SIDEKICK SERVICE FIELD GUIDE

One field.
One keeper.
A system that stays.

Start with the business job. We build the smallest owned system that can do it, give that system a memory and keep somebody watching while the subscription is active.






FOUR FIELDS ARE KNOWN. FOUR ARE BEING PROVED.

The system. Its memory. Somebody still watching.

Every service begins with one useful read, creates one owned working system and leaves a visible record. The technology can change. What the client owns does not.

01 / THE STARTING READ

Begin with truth.

The first signal and analytics baseline is free. It records what is true now and what deserves attention first.

02 / PULSE

Run the real job.

A custom admin shaped around the work, with the client holding the accounts, data and keys.

03 / FIELD BOOK

Build memory slowly.

One client-owned knowledge base with sources, decisions, corrections and receipts. Each service sees only the ruled view its job needs.

04 / SIGNAL KEEP

Keep watching.

While the subscription is active, we explain what moved and propose one ranked improvement at a time. A person approves consequential actions.

The clean exit.

The source, data, accounts, admin, Field Book and history are yours. If we stop, the system does not.

Four fields you can bring us now.

The service tells you what you can hire us to do. The sidekick tells you who keeps watching after the build.



01 / FIELD KNOWN

hoodedwarbleur

customer communications

Mail, messages and approved outreach that leave the business in its own name.



02 / FIELD KNOWN

kneeonmusk

digital housekeeping

Site weight, broken tracking and digital residue found, explained and cleaned only with approval.



03 / FIELD KNOWN

java

custom web tools

Calculators, integrations, forms and custom behavior the standard website cannot provide.



04 / FIELD KNOWN

kona

location systems

Owned location data, branded maps, routes and live operational views built around one business job.



FIELD KNOWN

hoodedwarbleur

customer communications

Mail, messages and approved outreach that leave the business in its own name.

01 mail foundations and sending health

02 signatures and message templates

03 transactional messages and approved follow-up

04 outreach timelines and channel delivery

FIELD BOOK VIEW

Voice, audience, channel rules, approved messages and the corrections that made the last one sound right.

SIGNAL KEEP WATCHES

Sending health, failed messages, replies, signup behavior and broken customer journeys.

THE BOUNDARY

No spam, no rented lists and no silent autonomous sending.



FIELD KNOWN

kneeonmusk

digital housekeeping

Site weight, broken tracking and digital residue found, explained and cleaned only with approval.

01 site and image weight cleanup

02 duplicate file and record review

03 forgotten account and stale-access review

04 recurring health checks

FIELD BOOK VIEW

What exists, who owns it, what is safe to touch, what was approved and what changed.

SIGNAL KEEP WATCHES

Performance regressions, broken tracking, unused weight, duplication and client-facing failures.

THE BOUNDARY

Nothing is moved, merged or deleted without explicit approval. Findings are not certification.



FIELD KNOWN

java

custom web tools

Calculators, integrations, forms and custom behavior the standard website cannot provide.

01 interactive tools and configurators

02 forms and system integrations

03 small workflow controls

04 bounded agent-ready actions

FIELD BOOK VIEW

The system map, inputs, rules, permissions, failure paths, tests and decisions behind the build.

SIGNAL KEEP WATCHES

Completion, abandonment, errors, integration failures, slow steps and human handoffs.

THE BOUNDARY

No unlimited agent access and no hidden logic the client cannot inspect or turn off.



FIELD KNOWN

kona

location systems

Owned location data, branded maps, routes and live operational views built around one business job.

01 branded locators and service areas

02 routes and territories

03 operations maps and live layers

04 location parity and map health

FIELD BOOK VIEW

Canonical locations, boundaries, source owners, platform differences and every approved change.

SIGNAL KEEP WATCHES

Place-record drift, failed loads, zero-result searches, direction requests, route gaps and speed.

THE BOUNDARY

One canonical location record sits beneath every platform adapter. No unsolicited lead scraping.

Specific enough to see. Not yet sold as proven.

A field study is an honest state, not an empty character. We publish the direction, run the complete loop ourselves and move it into the working field only after it earns the claim.



05 / FIELD STUDY

raven

release preflight

Preflight checks, edge-case review and handoff testing before a release meets the public.



06 / FIELD STUDY

magpie

product clarity

Offer structure, onboarding and help systems that make a real product easier to understand.



07 / FIELD STUDY

cache

working knowledge

Source maps, decision history and searchable operating knowledge that stays current and owned.



08 / FIELD STUDY

riffle

live conditions

Fresh condition signals, thresholds and human alerts for decisions tied to the physical world.

The rule for becoming known.

The scope, boundary, Field Book view and Signal Keep measures are defined. The studio has run the whole loop, tested its failure path and can show a real receipt.

Tell us which part of the work keeps sticking.

It does not have to be a brief. We choose the first field, return a written read and say plainly whether there is something worth building.

01

Find.

Name the repeatable job, the trigger and where the work currently falls down.

02

Build.

Ship the smallest owned system that can complete that job with visible approval points.

03

Keep.

Grow the Field Book, watch the signal and improve one verified seam at a time.

WHAT STAYS YOURS

Source. Data. Accounts. Admin. Memory. History.

No hostage stack. No private logic you cannot inspect. No access without a named job.

THE DOOR

Bring us the sticking point.

neonburro.com/contact/