

Business happens before the bid

How a small VAR built an intelligence advantage on top of Govly, then turned it into a position as a SEWP VI Prime.



COMPANY CloudSpark Small-business VAR	FOUNDED 2020 Washington, DC	FOCUS Data center, infrastructure & security	TARGET MARKET Federal civilian	MILESTONE SEWP VI Prime awardee
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INTELLIGENCE, NOT BID-CHASING

CloudSpark isn't a bid-chasing reseller. The small, agile federal-civilian company built its entire model on a research-first premise: understand the market deeply enough to see opportunity before it ever becomes a solicitation. In a field where most resellers react to whatever lands on the bid board, that posture is the whole differentiator.

"We don't come in and just watch the bid boards. We use Govly largely as a market-intelligence tool, to understand where we can provide value to our vendors."

As Co-Founder and CRO **Colton Christensen** puts it, "90% of our business is finding out if there's an opportunity." The trick is finding the right ones early enough to be in the conversation before a renewal window closes.

BUILDING PROPRIETARY INTELLIGENCE

What sets CloudSpark apart is that it doesn't just consume market data. It builds its own intelligence on top of it. Starting from Govly's award and contract data, the team maps agency technology stacks, flags end-of-life infrastructure, tracks refresh cycles, and assembles detailed profiles of the agencies and sub-agencies it targets, long before an RFQ ever appears.

"I built a search that shows which agencies are using outdated equipment. You'd be shocked how many were renewing support on end-of-life gear. It really opened my eyes to how I can provide value and set myself apart. Because no one's really doing that research."

That proprietary layer, Govly's data enriched with CloudSpark's own research, turns raw award activity into a working map of exactly where the real opportunities sit.

WHY OEM PARTNERS VALUE CLOUDSPARK

That intelligence changes the conversation CloudSpark has with its OEM partners. Instead of competing on price for whatever hits the bid board, the team arrives already knowing where the white space is, and brings it to the vendor.

"We treat our vendors like our customers. Partners and customers. We want to be the reseller that delivers on the promise to book new meetings and help account executives build quota in white space."

It's a posture that earns the business before a deal is ever registered, and it's how a small, agile company has set itself apart alongside partners many times its size.

A SEWP VI PRIME PROVES THE MODEL

Winning a SEWP VI Prime is more than a new contract vehicle for CloudSpark. It's validation of the intelligence-first model the company has been building since day one, and it moves CloudSpark from finding deals to carrying them, with a catalog of its own and a prime position to team as a small business.

"As we move into actually utilizing our SEWP VI Prime contract, we can go out there, put our name on things, and let people know we're holding that contract as a small business."

The same research engine that surfaced opportunities for its partners now points CloudSpark at exactly where it can prime, and who to bring to the table.

WHERE CLOUDSPARK IS HEADED

The model is only getting sharper. CloudSpark is investing in AI to scale its research and market intelligence, profiling more agencies, tracking more refresh cycles, and surfacing opportunities faster than a traditional reseller ever could.

The ambition behind it is bigger than any single deal: to become the most valuable intelligence-driven partner in the federal market, helping agencies modernize and helping OEM partners uncover opportunities before anyone else does.

THE CLOUDSPARK PLAYBOOK

- 1 Research first.** Build proprietary intelligence before an opportunity becomes a solicitation.
- 2 Time it right.** Track refresh cycles and end-of-life infrastructure to enter at the perfect moment.
- 3 Lead with value.** Bring OEM partners opportunities before anyone else sees them.