

UMBRELLA BUILDS

**Product Engineering
+ Enterprise Delivery**

Capabilities • Delivery Models • Partner Programs • Rate Card

Built to extend enterprise delivery teams—and become the product studio behind them.

One engineering organization. Multiple ways to create value.

Umbrella Builds plugs into existing enterprise work while expanding what partners can sell.

01

Extend Delivery

Add flexible engineering capacity across cloud, data, integration, AI, QA, application modernization and technical delivery.

More capacity. Faster execution. Less fixed headcount.

02

Build Products

Operate as an embedded Digital Product & Innovation Studio for web, mobile, portals, SaaS, internal platforms and AI-powered applications.

From product strategy and design through engineering and scale.

03

Create New Revenue

White-label delivery, co-deliver engagements, staff dedicated pods, rescue projects and jointly pursue enterprise opportunities.

Help partners say yes to more work and capture more value from existing accounts.

Built for organizations that already have demand.

We make it easier to say yes without adding permanent headcount or building every capability internally.



Systems Integrators

Overflow capacity · implementation engineering · specialized workstreams · product engineering



Consultancies

Product delivery · modernization · AI execution · white-label engineering teams



Creative & Digital Agencies

Production engineering · applications · digital experiences · ongoing technical support



PE & Venture Portfolios

Shared product and engineering capacity across portfolio companies



Enterprise Teams

Dedicated squads · application modernization · AI products · rapid-response delivery



Product Companies

Roadmap acceleration · platform engineering · QA · stabilization and rescue

Deepen the core. Expand the edge.

Enterprise Transformation

- Application modernization
- Systems integration
- API development and integration
- Workflow automation
- Technical delivery
- QA and regression testing
- Legacy application modernization
- Enterprise application development

Cloud + Data + AI

- Cloud-native application development
- Azure, AWS and GCP application engineering
- Data integrations and pipelines
- AI agents and RAG
- Enterprise search and knowledge systems
- DevOps and CI/CD
- Analytics application layers
- Workflow intelligence and automation

Digital Product Studio

- Product strategy and discovery
- UX research
- UX/UI design
- Design systems
- Web applications
- Mobile applications
- Customer and partner portals
- Internal business platforms
- SaaS products
- AI-native products
- MVP through enterprise scale

Your in-house product practice—without building one from scratch.

Umbrella Builds can operate as an embedded product organization inside a consultancy, systems integrator, agency or enterprise team. Engagements can be white-labeled, co-branded or Umbrella-led.

FROM IDEA → PRODUCTION → SCALE

Partners gain a complete product capability without building and carrying a permanent internal product organization.

WE PROVIDE

- Product strategy
- Product discovery
- Requirements definition
- UX research
- UX/UI design
- Design systems
- Technical architecture
- Web and mobile engineering
- Customer and partner portals
- Internal platforms
- AI-native product experiences
- Product management
- QA and release management
- Roadmap ownership
- Ongoing product squads

AI that ships inside real workflows.

We focus on usable, production-ready AI applications—not demos that die in a deck.



Agents

Task agents · internal assistants · workflow orchestration · operational copilots



Enterprise Knowledge

Enterprise search · RAG · grounded Q&A · knowledge systems



Automation

Human-in-the-loop workflows · approvals · operational automation · process intelligence



AI Interfaces

AI-enabled portals · copilots · conversational product experiences · intelligent applications



Integrations

Enterprise APIs · model providers · business systems · databases · external data sources



Productionization

Permissions · QA · observability · guardrails · deployment · ongoing optimization

Five ways to plug Umbrella into an account.

01 Embedded Delivery Pod

A dedicated cross-functional Umbrella team integrates directly into the partner or client's existing delivery organization and cadence.

02 White-Label Delivery

Umbrella operates behind the partner's brand, processes and client relationship.

03 Co-Delivery

Partner and Umbrella jointly pursue and execute an engagement with clearly defined ownership by workstream.

04 Project-Based Delivery

Umbrella owns a defined project, product or technical workstream end-to-end.

