



FIRM CAPABILITIES

Proit_{llc}

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

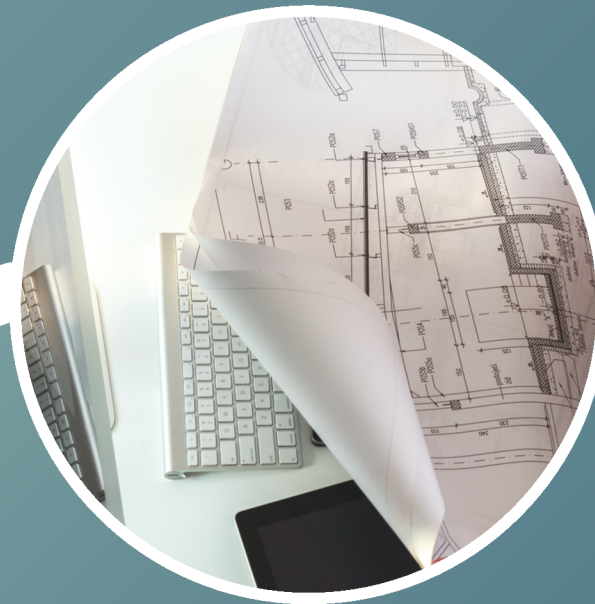
Awarded Maryland State Governor's citation.



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.

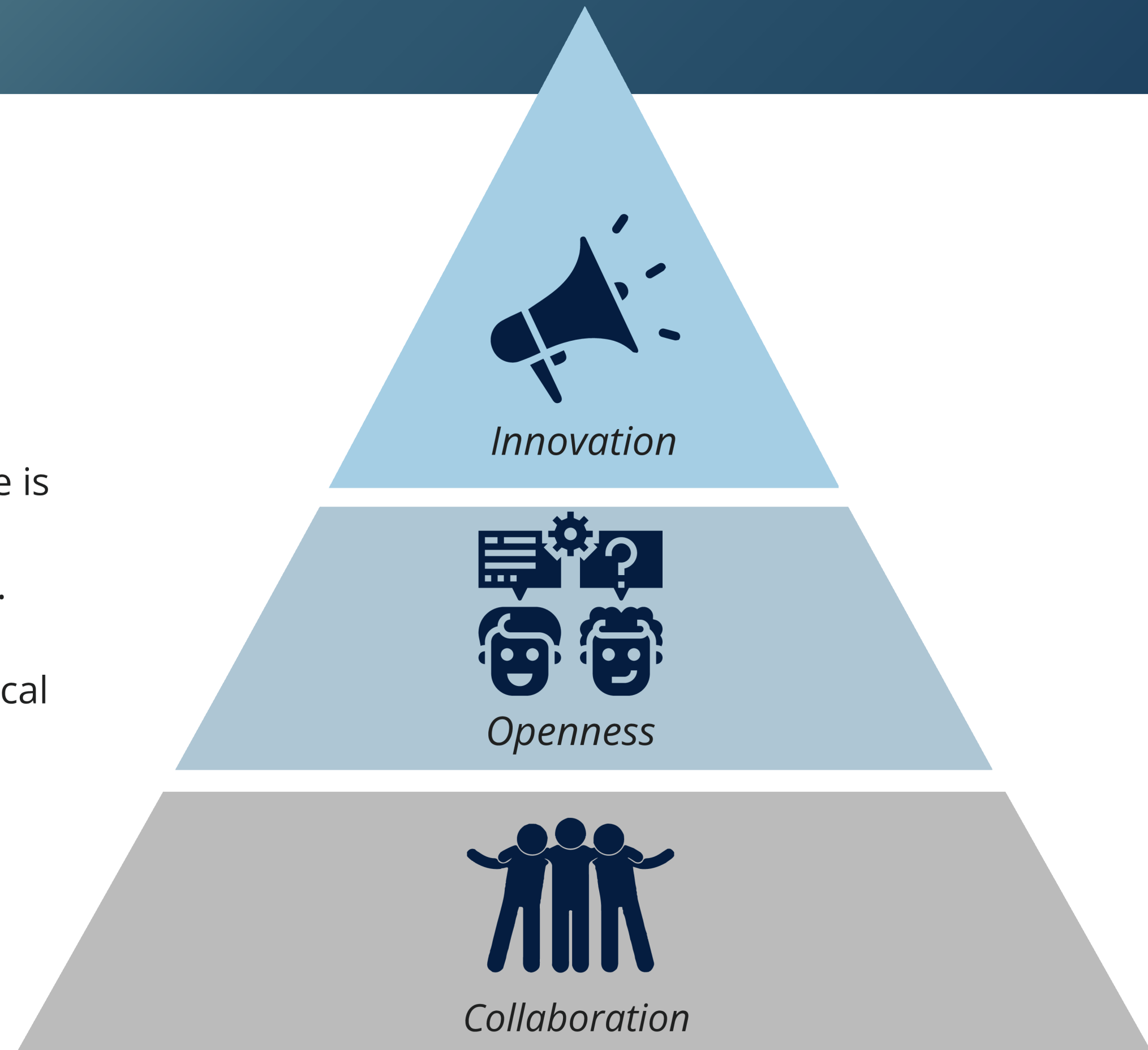
Iteration across Divisions is the *Engine* for our *Versatility*

