EVICOURSE

Federal Capability Statement

SYSTEMS STRATEGY • TECHNICAL DEVELOPMENT • SYSTEMS INTEGRATION • DIGITAL OPERATIONS

COMPANY OVERVIEW

Evicourse is a Virginia-based independent technical consulting and systems development practice. Evicourse evaluates how organizations operate, identifies workflow bottlenecks and technical constraints, and designs, configures, integrates, deploys, and manages systems that support organizational requirements. Work spans digital strategy, CMS platforms, enterprise web operations, custom applications, analytics, and connected systems.

CORE TECHNICAL CAPABILITIES

Systems Strategy & Planning

- Operational and workflow analysis
- Requirements and implementation roadmaps
- Information architecture, SEO, and analytics
- Technical coordination and oversight

CMS Platforms & Operations

- Configuration, deployment, and migrations
- Platform and content governance
- Administration, publishing, and maintenance
- Accessibility and quality coordination

Applications & Integration

- Custom applications and CMS functionality
- REST APIs and connected services
- OAuth/OIDC, roles, and multi-tenancy
- Workflow automation and data integration

Technical Delivery

- Staging and release coordination
- Testing, validation, and documentation
- Human-directed AI-assisted development
- Ongoing operations and improvement

SUPPORT FOR PRIME CONTRACTORS

Defined technical workstreams within larger delivery programs—structured around scoped deliverables, technical requirements, or ongoing operational support, subject to contract requirements and available capacity.

PLATFORM EXPERIENCE

WordPress: Development, configuration, deployment, customization, administration, and maintenance.

Drupal and Joomla: Administration, configuration, and content operations. Equivalent custom-development expertise is not claimed.

PRINCIPAL EXPERIENCE & SELECTED ACCOMPLISHMENTS

~30,000
indexed scientific e-commerce catalog pages

18,000+
organic search impressions, up from roughly 700–1,000

70+
customer storefronts supported by a reusable framework

14
websites deployed across varied environments

These results reflect James Lee's prior professional roles, not Evicourse corporate past performance. Federal-prime work included support involving CBP, DHS, GSA, and FDA. It does not represent direct federal employment, an Evicourse federal award, or agency-wide authority.

APPLICABLE NAICS

541511 Custom Computer Programming Services
541512 Computer Systems Design Services

Primary NAICS: 541511. Additional classification shown is based on current services.

BUSINESS & PROCUREMENT INFORMATION

BUSINESS NAME Evicourse Tech	LEGAL ENTITY James Lee
STRUCTURE Virginia sole proprietorship	TRADE NAME Evicourse Tech — registered fictitious name
LOCATION Northern Virginia	BUSINESS SIZE Small business; subject to applicable standard
EMAIL james@evicourse.com	WEBSITE evicourse.com
TELEPHONE 571-279-9884	UEI VGHELT3CK3D5
CAGE CODE Pending	SAM.GOV REGISTRATION In progress
PRIMARY NAICS 541511	

Availability does not imply a teaming agreement, federal award, procurement qualification, security clearance, contract vehicle, certification, or government facility access.

Professional & Strategic Qualifications

STRATEGY GROUNDED IN OPERATIONS

Understand the environment before selecting the solution.

Technical planning starts with the way people, platforms, information, and operational processes interact. The response may involve configuration, integration, automation, custom development, process changes, or a deliberate combination.

Systems Strategy & Operational Analysis

- Assess workflows, platforms, dependencies, constraints, and ownership
- Identify bottlenecks, disconnected systems, and duplicated activities
- Translate organizational requirements into technical priorities
- Define practical solution options and implementation stages

Digital Strategy & Technical Planning

- Digital assessments and requirements discovery
- Information architecture and technical SEO
- Analytics and performance measurement
- Platform roadmaps, stakeholder coordination, and delivery oversight

CMS Configuration & Deployment

- Installation and environment configuration
- Migrations and staging/production release coordination
- Theme, template, plugin, and extension configuration
- Roles, permissions, troubleshooting, validation, and maintenance

Enterprise Web Administration

- CMS operations, updates, and technical troubleshooting
- Content administration and publishing
- Accessibility coordination and quality assurance
- Operational documentation and cross-functional coordination

GOVERNANCE AND ADMINISTRATION ARE DISTINCT DISCIPLINES

Platform Governance

Configuration standards, access roles, technical change management, release procedures, maintenance documentation, consistency, and QA.

Content Governance

Publishing standards, editorial workflows, ownership, lifecycle management, information architecture, accessibility coordination, and content QA.

Platform Administration

CMS operations, maintenance, troubleshooting, updates, configuration, content administration, and publishing.

FEDERAL EXPERIENCE ATTRIBUTION

Nearly 20 years of professional experience across federal, commercial, and nonprofit digital environments. Prior individual roles included designated support for CBP external-web and intranet areas and other verified federal-facing work involving DHS, GSA, and FDA through federal prime contractors.

This experience is not represented as direct federal employment, agency-wide authority, Evicourse federal awards, or Evicourse corporate past performance.

