



Strategic Market Analysis: State of Arkansas Public Sector

A Comprehensive Territory Overview

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1. Executive Strategy and Market Conditions

The State of Arkansas represents a public sector market in the midst of a profound structural and philosophical transformation. For a field seller representing Dell Technologies, approaching this territory requires discarding historical assumptions about federated, relationship-based procurement in favor of a nuanced understanding of the current centralization mandate. The defining characteristic of the Fiscal Year 2026 (FY26) landscape is the "Arkansas Forward" initiative—a sweeping efficiency drive that fundamentally alters how Information Technology (IT) is governed, procured, and deployed across the state enterprise.

Under the administration of Governor Sarah Huckabee Sanders, the state is aggressively pursuing a "One State" strategy. This is not merely a slogan but a statutory reality codified by **Act 910** and the subsequent **Act 205 of 2025**, which reorganized the executive branch and rebranded the Department of Transformation and Shared Services (TSS) into the **Department of Shared Administrative Services (SAS)**.¹ The elevation of the Division of Information Systems (DIS) to the **Office of State Technology (OST)** signals a mandate for uniform standards, consolidated spending, and centralized oversight that permeates every agency interaction.³

For Dell Technologies, this environment presents a complex dual-edged sword. The consolidation of procurement authority under the Office of State Procurement (OSP) and OST creates opportunities for large-scale, enterprise agreements that replace fragmented departmental buying. However, it also introduces stricter scrutiny on unit pricing, rigorous standardization of device configurations, and an intense demand for demonstrable Return on Investment (ROI) aligned with the state's efficiency mandates. The era of the "relationship sale" to a standalone agency IT director is ending; the era of the "business case sale" to the centralized governance committee has begun.

The strategic imperative for FY26 is to align Dell's portfolio with the three pillars of the Sanders administration's technology policy: **Efficiency** (cost reduction via consolidation), **Security** (sovereignty and supply chain integrity), and **Transformation** (AI-driven service delivery). The state is not looking for hardware; it is looking for mechanisms to achieve the \$300 million in savings identified by the McKinsey & Company "Arkansas Forward" report.⁵ Consequently, every proposal must be framed not as an expenditure, but as a deflationary measure that reduces the state's real estate footprint through remote work enablement or lowers the Total Cost of Ownership (TCO) through unified endpoint management.

Furthermore, the fiscal landscape is buoyed by significant federal injections, most notably the **Rural Health Transformation (RHT) Program**. Arkansas has secured a massive **\$209 million** initial award for FY26 to launch the **THRIVE** initiative, a technology-heavy program designed to revolutionize rural healthcare through AI, telehealth, and remote monitoring.⁷ This represents a greenfield opportunity for high-performance computing, edge infrastructure, and end-user devices that far exceeds typical run-rate business.

This report provides the exhaustive detail required to navigate this shifting terrain, analyzing the legal statutes, procurement thresholds, budgetary allocations, and agency-specific strategic plans that will define the sales motion for the coming fiscal year.

2. The Governance Revolution: From TSS to SAS

To navigate the Arkansas public sector effectively, one must understand the "Power Map" defined by the state's ongoing reorganization. The traditional approach of selling solely to functional agencies is no longer sufficient; influence has migrated upward to the cabinet level and centrally to the Office of State Technology.

2.1 The "Arkansas Forward" Mandate

Governor Sanders initiated "Arkansas Forward" in January 2024 to modernize state government, engaging McKinsey & Company to conduct a comprehensive efficiency review. The resulting 956-page report serves as the strategic blueprint for the state's current operations. It identifies over 300 specific initiatives designed to save taxpayer money, with **Information Technology** and **Procurement** identified as primary vectors for cost reduction.⁶

The implications for a Dell seller are immediate and tactical. The state is actively seeking to retire legacy systems, reduce the number of applications, and consolidate duplicate IT contracts. The McKinsey report explicitly criticizes the state for spending approximately \$60 million more on cybersecurity and \$170 million more on applications than peer states, suggesting a bloated, inefficient ecosystem.⁶ Therefore, sales arguments must pivot toward "consolidation economics." Positioning Dell's **APEX** or **PC-as-a-Service (PCaaS)** offerings aligns perfectly with the "Arkansas Forward" goal of converting unpredictable capital spikes into predictable, managed operating expenses that reduce administrative overhead.

