DIGITAL AGENCY PARTNER RESEARCH & QUALIFICATION

A B2B Account Research Sample for a Specialist Cloud Infrastructure, DevOps & Security Consultancy

Independent research work sample · Digital-agency partnership pipeline
Sources current as of September 2026

A note on this document

This is an independent research sample, not a commissioned client deliverable. No agency named in this report has been contacted, and no consultancy has retained me to research them.

Every company, person, technology, and client relationship referenced below is real and drawn from public sources — company websites, LinkedIn, industry directories, press releases, and partner listings. Where public information was incomplete, contradictory, or simply unavailable, that is stated rather than filled in with a plausible-sounding guess.

Because this research is written from the perspective of a specialist Cloudflare / AWS / DevOps / WordPress-infrastructure / cloud-security consultancy — referred to throughout as “the Consultancy” — several sections describe what the Consultancy would do next. That framing is part of the exercise, not a claim that such an engagement exists.

Executive Summary

This report is a self-directed research sample demonstrating how I identify, investigate, qualify, and prioritize digital-agency partnership accounts for a specialist cloud infrastructure, DevOps, and cybersecurity consultancy — the kind of partner that would sell Cloudflare, AWS, DevOps, WordPress infrastructure, and cloud-security services to agencies that build and maintain client websites and applications.

Nine agencies were investigated in enough depth to reach a qualification decision. Three are recommended as priority partnership targets. One is worth a lighter follow-up as a possible channel relationship rather than a direct sale. Three sit in a lower tier where the evidence is thinner or points in more than one direction. Two were rejected — one because it turned out, on closer inspection, to already have the exact capability this Consultancy would be pitching, and one because it has grown well past the size band this kind of partnership targets.

The report is organized to show the full chain of reasoning: what I looked for, where I looked, what I found, how confident I am in each finding, and why that translates into a commercial decision. The scoring model, evidence tables, and rejected-account write-ups are deliberately the most detailed sections — they are where research turns into judgment, which is the actual capability this sample is meant to demonstrate.

Headline Results

Tier	Accounts	Count
Priority A — Strong Partner Potential	Bighorn Web Solutions, Webnorth, Wholegrain Digital	3
Priority B — Worth Further Qualification	IT Monks Agency	1
Priority C — Weak / Borderline	Matrix Internet, IDF Marketing (WP Carers), Groove Digital	3
Reject — Poor Fit	Human Made, Intracto / iO Digital Group	2

1. Research Objective

The brief for this exercise: identify high-potential digital-agency partners for a specialist cloud infrastructure and security consultancy offering Cloudflare, WAF and DDoS protection, AWS infrastructure, DevOps, Linux systems administration, application reliability engineering, WordPress infrastructure, cloud security, and ongoing infrastructure management.

This is not a company-finding exercise. Finding digital agencies is trivial — directories like Clutch, DesignRush, and Sortlist list thousands of them. The actual question, for every account, is:

> *"Is this agency commercially and technically likely to need a specialist infrastructure/security partner, and what evidence supports that conclusion?"*

That question has to be answered with evidence, not assumed from category membership. An agency can look perfect on paper — the right size, the right technology, big-name clients — and still be a poor prospect, either because it has already solved the problem internally or because its technology choices make the

problem mostly moot (a Webflow-only shop, for instance, has very little AWS or Cloudflare surface area to manage). Equally, an agency that looks unremarkable on size alone can be a strong prospect if its client base is doing something technically demanding that its team isn't obviously staffed to support.

The research below tries to hold that distinction throughout: agencies that fit a category, versus agencies that show actual evidence of need.

2. Ideal Customer Profile (ICP)

Company characteristics

- Roughly 10–100 employees. Below that band there is often no formal infrastructure decision-maker to sell to; above it, agencies increasingly build the capability in-house or belong to a holding group with shared services.
- A digital agency, web development shop, ecommerce agency, SaaS-focused studio, or marketing/digital agency with a genuine technical delivery function — not a purely creative or media-buying shop.
- Primarily headquartered in the United States, Canada, United Kingdom, Ireland, the Nordics, Benelux, or DACH — markets where the Consultancy could realistically deliver a working relationship in a compatible time zone and language.

Technical characteristics

- Client work on WordPress, WooCommerce or other ecommerce stacks, Next.js/React, Webflow, HubSpot, custom applications, or SaaS platforms.
- Evidence of high-traffic or revenue-critical client sites, non-trivial integrations, or infrastructure/hosting responsibilities sitting with the agency rather than the end client.

Commercial signals

- Multiple active clients on retainer or ongoing support/maintenance arrangements, rather than one-off project work.
- Ecommerce or SaaS clients, enterprise or mid-market accounts, and published case studies describing technically substantial projects rather than purely design work.

Potential gap signals — treated as hypotheses, not conclusions

- No senior cloud, DevOps, or security specialist visible in the publicly available team information.
- No DevOps/security capability advertised as an in-house service line.
- Developers and delivery staff visible, but no obvious infrastructure or security leadership.
- References to third-party hosting or infrastructure partners (managed WordPress hosts, cloud platforms) rather than self-managed infrastructure.

Absence of evidence is a qualification signal, never proof. “No senior infrastructure/security specialist was identified in the publicly visible team information” is as far as the research can honestly go — plenty of agencies have technical depth that simply isn't visible on a LinkedIn page or an About Us section. Every account profile below tries to be explicit about that distinction.

3. Research Methodology

A short methodological note before the layers below: in this research pass, LinkedIn's own interface could not be crawled directly. Company-page and individual-profile detail were sourced through search-engine snippets, aggregator profiles (Crunchbase, Motherbase, DesignRush, Clutch), and any staff who had themselves published a LinkedIn URL on their employer's own website. That is a genuine limitation of desk research conducted this way, and it shows up honestly as “not verified” in several places below rather than being papered over with an invented headcount or org chart.

A. Company research

Official website, About/team pages, services pages, case studies, client/portfolio pages, careers/job openings, blog/technical content, and partner pages.