05 Staff Augmentation

Individual specialists are added to existing teams for defined periods, skills or delivery needs.

More capacity on today's work. More capability for tomorrow's work.

Umbrella Builds extends an SI in two directions: deeper into the work it already sells and outward into new digital product capabilities.

01

Strengthen Core Delivery

- Implementation engineering
- Application engineering
- Systems integration
- API development
- QA and testing
- Cloud application work
- Data and AI execution
- Application modernization
- Technical project management

OUTCOME: Increase capacity, reduce hiring pressure and execute larger programs.

02

Add Product Capability

- Product strategy
- UX/UI
- Web applications
- Mobile applications
- Customer portals
- Partner portals
- Internal platforms
- SaaS products
- AI applications

OUTCOME: Add new offerings without building the practice from scratch.

03

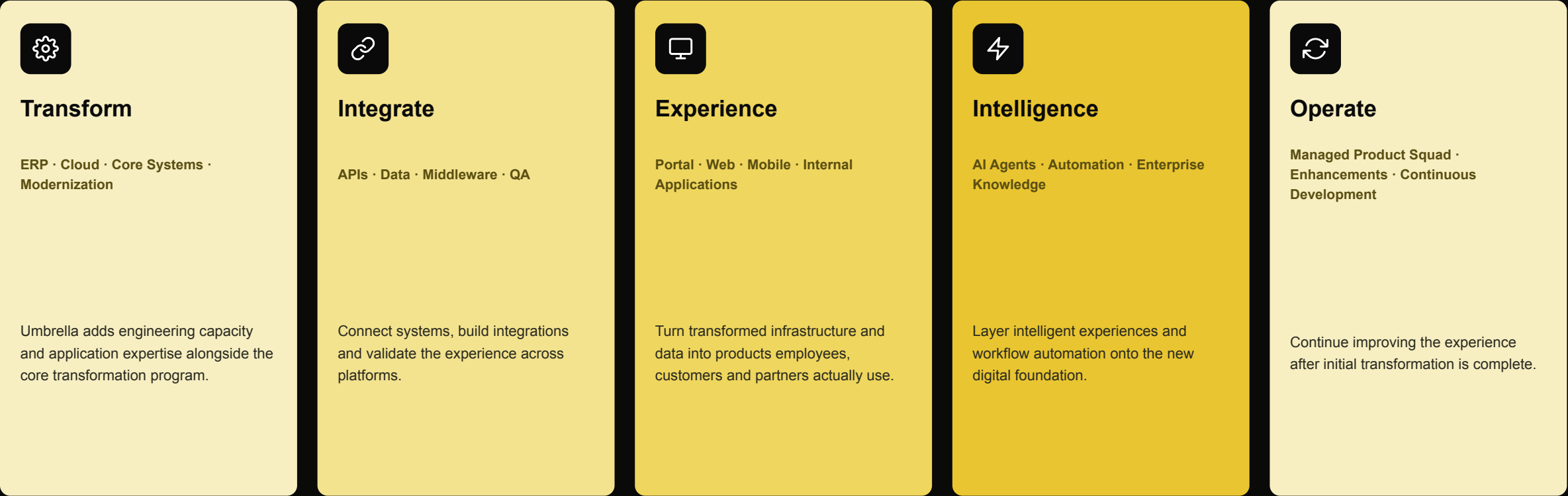
Grow the Account

- Joint pursuits
- White-label delivery
- New workstreams inside existing accounts
- Continuous enhancements
- Rapid-response engineering capacity
- Cross-selling into the installed client base
- Long-term product and engineering retainers

OUTCOME: More revenue per client and longer account lifecycles.

Stay valuable across the full client lifecycle.

Umbrella is designed to remain useful throughout an enterprise client's transformation—not simply during a single application build.

