



AppWT LLC Capability Statement

WEB & AI SOLUTIONS

"Under-promise, Over-deliver."

AppWT LLC (AppWT Web & AI Solutions) is a Michigan-based, family-owned technology firm delivering custom web and platform development, AI search visibility (GEO/AEO/LLMO), SEO, hosting, cybersecurity, and automation. Tony Paris has practiced web development since 1997 (29+ years of practice). The practice has operated as AppWT since 2005 and incorporated in Michigan as AppWT LLC in 2020. BBB A+ accredited since 2022, with founder-level experience in HIPAA-regulated healthcare IT and government court e-filing infrastructure. AppWT works from Livonia, Michigan, serving Metro Detroit and clients across the United States, including active clients in Texas, Florida, Mississippi and Kentucky, plus clients in Canada, the United Kingdom, Australia, the Netherlands and South Korea.

CORE COMPETENCIES

- Custom web & application development; proprietary CMS and data systems
- AI visibility optimization: Generative (GEO), Answer (AEO), and LLM (LLMO) engine optimization
- Search engine optimization, local SEO, and structured-data / schema engineering
- Managed hosting, Linux server administration, and site reliability
- Cybersecurity hardening, accessibility (ADA/WCAG) compliance, and automation
- Graphic design, branding, e-commerce, and corporate AI training

DELIVERY MODEL

- **Core team of 8:** Tony Paris, Founder and Team Manager; Michael Allison, Team Supervisor; and specialists Daniel (full-stack development and systems integration), Aaron (senior cybersecurity), Robert (visual design), Emily (education and operations) and Amy (website design and digital strategy). Roster at appwt.com/team/.
- **Contractors, disclosed:** a vetted network of more than 400 independent (1099) contractors, most of them in the USA, takes on specialist tasks that Tony Paris assigns and manages. Contractors are not employees and are not counted in the team size.
- **Software:** 42 named Digital units handle defined, routine software tasks. They are software, not people.
- **Approval:** specialists do and validate work in their own field, and Tony Paris gives final approval before client delivery.

DIFFERENTIATORS

- **Regulated-data depth:** founder has nine years (June 2017 to March 2026) in cloud infrastructure and JusticeTech support for TrueFiling and MiFile, the government court e-filing systems built on Hyland OnBase (ImageSoft, i3 Verticals).
- **Healthcare IT:** earlier role at Diplomat Specialty Pharmacy, one of the nation's largest specialty pharmacies (automated insurance-approval systems).
- **Credentials:** Hyland OnBase Certified System Administrator; HIPAA & PCI trained; Certified Pharmacy Technician (CPhT); Microsoft Certified Professional.
- **Patent pending:** the founder is co-inventor on a USPTO provisional patent application filed in 2026 for a Contemporaneous Activity-to-Regulatory Compliance Modeling and Tracking System. Patent Pending status, not a granted patent.

COMPANY DATA

Legal Name	AppWT LLC
DBA	AppWT Web & AI Solutions
UEI	YN83P72KMX13
CAGE Code	225X7
D-U-N-S	08-726-2634
Michigan LARA ID	802415009
EIN	Provided on request
Practicing since	July 1, 1997
Operating as AppWT	Since 2005
AppWT LLC formed	2020-02-13
Business Size	Small Business
Ownership	Family-owned
Accreditation	BBB A+

PROCUREMENT

W-9
On request
Insurance
General liability; certificate on request
Enterprise SLA
Written uptime, response and recovery terms with service credits, per contract
SOC 2
No report today; readiness on the work plan
References
Under NDA, for qualified buyers
Full facts
appwt.com/procurement/

NAICS CODES

- 541511** Custom Computer Programming (primary)
- 541512** Computer Systems Design
- 541519** Other Computer Related Services

- **Recognized:** listed on DesignRush's Top Web Design Companies in Michigan; TechBehemoths Web Design 2025 & WordPress 2024 winner; 5.0-star rated.

PAST PERFORMANCE (REPRESENTATIVE)

- **FOUNDER EXPERIENCE** Not AppWT corporate past performance. Nine years (June 2017 to March 2026) in cloud infrastructure and JusticeTech support for TrueFiling and MiFile, the government court e-filing systems built on Hyland OnBase (ImageSoft, i3 Verticals). The founder's duties included OnBase administration, security monitoring and incident response for those court systems.
- **IN PROGRESS, UNDER NDA** Cloud infrastructure and platform engineering for a bot-mitigation SaaS platform: AWS serverless (Lambda, API Gateway, SQS), WAF and CDN, GraphQL and distributed SQL, CI/CD pipelines, MFA, and load and performance testing.
- **DELIVERED** Healthcare: websites, hosting, SEO and online patient-intake and telehealth consultation forms for healthcare practices in Michigan and Florida.
- **PROPOSED** Online product configurator for an industrial automation company: scoped and proposed in writing, with a working demonstration built on sample data. Not delivered. Anonymized case study at appwt.com/case-studies/industrial-product-configurator/.
- **FOUNDER EXPERIENCE** Not AppWT corporate past performance. Seven years (2010 to 2017) in specialty-pharmacy systems for oncology, fertility and autoimmune therapies at Diplomat Specialty Pharmacy, ending as Special Operations Advisor. There, the founder designed automated database systems that cut insurance-approval turnaround from days to hours.
- **DELIVERED** Commercial: 100s of custom websites, e-commerce stores, and AI-visibility engagements delivered nationwide across the United States, and in Canada, the United Kingdom, Australia, the Netherlands, and South Korea.

518210 Computing Infrastructure / Hosting

541430 Graphic Design Services

541613 Marketing Consulting

541810 Advertising Agencies

611420 Computer Training

519290 Web Search Portals / Info Services

PSC CODES

DA01 IT & Telecom: Web/App Dev

D302 Systems Development

D307 IT Strategy & Architecture

CERTIFICATIONS

BBB A+

HIPAA Trained

PCI Trained

OnBase HCSA

CPhT

MCP

CONTACT

AppWT LLC

33300 Five Mile Rd

Livonia, MI 48154

By appointment only. Not a walk-in location.

Phone: [+1 \(888\) 565-0171](tel:+18885650171)

Email: sales@appwt.com

Web: appwt.com

NDA demo: appwt.com/enterprise/nda-demo/