B. LinkedIn research

Company page, employee-count band, employee/job titles, leadership, technical staff, CTOs, Technical Directors, Heads of Development or Delivery, and Founders/Managing Directors — subject to the access limitation noted above.

C. Technology research

Public technology-detection sources in the style of BuiltWith or Wappalyzer, job descriptions, agency service pages, and technical case studies. No intrusive scanning of any kind was performed — no port scans, no vulnerability probing, nothing beyond what an ordinary visitor or search engine would see.

D. Commercial research

Client types, project complexity, maintenance/support language, retainers, ecommerce/SaaS exposure, enterprise clients, and revenue-critical digital products.

E. Internal capability research

Whether the agency appears to have DevOps, cloud engineers, infrastructure engineers, security engineers, cloud architects, Cloudflare or AWS specialists, or SREs — based on job titles, careers pages, and service descriptions.

F. Decision-maker identification

Matching title to account structure rather than applying one fixed hierarchy; the reasoning behind this is set out in full in Section 9.

4. Evidence Standard

Every finding in this report is tagged with one of three confidence levels. This distinction is one of the most important parts of the exercise, and the discipline is applied consistently rather than only where it's convenient.

Category	Definition	Example from this research
Verified	Directly supported by a reliable, checkable public source — the company's own site, a named executive's own bio, a partner directory listing, or a press release with an on-record quote.	Bighorn Web Solutions is a Magento Association Platinum Member and Hyvä Bronze Partner (confirmed via Magento Association and Bighorn's own press releases).
Strong Inference	A reasonable conclusion built from multiple consistent signals, not stated outright by the company.	Webnorth's technical leadership sits with a combined CEO & CTO rather than a separate technical director — a strong inference of split bandwidth, not a claim that the company lacks expertise.
Unknown	Could not be established from public sources in this research pass.	Whether Groove Digital's team includes anyone with AWS or Cloudflare experience is unknown — public materials don't address infrastructure beyond Webflow's built-in hosting.

This report tries hard not to write sentences like “the agency definitely outsources its cloud infrastructure” unless a source actually says so. Most of the qualification judgment sits in the Strong Inference band — the interesting, actionable middle ground between what a company states outright and what simply cannot be known from outside.

5. Account Research Sample

Nine agencies were researched to a level sufficient to reach a qualification decision. The three strongest accounts are treated at full length in Section 7 (Company Snapshot through Personalization Angle, with a full evidence table). The remaining six are summarized below at a depth proportional to what public sources actually supported — some accounts yielded far more usable information than others, which is itself a realistic outcome of this kind of research, not an inconsistency.

Company	Country	Size (as researched)	Tier
Bighorn Web Solutions	United States	10–49 (Clutch); distributed across 9 locations incl. Argentina, Croatia, Slovakia	Priority A
Webnorth	Denmark	Not publicly disclosed	Priority A
Wholegrain Digital	United Kingdom	~24–30 (estimates vary by source)	Priority A
IT Monks Agency	United States	50–99 (Clutch / DesignRush)	Priority B
Matrix Internet	Ireland	~50 (2023 figure; may have changed)	Priority C
IDF Marketing / WP Carers	Ireland	Unknown	Priority C
Groove Digital	Netherlands	Unknown (small, estimated)	Priority C
Human Made	United Kingdom	~70–100+ (sources vary)	Reject

Company	Country	Size (as researched)	Tier
Intracto / iO Digital Group	Belgium / Netherlands / Sweden	~1,500 (group-wide)	Reject

IT Monks Agency — Priority B

- **Country / HQ:** United States (New York, NY); at least one remote role advertised in Kraków, Poland
- **Size:** 50–99 employees (Clutch, DesignRush); described by the company itself as “mid-size”
- **Core services:** WordPress and WooCommerce development, design, SEO/PPC, and — notably — white-label web services delivered on behalf of other agencies
- **Technology:** WordPress, WooCommerce, Headless WP, Gutenberg, React/Laravel front-end work; WordPress VIP and WooCommerce Silver partner status
- **Client signals:** 940+ projects claimed across manufacturing, SaaS/tech, B2B platforms, travel and finance; DesignRush industry tags include fintech, hospitality, and consumer goods
- **Gap signal:** IT Monks' own About page states its team includes “developers, project managers, quality assurance, DevOps, designers and SEO specialists” — a direct, verified claim of an internal DevOps function. This is a meaningfully different starting point from an agency that says nothing about infrastructure at all.
- **Research note:** The seniority and scope of that DevOps function is not established. A generalist “DevOps” title on a mid-market WordPress team does not necessarily mean deep AWS, Cloudflare, or WAF/DDoS expertise, but there is no evidence either way, and it would be wrong to assume a gap the company has explicitly said it doesn't have.
- **What makes this interesting:** IT Monks runs a white-label division delivering WordPress services on behalf of other agencies. That reframes the opportunity: rather than pitching IT Monks on its own gap, the more promising angle is a channel relationship — becoming IT Monks' subcontracted infrastructure/security partner for the white-label projects it delivers on behalf of other agencies, several of whom may have exactly the gap this account itself does not.
- **Decision-maker:** Alex Osmichenko, Founder & CEO — the only named leadership figure surfaced; holds a Master's in Computer and Software Engineering, so the founder is himself technically credentialed. LinkedIn profile not independently verified in this pass.
- **Personalization angle:** Reference the white-label delivery model directly — a partnership framed as infrastructure/security fulfillment for IT Monks' agency clients, not a generic hosting pitch.

Total: 68/100 — Priority B

Matrix Internet — Priority C

- **Country / HQ:** Ireland (Dublin), with a Brussels office opened in 2022
- **Size:** Approximately 50 professionals from 21–22 countries, per a February 2023 company profile — the most recent figure found; may have changed since
- **Core services (historical):** WordPress and Magento ecommerce development, digital marketing, SEO — self-described as an “e-commerce web development” specialist since 2000
- **Changed conclusion:** Matrix Internet initially reads as a strong ICP match: Irish HQ, 20+ years of WordPress/Magento delivery, comfortably inside the 10–100 employee band. But the most recent public material found describes a business that has visibly diversified — a Brussels office focused on EU-funded projects and international market-entry consulting (“Export Spark”), with new hires titled Market

Development Strategist rather than developer or engineer. That doesn't mean Matrix has stopped building websites, but it lowers confidence that ecommerce/WordPress delivery is still the core of the business today rather than a legacy line.

