

How TWE Used Agentic AI to Bring Website Management In-House

Reducing costs · Improving operations · Moving faster

Case Study 1 · TWE Solutions · Solutions Made Simple

Cost

Outsourced expenses

Faster

Content updates

More

Leads & traffic

Overview

At TWE Solutions, we do not just talk about the power of AI. We use it inside our own business to reduce costs, improve operations, and move faster.

One example is our website management. Like many companies, we previously relied on outsourced resources to maintain and update our website. That created unnecessary cost, delays, and dependency on outside experts for routine changes.

TWE decided to implement an Agentic AI-driven approach to website management.

The Challenge

Our website needed to be easier to manage, less expensive to maintain, and more responsive to our business needs.

Before implementing Agentic AI, even simple updates required outside support. This slowed down our ability to add new content, adjust messaging, and keep the website aligned with current campaigns, services, and market opportunities.

For a company focused on helping clients modernize IT operations, we saw an opportunity to apply the same AI-driven thinking to our own business.

The Solution

Using Agentic AI, TWE brought website management in-house, dramatically reducing maintenance costs while improving our ability to publish content quickly and consistently.

Instead of depending on outsourced website resources, we built a process that allows our internal team to add, update, and manage website content with minimal technical effort. AI helps streamline content creation, page updates, troubleshooting, and ongoing site management.

This allows us to move quickly without needing a website expert for every change.

Why It Matters for Our Clients

This is exactly the type of outcome TWE helps clients achieve with AI.

We look for practical, high-impact opportunities where AI can reduce dependency on outside vendors, lower operating costs, improve speed, and give internal teams more control.

For website management, Agentic AI turned a recurring outsourced expense into an efficient internal capability. The same approach can be applied across many business functions, including IT operations, documentation, reporting, customer support, marketing workflows, and internal process automation.

The Results

By bringing website management in-house with Agentic AI, TWE achieved:

Reduced outsourced costs

Website management costs

Minimal ongoing expense

Maintenance expense

Fewer website issues

Errors and downtime reduced

Faster content updates

Published in hours, not days

More control

Your own messaging is critical

Seamless content additions

No specialized web expertise required

More dynamic website

Evolves with the business

Increased website traffic

More visitors

More form-fill leads

From prospective customers

The TWE Advantage

TWE helps organizations identify where AI can make a measurable difference, then implements practical solutions that improve day-to-day operations.

Our own website transformation is proof that AI does not have to be theoretical. When applied correctly, it can reduce costs, increase agility, and create immediate business value.

TWE Solutions helps businesses use AI to work smarter, move faster, and operate more efficiently.