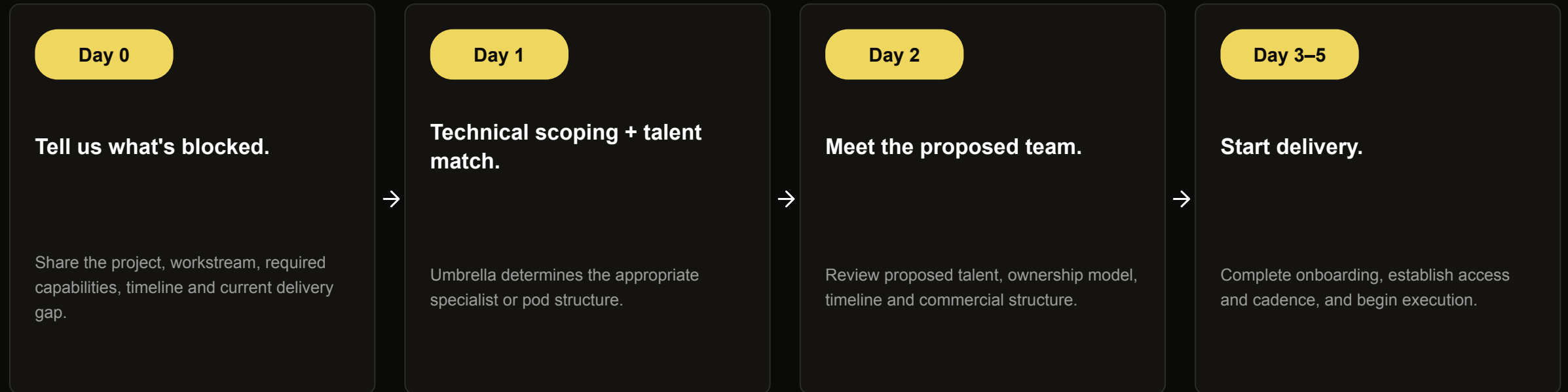


ONE CLIENT RELATIONSHIP → MULTIPLE WORKSTREAMS → LONG-TERM DELIVERY VALUE

RAPID RESPONSE

Need engineering capacity this week?

A simple path from delivery gap to working team.



AVAILABLE CAPACITY

Frontend · Backend · Full Stack · Mobile · AI · QA · DevOps · Product · Design · Technical Delivery

US product leadership. Global engineering delivery.

Umbrella Builds combines product and client leadership with distributed engineering capacity. Teams are assembled around the engagement rather than forcing every project into a fixed staffing structure.

Product + Delivery

- Product Lead
- Product Manager
- Technical Producer / Delivery Lead
- Project Manager

Design

- Product Designer
- UX Designer
- UI Designer
- Design Systems

Engineering

- Technical Lead
- Frontend Engineers
- Backend Engineers
- Full-Stack Engineers
- Mobile Engineers
- AI / Data Engineers
- Cloud / DevOps Engineers

Quality

- QA Engineer
- Test Automation
- Release Validation

OPERATING PRINCIPLES

Dedicated ownership · timezone overlap · sprint cadence · demos · documentation · QA gates · transparent reporting

Buy a capability, not a pile of résumés.

Product Launch Pod

TYPICAL TEAM

- Product Lead
- Product Designer
- 2 Engineers
- QA

BEST FOR

New applications · portals · MVPs · new digital products

Product Scale Pod

TYPICAL TEAM

- Technical Lead
- 3–5 Engineers
- QA / Automation
- Product or Delivery Manager

BEST FOR

Roadmap acceleration · platform development · long-term engineering capacity

AI Product Pod

TYPICAL TEAM

- AI Engineer
- Full-Stack Engineer
- Data / Integration Engineer
- Product Lead

BEST FOR

AI agents · RAG · enterprise search · AI-enabled applications

Rescue Pod

TYPICAL TEAM

- Senior Technical Lead
- 2 Engineers
- QA
- Delivery Lead

BEST FOR

Inherited codebases · delayed projects · stabilization · technical rescue

Modern application stack. Enterprise-compatible delivery.