2.2 Department of Shared Administrative Services (SAS)

Formerly the Department of Transformation and Shared Services (TSS), this umbrella department is the nexus of state operations. Created to be the administrative arm of the Governor, SAS enforces efficiency and shared services across all 15 cabinet-level departments.²

- **Secretary Leslie Fisken:** As the Cabinet Secretary, Fisken oversees the entire administrative apparatus. Her mandate is efficiency, and she holds the ultimate veto power over significant procurement strategies. Her office effectively controls the "rules of the road" for all vendors.²
- **Strategic Function:** SAS consolidates the back-office functions—Human Resources (OPM), Procurement (OSP), and Building Authority (DBA)—under one roof. This means that a pitch regarding "workforce transformation" (e.g., equipping a mobile workforce) involves stakeholders from multiple SAS divisions: OPM for the telework policy, OSP for

the device contract, and OST for the security standards.

2.3 Office of State Technology (OST)

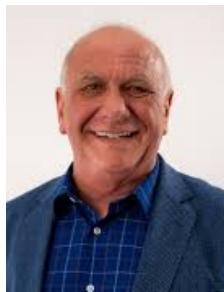
The transition from the "Division of Information Systems" (DIS) to the "Office of State Technology" (OST) is not a mere rebranding; it reflects a statutory increase in authority mandated by **Act 205 of 2025** and **Executive Order 25-10**.³

- **Jay Harton, Director & State CTO**



Harton is the central decision-maker for enterprise architecture and standards. The CTO's office is now responsible for reviewing all significant IT procurements across executive agencies. Under the new Executive Order, OST is directed to "centralize IT governance" to provide uniform oversight of IT procurement across all state entities.³

- **Gary Vance, Chief Information Security Officer (CISO)**



Vance leads the newly consolidated cybersecurity governance. Under the Executive Order, the CISO has broad powers to set security standards and enforce compliance with state and federal regulations.¹⁰ The CISO's influence is paramount in the current geopolitical climate, where supply chain security is a top priority.

- **Robert McGough, Chief Data Officer (CDO):**



McGough chairs the Data and Transparency Panel and the newly formed **AI Center of Excellence (AI CoE)**.¹² He is the entry point for discussions regarding data lakes, analytics infrastructure, and AI readiness.

The Centralization Timeline:

- **2019:** Act 910 creates TSS, beginning the era of cabinet-level consolidation.
- **2024:** "Arkansas Forward" McKinsey report released, identifying \$300 million in savings.
- **June 2025:** Executive Order 25-10 centralizes IT governance and mandates

- comprehensive IT assessments.
- **August 2025:** Official statutory name change to SAS and OST; OST assumes "final sign-off" on cooperative purchasing agreements.¹¹

2.4 Agency Autonomy vs. Centralization

While OST sets the standards, "Functional Agencies" still drive the mission requirements. Understanding the gradient of autonomy is crucial for territory planning.

Autonomy Level	Key Entities	Sales Strategy
High Autonomy	<p>Arkansas Department of Transportation (ARDOT): Operates with significant independence due to federal highway funding streams and specialized engineering needs.¹³</p> <p>Higher Education: The University of Arkansas System and Arkansas State University System maintain separate procurement authority but often leverage state contracts for pricing leverage.¹⁴</p> <p>Constitutional Offices: The Attorney General, Secretary of State, and State Auditor are technically independent of the Governor's SAS mandate but often opt-in for convenience.</p>	<p>Build direct relationships with CIOs/Directors. Technical specs drive the sale more than state standards.</p>
Consolidated	<p>Department of Human Services (DHS): The largest budget, but heavily scrutinized and increasingly steered by OST standards.¹⁶</p> <p>Department of Corrections (DOC): Undergoing significant IT modernization under strict oversight to reduce recidivism and costs.¹⁷</p>	<p>Sell the "Business Case" to the Agency, but sell "Compliance / Efficiency" to OST. Expect OST review for all major deals.</p>
Hybrid	Department of Education (DESE): Sets standards for K-12 but districts buy	Engage State Director for standards /

	independently. State-level initiatives (Computer Science) are centrally managed. ¹⁸	initiatives; engage Districts for volume fulfillment.
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3. Procurement Statutes & The Legal Framework