Our Principles

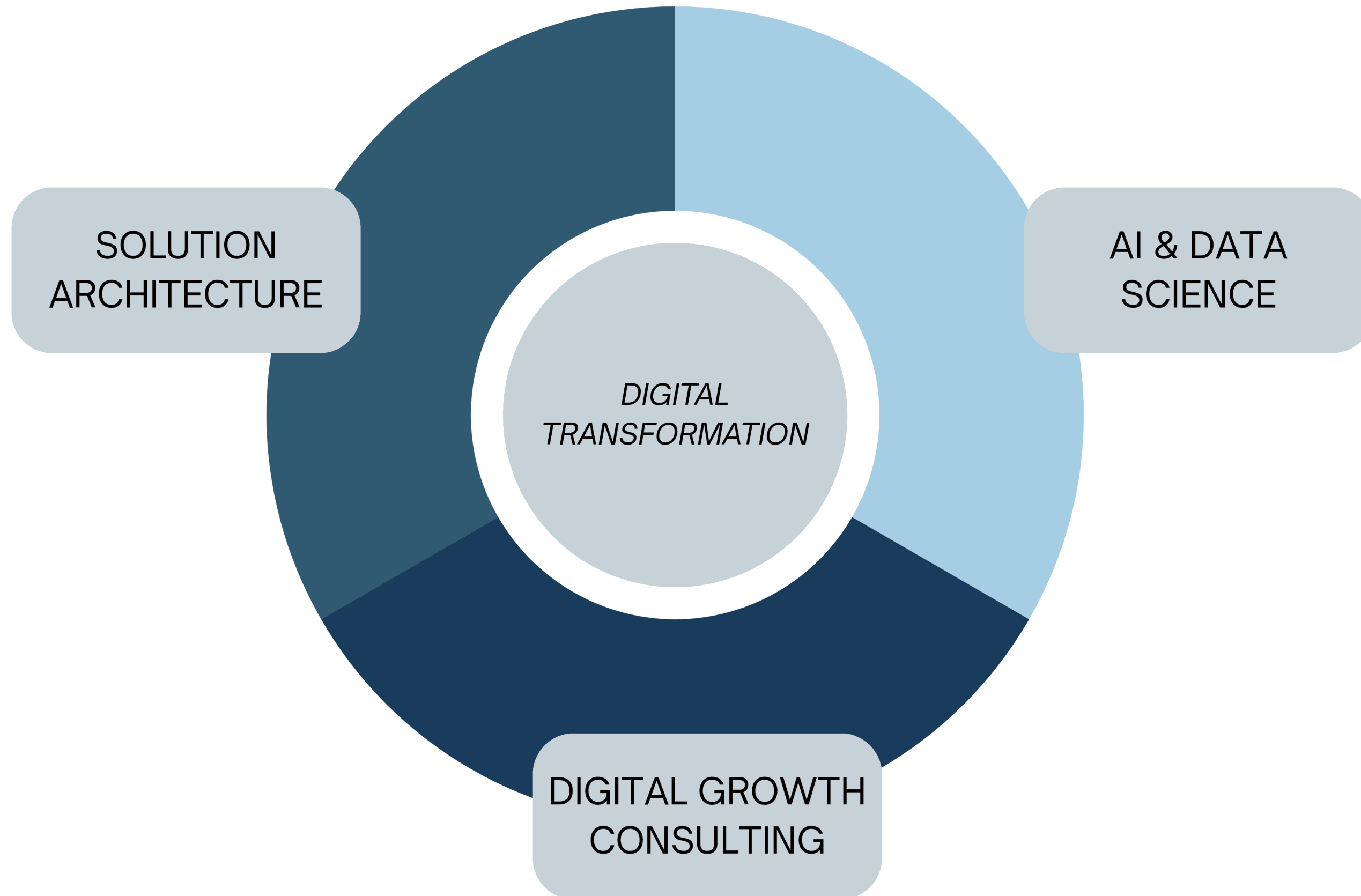
User-Centered System Design

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