Frontend

- React
- Next.js
- TypeScript
- Modern web frameworks

Mobile

- React Native
- Flutter
- iOS
- Android

Backend

- Node.js
- Python
- APIs
- Microservices
- Application services

Cloud

- AWS
- Google Cloud
- Microsoft Azure
- Vercel
- Firebase

Data + AI

- Large language models
- RAG
- Vector search
- AI agents
- Enterprise knowledge
- Data integrations
- Model APIs

Engineering Delivery

- GitHub
- CI/CD
- Automated QA
- Code review
- Observability
- Release management

SECURITY

Enterprise-ready by design.

Security requirements are defined with the client or delivery partner before development begins.

CORE PRACTICES

- Least-privilege access
- Role-based project permissions
- Environment separation
- Controlled production access
- Code review
- Branch protection
- Release discipline
- Secure credential handling
- Secrets management
- Dependency and vulnerability review as required
- Client-specific data handling requirements
- Data retention requirements
- Access management
- Change traceability
- Delivery documentation

OUR APPROACH

We will never overstate certifications or controls that have not been formally earned or implemented.

Our objective is to continuously mature Umbrella's security posture alongside enterprise customer requirements and formal certification programs.

Security posture > security theater.

Representative product + engineering engagements.

Umbrella

AI-powered communication and project operating system

CAPABILITIES

- Product strategy
- UX/UI
- Web and mobile
- AI
- Platform engineering
- Workflow automation

ScoutAI

AI-enabled product development

CAPABILITIES

- MVP engineering
- AI integration
- Product delivery
- Application development

PaveApp

Ongoing application engineering

CAPABILITIES

- Dedicated engineering
- Backend development
- Product delivery support
- Ongoing technical execution

BeThere

Digital product development

CAPABILITIES

- Product engineering
- Mobile development
- Dedicated delivery capacity

ADDITIONAL CASE STUDY FORMAT — for each approved external case study, include:

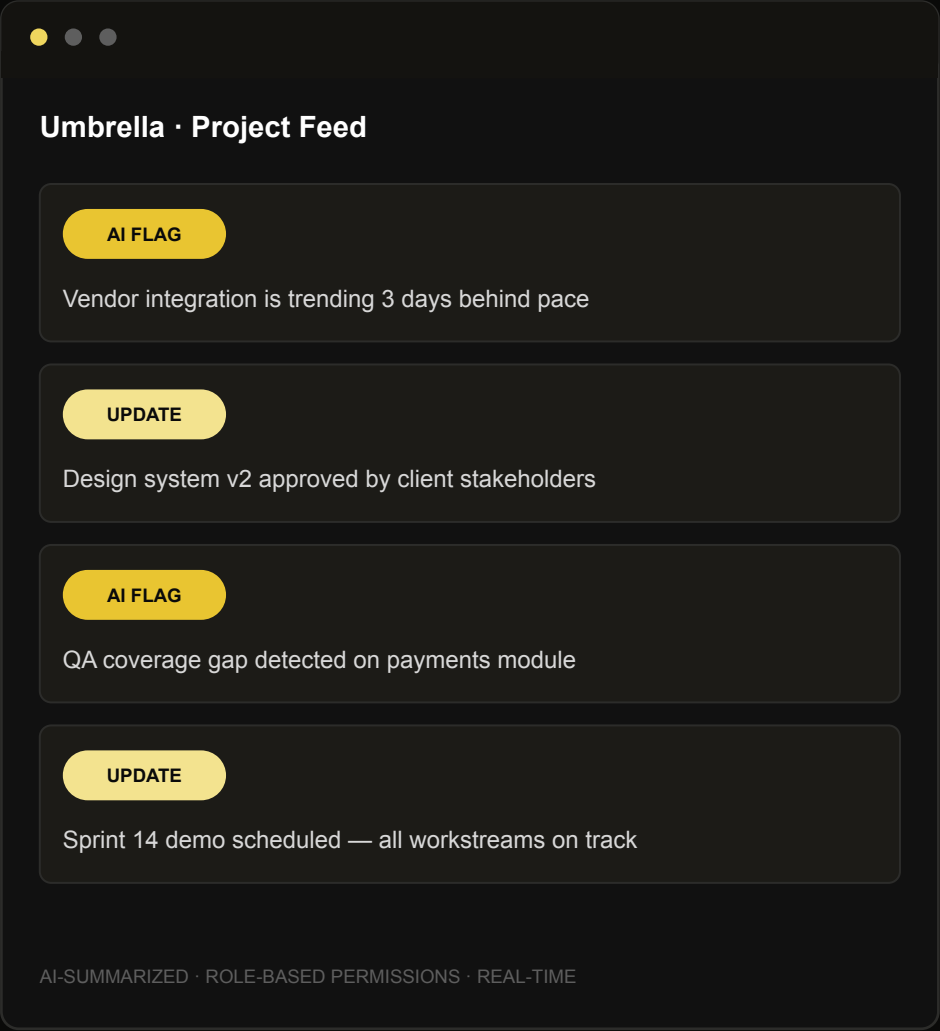
Challenge	Solution	Delivery Model	Technology	Outcome
Business/technical problem	What Umbrella designed/built	Pod, staff-aug, white-label, etc.	Relevant stack	Approved measurable result