- **Decision-makers:** Jeff Sheridan (Managing Director) and Richard Domegan (Operations Manager), both named in the 2023 profile; current titles not re-verified
- **Personalization angle:** Would need to be rebuilt once the current technical service mix is confirmed — premature to construct one on data this dated

Total: 53/100 — Priority C — requires a fresh look at current service lines before further pursuit

IDF Marketing / WP Carers — Priority C

- **Country / HQ:** Ireland (Dublin and Limerick)
- **Size:** Not established — no employee count found in this research pass
- **Core services:** General digital marketing agency; WP Carers is a dedicated WordPress maintenance, backup, and support subscription the agency launched as a separate offering
- **Client signals:** A company press piece names Smurfit Kappa, The Body Shop, Domino's Pizza, and Retail Excellence Ireland as WP Carers clients, and claims 200+ international subscribers
- **Data quality note:** This is the thinnest account in the sample. The source describing WP Carers reads as dated — its WordPress-market statistics look several years old — and no current team, technology, or partner-status information could be confirmed. The named clients are notable, which is why the account is kept rather than dropped, but it cannot be qualified with confidence until current size, team, and scope are re-verified.
- **Decision-maker:** Not confirmed; a “Kevin Meaney” is quoted in a spokesperson capacity in the source material, but no current title could be verified

Total: 48/100 — Priority C — notable historical signal, current status unverified

Groove Digital — Priority C

- **Country / HQ:** Netherlands (Amsterdam)
- **Size:** Not established from public sources; consistent with a small/boutique studio, but this is an inference, not a verified figure
- **Core services:** Webflow website design and development (Webflow Premium Partner); Shopify Certified Partner for ecommerce
- **Client signals:** Case-study work for “Keep Moving The Agency,” a creator-economy marketing shop that itself works with brands including Philips and Lynk & Co — a B2B project relationship, not a direct enterprise client of Groove
- **ICP concern:** Webflow is a fully managed, vendor-hosted, no-code platform — Webflow itself, not the agency, is responsible for hosting, CDN, and baseline DDoS/platform security. An agency whose core deliverable sits entirely on Webflow has structurally little AWS, Cloudflare, or Linux infrastructure surface to manage, regardless of team size or client quality.
- **What keeps this from being a clean reject:** The Shopify Certified Partner status — Shopify stores can carry real ecommerce-security and integration complexity outside Webflow's remit. But nothing in the public material suggests this side of the business is large-scale; it reads as secondary to the Webflow core.
- **Decision-maker:** Not confirmed — no named founder, director, or technical lead surfaced

Total: 45/100 — Priority C — core service model limits relevance more than any single fact about the company

6. Account Scoring Model

The scoring model below is an analytical aid for comparing accounts against each other, not a scientific instrument. Scores are directional and intended to support prioritization; they should not be read as objective measures of purchase intent. A 79 and a 76 are close enough that the qualitative write-up matters more than the two-point gap.

Category	Points	What it captures
ICP / company fit	15	Size, geography, business type
Technical complexity	20	Platforms, integrations, traffic/revenue stakes
Client / project quality	15	Named clients, sectors, case-study depth
Recurring maintenance / support	10	Retainers, hosting or service agreements
Potential infrastructure/security need	20	The most heavily weighted category — the most direct proxy for whether the Consultancy's services would actually be useful
Lack of visible internal specialist capability	10	Scored higher when no infrastructure/security role is visible; scored lower when the company explicitly claims one
Partnership / white-label potential	10	Channel/reseller potential, not just direct-sale potential

Classification

- **Priority A — Strong Partner Potential:** roughly 70+. Multiple strong evidence points across technical need and lack of internal capability, with a workable commercial angle.
- **Priority B — Worth Further Qualification:** roughly 55–69. Real evidence of fit, but with a significant caveat — a claimed in-house capability, an unclear org structure, or a more promising angle (like a channel relationship) than the obvious one.
- **Priority C — Weak / Borderline:** roughly 40–54. Thin or unverifiable data, a structural mismatch (platform choice, business-model drift), or evidence pointing in more than one direction.
- **Reject — Poor Fit:** a decisive disqualifying finding on company size/structure, or verified evidence that the capability gap the Consultancy sells into does not exist.

As the Human Made write-up in Section 8 shows, the arithmetic doesn't always match the final call, and it shouldn't be expected to — the model organizes evidence and forces consistency across accounts; it doesn't replace judgment on the accounts where the evidence points in a genuinely unusual direction.

7. Deep-Dive Account Examples

The three highest-scoring accounts, examined in full.

7.1 Wholegrain Digital

Country	Size	Website	Founded
United Kingdom (London)	~24–30 employees (estimates vary)	wholegraindigital.com	2007

Company Snapshot

Wholegrain Digital is a London-based WordPress specialist agency founded in 2007 by Tom and Vineeta Greenwood — by its own account, London's first dedicated WordPress agency. It has built its identity around sustainable, low-carbon web design (it created the widely used Website Carbon Calculator and is a certified B Corporation) and works exclusively on WordPress, with heavy use of WordPress Multisite for corporate clients operating across multiple countries or brands. Public sources on team size range from roughly 24 (a startup-tracking aggregator) to 30 (Kinsta's own recent case study), with an older WP Engine case study citing 15–20 — most likely reflecting real growth over a decade rather than a genuine discrepancy; the more recent ~24–30 figure is used here for qualification purposes.

