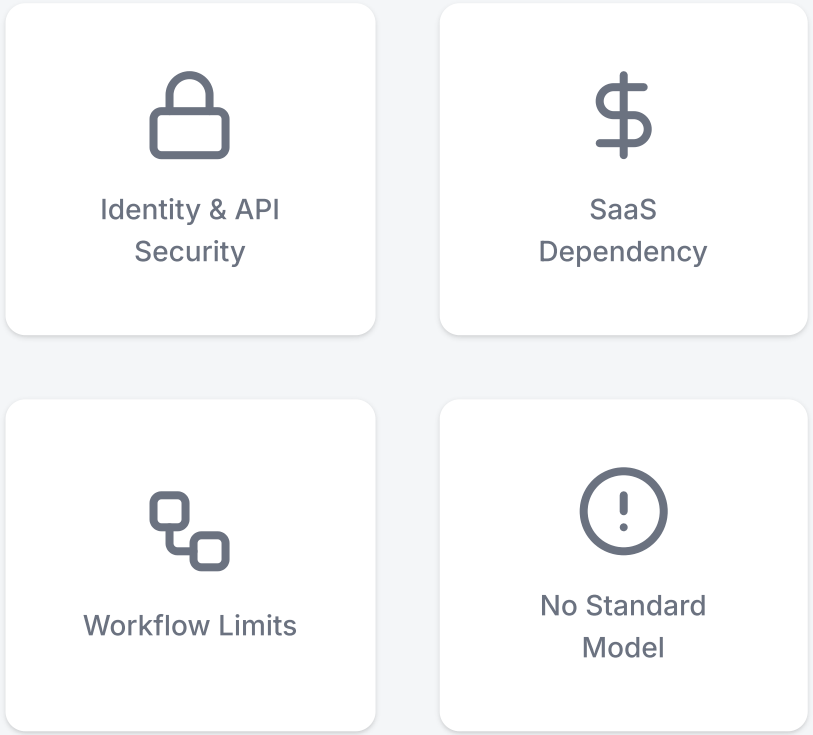
The WP Suite Agency Infrastructure Blueprint

Build cloud-native WordPress projects in your client's AWS account.

Identity, AI, protected APIs, workflows, and repeatable deployment — without shared SaaS lock-in.

Most WordPress projects were not designed for modern application architecture.

