



**Beachhead Communications**  
E-Learning, Kiosks and Web Development



## **CAPABILITY STATEMENT for Beachhead Communications**

**Beachhead Communications, a service-disabled veteran-owned business (SDVOB),** provides design and information development services with a focus on three interactive platforms: Articulate Storyline (e-learning), kiosks (interactive directory/museum touchscreen displays) and WordPress (blog/websites).

Our clients range from government agencies and corporations to non-profit and start-up efforts.

Beachhead Communications exceeds expectations using a customer-focused, results-oriented approach.

### **CORE COMPETENCIES:**

Our team works with your experts/SMEs to produce desired results for the following areas of service:

- ❖ E-Learning (Instructional Design)
- ❖ Kiosks (Informational Display Systems)
- ❖ Web Development (Internet and Intranet)

#### **E-Learning (Instructional Design)**

- ◆ Articulate Storyline expertise (SCORM/xAPI)
- ◆ LMS/LRS compatibility (industry standard)
- ◆ Voiceover work done in-house by VO artists
- ◆ Graphics/picture content free of royalty issues

#### **Kiosks (Informational Display Systems)**

- ◆ Standalone displays (plinths, wall-mount, etc.)
- ◆ Museum interactive displays, lobby directories, etc.
- ◆ Remotely updated via Internet if required
- ◆ Kiosks may be touchscreen displays and websites

#### **Web Development (Internet and Intranet)**

- ◆ WordPress websites/blogs (open standards)
- ◆ No special training required to operate/update
- ◆ Site visitors submit data, subscribe and purchase
- ◆ "Lightspeed" development (unique to the industry)

### **DIFFERENTIATORS:**

- + "All under one roof" in-house team (no outsourcing)
- + Depth of experience in training, video and web
- + Customer-service approach to working with clients
- + DINFOS-trained (DoD/Defense Information School)

### **PAST PERFORMANCE AND CURRENT CLIENTS:**

- **Mission Linen Supply, Inc. (2017-current)**
  - Convert classroom training to e-learning
  - 10+ programs between 20-45 minutes each
- **3ds/Dassault Systemes (2016-2017)**
  - 6-month contract
  - 5 scripts of varying lengths
- **RDNiehaus, Inc. (2014-2016)**
  - Subcontracted **US Army government contract**
  - 6 programs of 2-3 hours each
- **Dozens of training video production clients including FMC, Verizon (GTE), Toyota of America, The Broadway, United Temp, AFRTS, etc.**

### **COMPANY INFORMATION:**

NAICS Codes: 541430, 541511, 541612, 561499, 611420, 611430  
 DUNS Number: 167909634  
 CAGE: 7YE45  
 EIN: 82-2937514  
 Registered Name: Beachhead Communications  
 DBA Registration: 2017/California  
 Business Type: Proprietorship  
 Certification: SDVOB (SBA)  
 Owner: Joseph Dowdy  
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### **REGISTRATIONS:**

**Federal Level:** SBA – SDVOB (federal contractor)  
**State Level:** California (state/agency contractor)