



CUSTOMER SUCCESS STORY



Industry: Digital Marketing / Agency

AWS Services in Scope: Amazon Bedrock, Amazon EC2, Amazon S3, Amazon RDS, AWS Lambda, Amazon API Gateway, AWS IAM, AWS KMS

Innovative Products Used: DarcyIQ

EXECUTIVE SUMMARY

Spinutech, a full-service digital marketing agency with 100+ employees managing over \$100 million in annual paid media spend, recognized a pivotal opportunity to differentiate its offerings in an increasingly AI-conscious market. A previous do-it-yourself AI initiative had failed to gain adoption, signaling the need for a more strategic platform approach. In April 2026, Spinutech partnered with Innovative Solutions through a Business Outcomes Accelerator program to transform the agency into an AI-native organization powered by DarcyIQ. Over four months, Innovative deployed DarcyIQ across Spinutech's sales, strategy, management, finance, development, and design teams using a train-the-trainer model, compressing workflows that previously took two weeks into two hours. The engagement culminated in the development of a Digital Experience Platform (DXP), a seven-layer intelligence command center powered by DarcyIQ that Spinutech offers to its clients as a productized service, positioning the agency not just as an AI adopter but as an AI reseller.

“Partnering with Innovative Solutions and deploying DarcyIQ across our organization changed the conversation we have with clients. What used to take our team weeks — research, scoping, content migration, reporting — now takes hours. The DXP we built together isn’t just an internal tool; it’s a product we’re now offering to our customers. We went from looking for our next competitive advantage to giving our clients something they can’t live without.”

Kevin Hourigan
President and Co-founder, Spinutech



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BUSINESS CHALLENGE

Spinutech is a 25-year-old full-service digital agency founded in Cedar Falls, Iowa, now operating across 30+ states with 100+ team members. Despite a strong market position and a client retention rate, four times the industry average, Spinutech's leadership saw an opportunity to evolve the agency's service model. A previous attempt to build an AI offering approximately one year earlier had failed to gain adoption — the team tried charging \$100 per month for a basic AI tool, but no clients bought it. The pricing was too low to signal value, and the tool itself was too generic to solve real marketing problems.

The opportunity was amplified by a broader industry shift. Clients were increasingly asking about AI capabilities, and competitors were beginning to position themselves as AI-enabled agencies. Spinutech's leadership recognized that incremental improvements to existing services would not be enough to maintain their competitive edge — they needed a fundamental evolution in how the agency operated and what it offered to clients. The challenge was twofold: internally, they needed to adopt AI across their own workflows to improve efficiency and output quality; externally, they needed a productized AI offering that could be sold to their existing client base. Previous attempts had proven that bolting a chatbot onto existing services was not a viable strategy — they needed a platform approach.

SOLUTION APPROACH

Innovative Solutions engaged Spinutech through the AWS Business Outcomes Accelerator program, a three-phase partnership framework that includes a feasibility study, joint business planning, and go-to-market execution. The engagement began in April 2026 with a formal kickoff at Innovative's Rochester headquarters, where teams from both organizations aligned on use cases, success metrics, and a train-the-trainer adoption model. Innovative deployed DarcylQ as Spinutech's dedicated AI platform tenant, providing 10 internal licenses for the agency's own business operations and configuring the platform with Spinutech's brand guidelines, knowledge bases, and project workflows. The rollout followed a deliberate, phased approach: e-learning onboarding, instructor-led training for 25+ team members covering Chat, Meetings with Call Coach, lists with AI-enriched lead generation, Projects, and Scoping & Estimates, followed by department-by-department office hours for sales, strategy, management, finance, development, and design teams. Internal champions were identified within each department to cascade knowledge and drive adoption from within.

The technical implementation centered on DarcylQ's multi-LLM architecture hosted on Amazon Bedrock, which dynamically selects from dozens of language models based on an evaluation system of approximately 500 use cases. Innovative configured Darcy's MCP Studio to connect Spinutech's existing tools — including Google Workspace, HubSpot, Kantata, NetSuite, and Slack — creating a unified AI platform that draws context from across the agency's technology stack. The team built custom Blueprints for document automation including kickoff documents, creative briefs, billing adjustments, and change orders. The engagement culminated in the development of a seven-layer Digital Experience Platform (DXP) that combines brand intelligence, web performance monitoring, competitive intelligence, content management, client reporting, integrations, and communication into a single productized offering. Spinutech now resells this DXP to its clients through a managed reseller portal with sub-tenant management, transforming the agency from a services business into a platform-enabled reseller.

AWS SERVICES IN SCOPE

- ⇒ Amazon Bedrock Mantle
- ⇒ Amazon ECS
- ⇒ Amazon S3
- ⇒ Amazon RDS
- ⇒ AWS Lambda
- ⇒ Amazon API Gateway
- ⇒ AWS IAM
- ⇒ AWS KMS

KEY BUSINESS OUTCOMES

- ⇒ Compressed multi-step workflows from 2 weeks to 2 hours across sales, scoping, and proposal generation
- ⇒ Trained 25+ employees across 6 departments (sales, strategy, management, finance, development, design) in 60 days using a train-the-trainer model
- ⇒ Designed a 7-layer Digital Experience Platform (DXP) as a productized offering for existing and new clients

MORE ABOUT INNOVATIVE SOLUTIONS

Innovative Solutions is the fastest-growing AWS Premier Tier Services Partner in North America that delivers AI and data services to growing businesses. With more than three decades of experience and a 99.7% customer retention rate, Innovative Solutions has deep expertise in Generative AI, Machine Learning, Data and Analytics, Cloud Modernization, Cloud Migrations, and Managed Cloud Services. As a Premier Tier AWS Partner with Generative AI competency, Innovative Solutions is at the forefront of helping businesses leverage the power of the cloud and AI to drive growth and innovation.

The company is headquartered in Rochester, New York and has an office in Boca Raton, Florida. For more information about Innovative Solutions, visit www.innovativesol.com.