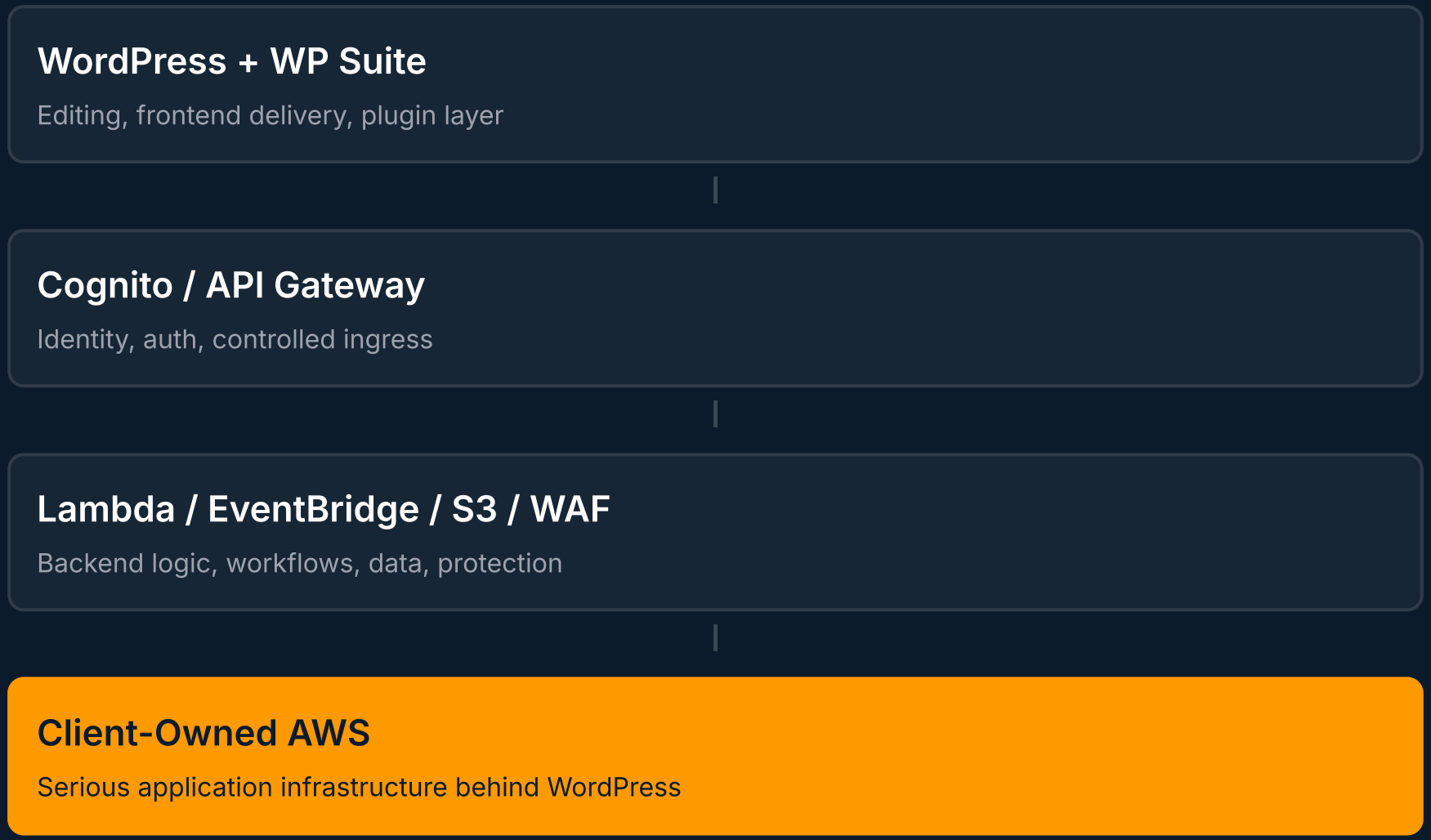
- Authentication and API security often remain fragile
- AI features are frequently added through external SaaS dependencies
- Form and workflow logic stays trapped in WordPress/PHP
- Agencies struggle to standardize serious backend architecture across clients
- Clients rarely own the infrastructure behind advanced features



WordPress is a great CMS. It should not have to be the full application runtime.

Move the application layer into AWS. Keep WordPress as the CMS.

WP Suite helps agencies keep the WordPress editing experience while deploying identity, AI, APIs, workflows, and security into the client's own AWS account.



One platform. Multiple layers.

AI is one pillar — not the whole story.

Identity
Gatey, Cognito, SSO, MFA, IAM/JWT API access

AI
AI-Kit, on-device AI, AWS backend fallback, knowledge base search

Backend
API Gateway, Lambda, WAF, deployable SAR templates

Workflows
Forms, submissions, EventBridge, downstream automation

WordPress as CMS
Editing, content management, familiar agency workflow

WordPress remains the CMS. AWS becomes the application layer.

WP Suite bridges familiar WordPress editing workflows with a cloud-based backend that is secure, scalable, serverless, and compatible with static or headless delivery models.

WordPress layer

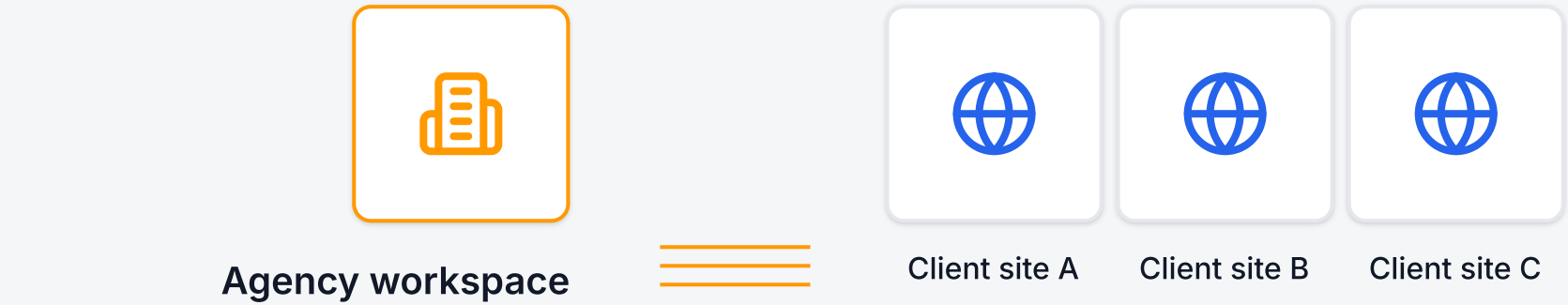
- Content editing, admin workflows, and user-friendly CMS tooling
- Frontend rendering for classic WordPress sites
- Familiar agency delivery model and handover process
- Ideal for content, structure, forms, and site operations
- Can also remain the editorial backend for static or headless frontends