Why They Fit

Wholegrain sits squarely in the target size band, is UK-based, and is unambiguously a technical web development agency rather than a pure design or marketing shop. Its client roster — Marks & Spencer, Oxfam, Unicef, Lenovo, Ecover, and the property portal Rightmove — includes multiple organizations for whom uptime, security, and global content delivery are not incidental concerns. The Multisite architecture used for its larger clients is exactly the kind of setup where infrastructure choices compound: a WAF or CDN misconfiguration, or a scaling issue, affects every site on the network at once.

Technical Complexity

WordPress Multisite deployments for multi-brand/multi-region corporate clients; ongoing hosting and performance management across a broad client portfolio; and a documented migration history between at least two different managed WordPress hosting platforms (WP Engine, then Kinsta) — itself a signal that infrastructure decisions are made deliberately and revisited over time rather than treated as a set-and-forget line item.

Infrastructure/Security Gap Assessment

This is not a case of “no infrastructure story at all” — Wholegrain has clearly thought about hosting, publishing case studies with two different managed WordPress hosting vendors about exactly that topic. The more precise gap is that both hosting relationships found are with generalist managed-WordPress platforms, not a dedicated AWS/Cloudflare/security specialist. Managed WordPress hosts bundle in a baseline of CDN, backups, and basic hardening, but agencies working with global corporate multisite clients often still need work above that baseline — Cloudflare-level WAF and DDoS tuning per client traffic pattern, more granular access control across a multisite network, or incident response support a generalist host's support desk isn't positioned to provide. No senior infrastructure or security specialist appears in the public team information;

the most visible technical staff member, Josh Stopper, is titled Lead WordPress Developer — a build/development role, not an infrastructure one.

Commercial Opportunity

Wholegrain's own switch from WP Engine to Kinsta is useful evidence in itself: it shows the agency will re-evaluate its infrastructure vendor when it isn't fully satisfied, and that Tom Greenwood is comfortable speaking publicly — on video, with hosting vendors, and at WordCamp — about infrastructure trade-offs. An agency that has already shown it will change hosting relationships is a more plausible prospect for a complementary specialist layer than one that has never touched the subject.

Decision-Maker Map

- **Tom Greenwood — Managing Director & Co-Founder:** Sets company direction and has a long public track record of speaking about hosting and infrastructure decisions specifically (WordCamp talks, the Kinsta case study, his own writing). The natural first conversation for anything involving a change to how the agency's infrastructure works.
- **Josh Stopper — Lead WordPress Developer:** The named technical staff member most likely to have a day-to-day view of where the current setup falls short; a useful technical-validation conversation once the commercial door is open, not the first call.

(Vineeta Greenwood, co-founder, is described as having stepped back from day-to-day agency activity and is included here only for completeness, not as an active decision-maker. LinkedIn profiles for both Greenwoods and Stopper were not independently verified in this research pass.)

Evidence Table

Finding	Evidence	Source	Confidence
Enterprise/global clients on WordPress Multisite	Client list includes M&S, Oxfam, Unicef, Lenovo, Rightmove; “multisite functionality extensively for our corporate clients with a global presence”	*Company profile (Motherbase); Kinsta/WP Engine case studies*	**Verified**
Agency has changed managed WordPress hosting providers at least once	A WP Engine case study (c. 2015) followed by a later Kinsta case study describing a hosting migration	*wpengine.com case study PDF; kinsta.com case study*	**Verified**
No senior infrastructure/security specialist visible in public team information	Named technical staff limited to a “Lead WordPress Developer” title; no CTO, Head of Infrastructure, or Security Lead surfaced	*Company team page; WordCamp speaker bios*	**Strong Inference**
Company size approx. 24–30 employees	Multiple third-party estimates in this range; older sources show a smaller historical headcount	*Motherbase; Kinsta case study; DesignRush*	**Strong Inference**
Whether Cloudflare, AWS, or a dedicated WAF sit anywhere in the current stack	No mention found in any source reviewed	—	**Unknown**

Qualification Score

ICP fit 12/15 · Tech complexity 14/20 · Client quality 13/15 · Recurring support 9/10 · Infra/security need 14/20 · Lack of specialist 8/10 · Partnership potential 6/10

Total: 76/100 — Priority A

Final Verdict

Wholegrain Digital is worth prioritizing because it combines exactly the right company profile with a client base where infrastructure and security decisions have real consequences, and because it has already demonstrated — publicly — that it treats hosting/infrastructure as something worth actively managing rather than ignoring. The opportunity is not “introduce them to the idea of infrastructure,” it's “add a specialist layer on top of a generalist hosting decision they've already made twice.”

Personalization Angle

Open with the Kinsta migration itself, not a generic security pitch: having already evaluated and switched managed WordPress hosting once, would it be useful to look at whether their multisite clients' WAF/CDN configuration is tuned per brand, given that a single edge-security setup rarely fits every property on a multisite network equally well. That's specific to a documented decision they made, not a generic “we noticed you use WordPress” opener.

7.2 Webnorth

Country	Size	Website	Founded
Denmark (Copenhagen)	Not publicly disclosed	webnorth.com	2010

Company Snapshot

Webnorth is a Copenhagen-based WordPress and WooCommerce agency, in business since 2010, describing itself as “Denmark's leading WordPress agency.” Its service pages are unusually explicit for an agency this size about infrastructure topics — dedicated pages for “Scalability & Cloud Hosting” and “Performance & Security,” plus productized “WordPress Service Agreement” and “WooCommerce Service Agreement” packages bundling managed hosting, maintenance, and support. Its named client roster includes Velux, the Danish operation of pharmaceutical company Daiichi Sankyo, shipping company Uni-Tankers, design house Arne Jacobsen Design, and several Danish institutional and nonprofit organizations.

Why They Fit

Denmark falls squarely inside the Nordics region in the ICP, the agency is unambiguously technical rather than creative-first, and — unlike several other accounts in this sample — Webnorth already markets infrastructure and security as part of its core offering. That is itself a useful signal: an agency that talks about “Scalability & Cloud Hosting” on its own site has already decided its clients care about the topic, which is a lower barrier to a partnership conversation than convincing an agency the topic matters in the first place.

