ROBUSTTECH
Robust Digital Solutions

CAPABILITY STATEMENT

COMPANY OVERVIEW

Robust Digital Solutions Inc. is a woman-owned small business that builds accessible websites and portals, CRM and custom software, and the outreach that brings people to them. Our team brings 17 years of website design and development experience and our own CRM platform, TRAX CRM. We design, build and maintain public-facing digital services to Section 508 and WCAG 2.1 AA, automate the workflows behind them, and support them with marketing, communications and AI-assisted research. We take on focused work packages as a prime contractor and support prime contractors as a subcontractor or teaming partner.

CORE COMPETENCIES

Websites and portals

- Website and portal design and development
- Section 508 and WCAG 2.1 AA accessibility
- E-commerce stores with 10,000+ SKU catalogs
- Content migration and modernization
- Hosting, maintenance and security updates

CRM and custom software

- TRAX CRM, our customizable SaaS platform
- CRM implementation and administration
- Custom case, contact and stakeholder systems
- Workflow automation, dashboards and reports
- System integrations, APIs and data migration

Marketing and outreach

- Public awareness and outreach campaigns
- Paid digital advertising and targeting
- Content, design and public relations support
- Email and SMS communications

Research and data analysis

- Research of available data and sources
- AI-assisted analysis with human review
- Audience, market and web analytics
- Findings reports, briefings and dashboards

PAST PERFORMANCE

- **Websites and portals, 17 years of experience**, including our team's agency work before incorporating in 2022. COMPANY
  60+ live websites for US businesses, nonprofits, public programs, research centers and online stores, including e-commerce catalogs of 10,000+ SKUs: design, development, accessibility, hosting and maintenance.
- **TRAX CRM, our customizable SaaS platform**, first built for a Dell and Samsung preferred-partner IT distributor. OUR PLATFORM
  Sales and procurement pipelines, approvals, client portal and dashboards; 50% faster quotes and 95%+ staff adoption in 60 days. We tailor TRAX CRM or build a custom CRM for each client.
- **Multi-channel outreach and online store** for a national nonprofit. KEY PERSONNEL
  Paid media, email and SMS programs, donation funnels and an online bookstore; 10% revenue growth and 38% lower cost per acquisition.
- **Digital archive library** for a research and policy institute. COMPANY
  Custom public archive with a publishing workflow and searchable indices; about 29,800 documents published; 2 years of support.

DIFFERENTIATORS

- **17 years building websites:** 60+ live sites across business, nonprofit, public and research work.
- **Our own CRM:** TRAX CRM, a customizable SaaS platform we tailor to each client.
- **Technical and communications in one team:** we build the system and help people use it.
- **Accessible by default:** Section 508 and WCAG 2.1 AA on every website and portal.
- **Agile small business:** suited to defined work packages, rapid response and prime contractor surge support.
- **Proven leadership:** experience managing teams of up to 35 and coordinating outsourced delivery.

Hiba T. Darwish
Founder and President

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PRIMARY LOCATION
Justice, Illinois

COMPANY DATA

UEI / CAGE
JZC3M1N8MEF3 / 23F94

SAM.GOV
Active, expires July 24, 2027

BUSINESS TYPE
Woman-Owned Small Business (WOSB)

ENTITY
S Corporation, established 2022

NAICS CODES

541511	Custom Computer Programming Services (primary)
541512	Computer Systems Design Services
541519	Other Computer Related Services
518210	Web Hosting and Data Processing
541613	Marketing Consulting Services
541810	Advertising Agencies
541830	Media Buying Agencies
541430	Graphic Design Services
541910	Marketing Research

PSC CODES

DA01	Application Development Support
R701	Advertising Support
R708	Public Relations Support
R702	Data Collection Support
T001	Arts and Graphics

TARGET MARKET

- Federal, state and local government agencies
- Regional councils, special districts and authorities
- Prime contractors seeking a small-business partner
- Nonprofits and public-serving organizations