

Squadra Solutions Federal Sector Growth

Squadra Solutions

VALUE / SCOPE

20% attrition reduction

SITUATION

Squadra Technologies was a successful 15-person Palo Alto Networks VAR with strong commercial and service-provider business. However, they had zero federal presence:

- no contract vehicles
- no federal partners
- no understanding of FAR/DFARS
- no compliance alignment (CMMC, FedRAMP, ITAR, etc.)
- no BD function
- no FSI relationships

The founders brought me in to explore whether a federal market entry was possible and to build a business line from scratch — without adding staff or overhead.

TASK

I needed to design and execute a federal Go-To-Market plan that achieved:

- federal exposure
- partner alignment
- access to contract vehicles
- increased revenue
- introduction to FSIs
- a scalable delivery model
- initial federal wins in under 12 months

ACTION

I approached it as a lean, partner-driven federal entry strategy.

1. Learned the VAR business model end-to-end

I examined:

- margin structures
- Palo Alto discount points
- price protection models
- partner tiers
- OEM incentives
- service attach strategy

This enabled me to identify the exact levers needed to price competitively while maintaining profitability.

2. Built the federal access model through partners

I established teaming and reseller MSAs with:

- Lumen
- Optiv
- Red River
- FOUR Inc. (for GWAC / SEWP reach)

I negotiated margin structures so Squadra retained 20% GM while offering competitive federal pricing.

3. Created FSI awareness and pipeline

I introduced Squadra capabilities to:

- GDIT
- Peraton
- CACI
- ManTech
- Serco

This built credibility and created multiple avenues for sell-through opportunities.

4. Expanded product portfolio through new partnerships

I initiated new GTM relationships with:

- Cribl
- Axonius

These widened our federal use cases and allowed us to compete outside strictly NGFW opportunities.

5. Designed a delivery model using 1099 engineering resources

This minimized overhead while enabling:

- presales engineering
- onsite installation
- FISMA-aware configuration
- support escalation

6. Delivered federal wins in Year 1

- \$6M HII Shipyard Palo Alto NGFW consolidation
- \$3M DHA Mercy & Comfort Ships deployment

RESULT

Created a fully functional federal business line, delivering \$9M in the first year, building partner networks, establishing brand awareness, and positioning Squadra as a credible federal supplier — all without increasing fixed personnel costs.