Technical Complexity

Enterprise WordPress and headless WordPress builds; WooCommerce stores with ERP, PIM, and payment-gateway integrations; multisite deployments; and a pharmaceutical-sector client (Daiichi Sankyo) — a sector where data-handling and platform-security expectations tend to run higher than typical SME web work, even for a marketing site rather than a regulated system of record.

Infrastructure/Security Gap Assessment

This account is a good example of why “the company markets security” should not be read as “the company has no gap.” Webnorth's copy on performance and security reads as WordPress-specific — the hardening, caching, and update-management work most competent WordPress agencies now productize — rather than dedicated Cloudflare, AWS, or WAF/DDoS specialization. The more concrete gap signal is structural: technical leadership is held by Simon Strande in a combined CEO & CTO role, rather than by a separate, dedicated technical director. That is a strong inference of split bandwidth, not a statement that the company lacks capability — a founder-CTO can be excellent at infrastructure and simply also run the business. But for a growing agency with a pharmaceutical client and enterprise multisite work, a combined role is a real capacity constraint worth testing in conversation.

Commercial Opportunity

The productized “Service Agreement” packages are the interesting lever: Webnorth has already built a recurring-revenue relationship with its client base around hosting and maintenance. A specialist partner could plausibly sit underneath that existing commercial wrapper — Webnorth keeps the client relationship and the retainer; the Consultancy provides the deeper Cloudflare/AWS/security layer the service agreement doesn't itemize — rather than requiring Webnorth to unbundle or resell anything. The agency's own “Agency

collaboration" page — a dedicated navigation item inviting other agencies to "collaborate on digital projects" — is direct, verified evidence that Webnorth is open to working through partners, which raises the partnership-potential score materially above a similarly-sized agency without that page.

Decision-Maker Map

- **Simon Strande — CEO & CTO:** Combines commercial authority and technical ownership in one person; the single necessary conversation for anything involving the platform itself, and — because of the combined role — likely to feel the capacity constraint most directly. LinkedIn: linkedin.com/in/simon-strande/
- **Jacob Munche Spardahl — COO:** Background in digital strategy and communication rather than engineering; commercial/operational sign-off for a new vendor relationship would plausibly route through him even if technical validation sits with Strande. LinkedIn: linkedin.com/in/jacob-munche-spardahl/
- **Simone Ziegler — Head of Project Management:** Ongoing infrastructure reliability directly affects the delivery timelines she is accountable for; a useful internal champion once a commercial conversation is underway, not a first-call decision-maker. LinkedIn: linkedin.com/in/simone-ziegler-40a14857/

Evidence Table

Finding	Evidence	Source	Confidence
Agency already markets cloud hosting and security as service lines	Dedicated site pages: "Scalability & Cloud Hosting," "Performance & Security"; productized Service Agreements	*webnorth.com*	**Verified**
Technical leadership held by a combined CEO/CTO rather than a dedicated technical director	Leadership contact list names Simon Strande as "CEO & CTO," with no separate CTO/technical director listed	*webnorth.com contact page*	**Strong Inference**
Client roster includes a pharmaceutical-sector company	Daiichi Sankyo listed among client logos	*webnorth.com homepage*	**Verified**
Agency is open to working through other agencies/partners	Dedicated "Agency collaboration" page in main navigation	*webnorth.com*	**Verified**
Current employee headcount	Not published on the site; not independently found in this research pass	—	**Unknown**

Qualification Score

ICP fit 13/15 · Tech complexity 15/20 · Client quality 13/15 · Recurring support 9/10 · Infra/security need 15/20 · Lack of specialist 6/10 · Partnership potential 8/10

Total: 79/100 — Priority A

Final Verdict

Webnorth is worth prioritizing not because of an obvious capability gap — the company is more infrastructure-literate on paper than most accounts in this sample — but because of the combination of a combined CEO/CTO role, a client base that includes at least one higher-stakes sector (pharma), and a

company that has already, unprompted, built a page inviting exactly this kind of partnership. The pitch here is closer to “specialist layer underneath your existing service agreements” than “you have a problem you don't know about.”

Personalization Angle

Reference the existing “Agency collaboration” offering directly and propose sitting underneath Webnorth's own WordPress/WooCommerce Service Agreements as the Cloudflare/AWS/security specialist layer — positioning the Consultancy as something that extends what Webnorth already sells its clients, rather than a vendor asking to replace or audit its existing hosting relationship.

7.3 Bighorn Web Solutions

Country	Size	Website	Founded
United States (Wyoming registered / Denver-branded)	10–49 (Clutch)	bighornwebsolutions.com	~2018–2019

Company Snapshot

Bighorn Web Solutions is a U.S. ecommerce agency specializing in Magento/Adobe Commerce and Shopify Plus development. Its registered address is in Sheridan, Wyoming, but its public-facing press materials consistently describe it as Denver, Colorado-based, and Clutch lists nine operating locations spanning several U.S. states plus Argentina, Croatia, and Slovakia — a fully distributed team and contractor model rather than a single-office agency. The company describes itself as “comprised of customer-facing, senior-level engineers who are specialists, not generalists,” and holds Magento Association Platinum Membership (top 4 of 200+ members) and Hyvä Bronze Partner status.

Why They Fit

Bighorn is inside the target size band, U.S.-based, and works exclusively in ecommerce — a segment where infrastructure and security stakes (payment data, checkout uptime, DDoS exposure during sales events) are structurally higher than for a typical brochure website. Its client work spans mid-market ($10M–$1B revenue) accounts, and one named engagement — a Magento ecommerce and mobile-app build for PSP Pharma — puts it in a sector (pharmaceutical retail) where compliance expectations around data handling are elevated even for a commercial ecommerce build.

Technical Complexity

Magento/Adobe Commerce and Shopify Plus builds, ERP integrations, a custom 3D product configurator integrated into a client's Shopify storefront, and platform migrations — all technically substantial ecommerce engineering work, plus the operational complexity of coordinating a team spread across at least four countries and multiple U.S. states.