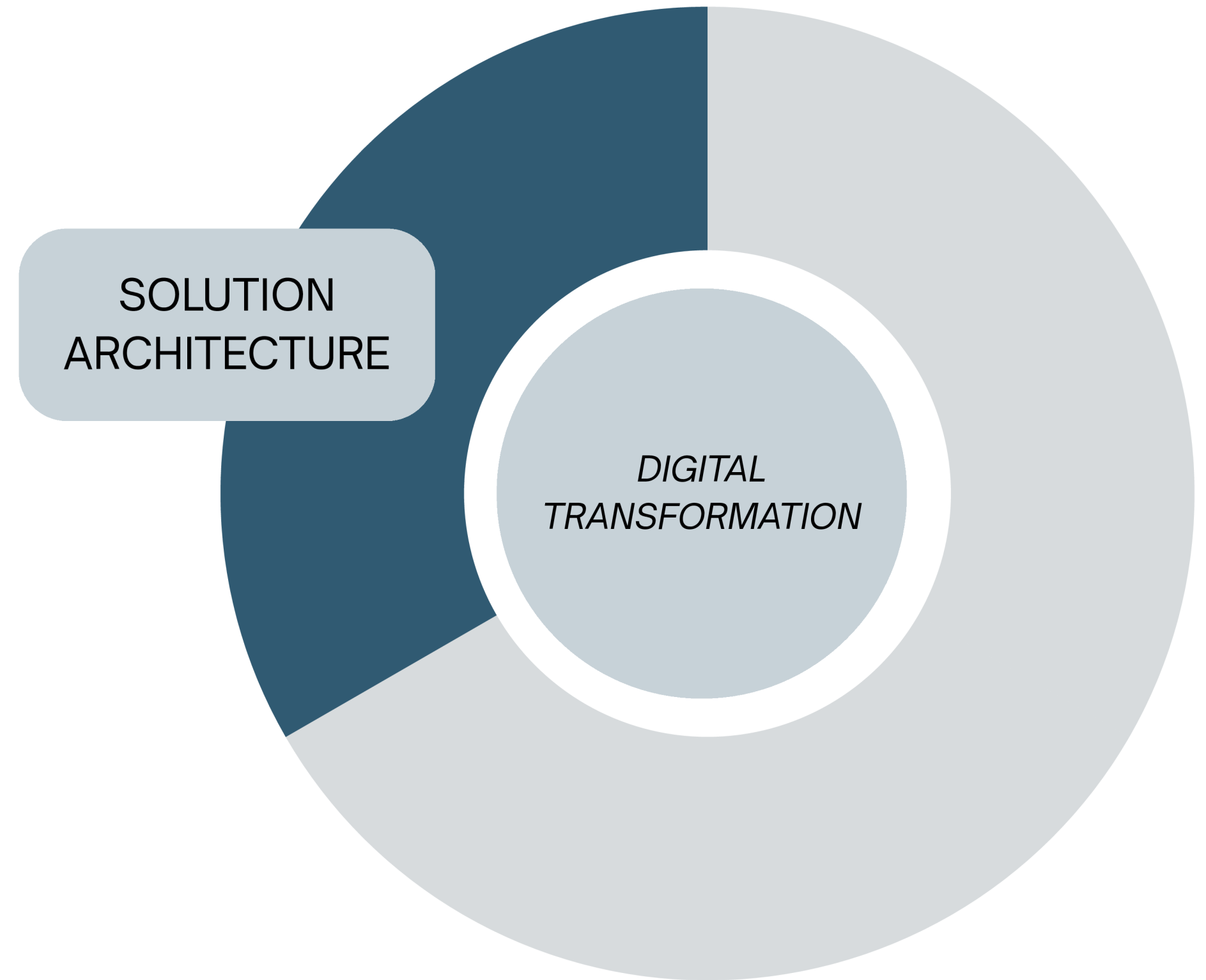
Humans are the center of our technical approach and workflow.