Navigating the Arkansas procurement code is the primary barrier to entry. The state operates under a strict legislative code that balances efficiency with extreme transparency. A failure to adhere to these statutes can result in bid disqualification or, worse, the voiding of a contract.

3.1 The Office of State Procurement (OSP)

OSP, a division of SAS, manages all state contracts and supervises procurement for agencies without their own procurement authority.

- **Director:** Jessica Patterson (Assumed role April 2024).¹
- **Mandate:** OSP establishes "Mandatory State Contracts." If a commodity (like a PC, Server, or Printer) is available on a mandatory state contract, agencies **must** purchase from that contract unless they obtain a specific waiver demonstrating that the contract item does not meet a critical functional requirement.¹⁹

3.2 Purchasing Thresholds (2025 Updates)

Understanding the dollar thresholds is critical for structuring deals to avoid unnecessary bureaucratic friction. These thresholds are strictly enforced, and "split purchasing" (artificially dividing a purchase to stay below a threshold) is explicitly prohibited by statute.²¹

Table 1: Arkansas Procurement Thresholds

Entity Type	Threshold Amount	Procurement Method & Requirements
State Agencies	< \$20,000	Small Procurement. Can be done at agency discretion (P-Card often used). No formal bid required, though competition is encouraged. ²¹
State Agencies	\$20,000.01 - \$75,000	Quote Bid. Requires three (3) written quotes. The agency must award to the lowest responsive and responsible bidder. This is a "sweet spot" for

		transactional hardware sales. ²⁰
State Agencies	> \$75,000	Formal Sealed Bid. Must be managed by OSP. Requires formal advertisement, sealed responses, and public opening. Long cycle time (60-90 days). ²⁰
Cities & Counties	< \$42,921	Local Small Purchase. Effective Jan 1, 2025, the threshold was raised from \$35,000 to \$42,921 based on CPI adjustments. This allows local governments to move faster on mid-sized purchases. ²²
School Districts	~ \$25,700	K-12 Bid Threshold. Adjusted annually by CPI. For the 2024-2025 school year, it was \$25,700. ²³

Strategic Implication: For a field seller, the goal is often to utilize the **NASPO ValuePoint** contract (discussed below), which is pre-bid and exempts the agency from the "Quote Bid" and "Sealed Bid" requirements, provided the purchase fits within the contract's configuration limits.

3.3 Foreign Adversary Restrictions ("The China Ban")

In alignment with national security trends, Governor Sanders issued an Executive Order specifically targeting technology from "adversarial foreign governments" (primarily the People's Republic of China).²⁴

- **The Mandate:** The EO directs OSP and OST to scrutinize vendors who may be under the influence of foreign adversaries. This includes concerns over "malicious code or the ability to observe" state data.
- **Competitive Advantage:** This places extreme scrutiny on hardware manufacturers with heavy reliance on Chinese supply chains or ownership structures (e.g., Lenovo).
- **Dell Strategy:** Dell's **Secure Supply Chain** messaging must be front and center. Emphasize **TAA Compliance** (Trade Agreements Act) and "Assembled in the USA" capabilities. In every competitive situation against Lenovo, the "security of the supply chain" should be a lead argument, framed not as a feature but as *compliance* with the Governor's Executive Order.

3.4 Local Preference ("Buy Arkansas")

Arkansas law includes "Buy Arkansas" provisions, but their application to high-tech hardware is nuanced.