Infrastructure/Security Gap Assessment

Across every press release, interview, and directory listing reviewed, Caleb Bradley (Founder & CEO) is the only individual named in connection with the company; no CTO, Head of Engineering, DevOps lead, or security role appears anywhere in the public record. The company's stated specialization — “senior-level engineers who are specialists, not generalists” — refers, in context, to platform specialists (Magento, Shopify, Hyvä frontend), not infrastructure or security specialists. For an ecommerce agency handling payment flows and enterprise Magento deployments, the absence of any visible security/infrastructure role is a more pointed gap signal than it would be for a brochure-site agency, precisely because Magento environments have a well-documented history of requiring active patching and hardening discipline. This should be read as a strong inference, not a confirmed gap — a company this size can have infrastructure expertise that simply isn't surfaced publicly, and the distributed, multi-country team could equally mean specialist capability sits in a role not named in any source reviewed.

Commercial Opportunity

The combination of payment-data-adjacent ecommerce work, a pharmaceutical client, Magento's patching burden, and a visibly generalist/platform-specialist team (rather than an infrastructure-specialist one) makes a reasonably strong case for a WAF/DDoS/Cloudflare and AWS hardening conversation — particularly framed around protecting checkout uptime and PCI-adjacent exposure during peak sales periods, a concrete, revenue-linked concern for any ecommerce agency's clients.

Decision-Maker Map

- **Caleb Bradley — Founder & CEO:** The only named decision-maker in every source reviewed. In a company this size and this distributed, Bradley is very likely both the commercial and technical gatekeeper for a new vendor relationship — there is no evidence of a separate technical buyer to route around him, which should shape outreach (a single, well-prepared conversation rather than a multi-threaded technical-then-commercial sequence). LinkedIn profile not verified in this pass; press contact confirmed as caleb.bradley@bighornwebsolutions.com.

Evidence Table

Finding	Evidence	Source	Confidence
Company specializes in Magento/Adobe Commerce and Shopify Plus ecommerce	Magento Association Platinum Member; Hyvä Bronze Partner; Shopify Partner; multiple platform-specific press releases	*Newsfile / DesignRush press releases; Clutch profile*	**Verified**
Company handles a pharmaceutical-sector ecommerce client	Named contract with PSP Pharma covering ecommerce platform and mobile app	*Newsfile press release (via Barchart)*	**Verified**
No infrastructure/security specialist named anywhere in public materials	Caleb Bradley is the sole named individual across all reviewed press releases and directory profiles	*Aggregated across all sources reviewed*	**Strong Inference**
Company headquarters location	Press releases state Denver, CO; Clutch/DesignRush list the registered address as Sheridan, WY, with 9 total locations including Argentina, Croatia, and Slovakia	*Newsfile press releases vs. Clutch/DesignRush profiles*	**Conflicting (both cited)**
Employee count	10–49 (Clutch); “Under 49” (DesignRush)	*Clutch; DesignRush*	**Strong Inference**

Qualification Score

ICP fit 12/15 · Tech complexity 18/20 · Client quality 14/15 · Recurring support 8/10 · Infra/security need 18/20 · Lack of specialist 9/10 · Partnership potential 5/10

Total: 84/100 — Priority A

Final Verdict

Bighorn scores highest in this sample because every category that matters most for this Consultancy's services — technical complexity, infrastructure/security need, and lack of a visible specialist — points the same direction, and because ecommerce is a segment where the commercial case (protecting revenue-generating checkout flows) is easier to make concrete than for a typical content website. The main open question before outreach is structural, not technical: is Bradley genuinely the sole technical decision-maker,

or does the distributed team include a specialist role that simply hasn't surfaced in public materials? That's a five-minute question in a real conversation and shouldn't stop this account from being a top priority.

Personalization Angle

Anchor the conversation on the PSP Pharma engagement and Bighorn's Magento specialization specifically — a conversation about hardening and WAF/DDoS protection for checkout and payment flows during high-traffic sales events, framed around protecting the revenue Bighorn's own case studies are built to showcase, rather than a generic “let's talk about your hosting” opener.

8. Rejected Account Examples

Good account research is as much about disqualification as identification. The two accounts below both looked promising on an initial pass and were rejected only after closer investigation — for two structurally different reasons.

8.1 Human Made — Reject

What initially made it look relevant

Human Made is, on paper, close to an ideal account: a WordPress specialist agency headquartered in the UK (Matlock/Derbyshire), inside or just at the edge of the target size band depending on which source you use (estimates ranged from roughly 70 to over 100 employees across the sources reviewed — one profile said 86, another said “100 professionals,” older material said “70+”), and working with an enormously impressive client list: Disney, PlayStation, Standard Chartered Bank, Harvard, Siemens, Skyscanner, and several major publishers. If size and client quality were the only two filters in this exercise, Human Made would be a top-tier account.

What research changed the conclusion

Human Made isn't just a WordPress agency with good clients — it is one of the small number of agencies listed as a WordPress VIP Gold-tier enterprise partner, and it has built and open-sourced its own infrastructure tooling: S3-Uploads (a plugin for storing WordPress uploads on Amazon S3), Cavalcade (a horizontally scalable replacement for WordPress's built-in cron system), and Altis, a full proprietary platform the company markets as providing enterprise cloud hosting in its own right. Its publicly listed staff include John Blackbourn, described as WordPress Core's security lead, and Ryan McCue, creator of the WordPress REST API. This is not an agency with a plausible infrastructure gap — it is, functionally, a peer-level infrastructure and security specialist that happens to operate in the same WordPress ecosystem this Consultancy would be selling into.

Which ICP criteria they failed

Not company size or geography — both are fine. The account fails “potential infrastructure/security need” and “lack of visible internal specialist capability” decisively, and those are two of the highest-weighted categories in the scoring model (20 and 10 points respectively). No realistic version of a Cloudflare/AWS/DevOps pitch adds meaningful value to a team that already includes WordPress Core's own security lead and sells its own hosting platform.