Core Competencies



- 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

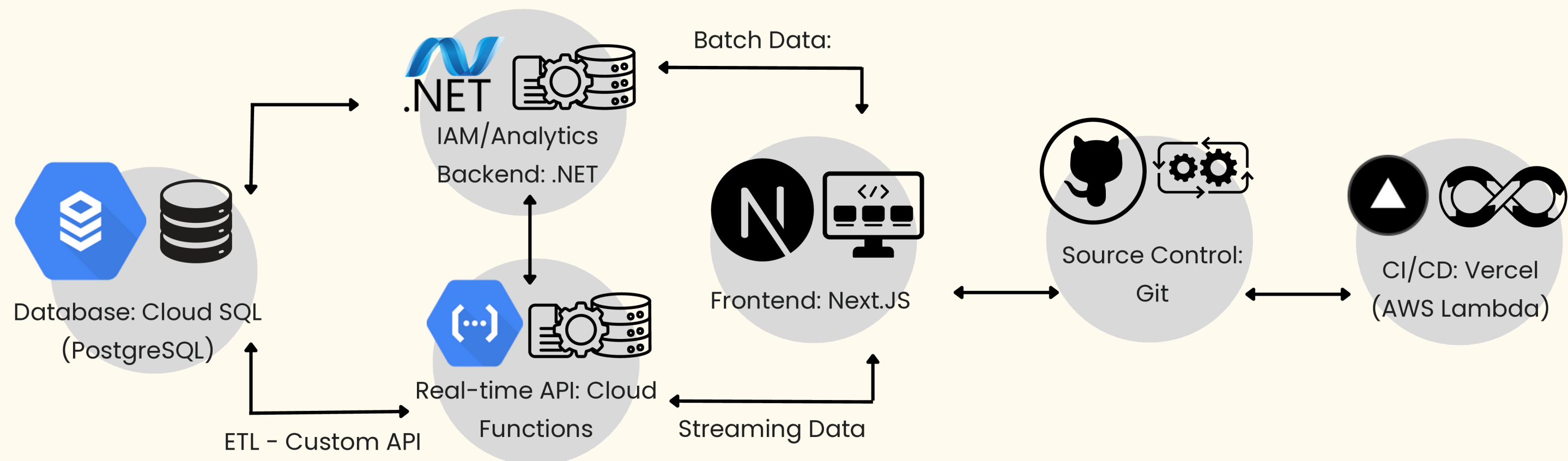


Case Study 1: GCP Retail Education Platform

- *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

GCP Microservices Architecture



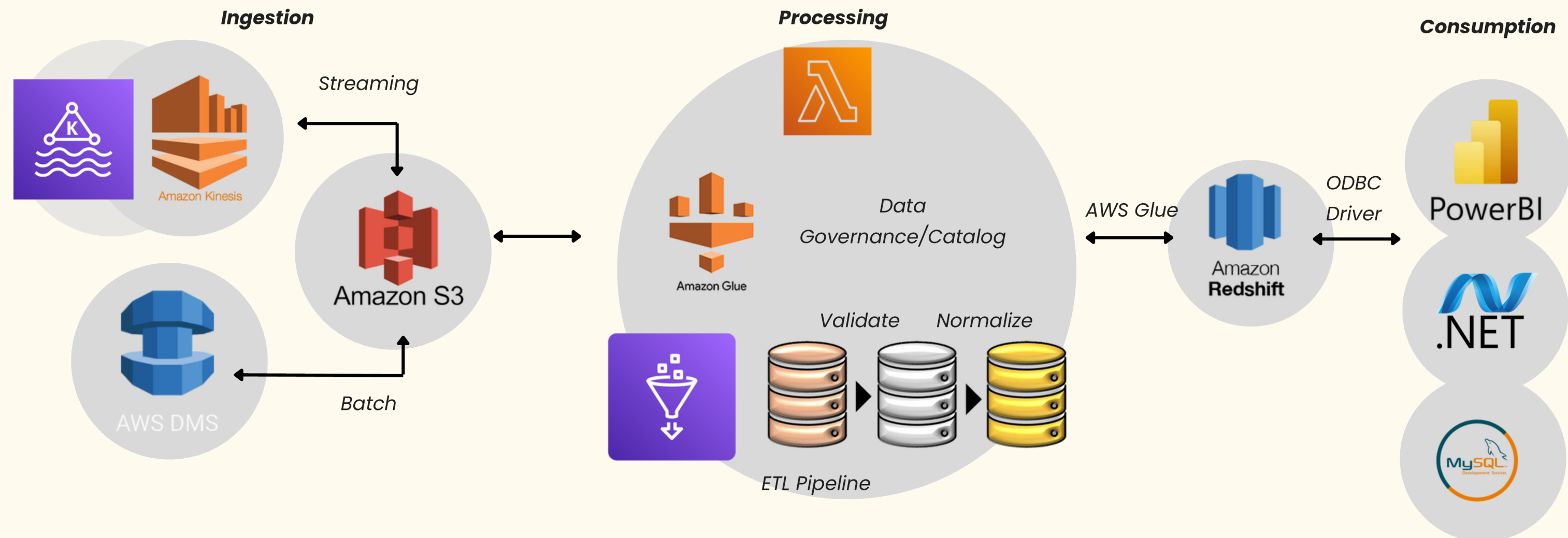
Case Study 2: AWS CMS-Website/Data Mart Optimization

