

Go/No-Go Analysis: Lower Nazareth Township IT Services RFP

RFP Number: 2025-01

Client: Lower Nazareth Township, Northampton County, PA

Opportunity Value: Not specified

Submission Deadline: September 12, 2025 at 10:00 AM

Analysis Date: August 25, 2025

Executive Summary

RECOMMENDATION: NO-GO

While BroadAxis possesses strong cybersecurity and government contracting capabilities that align with several RFP requirements, critical gaps in geographic presence, service delivery model, and municipal experience present significant challenges that outweigh the opportunity benefits.

RFP Overview

Lower Nazareth Township seeks a qualified vendor for comprehensive IT management services including:

- 24/7 threat monitoring and incident response
- Quarterly mandatory on-site maintenance visits
- Help desk and technical support
- Network, server, and endpoint management
- Cybersecurity services and compliance
- Disaster recovery and backup services
- Fortinet firewall replacement and multi-factor authentication implementation

Contract Terms: 3-year initial term with two optional 1-year extensions

Capability Alignment Assessment

Strong Alignment (75-80% Match)

Cybersecurity Services

- SOC operations with Tier 1-3 analysts

- SIEM management (Splunk, Microsoft Sentinel, Elastic)
- Incident response capabilities with MITRE ATT&CK framework
- Compliance expertise (NIST, FISMA, CJIS, SOC 2)

Government Contracting Experience

- Texas DIR ITSAC State contract holder (DIR-CPO-5603)
- Federal agency partnerships (Texas Comptroller, American Petroleum Institute)
- MBE HUB certification for diversity contracting
- GSA certified vendor

Infrastructure Management

- Network design and maintenance (Cisco, ASA firewalls, routers)
- Server management (Microsoft 2016/2019, Active Directory, VMware)
- Cloud security (AWS, Azure, GCP with Prisma Cloud, Defender)
- Backup solutions (NetApp SnapMirror, Azure, Office 365)

Staff Qualifications

- Certified professionals (CISSP, Security+, CISA, CEH, AWS Security)
- Background check and clearance capabilities
- U.S.-based workforce

Critical Gaps and Challenges

Geographic Coverage

- BroadAxis operations appear Texas-based
- Quarterly on-site visits requirement in Pennsylvania presents logistical and cost challenges
- No identified Pennsylvania presence or partnerships

Municipal Government Experience

- Strong state government experience but unclear municipal/township level expertise
- RFP specifically requires "verifiable working knowledge and experience in managing information technology for local government"

Service Delivery Model

- BroadAxis appears positioned as cybersecurity/consulting firm

- RFP requires traditional managed IT services (help desk, desktop support, routine maintenance)
- Unclear alignment with required service delivery model

24/7 Operations

- SOC capabilities present but unclear on dedicated 24/7 monitoring service delivery
 - Help desk support model not clearly defined
-

Resource Requirements Analysis

Staffing Needs

- Dedicated account manager for quarterly Pennsylvania visits
- 24/7 SOC monitoring team allocation
- Help desk support staff with government background clearances
- Local technicians or partnerships for on-site support

Timeline Constraints

- Tight submission deadline (18 days from analysis)
- November 1, 2025 contract start date
- Immediate need for staff background checks and clearances
- Rapid mobilization requirements

Financial Considerations

- Travel costs for quarterly on-site visits from Texas
 - Potential need for local staffing or partnerships
 - Small client size (5 office employees) may not justify resource investment
-

Competitive Positioning

Competitive Strengths

- Government contracting credibility and certifications
- Strong cybersecurity credentials align with critical Township priorities
- MBE status provides potential competitive advantage
- Technical depth in infrastructure and cloud security

Competitive Disadvantages

- Geographic distance from service area
 - Lack of demonstrated municipal government portfolio
 - Unknown local Pennsylvania competition with established relationships
 - Service model may not align with traditional managed IT expectations
-

Risk Assessment

High-Risk Factors

- **Geographic Risk:** Distance may result in higher costs and service delivery challenges
- **Experience Gap:** Lack of clear municipal government references
- **Service Model Risk:** Misalignment between consulting model and managed IT requirements
- **Compliance Risk:** Background check and clearance requirements for all staff

Medium-Risk Factors

- Tight timeline for proposal development and submission
 - Contract size may not justify resource investment
 - Unknown competitive landscape in Pennsylvania market
-

Final Recommendation: NO-GO

Primary Decision Factors

1. **Geographic Mismatch:** The mandatory quarterly on-site visits requirement combined with apparent Texas-based operations creates significant logistical and cost challenges that may make this opportunity unprofitable.
2. **Service Model Misalignment:** BroadAxis's strength in cybersecurity consulting does not clearly align with the comprehensive managed IT services required, including traditional help desk and desktop support functions.
3. **Municipal Experience Gap:** Despite strong state government credentials, the specific requirement for municipal government experience is not clearly demonstrated in BroadAxis's portfolio.
4. **Resource Intensity vs. Contract Value:** The comprehensive service requirements for a small township may not justify the resource investment, particularly given geographic and operational

challenges.

Alternative Consideration

This opportunity should only be reconsidered if BroadAxis:

- Establishes Pennsylvania-based partnerships or local presence
- Develops clear strategy for traditional managed IT service delivery
- Identifies specific municipal government references and experience
- Determines contract value justifies geographic and operational investments

Strategic Recommendation

Focus resources on opportunities that better leverage BroadAxis's core cybersecurity and consulting strengths, particularly those within existing geographic markets or with federal/state agencies where established relationships and service models align more closely with client requirements.

Prepared by: BroadAxis-AI Analysis Team

Document Classification: Internal Use

Distribution: Vendor Development Team