- **Municipal Preferences:** Cities like **Prairie Grove** have codified a **5% local preference** for resident businesses, capped at a certain dollar amount.²⁵

- **State Level:** While state law encourages buying from Arkansas firms, it does not typically override the value of the NASPO contract. However, **political optics** matter. Utilizing a local Authorized Reseller (like Complete Computing) satisfies the political need to "spend local" while allowing the agency to procure Tier-1 enterprise technology.²⁶

3.5 Legislative Review (Act 412)

Act 412 requires that any IT contract or project with a total projected cost of **\$100,000 or more** must be reviewed by the Office of State Technology (OST) and arguably submitted to the Legislative Council for review.²⁸

- **The Trap:** This review process can add **30-60 days** to the sales cycle.
 - **Mitigation:** The field seller must ensure the agency sponsor has prepared the "Business Case" required by OST *before* the procurement reaches the purchasing agent. A purchase order will stall indefinitely if this step is skipped.
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4. The Dell NASPO Vehicle: Operational Mechanics

The State of Arkansas utilizes the **NASPO ValuePoint** cooperative purchasing agreement as its primary vehicle for computer equipment. This contract is the lifeblood of the territory revenue.

- **Master Agreement:** MNWNC-108 (Dell Marketing LP).
- **Arkansas State Contract Number:** SP-16-0019 (AASIS Number: 4600053723).²⁹
- **Expiration Date:** Currently extended through **June 30, 2026**, with potential for further extensions to 2028.³⁰

4.1 Configuration Limits (The "Line Item" Trap)

The Participating Addendum (PA) for Arkansas imposes strict dollar limits on what can be bought as a single "configuration" (line item) under this contract. These limits are designed to prevent agencies from using the contract to bypass the capital asset review process for massive system overhauls.

Table 2: NASPO SP-16-0019 Configuration Limits

Category	Limit (Per Unit/System)	Strategic Analysis & Workarounds
Servers	\$500,000	High ceiling allows for significant data center refreshes (e.g., PowerEdge clusters) directly off-contract without a separate bid.
Storage	\$500,000	Accommodates most mid-tier storage

		arrays (PowerStore, PowerScale). For >\$500k, a formal bid or "split" justification (if compliant) may be needed.
Desktops	\$100,000	CRITICAL: This limit applies to the <i>order</i> , often interpreted as a "single configuration." A refresh of 100 desktops @ \$1,200 each (\$120k total) violates this limit. Agencies must either split orders (risk of non-compliance) or issue a Quote Bid for the bulk buy.
Laptops	\$100,000	Same restriction as desktops. Large fleet refreshes require OSP coordination.
Tablets	\$50,000	Lower threshold. Be careful with large deployments for DHS or State Police.
Peripherals	\$50,000	Monitors, docks, accessories.
Services	\$10,000	THE BOTTLENECK. You generally cannot bundle >\$10k of deployment services on the NASPO hardware order.

Strategic Workaround for Services: The \$10,000 limit on services is a frequent stumbling block. If a project requires \$50,000 in deployment services, you cannot simply add it to the NASPO PO.

- **Option A:** The agency issues a separate "Quote Bid" for the services portion.
- **Option B:** Leverage a partner (e.g., Presidio, Complete Computing) who holds a separate **Professional Services** state contract. The partner sells the hardware via NASPO and the services via their separate contract vehicle, presenting a unified solution to the client.

4.2 Authorized Resellers

Dell fulfillment in Arkansas operates on a hybrid model. Agencies can order directly from Dell or through authorized resellers. The reseller ecosystem is vital for relationship management and navigating local politics.

Key Authorized Resellers (SP-16-0019)²⁹:

- **Complete Computing (Little Rock):** *Essential Partner.* They are the dominant local

player, deeply embedded in state agencies, and often hold the "trusted advisor" status with CIOs. They are the "easy button" for many procurement officers.

- **Presidio:** Strong focus on infrastructure, data center, and complex services.
 - **CDW-G:** High volume, transactional focus. Good for run-rate business but less "boots on the ground" influence.
 - **SHI & Insight:** Major national partners active in the state.
 - **White River Services:** Critical for rural coverage and K-12 districts outside of Little Rock.
 - **Sequel Data Systems:** Another infrastructure-focused partner.
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5. The Rural Health Transformation (RHT) Opportunity

The single largest funding event for FY26 is the **Rural Health Transformation (RHT) Program**. This is not a typical run-rate opportunity; it is a massive, federally funded initiative to overhaul the healthcare infrastructure of the state.