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

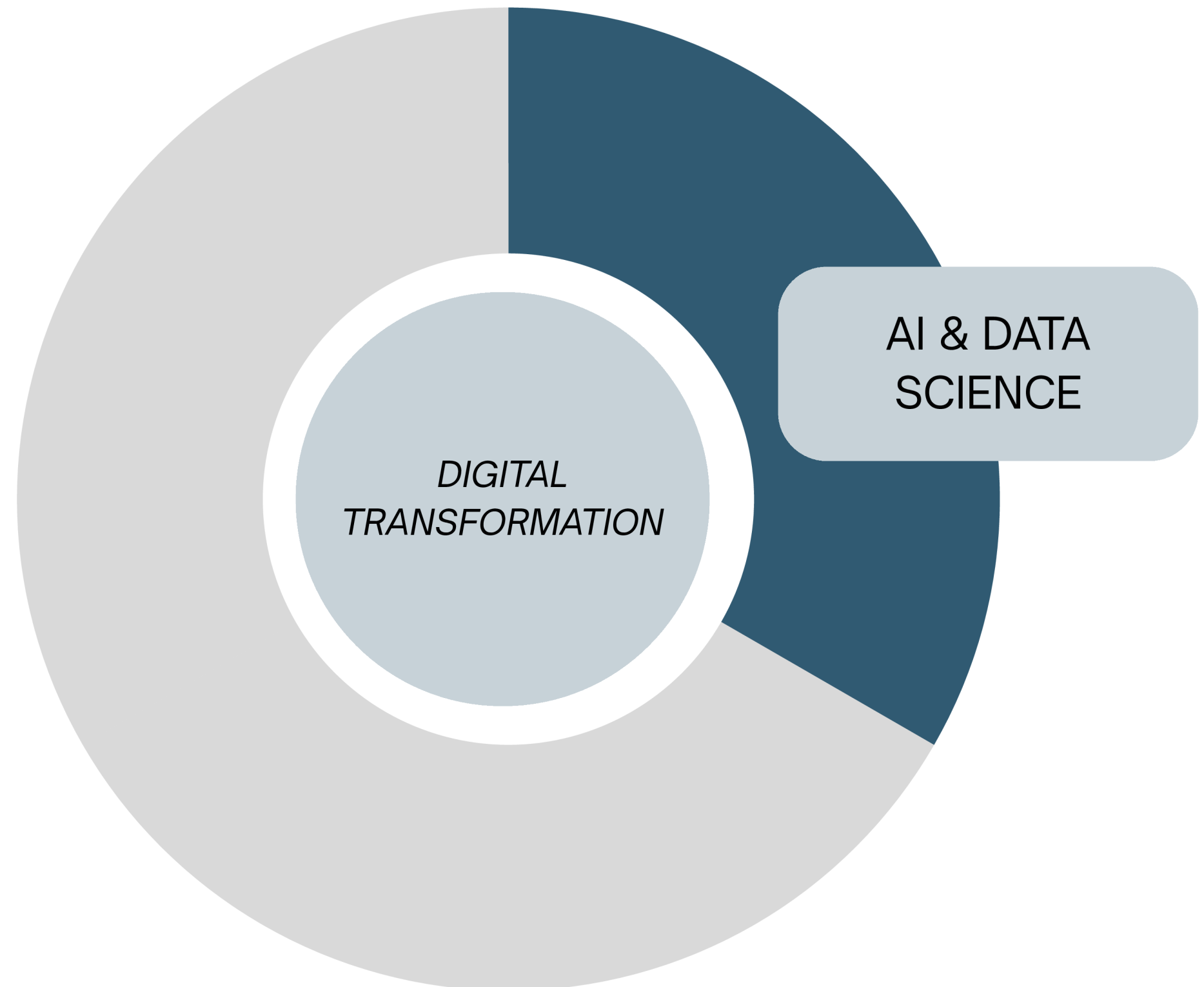
- *Outcomes:*

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

AWS BigData Solution Overview



- 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

