



TECHNOLOGY COMPETENCIES



Digital Strategy and Transformation Consulting:

Opportunity assessment and strategic roadmaps
Market research and go-to-market strategies for digital products

Support for agile transformation programs, focusing on processes and technologies.

Workforce and Talent Services:

Task-based, project-based, and managed services staffing

Agile, reliable, and tailored solutions with a commitment to building on-shore, vocational talent pipelines.

ARIANA DIGITAL LLC

Technical Services:

Strategy, implementation, and support for CRM, CX, CMS, MarTech, eCommerce, Payments, and Third-Party Integrations solutions.

Agile management for products, projects, and programs.

Cloud hosting and technical training services.

Emerging Technology Implementation:

AI/ML and data maturity assessments, use case prioritization, and pilots/proofs of concept
Model building, tuning, agentic workflows, and integrations

Training and support for staff on new technologies.

Data Analytics Consulting:

Data engineering and advanced analytics solutions implementation
Establishing data governance frameworks for quality and compliance
Generating insights through ML/AI to improve data-driven decision-making.

EXPERIENCE DESIGN SERVICES

Human-Factors Design and Market Research:

Customer Experience (CX) assessments: C-SAT, NPS, reviews, user testing, focus groups, user experience, usability & accessibility testing, heuristic analysis, cognitive walkthroughs, journey mapping, behavior analytics, competitor research, benchmarking, surveys, and polls.

Creative Design and Digital Media:

Production of audio, images, videos, infographics, print, and broadcast media.

Branding initiatives: logo creation, style guides, communications guides, brand assets (including stationery and business cards), and marketing collateral materials.

eCommerce Solutions:

Development of strategies, platform selection, and implementation.

Optimization of user experience, fulfillment processes, and conversion rates.

Management of payment systems, product inventory, and logistics planning.

MARKETING & ADVERTISING

Digital Marketing and Advertising:

- Strategy and messaging development
- Content marketing and inclusive design
- Ad creation and public relations
- Multi-channel campaign creation and implementation
- Content creation and social media integration
- Website/Mobile-app design, development, and maintenance
- Landing pages, SEO, personalization
- Usage analytics and conversion rate optimization.
- Data-driven analysis and reporting

We are a digital strategy and solutions firm with over 17 years of experience facilitating customer-focused transformation across various industries. Our distinctiveness lies in our core values—customer success, trust, diversity, quality, and security. We offer a comprehensive range of digital services, including strategic consulting, staffing, and implementation.



NIACS & PSP CODES

NIACS Codes

541613 | 518210 | 541511 | 541512
541519 | 541612 | 541618 | 541690
541810 | 541830 | 541890 | 561312

PSP codes

B544 | DA01 | DB02 | DD01 | DH01 DH10
| R408 | R410 | R701 | R799

DIFFERENTIATORS

- Diverse experience across multiple industries
- Ability to deploy tactics geared towards solutions for long-term value and big picture wins.
- Core values: customer success, trust, diversity, quality, and security
- Comprehensive expertise in digital services, including strategic consulting, staffing, and implementation.



Our boutique model excels at bespoke collaborations with stakeholders, building high-performing teams, and managing complex transformations. In a fast-evolving digital landscape, our focus on continuous learning, effective training, talent acquisition, and industry partnerships allows us to deliver value-driven services to clients.

PMP | Six Sigma | ITIL | Agile | American Bankers Association's Financial Marketing.

Solution Partners/Alliances:

ServiceNow | Salesforce | Adobe | Redpoint Global |
Pantheon | SnowFloakes | .

Woman-owned Small Business

Stevie awards – Bronze winner for Consumer strategy (2018)

SBA.gov profile: <https://bit.ly/4mO4zw4>

PAST PERFORMANCE

- Ernst and Young (EY) – Big 4 consulting
- GlaxoSmithKline (GSK) – Pharma
- Blue Cross Blue Shield of MA (BCBSMA) – Health insurance
- PNC Bank – Institutional and commercial banking
- TD Bank – Retail consumer banking
- General Electric (GE) – Technology, Industrial and Energy.

CONTACT:

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 [HTTPS://ARIANA.DIGITAL](https://ARIANA.DIGITAL)

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SERVICES

Number	Title	Large Category	Subcategory
54151	Software Maintenance Services	Information Technology	IT Software
54151S	Information Technology Professional Services	Information Technology	IT Services
323111SBSA (Small Business set-aside)	Photographic Services and Solutions	Professional Services	Marketing and Public Relations
512110	Video/Film Production	Professional Services	Marketing and Public Relations
518210C	Cloud Computing and Cloud Related IT Professional Services	Information Technology	IT Solutions
541430	Graphic Design Services	Professional Services	Marketing and Public Relations
541511	Web Based Marketing	Professional Services	Marketing and Public Relations
541613	Marketing Consulting Services	Professional Services	Marketing and Public Relations
541810	Advertising Services	Professional Services	Marketing and Public Relations
541910	Marketing Research and Analysis	Professional Services	Marketing and Public Relations
561450	Business Information Services (BIS)	Professional Services	Business Administrative Services
561920	Conference, Meeting, Event and Trade Show Planning Services	Professional Services	Marketing and Public Relations
611430	Professional and Management Development Training	Professional Services	Training
611430TD	Talent Development	Human Capital	Human Resources
56131	Talent Acquisition	Human Capital	Human Resources
541611W	Workforce Analytics and Employee Records	Human Capital	Human Resources
541612LOB	Human Resources Line of Business (HRLOB)	Human Capital	Human Resources

CERTIFICATIONS

PMP | Six Sigma | ITIL | Agile | American Bankers Association's Financial Marketing.

Cloud Solutions Alliances:
ServiceNow | Salesforce |Adobe| Redpoint Global.

Woman-owned Small Business
Disadvantage Woman-owned Small Business
Minority-owned Small Business
Other Credentials

Stevie awards – Bronze winner for Consumer strategy (2018)

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