

QUANTUM LEAPS AI

ACCOUNT INTELLIGENCE

Full Account Intelligence Deep Dive

Morris School District | Morristown / Morris Township, New Jersey

RESEARCH

VERIFY

ANALYZE

PRIORITIZE

STRATEGIZE

PUBLIC SAMPLE

Research cut: August 11, 2026. This report demonstrates how Quantum Leaps AI turns public evidence into account prioritization and sales strategy. It distinguishes verified facts from commercial inference and does not treat the \$158.394M referendum total as technology spend.

We do the research. You close more deals.

Executive Account Snapshot

SCORE 80 / 100 Strong qualified account	CONFIDENCE MEDIUM Open scope is the key uncertainty	OVERALL STAGE STAGE 5 Funding / Approval
IMMEDIATE WINDOW NOW Influence + qualification	IMPLEMENTATION 6-36 MO. If funding and scope align	DISTRICT 5,729 Students / 10 schools

BOTTOM LINE

Morris deserves active sales attention now - not because there is a generic \$158M technology opportunity, but because the capital program explicitly creates technology-dependent auditorium, STEM, media-center, electrical and classroom decisions. The seller's first job is to identify which decisions remain open.

Primary opportunity	MHS + FMS integrated auditorium AV.
Secondary opportunities	STEM/science lab computing and presentation; MHS digital media center; new-room technology; expansion network needs; deployment, training and lifecycle services.
Known incumbents	Lightpath; Aspire Technology Partners; Data Center Warehouse; Softnetworks; Triad Security Systems.
Largest unknown	Specification ownership and package status: district-controlled, consultant-controlled, construction package or already awarded.
Recommended approach	Project coordination and technical discovery before product demo or quoting.

2 / METHODOLOGY

Research, Verify, Analyze, Prioritize, Strategize

Step	What it means in this report
RESEARCH	Scan referendum pages, board records, budget, technology/business directories, procurement/E-rate and authoritative government data.
VERIFY	Prefer district, county, state and federal evidence; cross-check dates, amounts, names, awards and project language.
ANALYZE	Separate explicit need from commercial inference. A new classroom implies technology dependency; it does not prove a specific display purchase.
PRIORITIZE	Rank by evidence, timing, openness and product fit - not by headline project size.
STRATEGIZE	Translate evidence into stakeholder sequence, discovery questions, procurement path and next actions.

Classification	Meaning	Example
VERIFIED FACT	Supported by authoritative evidence	Auditorium sound/lighting modernization is explicitly proposed.
SUPPORTED INFERENCE	Commercially reasonable but not a published purchase decision	New rooms will require endpoints/connectivity.
UNVERIFIED	Plausible but unsupported	Districtwide interactive-panel replacement.
UNKNOWN / GAP	Information that changes the sales motion	Architect/AV consultant and current basis-of-design products.

District and Buying Committee

District	Morris School District; Morristown and Morris Township, with Morris Plains participating at the high-school level.
Scale	NCES: 5,729 students, 10 schools.
Superintendent	Dr. Anne Mucci.
Business Administrator	Anthony LoFranco, Business Administrator / Board Secretary.
Technology	Adrian Cepero, Executive Director of Technology; Ozzie Pardilla, Director of IT Infrastructure.
Facilities	Glenn Miller, Director of Facilities.
Instructional leads	Brian Young, Supervisor of STEM; Brandon Horn, Supervisor of Computer Science 6-12; Educational Technology Specialists.

Stakeholder map

Stakeholder	Influence	Primary concern	Recommended conversation
Anne Mucci	Very High	Educational outcomes, disruption, community credibility	Strategic value and execution - not SKU details
Anthony LoFranco	Very High	Funding, compliance, packaging, board approvals	Procurement path, budget source and timeline
Adrian Cepero	Very High	Standards, cybersecurity, manageability, lifecycle	Best first technology contact; identify open scope
Ozzie Pardilla	High	Network design, wireless, resiliency, integration	Expansion requirements after qualification
Glenn Miller	Very High	Construction phasing, electrical and contractor boundaries	Who owns AV/low-voltage/technology scope
STEM/CS/EdTech	High by project	Instructional workflows, workloads and adoption	Requirements before product selection

Referendum and Capital Program

VOTE SEP 15, 2026 Special election	PROGRAM \$158,394,556 Maximum proposed appropriation / bonds
STATE SUPPORT ~\$46.4M Identified if approved	PROGRAM HORIZON 4-5 YEARS District-estimated implementation

CRITICAL QUALIFICATION
The \$158.394M figure is the total capital program - not a technology budget. The approximately \$46.4M in state support is contingent on voter approval and applies to eligible project costs, not a separate technology grant.

