

# GUIDING POINT CONSULTING LLC



## CAPABILITY STATEMENT

Website Modernization & Digital Systems Subcontractor  
Supporting Government Prime Contractors

 754-581-1042

 Tampa, FL

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 <https://guidingpointconsults.com>

Business POC: Zipporah Banyay

### COMPANY OVERVIEW

Guiding Point Consulting LLC supports government prime contractors as a subcontractor, strengthening delivery to the organizations they serve. We specialize in website modernization, digital systems, and AI-enabled content operations—ensuring solutions are clear, usable, and sustainable for real teams in public sector and mission-driven environments.

### CORE COMPETENCIES

- Website Modernization & Messaging Clarity
- Digital Communication Systems & Workflows
- AI-Enabled Content Operations & Team Training
- Fractional Digital Strategy Leadership

### DIFFERENTIATORS

- Delivery-focused approach (usability + sustainability)
- Bridges technical and non-technical teams
- Systems + adoption (not just implementation)
- Mission-driven experience

### NAICS

**541618** – Management Consulting (Digital Operations & Workflows)

**541512** – Computer Systems Design (Web & Digital Platforms)

**541511** – Custom Programming (AI Tools & Chatbots)

**611420** – Computer Training (AI & Digital Systems Training)

**541613** – Marketing Consulting (Messaging & Content Strategy)

### PAST PERFORMANCE

#### Website Modernization & Messaging Clarity-Mission-Driven Organization

- Improved structure, navigation, and messaging for a mission-driven organization
- Result: clearer user experience and reduced internal content confusion

#### Content Workflow & System Development- Mid Size B2B Agency

- Designed SOPs and workflows to streamline publishing processes
- Result: improved efficiency and consistency across teams

#### AI Content Operations Implementation- Mid Size Healthcare Agency

- Introduced AI-supported workflows and training
- Result: increased content production speed with maintained quality

### COMPANY DATA

• **UEI:** M71FSMNQ67L8

• **CAGE:** 1A0E2

• **DUNS:** 14-323-7155