia Beach population: ~457,000 (2023), median age ~37.4
- Median household income: ~\$90,685 (2023)
- Per capita income: ~\$47,325
- Poverty rate: ~8.5%
- Educational attainment: ~94% high school or more, ~40.5% bachelor's or higher
- Racial/ethnic breakdown: ~59% White (non-Hispanic), 18% Black, 7% Asian, ~9% Hispanic/Latino
- Language: English dominates; minority share speak Spanish, Tagalog, Chinese, etc.
- Mobility/turnover: ~15.7% of residents moved in the past year.

**TAKEAWAY**

Virginia Beach is a "typical mid-to-upper middle class" city. The balanced median age means marketing should include both youthful content (18-35) and more mature content (35-55+).

Digital Marketing Proposal

### Social Media / Platform Usage Trends

Pie Chart Illustrating Percentage of Users by Age

Age Group	Percentage
18-24	47.2%
25-34	32.2%
35-44	4.8%
45-54	5.3%
55+	10.5%

→ **Younger users** dominate.

**Implications for Tous Les Jours VB:**

- Use Instagram, TikTok, Facebook
  - Instagram → strong for visual storytelling (Reels, Stories, menu reveals)
  - TikTok → younger demos, viral discovery, bakery trends
  - Facebook → families, community groups, event promotion, older demos
  - Nextdoor / Local FB Groups → hyperlocal awareness



**WINDOW AND DOOR INSTALLATION**

**FALL INTO FLAVOR**

Sip Pumpkin, Savor Pecan, Discover Matcha

**STAY WARM & SAVE THIS WINTER**

Expertly installed, energy-efficient windows and doors by master-certified pros with 20+ years of experience.

**40+ YEARS IN BETHESDA**

**IN STOCK**

**WALK-INS**

**410 336-1945**

[www.BTWindowAndDoors.com](http://www.BTWindowAndDoors.com)

**PETER MASON**  
MONTGOMERY CUSTOM TAILORS

**Tailoring Excellence**

Custom suits, ready-to-wear, and expert alterations at Montgomery Mall, Bethesda

**Visit Our Showroom**

**40+ YEARS IN BETHESDA**

**IN STOCK**

**WALK-INS**

# THANK YOU

---

<b>Email</b>	info@proit.llc
<b>Phone</b>	301-910-9113
<b>Website</b>	<a href="http://www.proit.llc">www.proit.llc</a>
<b>Address</b>	20271 Goldenrod Lane, Suite 2026 Germantown, MD 20876

---

**Proit**<sub>llc</sub>