Verified technology-dependent themes

- MHS and FMS auditorium renovations explicitly include upgraded sound and lighting.
- Science/STEM laboratory modernization is proposed at multiple schools.
- The MHS media center is proposed as a modern, digital-focused space.
- Classroom additions are proposed at Frelinghuysen and Sussex.
- Electrical upgrades at several schools are explicitly linked to modern educational technology needs.

Project-by-Project Technology Dependency

Project	Verified need	Likely tech dependency	Stage	Window	Confidence
MHS auditorium	Sound + lighting modernization	Audio, lighting, control, presentation, commissioning	4-5	Now-18 mo.	High need / Medium openness
FMS auditorium	Sound + lighting + renovation	Audio, lighting, control	4-5	Now-18 mo.	High / Medium
MHS media center	Digital-focused transformation	Displays, collaboration, computing, makerspace, power	3-5	Now-24 mo.	High / Medium
MHS STEM/science	Lab modernization	Specialized computing, presentation, interfaces	3-5	Now-24 mo.	High / Medium
FMS STEM/science	Renovation + added STEM capacity	Computing, presentation, network	3-5	Now-24 mo.	High / Medium
Alexander Hamilton lab	Science/STEM modernization	Presentation + computing	3-5	6-24 mo.	High / Medium
FMS classrooms	Eight-classroom addition	Endpoints/network likely; exact package unknown	4-5 const.	6-24 mo.	Medium tech
Sussex classrooms	Three-classroom addition	Endpoints/network likely; exact package unknown	4-5 const.	6-24 mo.	Medium tech
Electrical upgrades	Modern-tech load explicitly referenced	Power/charging/AV/ computing foundation	4-5	Immediate	High
Network expansion	New/renovated spaces + active network environment	Likely operational dependency	3-4 inferred	Verify now	Medium

Current Environment: Verified vs Unknown

Category	Status	What is supportable
Chromebooks / 1:1	VERIFIED	Districtwide ChromeCare/1:1 environment exists; refresh date not established.
Google tools	VERIFIED	Google Classroom/Meet and related tools are visible.
Clever	VERIFIED	Used in district learning resources.
Canvas	VERIFIED	6-12 virtual-learning resources reference Canvas.
PowerSchool SIS	VERIFIED	Official district parent/student system.
Lightpath	VERIFIED	FY2026-27 telecommunications award; historical relationship also documented.
Aspire Technology Partners	VERIFIED	FY2026-27 E-rate internal-connections award.
Data Center Warehouse	VERIFIED	FY2026-27 E-rate internal-connections award.
Softnetworks	VERIFIED	Computer-repair contract renewed for 2026-27.
Classroom display OEM	UNKNOWN	No authoritative current districtwide standard established.
Teacher laptop OEM / OS	UNKNOWN	No verified districtwide standard.
Switch/AP/firewall OEM	UNKNOWN	Integrators known; OEM standard not established.
Auditorium AV brands	UNKNOWN	Need is explicit; incumbent manufacturers/integrator not verified.

SALESPERSON RULE
Do not enter the account saying 'we know you use Promethean,' 'your Dell fleet is due,' or 'you need Wi-Fi replacement' unless those claims are independently verified.

Current Awards and Recurring Patterns

Period	Activity	Vendor / status	Sales meaning
2019 context	Broadband/Wi-Fi relationship	Lightpath	Relationship is not new.
2026-27	Telecommunications	Lightpath - awarded via E-rate	Current scope is not greenfield.
2026-27	Internal connections	Aspire Technology Partners - awarded	Current infrastructure position.
2026-27	Internal connections	Data Center Warehouse - awarded	Second current infrastructure position.
2026-27	Computer repairs	Softnetworks - renewed; \$45/hr + 10% materials	Break/fix incumbent, not device exclusivity.
2026-27	Security maintenance	Triad Security Systems - renewed	Relevant to low-voltage/security coordination.
Apr 2026	Student tech fee account	Provident Bank account authorized	Device administration signal, not a purchase by itself.

PROCUREMENT IMPLICATION

Morris uses formal procurement, E-rate and board-approved renewals. A relationship does not bypass procurement. Establish the compliant purchasing path only after the open need is understood.