AWS layer

- Serverless APIs with low base cost and pay-as-you-grow usage
- Secure, isolated client environments with enterprise-ready services
- Scalable backend capabilities without managing long-running servers
- Authentication, storage, automation, and protected application endpoints
- Strong fit for static or headless frontends that still need a robust backend

One agency operating model. Many client deployments.

This is not just a licensing model. It is a repeatable delivery model for agencies.



Each client site can connect to the agency workspace while keeping per-site configuration, delegation, and its own deployable infrastructure path.

Shared SaaS vs client-owned AWS

You are not selling access to a black box. You are deploying infrastructure the client can own.

Shared SaaS

- Shared runtime
- Shared dependency surface
- Less control over isolation
- Vendor lock-in risk
- Harder enterprise positioning

Per-client AWS

- Dedicated AWS account per client
- Better isolation and governance
- Client-owned infrastructure
- Easier compliance story
- Clearer long-term architecture

The baseline infrastructure cost is usually low and easy to explain.

Illustrative monthly cost structure for a client-owned serverless backend

Component	Monthly impact
Base serverless infrastructure	~$9
Protected API traffic	Low at smaller volumes
Authentication, storage, and automation	Usually modest
Traffic-driven growth	Rises with usage
AI-Kit backend with Bedrock (optional)	Additional usage-based cost

For many projects, the infrastructure and serverless API layer starts at a very manageable cost level. As traffic grows, usage costs grow too — but typically alongside the client's business results, not ahead of them.

If the client also uses the AI-Kit backend, Amazon Bedrock adds a separate usage-based line item. Even then, it can remain significantly more cost-efficient than comparable OpenAI-based production setups, while fitting into the same client-owned AWS environment.

AWS becomes the application layer behind WordPress.

WP Suite can help agencies adopt AWS without hiring a full cloud team first.

Identity and API auth

Cognito

Sign-in, SSO, MFA, and token-based access behind WordPress experiences.

Controlled ingress

API Gateway

Protected endpoints for frontend features, admin tools, and integrations.

Backend logic

Lambda

Event handlers, APIs, document processing, AI actions, and workflow steps.

AI workloads

Bedrock

Model access for fallback, production AI features, and knowledge-driven experiences.

Workflow routing

EventBridge

Submission-driven and event-driven automation across services.

Data and protection

S3 + WAF

Knowledge assets, exports, static delivery support, and edge protection.

Start with one project. Expand into a standard offer.

Agencies do not just sell websites anymore. They can sell cloud-connected WordPress applications.

STEP 1

Start with Gatey or AI-Kit

STEP 2

Use the blueprint to align architecture

STEP 3

Deploy with the wizard

STEP 4

Expand into protected APIs, workflows, and managed infrastructure

Why this matters: the deployment wizard, onboarding support, and repeatable template approach lower the AWS barrier — so agencies can begin with one use case and grow into a broader platform offer.

Multiple revenue streams from one repeatable architecture

The technical model creates a service model agencies can actually scale.

Initial setup

$2,500-5,000

Infrastructure deployment and architecture setup

Monthly management

$500-1,500

Monitoring, maintenance, and updates

Feature development

$150-300/hr

Custom cloud-connected WordPress features

Recurring revenue

30-50%

Margin on managed AWS and ongoing platform work

Enterprise positioning

“We deploy the backend into your AWS account.”

That single sentence positions the agency above shared-SaaS competitors.

You are not offering temporary access to a hosted feature. You are deploying identity, AI, APIs, and workflows into infrastructure the client can govern.

That is what more security-conscious and enterprise-minded buyers want to hear.

Shared runtime or client-owned infrastructure?

Choose infrastructure. Keep WordPress.

WP Suite is not just a plugin stack.

It is an AWS-native application platform for WordPress agencies.

Client-owned cloud infrastructure. No shared runtime dependency. Transparent costs. Repeatable deployment model.

Use the blueprint to scope the architecture, then launch the backend with the WP Suite deployment wizard.