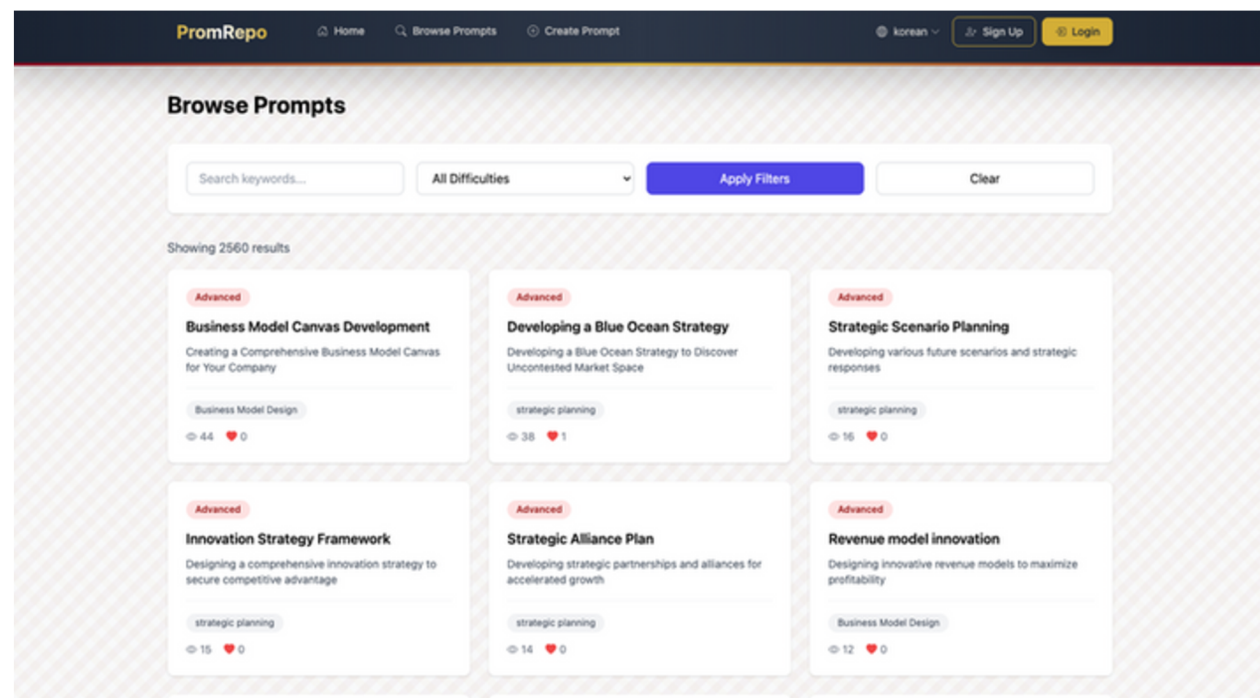


Case Study 1: LLM Tool for Business Optimization

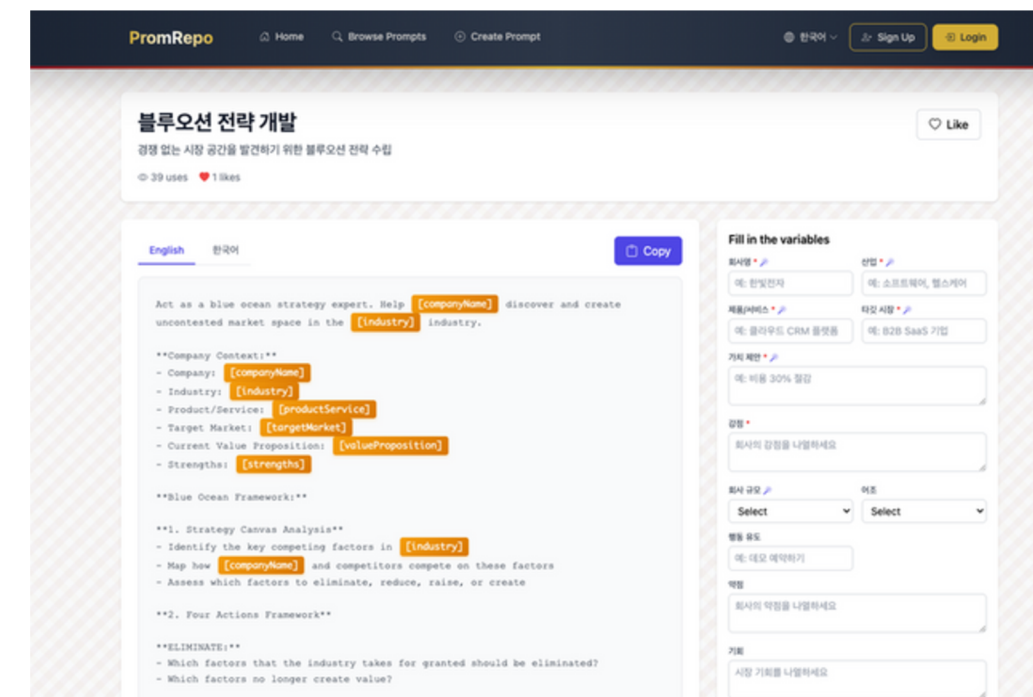
- *Problem:* Users struggle to utilize an optimal prompt for task/analysis specialization.