STRATEGIC CONTRIBUTION TO DELIVERY

Relevant work includes requirements analysis, platform strategy, technical planning, information architecture, search visibility, analytics, content organization, CMS operating practices, publishing standards, accessibility coordination, stakeholder communication, implementation oversight, release support, and QA. The emphasis is operational problem-solving: improve retained systems where practical and introduce new technology only where it resolves a defined requirement.

Technical Systems & Delivered Work

SELECTED QUALIFICATIONS • 01–03

Operational analysis connected to implementation.

01 **Systems Strategy, Digital Operations & Governance**

SELECTED WORK: ENTERPRISE WEB STRATEGY, SYSTEMS ANALYSIS & OPERATIONAL IMPROVEMENT

Evaluated platforms, workflows, and dependencies; identified inefficiencies and disconnected processes; translated requirements into technical priorities and implementation plans; and supported digital strategy, information architecture, technical SEO, analytics, governance, publishing, coordination, oversight, and QA.

Capabilities: Systems strategy, workflow analysis, requirements, operational improvement, technical planning, platform governance, content governance, and enterprise web administration.

02 **CMS Configuration & Platform Deployment**

SELECTED WORK: CMS PLATFORM CONFIGURATION, MIGRATION & TECHNICAL ADMINISTRATION

Experience includes installation, environment setup, configuration, migrations, staging and production release coordination, theme/template/plugin/extension configuration, permissions, troubleshooting, maintenance, validation, and documentation. WordPress includes development and customization; Drupal and Joomla experience is administration, configuration, and content operations.

Capabilities: CMS deployment, configuration management, migrations, technical administration, platform maintenance, and operational support.

03 **Custom Applications & Identity Systems**

SELECTED WORK: EVICOURSE DIGITAL ECOSYSTEM ↗

A coordinated application environment supporting customer identity, access, and service operations. Engineering spans OAuth 2.0/OpenID Connect boundaries, multi-tenant organizations, roles, entitlements, portals, onboarding, support and project workflows, agreements, documents, billing integrations, and connected services. Core interfaces and foundations are implemented; selected provisioning, automation, and cross-system connections remain in validation or planned.

Capabilities: Systems architecture, custom application development, identity integration, access management, workflow development, and API connectivity.

STATUS AND CREDIBILITY BOUNDARY

Descriptions distinguish implemented functionality from work still in validation or planned. Technical scope is not presented as public release status, production readiness, or verified end-to-end operation unless available evidence supports that conclusion.

Technical Systems & Delivered Work

SELECTED QUALIFICATIONS • 04–06

Connected data, applications, and operational workflows.

04 **Analytics & Web Intelligence Systems**

SELECTED WORK: NORTH STAR WEB INTELLIGENCE ↗

North Star integrates Google Analytics 4 and Google Search Console through OAuth-based authorized access. Retrieval and reporting workflows support authenticated dashboards for traffic, search visibility, visitor activity, and page performance. North Star is an application of—not a synonym for—the separate Evicourse Intelligence Engine.

Capabilities: Analytics strategy, data integration, API development, dashboards, performance reporting, and authenticated data access.

05 **CMS Functionality Development**

SELECTED WORK: CUSTOM WORDPRESS BOOKING & EVENT MANAGEMENT ↗

Implemented functionality covers event publishing and registration, availability, time-limited holds, Square payment-state handling, notifications and calendar invitations, cancellation and refund administration, rosters, and Google Sheets synchronization boundaries. Payment/refund, current Google authorization, and delivery-email flows retain documented external-service validation requirements.

Capabilities: CMS extension development, application logic, payment integration, workflow automation, and third-party synchronization.

06 **Systems Integration, Automation & AI-Assisted Development**

SELECTED WORK: CONNECTED BUSINESS SYSTEMS & EVICOURSE INTELLIGENCE ENGINE ↗

Work includes REST APIs, OAuth-connected services, Google Workspace, Zoho and payment-service boundaries, document and operational workflows, data synchronization, and governed automation. The Intelligence Engine turns structured data into evidence-backed findings using deterministic analysis and selective AI reasoning. AI assists within human-directed requirements, code review, testing, validation, and refinement.

Capabilities: Systems integration, process analysis, workflow automation, API connectivity, solution design, and AI-assisted software delivery.

TECHNICAL DELIVERY APPROACH

01	02	03	04	05
Assess & Understand	**Design & Plan**	**Configure, Build & Integrate**	**Validate & Deploy**	**Govern, Operate & Improve**
Evaluate operations, platforms, workflows, dependencies, constraints, and bottlenecks.	Translate needs into requirements and select the appropriate approach.	Implement configurations, applications, functionality, and workflows.	Test, verify integrations and access, document, and deploy.	Support administration, governance, maintenance, and improvement.

Experience attribution: Federal agency and enterprise web experience reflects prior individual professional roles through federal prime contractors. It is not represented as Evicourse federal awards or corporate past performance.

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