Funding Intelligence

Funding source	Status	Potential relevance	Interpretation
\$158.394M referendum	PROPOSED	Eligible capital improvements / associated equipment	Largest catalyst; not technology budget.
~\$46.4M state support	CONTINGENT	Eligible referendum project costs	Meaningful local-cost offset; contingent on passage.
FY2026-27 operating budget	APPROVED	Normal operations and recurring technology if budgeted	\$155.652M total budget is not tech spend.
Capital reserve	APPROVED withdrawals	Defined capital projects	Current withdrawal is allocated; not an open tech pool.
Maintenance reserve	APPROVED withdrawals	Qualifying maintenance	Not an open technology pool.
E-rate	ACTIVE	Broadband + eligible internal connections	FY2026-27 vendor awards already made.
Student tech fees	ACTIVE mechanism	Device-related administration depending policy	Does not prove purchasing capacity.
Other grants / leasing	POTENTIAL	Project-specific if available	Verify before forecasting.

IF THE REFERENDUM FAILS
Reset the account thesis. Do not assume the same bond-related scope simply moves into the operating budget. Re-rank projects and preserve separate lifecycle opportunities.

Ranked Opportunity Map

Rank	Opportunity	Timing	Scale	Confidence	Recommended motion
1	MHS + FMS auditorium AV	Now-24 mo.	High	High need / Medium openness	Design-stage coordination; verify spec owner before demo.
2	STEM/science-lab technology	6-24 mo.	Med-High	High	Build requirements around workloads and instructional outcomes.
3	MHS digital media center	6-24 mo.	Med-High	High	Discover collaboration, creation and makerspace workflows.
4	Classroom-addition technology	6-30 mo.	Med-High	Medium	Determine existing district standard and package ownership.
5	Network/Wi-Fi expansion	6-36 mo.	Medium	Medium	Map incremental scope around FY27 E-rate awards.
6	Deployment/integration/training	Post-award	Med-High	Medium	Sell risk reduction and standardized rollout.
7	Interactive classroom displays	6-36 mo.	Medium	Low-Med	Installed-base discovery first; no brand pitch yet.
8	Student/teacher device refresh	Unknown	Potentially High	Low-Med near term	Separate lifecycle discovery; do not tie to bond.

SCORE INTERPRETATION
80 / 100 is a sales-prioritization score, not an 80% probability of winning.

What Appears Open vs. Committed

Scope	Classification	Why
Auditorium AV	POSSIBLY OPEN - PRIORITY VERIFY	Need is explicit; no public award/spec/vendor established.
STEM computing + instructional AV	POSSIBLY OPEN	Modernization explicit; equipment architecture not public.
MHS media-center technology	POSSIBLY OPEN	Digital transformation explicit; vendor decisions not public.
New-classroom presentation tech	POSSIBLY OPEN	Additions confirmed; tech package not public.
Professional services / commissioning	POSSIBLY OPEN	Likely required; may be bundled elsewhere.
Training / adoption	LIKELY OPEN IN PRINCIPLE	Could be district-delivered; procurement still applies.
Future Chromebook lifecycle	UNKNOWN - VERIFY	1:1 exists; refresh year unknown.
Districtwide interactive panels	UNKNOWN - VERIFY	No authoritative replacement program found.
FY27 telecommunications	LIKELY COMMITTED	Lightpath award.
FY27 E-rate internal connections	LIKELY COMMITTED FOR SOLICITED SCOPE	Aspire + DCW awards.
Computer repair	COMMITTED	Softnetworks renewal.
Security maintenance	COMMITTED FOR FY27	Triad renewal.
Architect/consultant tech specs	UNKNOWN - VERIFY IMMEDIATELY	Can determine whether seller is pre-spec or post-spec.

Recommended Sales Motion

BEST POSITIONING

Technology and integration partner that helps the district convert new educational spaces into supportable, standardized, lifecycle-managed environments - without creating conflicts between construction, networking, AV, instructional technology and ongoing district operations.

What not to lead with

- A generic 'we sell interactive panels' pitch.
- A districtwide device-refresh assumption.
- A claim that the full bond is addressable technology spend.
- A network-replacement pitch that ignores current E-rate awards.
- A manufacturer-specific recommendation before installed base and standards are known.

Recommended opening

CONVERSATION OPENER

We saw that the proposed capital program includes auditoriums, STEM/science spaces, a digital-focused media center and new classrooms. Before recommending equipment, we'd want to understand how Morris is dividing those technology requirements among the Technology team, Facilities, design professionals and construction packages - and where standards are still being defined.

High-Value Questions

Technology

- What classroom presentation standard is currently supported across the district, and where does it vary by building?
- Which current systems create the greatest support burden for the technology team?
- What management, cybersecurity and interoperability requirements are non-negotiable for new spaces?