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

Solution: PromRepo



Browse through researched topics for business optimization

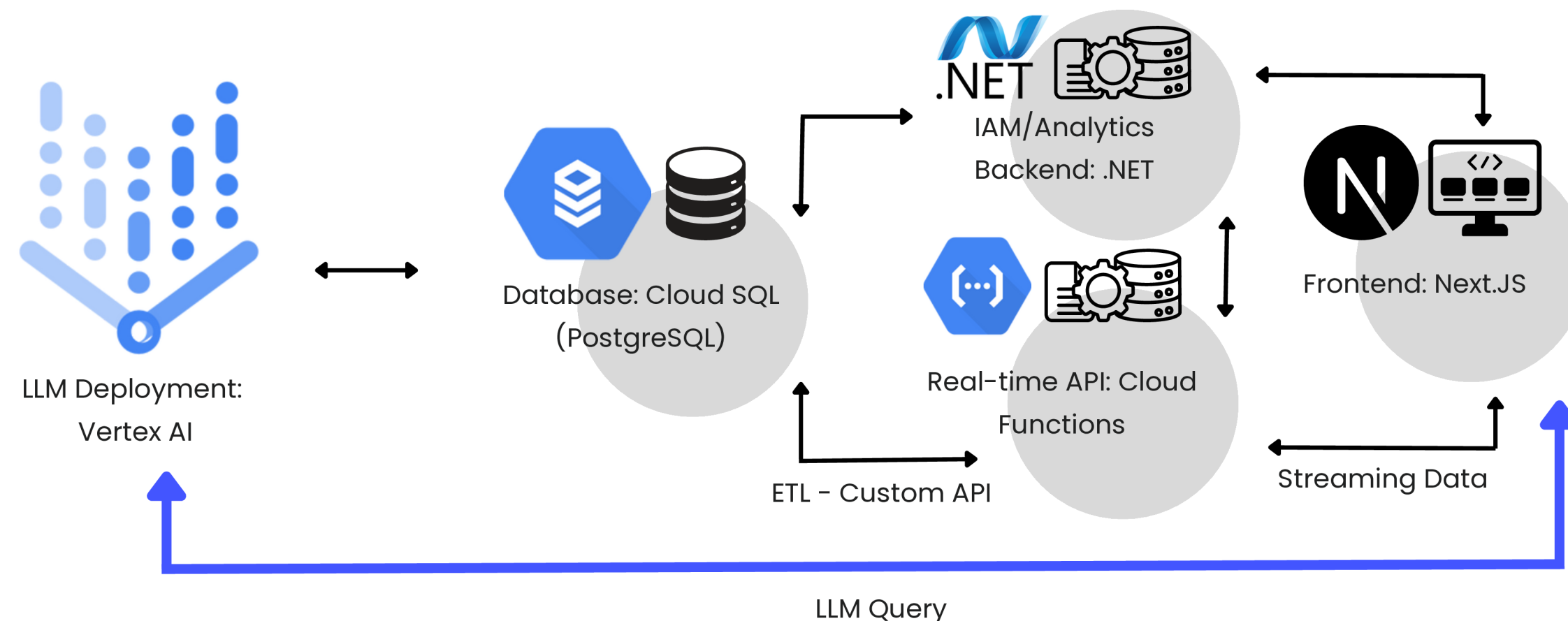


Fill in minimal information for prompt generation

Case Study 2: RAG Trained Chatbot for Education

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

Solution: Deployable LLM Integration on Google Cloud Platform



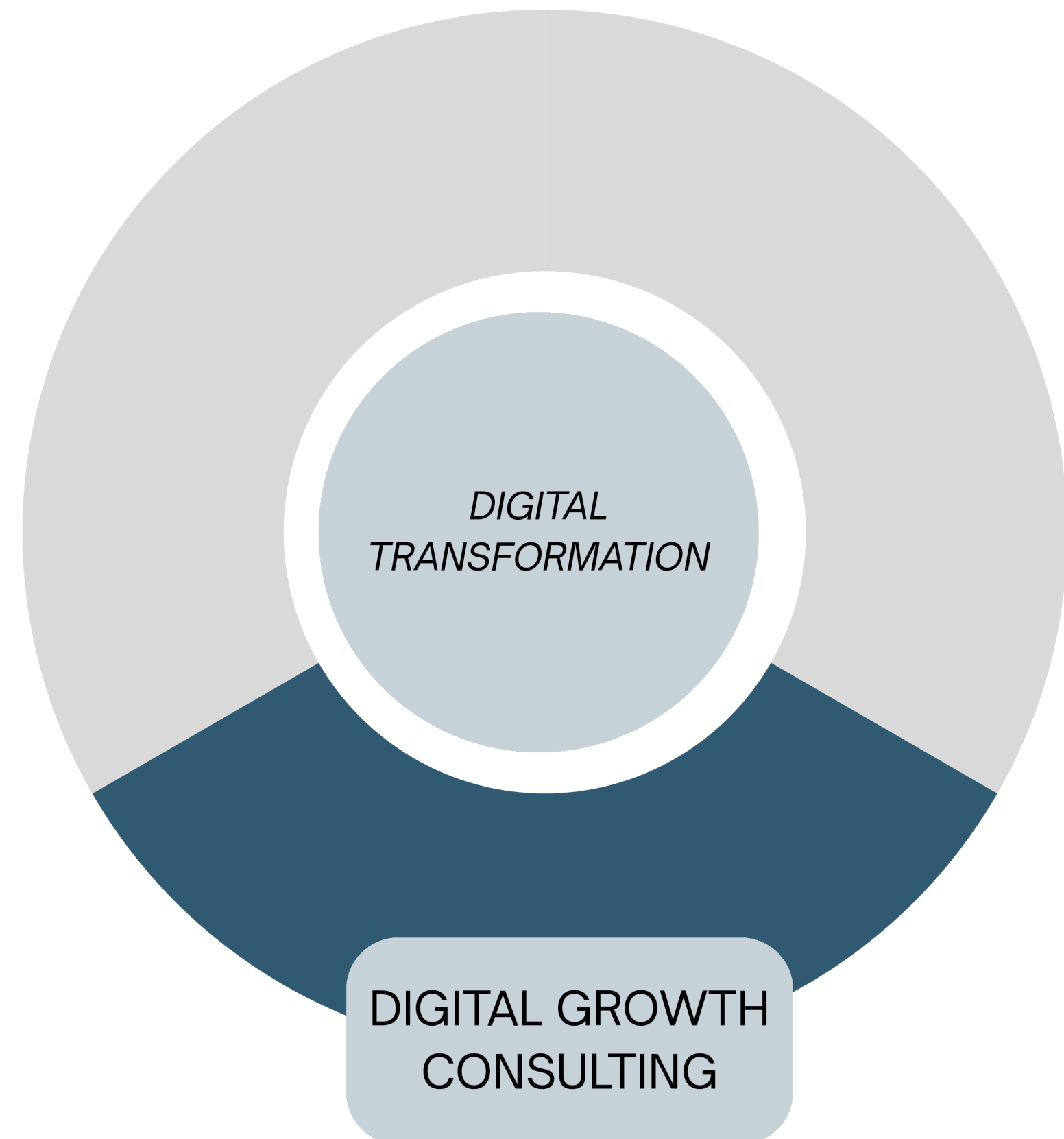
Outcomes:

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



Sample Chatbot Interface

- 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

Limited-Time Fall Offer: 10% Off Installation

NICK RICHARDS

I've worked with many contractors over the years, and B.T. Window & Doors truly stands out. From planning to installation, everything was handled efficiently and with great attention to detail. The pricing was fair, and the craftsmanship exceeded our expectations. We'll definitely work with them again!

STAY WARM & SAVE THIS WINTER

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

Free Estimates
(410) 336-1945
www.BTWindowAndDoors.com

PETER MASON
MONTGOMERY CUSTOM TAILORS

About Collections Gallery Visit Us

Tailoring Excellence

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

Visit Our Showroom

40+
YEARS IN BETHESDA

In Stock
READY TO BUY

Walk-ins
WELCOME

THANK YOU

Email info@proit.llc

Phone 301-910-9113

Website www.proit.llc

Address 20271 Goldenrod Lane, Suite 2026
Germantown, MD 20876

Proit_{llc}