5.1 The \$209 Million Award

Arkansas was awarded **\$209 million** for FY26 as the first tranche of a multi-year program.⁷ The state's application, submitted by Governor Sanders, focuses on stabilizing rural healthcare through technology and systemic reform. This funding flows through the Department of Human Services (DHS) but impacts the entire healthcare ecosystem.

5.2 The "THRIVE" Initiative

The most relevant pillar for Dell is **THRIVE** (Telehealth Health Monitoring and Response Innovation for Vital Expansion). This is explicitly a technology infrastructure program.⁷

Key Technology Requirements:

- **AI Patient Records:** The state has committed to leveraging **Artificial Intelligence (AI)** to coordinate patient records across disparate rural delivery systems. This requires high-performance compute (HPC) and massive storage scaling.
 - *Dell Solution:* **PowerEdge XE** servers for AI training/inference; **PowerScale** for unstructured medical data storage.
- **Telehealth Platforms:** The program funds the deployment of telehealth platforms to rural clinics and hospitals.
 - *Dell Solution:* **OptiPlex All-in-Ones** with high-resolution cameras for clinical use; **Latitude** laptops for mobile health workers; **VDI** solutions (VxRail) to securely deliver desktops to remote clinics.
- **Remote Patient Monitoring (RPM):** Technology-enabled monitoring for chronic diseases (diabetes, hypertension).
 - *Dell Solution:* **Dell Edge Gateways** to aggregate and process patient data at the edge before transmission to the central cloud/data center.

5.3 Strategic Execution for RHT

- **Lead Agency:** DHS is the fiscal agent.
 - **Implementation Partners:** The University of Arkansas for Medical Sciences (UAMS) is the likely technical hub for the AI and data integration components.³²
 - **Pitch:** Position Dell not merely as a hardware vendor, but as the *infrastructure backbone* for the THRIVE ecosystem. Emphasize **HIPAA compliance, StateRAMP authorization** (for any cloud components), and the ability to handle the massive data gravity created by AI-driven medical records.
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6. Vertical Deep Dive: Human Services & Health

Beyond the RHT program, the **Department of Human Services (DHS)** is a mammoth agency with continuous IT needs.

6.1 Roadmap to a Healthier Arkansas

DHS is executing a five-year "Roadmap to a Healthier Arkansas," funded largely by ARPA and now RHT funds. The focus is on three core populations: mental health/SUD, aging/physical disabilities, and intellectual/developmental disabilities (IDD).³³

- **Tech Need:** The "Enabling Technology Grant"³⁴ focuses on providing assistive technology to foster independence. This includes smart home devices, remote support systems, and tablets for beneficiaries.
- **Strategic Angle:** Dell's consumer-grade devices (XPS/Inspiron) are less relevant here, but the *backend management* of thousands of distributed devices (Unified Endpoint Management) is a critical enterprise need.

6.2 IT Leadership & Strategy

- **CIO:** Kim Gardner.³⁵
 - **Strategy:** Gardner emphasizes "cost optimization" and "operational efficiency." She is tasked with managing technology "from the desktop to enterprise-wide solutions."
 - **Medicaid Modernization:** The McKinsey report highlights the need to "Restructure Medicaid Operations." This usually involves upgrading the MMIS (Medicaid Management Information System). While the software is likely a systems integrator play (e.g., Gainwell, Deloitte), the *infrastructure* hosting it (on-prem or hybrid cloud) is a Dell storage target.
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7. Vertical Deep Dive: Education (K-12 & Higher Ed)

Education spending in Arkansas is driven by specific legislative mandates and formula funding.

7.1 K-12: The Computer Science Mandate

Arkansas is a national leader in Computer Science (CS) education. Governor Hutchinson passed the mandate, and Governor Sanders has maintained the momentum with the "Arkansas Forward" emphasis on workforce readiness.