Capital / Design

- Which referendum projects already have technology specifications versus conceptual requirements only?
- Who owns AV, low-voltage and technology design for each building?
- Which technology items are owner-furnished versus contractor-furnished?

Procurement

- What contract vehicles or bid packages are expected for AV, computing and technology services?
- Which current vendor awards overlap with referendum-related infrastructure?
- What design or board milestones will determine when technology choices become locked?

Instructional

- What workloads must STEM labs support that current student devices cannot?
- What should the digital media center enable that the current space cannot?
- What teacher workflows should new classroom and auditorium systems simplify?

Lifecycle / Services

- How will installation, commissioning, training, warranty and support be handled across a multi-year program?
- What device cohorts are next for lifecycle review independent of the referendum?
- Where could a technology partner remove coordination work from district staff?

Ten Things to Know Before the Meeting

1. The referendum vote is September 15, 2026.
2. The \$158.394M figure is total capital work, not technology spend.
3. Approximately \$46.4M of state support is identified if approved.
4. Auditorium sound and lighting are explicitly in scope.
5. STEM/science and a digital-focused media center are explicit needs.
6. Electrical work is linked to modern educational-technology demand.
7. Adrian Cepero leads Technology; Anthony LoFranco leads Business.
8. Lightpath, Aspire and Data Center Warehouse already hold FY27 E-rate awards.
9. The Chromebook environment exists, but the next refresh date is unknown.
10. The largest question is specification ownership and open scope.

Warning signs

- AV/technology is already fully specified and embedded in construction documents.
- A retained consultant or incumbent integrator controls the equipment basis of design.
- The desired scope lacks a legitimate purchasing path.
- The opportunity depends on replacing technology the district is satisfied with and has not budgeted to refresh.
- The sales team is quoting before confirming who owns the decision.

14 / 30 DAYS

Account Plan: Days 1-30

Primary goal	Convert public signal into a validated opportunity hypothesis.
Verify first	Architect/engineer/CM/AV consultant; spec status; owner-furnished vs contractor-furnished scope; current display standard; auditorium basis of design.
Meetings	Technology alignment; Facilities follow-up; Business/procurement after open scope is identified.
Prepare	One-page project map; open-questions matrix; example room/AV standards; lifecycle/TCO framework.
Do not sell yet	Do not force a pilot, quote or BOM until there is a real decision variable to influence.

15 / 60 DAYS

Account Plan: Days 31-60

Trigger	September 15 referendum result.
If approved	Reconfirm phasing, design professionals, spec status, bid-package calendar and technology ownership.
If not approved	Reset scope; do not assume bond-related opportunities move to operating budget.
Deepen discovery	Room standards, network/power dependencies, STEM workloads, media workflows, auditorium performance requirements and service expectations.
Output	Validated account map with open scopes, owners, stage, procurement path and next event.

16 / 90 DAYS

Account Plan: Days 61-90

Goal	Move qualified scope from hypothesis to budgetary architecture.
For AV	Site requirements, system architecture, integration boundaries, commissioning, training and support.
For STEM/media	Workloads, workflows, display/compute/network requirements and phased deployment assumptions.
For new rooms	District standards, network/power coordination, owner-furnished equipment and installation sequencing.
Procurement	Align any BOM or proposal to the actual compliant purchasing path.
Success metric	Named opportunity owner + understood need + realistic window + procurement path + known incumbent/spec status.

OPERATING METRIC
The useful metric is not number of calls. It is the number of public signals converted into validated buying events with a named owner, estimated window and understood procurement path.

Risk Matrix and Research Gaps

Risk	Likelihood	Impact	How to verify	Response
Referendum fails	Meaningful	High	Official result	Reset scope; preserve separate lifecycle opportunities.
AV scope already specified	Med-High	High	Design team / bid docs	Compete on approved equals, services or future phases.
Technology embedded in GC package	Med-High	High	Package ownership	Partner/subcontract or pursue owner-furnished scope.
Incumbent lock-in	Medium	Med-High	Installed base + satisfaction	Find white space; avoid unnecessary rip-and-replace.
FY27 network already committed	High known scope	High	Board E-rate awards	Do not pursue awarded scope; focus incremental expansion.
Timeline slips	Medium	Medium	Board/design updates	Maintain trigger calendar and re-score.