Umbrella: AI-powered communication and project operating system

A single operating layer for project communication, status, and AI-surfaced risk — built and shipped end-to-end.

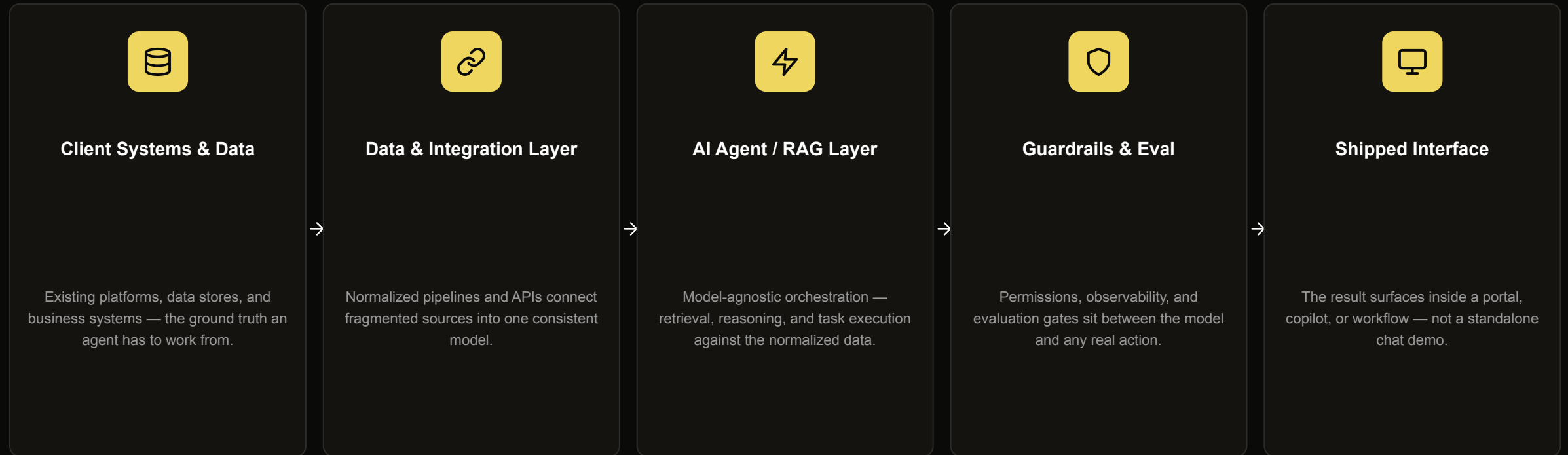
-  **Unified project feed** Every update, decision, and blocker in one AI-summarized stream instead of scattered threads.
-  **Risk surfaced automatically** Agents flag at-risk workstreams from activity patterns before a status meeting ever catches it.
-  **Built for handoff** Clean APIs and role-based permissions so the platform integrates into a partner's existing tools.

**Illustrative product mockup*



How an AI feature actually ships

The same production path behind every agent, RAG pipeline, or AI interface we build — not a demo, a shipped feature.



Every stage is scoped, contracted, and demoed — the same delivery discipline as any other Umbrella engagement.

