

# Discovery, Build, Run.

A fixed-price scope, a fixed-price build, and a monthly run-rate where the engineer who built it is the same person responding to alerts.

No phased proposals that balloon. No procurement gauntlet. No "implementation partner" handing you off to a junior team. Three named phases, one team, end to end.

## THE THREE PHASES

### DISCOVERY

Fixed-price. We document your goals, sources, audiences, and the definitions that anchor them. The output is a written engagement document — the traveling definition every later answer references back to.

### BUILD

Fixed-price. Your sources sync into your private repository. Goals get their canonical queries. Stakeholders go on the digest list. The repository goes live in your environment.

### RUN

Monthly run-rate. The team that built it is the team that answers your alerts. New sources, new goals, new questions — included in the rate up to a stated cadence.

## BUILT FOR OPERATORS WHO DON'T WANT A DASHBOARD PROJECT

The Profonti process is fastest for **mid-market operators** who already know what they want to know. You don't need a six-month BI rebuild; you need a working answer your **CFO** can quote. The engagement shape fits when:

- You have a small number of high-stakes questions and a clear sense of which systems hold the data.
- The questions are the same most months — the data behind them is what changes.
- Leadership wants the same answer regardless of who's asking, and is willing to commit a definition in writing.
- You'd rather hire a team-on-call than build an analyst function from scratch.

## WHAT'S DELIVERED AT EACH PHASE

<b>Discovery</b>	A written engagement document — goals, audiences, sources, definitions. Plus a sync sandbox you can poke at before committing to Build.
<b>Build</b>	Your repository live in your environment, populated, with canonical queries, audience routing, and the first digest.
<b>Run</b>	A monthly retainer for the same engineering team. New sources, new goals, new digests as your business evolves.