



Capability Statement

Front Line Dev

Jason Tipton, CEO
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Corporate Office

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UEI: N99XGLQ5DA34

CAGE Code: 9E9P7

Certifications

SDVOSB



KY - SDVOSB



NAICS Codes:

541511 (Primary)

Custom Computer
Programming Services

518210

Computing Infrastructure Providers,
Data Processing, Web Hosting,
and Related Services

541512

Computer Systems Design Services

541430

Graphic Design Services

Our work



Front Line Dev, a 100% veteran-owned agency founded in 2017, specializes in designing and developing high-traffic, user-centric websites for seamless viewing on any device, from mobile to desktop.

What sets us apart is our team of skilled digital experts. When you choose us, you have direct access to the creators building your site—no middleman involved. We've successfully delivered multi-million dollar projects for renowned brands like Char-Broil and re-platformed household staples such as TIKI Torches, showcasing our team's prowess in ensuring our clients' online success.

Core Competencies

Website Development: Development of Informational, Business, & E-commerce websites using Enterprise Content Management Systems (CMS)

Graphic Design: Website design for User Interface/User Experience (UI/UX) and Responsive Website Design (RWD)

Data Analysis: Knowledge Discovery in Data (KDD) for website Analytics, Reports, & Data Analysis tracking using Google Analytics Universal (GAU) / Google Analytics 4 (GA4)

Third-Party Integration: Integrate web services for additional functionality, including social media, marketing services, newsletters, and more

Artificial Intelligence (AI): AI implementation using large language models (LLM) and building interfaces via ChatGPT integrated with data warehouses

Website Accessibility: Scanning and code updates for enhanced website accessibility in compliance with Americans with Disabilities Act (ADA) standards

Differentiators

Agile Development Methodology: Achieved a 98% on-time project delivery rate and stayed within budget, thanks to our Agile approach

Efficiency Through Direct Connection: Cut project timelines by 15% and reduced costs by 10% through direct client interaction with our U.S. development team, minimizing organizational overhead

Data Experts: Expertly sync data from 100+ sources, including CRM systems, legacy databases, ERP platforms, mobile apps, 3rd-party providers, and financial systems, empowering clients with enhanced decision-making capabilities

U.S. Development Team: Conducting all development work in-house with a U.S. team ensures streamlined communication, adherence to quality standards, and accountability

Optimized Linux Hosting: Attained a 99.9% website uptime through a cutting-edge, optimized Linux hosting infrastructure, ensuring reliability and performance for our clients

Past Performance

INFINIT Nutrition

Michael Folan - Owner
Total Project Budget: \$750,000

We launched the new website design and development in Q4 2021, upgrading the Magento 1 legacy website (2014) to Magento 2. In 2022, we expanded the brand into international markets in Europe and Australia.

Char-Broil Grills

Ken Solomons - Sr. Director,
Enterprise Digital and Development

In Q4 2020, we successfully upgraded the website by redesigning and developing it, transitioning from the legacy Magento 1 site to Magento 2. In 2023, we expanded the brand into international markets across Europe, with GDPR compliance. The expansion included full integration with both SAP and Product Information Management (PIM).

TIKI Brand

Ken Solomons - Sr. Director,
Enterprise Digital and Development

In January 2020, we successfully launched their website redesign and development project, seamlessly transitioning to Magento 2. As part of the 2023 company rebranding initiative, we created and launched a fully responsive website design with SAP integration.