Critical research gaps

Priority	Unknown	Why it matters
CRITICAL	Architect / engineer / CM / AV consultant	Determines where influence resides.
CRITICAL	Technology specifications already drafted?	Determines pre-spec vs post-spec motion.
CRITICAL	Construction vs owner-purchased scope	Determines channel and procurement path.
CRITICAL	Auditorium AV basis of design	Highest-confidence technology opportunity.
HIGH	Current classroom presentation standard	Replication vs competitive opportunity.
HIGH	Switch/AP/firewall OEM + awarded scope	Infrastructure white space.
HIGH	STEM workloads/software	Endpoint architecture.
HIGH	Chromebook fleet age / refresh cycle	Lifecycle timing.

Fact vs. Inference Ledger

Conclusion	Classification	Treatment
Sept. 15, 2026 referendum exists	FACT	Very high confidence - district + county.
Maximum authorization \$158,394,556	FACT	Very high - legal ballot notice.
~\$46.4M state support identified	FACT as district projection/eligibility	High - official district material.
Auditorium sound/lighting upgrades proposed	FACT	High.
STEM/science labs modernized if passed	FACT	High.
MHS media center has digital emphasis	FACT	High.
New classrooms need technology endpoints	INFERENCE	Strong practical inference; exact package unknown.
New spaces may need Wi-Fi/switch expansion	INFERENCE	Strong technical inference; FY27 awarded scope must be separated.
Districtwide interactive panels will be purchased	UNVERIFIED	Do not forecast until standard/scope is confirmed.
Chromebook refresh is imminent	NOT ESTABLISHED	1:1 environment does not prove refresh timing.
Current network work is completely open	FALSE for known FY27 scope	Awards already made.
Auditorium AV is completely unawarded	UNKNOWN	Need verified; spec/package award status not established.
Referendum architect/AV consultant identified	RESEARCH GAP	Do not present a name as verified without authoritative corroboration.

WHY THIS MAKES THE REPORT STRONGER

A credible sales-intelligence product should tell the salesperson what not to assume. Protecting the rep from a bad opening statement is part of the deliverable.

Primary Evidence Log

Morris School District Referendum <https://www.morriisschooldistrict.org/referendum>
Program, timeline and funding messaging.

Proposed Projects <https://www.morriisschooldistrict.org/referendum/proposed-projects>
School-by-school capital scopes.

Referendum FAQ <https://www.morriisschooldistrict.org/referendum/frequently-asked-questions>
Project rationale, timing and space concepts.

Voter Information <https://www.morriisschooldistrict.org/referendum/voter-information>
September 15, 2026 election.

Morris County Legal Notice <https://www.morriscountynj.gov/Home/Tab/Public-Legal-Notices/Public-Legal-Notices/PUBLIC-NOTICE-TO-VOTERS-IN-THE-MORRIS-SCHOOL-DISTRICT-Morris-Township-Town-of-Morristown>
Formal ballot language and exact authorization.

Technology Department <https://www.morriisschooldistrict.org/departments/technology>
Technology leadership and staffing.

Business Department <https://www.morriisschooldistrict.org/departments/business>
Business/facilities organization.

Administrative Directory <https://www.morriisschooldistrict.org/district/administrative-directory>
Current leadership.

Board Agenda Archive <https://www.morriisschooldistrict.org/board-of-education/agenda>
Procurement and board actions.

NCES District Profile https://nces.ed.gov/ccd/districtsearch/district_detail.asp?DistrictID=3410810&ID2=3410810&Search=2&details=
Enrollment and school count.

Quantum Leaps AI Account Action Card

ACCOUNT	Morris School District - Morristown / Morris Township, NJ
OPPORTUNITY SCORE	80 / 100 - prioritization score, not probability of winning
CONFIDENCE	Medium
CURRENT STAGE	Stage 5 overall; auditorium/STEM/media technology approximately Stage 3-5; FY27 E-rate infrastructure Stage 7
WHY NOW	September 15 funding decision plus explicit technology-dependent modernization
TOP OPPORTUNITY	MHS + FMS auditorium AV
SECONDARY	STEM/science; MHS media center; classroom additions; future network extensions; integration/training/lifecycle
BEST FIRST ROLE	Adrian Cepero, Executive Director of Technology
BEST OPENING	Who owns technology/AV specifications for each referendum project, and which decisions remain changeable?
MAJOR COMPETITIVE ISSUE	Known current infrastructure relationships; AV/display incumbency still unknown
BIGGEST UNKNOWN	Which technology packages remain open and influenceable
IMMEDIATE NEXT ACTION	Project-alignment discussion before specifications and procurement harden
NEXT TRIGGERS	September 15 vote; post-vote board activity; design and bid-package releases

OVERALL ACCOUNT JUDGMENT

High-priority, medium-confidence account. The strongest near-term value is design-stage influence and qualification - not immediate transactional quoting.