

Spinutech

RESULTS AT A GLANCE

Estimated 40%
reduction in
overall AI spend

100% usage visibility
with spend tracking
and budget guardrails

One-click access to
OpenAI and other
frontier models

EXECUTIVE SUMMARY

Spinutech, a full-service digital marketing and web development organization, had already made DarcylQ the AI backbone of its 100-plus-person organization. But as AI usage spread from internal teams to client-facing work, model access remained distributed across separate vendor accounts, individual API keys, and multiple billing statements for the AI coding and productivity tools the agency used. Innovative Solutions deployed Managed Routing Service (MRS) powered by DarcylQ, giving Spinutech a single, governed gateway to frontier models, including OpenAI's GPT family, without changing the tools its developers already use. The result: an estimated 40 percent reduction in overall AI spend, complete per-team usage visibility, and one-click access to the best model for every task, all on a single predictable bill.

INDUSTRY:

Digital Marketing / Digital Experience

SERVICES IN SCOPE:

Amazon Bedrock
Amazon API Gateway
AWS Lambda
Amazon DynamoDB
Amazon S3

INNOVATIVE PRODUCTS USED:

DarcylQ
Managed Routing Service (MRS)

COMPANY WEBSITE:

www.spinutech.com

BUSINESS CHALLENGE

Spinutech builds websites, digital marketing programs, and brand experiences for clients across industries, and the agency had committed to AI as a core part of how it works: rolling out DarcylQ company-wide and formalizing a reseller program to bring Darcy to its own clients. As adoption deepened, a new problem emerged: the model layer itself. Developers had settled on the AI coding tools they prefer, while analysts, strategists, and account teams were adopting a growing mix of AI services. Each tool came with its own API keys, its own vendor account, and its own billing relationship, leaving model spend fragmented across the organization.

That fragmentation carried real costs. Model spend was spread across individual subscriptions and API accounts, which made it difficult to consolidate into a single view, attribute usage to specific teams or client engagements, or apply budget controls before spend happened. Accessing premium models like OpenAI's GPT family meant standing up yet another

account, another set of keys to rotate, and another invoice to reconcile. Spinutech's leadership wanted the opposite: enterprise-grade access to the best models on the market, centralized billing, and complete visibility, without forcing anyone to change the tools they had already chosen. They needed a managed approach to model routing, not another dashboard.

"MRS gave us one bill and one dashboard for all of our model usage. Our developers kept the tools they already liked, we gained simple access to OpenAI models, and our overall AI spend came down as a result. That made expanding AI across our client teams an easy conversation."

Will Scholtes

Director of Information Technology and Security

SOLUTION APPROACH

Innovative Solutions engaged Spinutech through its existing DarcylQ relationship and deployed Managed Routing Service (MRS) powered by DarcylQ. MRS sits between Spinutech's teams and the model providers: users authenticate through the Darcy platform's single sign-on hub, receive governed API keys, and route requests to the right model for every task, including OpenAI's GPT models, without ever touching a vendor account or an API key from a model provider. Because MRS is a managed service, Innovative handles model

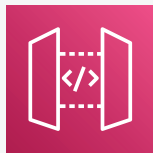
selection, evaluation, and rotation on Spinutech's behalf, so the agency is always on strong-performing models without anyone maintaining a toggle switch.

The technical implementation required no change to Spinutech's development workflow. Engineers pointed their existing tools, including Cursor and Claude Code, at the MRS endpoint, where requests are routed, metered, and logged. The service runs on AWS, with Amazon API Gateway and AWS Lambda handling routing and authentication, Amazon DynamoDB and Amazon S3 storing usage telemetry, and Amazon Bedrock providing access to additional frontier models. Consumption is metered through prepay credits with budget guardrails per team and per client engagement, and usage dashboards in the Darcy platform hub show spend in real time. Spinutech's finance team gets one predictable invoice; developers get the models they want inside the tools they already use.

CONSUMED AWS SERVICES



Amazon Bedrock



Amazon API Gateway



AWS Lambda



Amazon DynamoDB



Amazon S3



AWS IAM

KEY BUSINESS OUTCOMES

1

Cut AI Spend by 40%

Estimated 40% reduction in overall AI spend through consolidated billing, usage governance, and budget controls

2

One-Click Model Access

One-click access to OpenAI and other frontier models with zero API keys or vendor accounts to manage

3

100% Spend Visibility

100% usage visibility with per-team and per-client spend tracking and budget guardrails

4

Zero Workflow Disruption

Zero disruption to developer workflow, keeping existing tools like Cursor and Claude Code in place



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