Illustrative Partner Rate Card

Final pricing depends on seniority, scope, term, timezone requirements, delivery responsibility and volume.

INDIVIDUAL TALENT

QA / Test Engineer \$40–\$60/hour	Software Engineer \$70–\$90/hour	Lead / Senior Engineer \$90–\$120/hour
Product Designer \$90–\$130/hour	Product / Delivery Lead \$95–\$140/hour	AI Engineer \$100–\$150/hour

PACKAGED DELIVERY

Focused Two-Week Sprint	Starting at \$15,000
Dedicated Product Squad	Starting at \$25,000/month
Larger Enterprise Pod / Multi-Disciplinary Team	Custom pricing based on team composition and engagement length.

PARTNER PRICING

Preferred pricing can be established for: recurring SI relationships, volume commitments, multi-quarter engagements, white-label partnerships, and multiple concurrent resources or pods.

Partner margins and negotiated subcontractor pricing should be maintained separately from the public-facing rate card.

Fast to start. Structured once we're in.

01 Qualify

- Scope
- Required skills
- Ownership
- Timeline
- Security requirements
- Existing technology
- Delivery constraints

02 Match

- Team composition
- Individual specialists
- Delivery structure
- Commercial model
- Estimated ramp time

03 Validate

- Technical interviews
- Team introductions
- References
- Portfolio review
- Sample work review

04 Launch

- System access
- Environments
- Communication channels
- Sprint cadence
- Definition of Done
- Reporting
- Escalation path
- Ownership matrix

05 Operate

- Delivery reporting
- Sprint planning
- Demos
- QA gates
- Risk tracking
- Dependency management
- Documentation

06 Expand

- Successful engagements can add capacity or new workstreams without restarting the entire relationship.

Certification follows distribution—not vanity.

We prioritize credentials that unlock partner demand and can be supported by real delivery experience.

NOW

Partner Ready

- Capabilities book
- Case studies
- Rate card
- Delivery process
- Security packet
- Team credentials
- References
- Procurement materials

0–90 DAYS

Build the Skill Bench

- Select certifications based on active partner demand:
- Microsoft / Azure
- Application development
- AI · Cloud
- Platform-specific credentials
- Train multiple engineers so it's an org capability, not one person's badge

3–9 MONTHS

Ecosystem Standing

- Pursue formal ecosystem partner status where economics justify it:
- Microsoft Digital & App Innovation
- Vercel
- Salesforce
- Relevant AI ecosystems
- Partner-specific tech stacks

6–12+ MONTHS

Specialization

- Pursue deeper specialization once we have certified talent, evidence, and delivery history:
- Application modernization
- AI applications
- Cloud-native development
- Enterprise integration

The goal isn't a wall of badges. The goal is credentials that produce opportunities.

Fortude + Umbrella Builds

Extend Fortude's enterprise delivery—and create an embedded product engineering studio.

Fortude's Existing Strengths

- ERP
- Infor
- Microsoft ecosystem
- Data + Analytics
- AI
- Automation
- Enterprise consulting
- Digital transformation
- Managed services

Umbrella Extends Existing Delivery

- Application engineering
- Application modernization
- Systems integration
- API development
- QA and testing
- Cloud application development
- AI execution
- Engineering pods
- Product and technical delivery

Umbrella Expands the Offering

- Product strategy
- UX/UI
- Web applications
- Mobile applications
- Customer portals
- Partner portals
- Internal platforms
- AI-native products
- Ongoing product development

PARTNERSHIP OUTCOME: More delivery capacity + new capabilities + greater value from each enterprise relationship.

Build the product practice inside the relationship.

Umbrella Builds can operate as Fortude's scalable Digital Product & Innovation Studio while simultaneously providing flexible delivery capacity across adjacent enterprise transformation work.

White Label

Fortude sells it. Umbrella delivers it.

Umbrella operates behind the Fortude brand when appropriate.

Co-Delivery

Joint pursuit. Clear workstream ownership.

Fortude and Umbrella jointly pursue and deliver opportunities based on complementary capabilities.