Final rejection reason

The problem is internal technical capability, not fit on any other dimension — the clearest example in this sample of why “impressive clients” and “the right size” cannot substitute for checking whether the capability gap the Consultancy sells into actually exists. Run through the standard model, Human Made's category scores would sum to roughly 54/100 — not obviously terrible on paper, which is exactly why this account is flagged as a reject in the narrative rather than left to the score alone. A mechanical scoring model can't fully capture “this capability already exists in-house at a peer level”; that judgment call happens in the write-up, not the arithmetic.

8.2 Intracto / iO Digital Group — Reject

What initially made it look relevant

Intracto surfaced in an initial search for Benelux digital agencies working with HubSpot, Drupal, and WordPress — exactly the search pattern used to find ICP-fit accounts in that region. Early-stage sources described it simply as "a full-service digital agency" with "in-house expertise in technology, strategy, content and marketing" across Belgium and the Netherlands, which reads, at a glance, like a mid-sized regional agency worth investigating further.

What research changed the conclusion

Following the company's own history rather than a single snapshot description showed a business that has been aggressively acquiring other agencies for years — five acquisitions in 2019 alone (including a 30-person WordPress/Umbraco shop and an 80-person Drupal specialist), reaching roughly 600 employees in the Netherlands business alone by late 2019, over 1,300 employees group-wide shortly after, and approximately 1,500 employees under the current "Intracto/iO" group description, with offices across Belgium, the Netherlands, and Sweden. This is not a single 10–100 person agency; it is a multi-brand holding group built by consolidation, where individual acquired brands (like the 80-person Drupal team folded in from ezCompany) often retain more specialist depth on their own than a typical standalone SME agency would.

Which ICP criteria they failed

Company size, decisively — by roughly fifteen times the top of the target band — and, closely related, company structure: a partnership conversation with a 1,500-person, multi-brand, multi-country group is a fundamentally different (and much longer, more procurement-driven) sale than the agency-partnership motion this ICP is built around. It is reasonable to assume a group of this scale already runs its own internal infrastructure/DevOps function across its larger acquired teams, though that was not separately confirmed.

Final rejection reason

Wrong company size and wrong company type for this partnership model. This is a more mundane rejection than Human Made's — no interesting "surprise" in the technical capability, just a straightforward case of a search result that looked like an SME agency at first glance turning out to be a fast-growing acquisition group once its actual history was checked rather than a single, dated company description.

9. Decision-Maker Research

Which title actually matters depends on how the agency is built, not on a fixed hierarchy. Four patterns showed up repeatedly in this sample.

- **Founder / Managing Director:** Most useful where the agency is genuinely small or founder-led and partnership decisions run through one person by default. Both Wholegrain Digital (Tom Greenwood) and Bighorn Web Solutions (Caleb Bradley) fit this pattern: neither has a visible separate technical buyer, so the founder is the only realistic first conversation.
- **CTO / Technical Director:** Useful once an agency is large enough to separate technical ownership from day-to-day management, and essential when evaluating whether a technical pitch will land with someone able to judge it on the merits. Webnorth is the interesting edge case: it has a CTO title, but held jointly with the CEO role (Simon Strande) — worth noting as a data point about available technical bandwidth, not treated as equivalent to a dedicated, full-time technical director.
- **Head of Development / Head of Engineering:** Most relevant where delivery, not just strategy, is the daily bottleneck an infrastructure problem would show up in. No account in this sample had a cleanly separate Head of Development distinct from a founder or CTO — itself a useful (negative) finding about the maturity of technical org structures at this size band.

- **Head of Delivery / Head of Project Management:** Relevant less as a decision-maker and more as an internal champion, since this is the person who feels the operational cost of infrastructure problems — missed deadlines, incident firefighting — most directly, even without budget authority. Webnorth's Simone Ziegler fits this role.

Practical implication for outreach: for founder-led agencies under roughly 30 people, go straight to the founder. For agencies with a separate, named technical leader, that person should be the first technical conversation, with the founder or a COO-equivalent brought in for commercial terms. Where no technical leader is visible at all — as with Bighorn — that absence is itself information: it means the founder almost certainly holds that authority too, whether or not they carry the title.

10. Research Challenges and Judgment

What Public Data Can — and Cannot — Tell You

Public-source B2B research is directionally useful and reliably incomplete, and it is worth being explicit about where the two facts pull in different directions.

Employee counts are approximate almost everywhere. In this sample alone, Wholegrain Digital's headcount ranged from 15–20 (a 2015 case study) to 24 (a startup-tracking aggregator) to 30 (Kinsta's own recent case study) — probably real growth over a decade rather than a genuine discrepancy, but there's no way to be certain without asking. Human Made's headcount varied from roughly 70 to over 100 depending on the source and its age. Where a range exists, this report uses the most recent figure available and says so, rather than picking whichever number made the account look better.

LinkedIn access, in this research pass specifically, was partial. Company-page and individual-profile detail could only be gathered indirectly — through search-result snippets, aggregator sites like Crunchbase and Motherbase, and any staff who had themselves linked to their LinkedIn profile from their employer's own website. That is a real constraint of this particular research method, not a claim that the underlying LinkedIn data doesn't exist; it shows up in this report as several “Unknown” or “not independently verified” notes rather than a confident headcount or org chart for every account.

Technology detection tools are signals, not proof. A BuiltWith or Wappalyzer-style scan that identifies a technology tells you it's present somewhere on the site — a tracking pixel, a font library, a CDN edge — not that it defines the client's core infrastructure, and not that the agency itself (rather than a previous vendor, or the client's own IT team) put it there. None of the accounts in this sample had detailed technology-scan data pulled directly in this pass; where technology claims appear, they come from the agency's own service pages or case studies, a narrower but more reliable source for this kind of report.