- **The Mandate:** Every high school must offer Computer Science.
- **The Hardware Gap:** Standard Chromebooks are often insufficient for high-level coding, compiling, and virtualization required in advanced CS courses.
- **Dell Opportunity:** Position **Precision Mobile Workstations** and high-spec **Latitudes** as "CS-Ready" devices. The argument is that students cannot learn to code for the modern economy on underpowered browser-based devices.
- **Modernization Grants:** The Division of Career and Technical Education (DCTE) offers grants covering **85% of the cost** to upgrade equipment in high-demand pathways.³⁶ This is "free money" for districts to buy Dell Precision labs for engineering and CS programs.

7.2 Higher Education

The Higher Education sector operates with more autonomy.

- **Funding:** The FY26 budget maintains flat support for four-year institutions but includes capital allocations.³⁷
- **Procurement:** Universities like UAF and UAMS often utilize the **MHEC (Midwestern Higher Education Compact)** contract in addition to NASPO. Dell is a key holder of the MHEC contract.³⁸
- **Research Computing:** The University of Arkansas (Fayetteville) and UAMS are the primary targets for **High Performance Computing (HPC)**. UAMS, in particular, will be integral to the AI components of the RHT/THRIVE initiative.

8. Vertical Deep Dive: Public Safety & Corrections

The **Department of Corrections (DOC)** and **Arkansas State Police (ASP)** are undergoing modernization driven by the Governor's "Protect Arkansas" platform.

8.1 Department of Corrections (DOC)

- **Recidivism Reduction AI:** The AI CoE selected DOC for a pilot project using AI to reduce recidivism.⁴⁰ This requires a data analytics environment capable of ingesting inmate records, educational history, and behavioral data to predict outcomes.
- **Digital Mail System:** ADC is transitioning to a system where all non-legal mail is scanned and delivered digitally to tablets.⁴¹
 - *Storage Opportunity:* Scanning millions of letters creates a massive repository of unstructured data (images/PDFs). This is a prime use case for **Dell ECS (Elastic Cloud Storage)** or **PowerScale**.
- **New Facility:** The state is planning a new 3,000-bed correctional facility.⁴² This

represents a complete greenfield IT build—networking, surveillance storage, admin workstations, and control systems.

8.2 Arkansas State Police (ASP)

- **AWIN (Arkansas Wireless Information Network):** While primarily a radio network, the backend infrastructure (tracking system traffic, user management) requires robust servers and databases. The FY2026 budget discussions typically include line items for AWIN maintenance and upgrades.⁴³
 - **Mobile Data Terminals (MDTs):** Troopers require ruggedized laptops. The **Dell Latitude Rugged Extreme** series is the standard-bearer here. The pitch must focus on "reliability under fire"—thermal management, screen brightness, and durability.
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9. Vertical Deep Dive: Transportation & Infrastructure

The **Arkansas Department of Transportation (ARDOT)** is flush with federal infrastructure funds (IIJA) and operates with significant independence.

9.1 IT Strategic Plan (2025-2029)

ARDOT's strategic plan focuses on "Data Governance" and "GIS Modernization".⁴⁴

- **Mission:** To provide a secure, agile, and highly reliable technology infrastructure.
- **Priorities:**
 - **Electronic Design Files:** Moving away from paper to fully digital project delivery (e-Construction).
 - **GIS:** Upgrading the mapping and spatial analysis capabilities.
- **Hardware Needs:** This shift drives demand for **Precision Workstations** (for CAD/GIS engineers) and **Rugged Tablets** (for field inspectors using Doc Express).

9.2 Infrastructure Projects

The "Full Steam Ahead" plan and the **Connecting Arkansas Program** utilize federal funds that have "digital" carve-outs. Intelligent Transportation Systems (ITS) require edge computing to process traffic data, camera feeds, and sensor inputs.⁴⁵

10. Emerging Technologies: AI, Data & Cybersecurity

The technical landscape in Arkansas is being reshaped by three forces: AI Governance, Cloud Security (StateRAMP), and Data Sovereignty.

