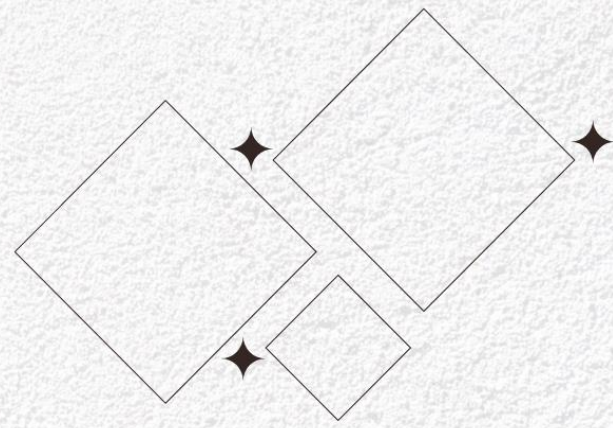


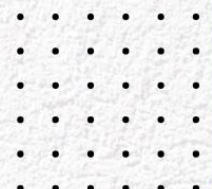
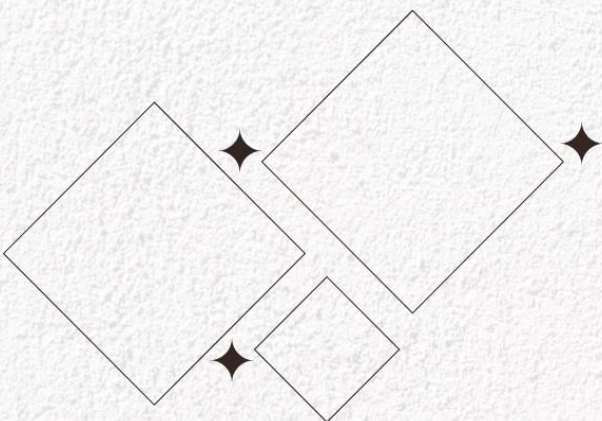


**HYPERMODERN
SYSTEMS**



Case Study

**The Cognito Signal - How One Stack
Fingerprint Triggered a Multi-Year
AI Deal**



Company: Mid-market U.S. MSP (AWS specialist)

Target: B2B SaaS (200+ headcount, predictive analytics, AWS-native)

THE PROBLEM: STUCK IN LOW-MARGIN HELL

A mid-market MSP known for managing AWS infrastructure was trapped.

They had clients. They had revenue.

But everything was commoditized - low-margin server babysitting with constant pricing pressure.

The founder knew where the money really was:

- MLOps
- AI infrastructure
- Data pipeline orchestration

The problem?

Nobody was out there raising their hand asking for that shit.

THE INSIGHT: ONE SIGNAL. ONE INTENT. TOTAL LEVERAGE.

Instead of blasting cold emails or playing SEO games, the team started hunting for buying signals—real technical footprints that exposed who was building real tech, right now.

The target?

Amazon Cognito.

Why?

Because Cognito isn't for static sites or brochureware.

It's the secure front door for custom applications.

And custom apps → need auth → need data → need AI.

So they set a trap:

- Tech alert for Cognito deployments
- Mid-size B2B SaaS
- U.S. only
- Real-time notifications

THE SIGNAL: A PORTAL APPEARS

Weeks later, the alert fired.

A ~200-person SaaS company spun up a new subdomain: app.[redacted].com

Fingerprint: Amazon Cognito detected.

THE HOMEPAGE?

Talking about “predictive analytics for e-commerce.”

Which means:

- New product
- AI-powered
- On AWS
- Scaling soon

This wasn't a guess.

It was a diagnosis.

THE OUTREACH: ZERO FLUFF, 100% RELEVANCE

The email didn't say “Want AWS help?”

It said:

Subject: Saw the New Launch (and Cognito Under the Hood)

Hi [VP],

Saw the new application portal drop. Congrats!

We work with companies building predictive analytics platforms on AWS. Once the modeling is done, scaling infrastructure usually becomes the next problem: SageMaker, pipelines, MLOps, etc.

With user authentication expertly handled by Amazon Cognito, our core value is in managing the complex backend, i.e., automating the data pipelines and MLOps for your AI models, so your engineers can focus on building features, not wrestling with infrastructure.

Worth a quick chat next week?

– [Founder]

It hit so hard that the VP of Engineering replied in under an hour:

“You just described our exact problem. When can we talk?”

THE OUTCOME: HIGH-MARGIN, HIGH-VALUE, FAST-CLOSE

- Closed in 2 weeks
- 3x average client value
- Multi-year AI infrastructure deal
- Product launched a quarter early
- MSP repositioned as AI-first GTM partner

All triggered by a single, precise technical signal.

TAKEAWAY:

You don't need 10 SDRs and 5,000 cold emails.

You need 1 signal that proves buying intent before anyone else sees it.

This is what “signal-first GTM” actually looks like.

Real tech. Real timing. Real results.

Want us to build your GTM engine? <https://hypermodernsystems.com/contact-us/>