Absence of evidence is not evidence of absence, and this is the single most important discipline in the whole exercise. “No senior infrastructure/security specialist was identified in the publicly visible team information” is a true, checkable statement. “This agency does not have infrastructure/security expertise” is not something this kind of research can ever actually prove, and treating the first statement as if it were the second is the most common way B2B research goes wrong — it manufactures false confidence that leads to a badly-targeted pitch. Every gap signal in this report is written as a hypothesis to validate in a real conversation, not a conclusion to act on unchecked.

11. Final Prioritization Table

All nine researched accounts, ranked by score where a score applies.

Rank	Company	Country	Size	Tech.	Gap Signal	Partner Pot.	Score	Class.	Main Reason
1	Bighorn Web Solutions	United States	10–49	High	Strong	Moderate	84	Priority A	Ecommerce complexity + no visible infra/security specialist + pharma client
2	Webnorth	Denmark	Undisclosed	High	Moderate	High	79	Priority A	Already sells hosting/security but combined CEO/CTO role + open to agency partnerships
3	Wholegrain Digital	United Kingdom	~24–30	Mod.–High	Moderate	Moderate	76	Priority A	Enterprise multisite clients + demonstrated willingness to change hosting vendors
4	IT Monks Agency	United States	50–99	Moderate	Weak (claims in-house DevOps)	High (as channel)	68	Priority B	Best approached as a white-label channel partner, not a direct gap-fill sale
5	Matrix Internet	Ireland	~50 (2023)	Uncertain	Uncertain	Low–Mod.	53	Priority C	Business model may have shifted toward EU consulting; needs revalidation
6	IDF Marketing / WP Carers	Ireland	Unknown	Uncertain	Uncertain	Low	48	Priority C	Notable historical clients but data too dated/thin to qualify confidently
7	Groove Digital	Netherlands	Unknown	Low	Low	Low	45	Priority C	Webflow-first model structurally limits infrastructure relevance
8	Human Made	United Kingdom	~70–100+	High	None (in-house already)	None	~54*	Reject	Deep in-house infrastructure/security expertise already exists (Altis platform, WP Core security lead on staff)
9	Intracto / iO Digital Group	Belgium/NL/Sweden	~1,500	High (group)	Unknown	Low	N/A	Reject	Company size ~15x above ICP band; multi-brand acquisition group, not a single SME agency

** See Section 8.1 — Human Made's raw category arithmetic does not fall as low as the rejection implies; the rejection is a judgment call the scoring model alone cannot make.*

12. Example Weekly Research Summary

The kind of one-page update this research would produce for a business-development stakeholder, as a working example.

WEEKLY RESEARCH SUMMARY — Digital Agency Partnership Pipeline

Week of September 8–12, 2026

- **Accounts researched this week:** 9 (3 UK/Nordics-focused, 3 US, 2 Ireland/Benelux, 1 UK reject case)
- **Priority accounts identified:** 3 (Bighorn Web Solutions, Webnorth, Wholegrain Digital) — all Priority A, recommended for a first outreach conversation this month
- **Accounts rejected:** 2 (Human Made — already has deep in-house infrastructure/security capability; Intracto/iO Digital Group — company size roughly 15x the target band following a multi-year acquisition spree)
- **Strongest opportunity:** Bighorn Web Solutions (84/100) — ecommerce agency with a pharmaceutical client, no visible infrastructure/security specialist across any public material, and Founder/CEO Caleb Bradley as the only realistic decision-maker
- **Common pattern this week:** Three accounts (Wholegrain, Webnorth, IT Monks) already have some form of hosting, maintenance, or "DevOps" story on their own site — none describe anything beyond generalist managed-WordPress hosting or an unspecified internal DevOps function. The pitch needs to be "specialist layer on top of what you already sell," not "you have no infrastructure story at all"
- **Key technical signal to track:** Agencies that have switched managed-hosting vendors at least once (Wholegrain: WP Engine → Kinsta) appear to be more receptive prospects than agencies that have never touched the topic publicly — suggests an active buyer, not a passive one
- **Key commercial signal to track:** Explicit "agency collaboration" or white-label service lines (Webnorth, IT Monks) point toward a channel-partnership motion that may be more scalable than one-to-one direct pitches, and should get a dedicated research pass of its own
- **Data gaps requiring validation before outreach:** (1) Bighorn's actual team structure — is Caleb Bradley truly the sole technical decision-maker; (2) current headcount and org structure at Webnorth, not published anywhere found; (3) Matrix Internet's current service mix, given signs of a pivot toward EU-funded consulting work
- **Recommended next research priorities:** (1) revisit Matrix Internet and IDF Marketing/WP Carers with fresh, current-dated sources before deciding whether to keep them in the pipeline; (2) run a dedicated pass on agencies with existing white-label/agency-collaboration offerings; (3) prepare a one-page account brief per Priority A company ahead of outreach, built from the evidence tables in this report.

13. Research Capability Demonstrated

- B2B account research and ICP-based prospect identification, built around a specific technical/commercial profile rather than a generic company list
- Digital agency and technology-stack research across WordPress, WooCommerce, Magento/Adobe Commerce, Shopify, and Webflow ecosystems

- Cloud/DevOps/security capability assessment based on public evidence — job titles, service pages, and named technical staff — without intrusive scanning of any kind
- Decision-maker identification that adapts to company structure (founder-led vs. separately-staffed technical leadership) rather than applying one fixed title hierarchy
- Manual, source-by-source verification, including catching and reconciling conflicting employee-count and headquarters data across multiple accounts
- Evidence-based qualification using an explicit Verified / Strong Inference / Unknown framework, applied consistently across nine accounts
- Transparent, evidence-weighted account scoring, including recognizing where a mechanical score understates a qualitative judgment (see Human Made, Section 8.1)
- Disciplined rejection and disqualification — two full reject write-ups, for two structurally different reasons (capability already present vs. wrong company size/type)
- Personalization research grounded in a specific, verifiable fact about each priority account, not a templated opening line
- Structured, source-linked documentation suitable for direct hand-off to a business-development function, including a ranked prioritization table

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Prepared as an independent research work sample. Sources current as of September 2026.