10.1 The AI Center of Excellence (AI CoE)

Established in 2024, the AI CoE (chaired by the Chief Data Officer) is tasked with guiding the

responsible adoption of AI.⁴⁶

- **Pilot Projects:** The initial report identifies two key pilots: **Unemployment Insurance Fraud** (Workforce Services) and **Recidivism Reduction** (Corrections).
- **Strategy:** Dell must position its infrastructure as the "AI Factory" for the state. The state is currently building its "Data Hub." Pitching **Dell Validated Designs for AI** helps the state accelerate these pilots without needing to engineer the stack from scratch.

10.2 StateRAMP & Cloud Security

Arkansas is moving toward a **StateRAMP** mandate.

- **Precedent:** The Administrative Office of the Courts (AOC) was the first to mandate StateRAMP for cloud vendors.⁴⁷
- **OST Direction:** The centralized CISO office is expected to enforce this statewide.
- **Action:** Ensure all Dell APEX, cloud console, or SaaS offerings pitched to the state are **StateRAMP Authorized** or **In-Process**. If a competitor's solution lacks this, it is a disqualifying vulnerability.

11. Competitive Landscape & Partner Ecosystem

11.1 The Competitors

- **Lenovo:** The primary threat in client devices.
 - *Counter-Strategy:* Use the "China Ban" EO.²⁴ Lenovo's ownership structure is a direct liability under the current administration's security posture. Ask the agency: "Does this device comply with Governor Sanders' Executive Order regarding adversarial foreign governments?"
- **HP:** The legacy incumbent in many agencies.
 - *Counter-Strategy:* Focus on innovation and the "One Dell" portfolio (Client + Server + Storage). HP cannot sell the data center; Dell can sell the entire stack, offering better TCO/management integration.

11.2 The Partner Ecosystem

Arkansas is a "relationship state." Attempting to take everything direct will alienate key influencers.

- **Complete Computing:** The most critical partner to engage. They have deep roots in Little Rock and are often the "easy button" for agencies to procure off state contract.
- **Presidio:** Strong on the infrastructure/services side. Use them for complex data center deals where their engineering bench adds value.
- **CDW-G:** Good for fulfillment, but less strategic influence.
- **Strategy:** For services-heavy deals (which hit the \$10k NASPO cap), leverage a partner who holds a separate **Professional Services** state contract. Sell the hardware on

NASPO, and have the partner attach the services via their separate vehicle.

12. Strategic Recommendations for the Field Seller

To succeed in this territory, the seller must execute a strategy that respects the new centralized governance while servicing the functional needs of the agencies.

1. **Validate the "Standard":** Schedule an immediate meeting with the **OST Enterprise Architecture** team. Ensure Dell's standard configurations (Standard, Performance, Power User) align with the state's hardware catalog. If you are not on the menu, you will not be ordered.
2. **Hunt the "THRIVE" Money:** Map the stakeholders for the **\$209M RHT grant**. This is the largest pot of "new money" in the state. Meet with DHS leadership and UAMS technical leads to position Dell as the infrastructure partner for this initiative.
3. **Weaponize Security:** In every meeting, lead with **Supply Chain Security**. The political climate in Arkansas is heavily focused on sovereignty and security. Make Dell's "Assembled in USA" supply chain a primary differentiator against Lenovo.
4. **Master the Contract:** Memorize the **NASPO SP-16-0019** configuration limits (\$100k for desktops/laptops). Do not let a deal stall because it was structured incorrectly. Use partners to solve the services gap.
5. **Pitch Efficiency, Not Specs:** Align every proposal with the "Arkansas Forward" efficiency mandate. Don't sell a faster laptop; sell a "Modernized Workforce Solution" that enables the state to reduce its real estate footprint and achieve its \$300M savings target.

By aligning with the Governor's efficiency mandate, navigating the new centralized OST structure, and aggressively targeting the Rural Health Transformation funds, Dell Technologies can secure its position as the infrastructure backbone of the new, modernized Arkansas government.

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