Embedded

Dedicated Umbrella capacity inside Fortude accounts.

Umbrella provides recurring engineering or product pods that integrate into existing client engagements.

THE LONG-TERM VISION

Our goal is not simply to provide Fortude with additional developers. Our goal is to become a trusted extension of Fortude's delivery organization—helping Fortude scale what it already does exceptionally well while adding a complete digital product capability that can be deployed across its client base.

Together, Fortude and Umbrella can support the client journey from enterprise transformation and modernization through digital experience, AI innovation and continuous product development.

Start with one real delivery need.

A pilot should prove speed, quality, communication and commercial fit—then become a repeatable partner motion.

01

Identify

- Select one active opportunity, delivery gap or client need.

02

Structure

- Umbrella proposes: team, skills, ownership, timeline, commercial model

03

Pilot

- Launch a focused 30–60 day engagement with clear delivery metrics.

04

Expand

- Preferred partner relationship
- Recurring delivery capacity
- Embedded product studio
- Joint pursuits
- White-label product delivery
- Additional workstreams across existing accounts

Let's help each other say yes to more.

Umbrella Builds partners with enterprise organizations, consultancies, systems integrators and agencies to provide the engineering capacity and product capabilities required to pursue, deliver and expand modern technology engagements.

- **Extend delivery.**
- **Build products.**
- **Create new revenue.**
- **Stay valuable 365 days a year.**

UMBRELLA BUILDS

Product Engineering + Enterprise Delivery

Ready when enterprise procurement asks.

Not necessarily part of the external deck — but this package needs to be ready.



Company

- Legal company name
- W-9
- EIN
- Company address
- Banking/payment details
- Certificate of insurance
- Primary contacts



Delivery

- Capability statement
- Rate card
- Delivery methodology
- Sample SOW
- Sample staffing plan
- Team biographies
- Technical credentials
- References
- Case studies



Security

- Security overview
- Access-control policies
- Development practices
- Data-handling practices
- Incident-response process
- Business continuity information
- Security questionnaire responses
- Applicable compliance roadmap



Legal

- Master Services Agreement
- Mutual NDA
- Subcontractor agreement
- IP provisions
- Data-processing provisions where applicable
- Background-check requirements where applicable

Umbrella Builds Partner Network

For Consultancies, Systems Integrators and Agencies — Umbrella provides four primary partner structures.

White Label

Your relationship. Your brand. Our delivery organization.

Best for partners that want to expand technical capabilities without introducing another vendor to the customer experience.

Co-Delivery

Two complementary organizations pursuing and delivering the opportunity together.

Best for larger opportunities where each organization brings differentiated expertise.

Referral

When an opportunity sits outside one partner's preferred scope, it can be introduced to the other under pre-agreed referral economics.

Best for creating value from opportunities that might otherwise be declined.

Embedded Capacity

Reserved engineering or product capacity available across multiple projects and accounts.

Best for partners with recurring but unpredictable delivery demand.

Engineering Capacity When Delivery Can't Wait

FOR TEAMS FACING

- New project wins
- Unexpected scope expansion
- Hiring delays
- Employee departures
- Missed deadlines
- Backlogged roadmaps
- Product launches
- Technical rescue situations
- Short-term specialist needs

UMBRELLA CAN DEPLOY

Individual Specialists
or
Complete Delivery Pods

across: Frontend · Backend · Full Stack · Mobile · AI · Data · QA · DevOps ·
Product · UX/UI · Technical Delivery

THE PROMISE

“Tell us what's blocked. We'll tell you how we'd staff it.”

APPENDIX D · THE ONE SENTENCE

The sentence everybody at Umbrella should memorize—it prevents the confusion we've been working through:

“Umbrella Builds is a product engineering and enterprise delivery partner that helps organizations scale the technology work they already deliver while adding the product, application and AI capabilities needed to pursue and grow new opportunities.”

SPECIFICALLY FOR AN SI LIKE FORTUDE:

“We help Fortude do more of what it already does—and give Fortude a scalable product studio for what it wants to do next.”

That's the entire company story in two sentences.