Insight AI: Closing the Gap Between Experimentation and Impact

Turn AI Ambition into Measurable ROI and Accelerate Time-to-Value

Insight AI helps enterprises close the gap between AI experimentation and measurable business impact. Drawing on Insight Enterprises' own multi-year transformation into an AI-powered organisation, Insight AI provides a disciplined, end-to-end framework to move beyond ideas to confident and rapid implementation.

We translate our lessons learned into a methodology that helps organisations build pragmatic roadmaps, accelerate time-to-value, and achieve a clear return on their AI investments.

> "AI is no longer just a competitive advantage—it's becoming a competitive necessity". "The organisations that win will be those that can connect vision to value quickly and responsibly. Insight AI helps them do exactly that."
>
> **Adrian Gregory, President Insight EMEA.**

Business Challenge

Many AI projects fail to make a measurable difference to the bottom line because they lack a strong connection to business value. For IT professionals, this often translates into several persistent roadblocks:

- **Project Stall/Execution Gap:** Seven out of ten organisations in EMEA, for example, remain stalled in pilot or experimental phases, struggling to convert potential into competitive advantage. In general, 95% of AI projects fail to make a measurable difference.

- **"Discovery Fatigue" and Investment Uncertainty:** Getting lost in a backlog of potential ideas or struggling to secure stakeholder alignment due to the high risk and uncertainty of new investments.

- **Lack of Measurable ROI:** Most companies fail to track clear business results for their AI investments, which makes it nearly impossible to prove and successfully scale the value of their initiatives.

- **The Technology-Business Divide:** The goal of tangible business results often gets derailed by a disconnect between technology choices and organisational goals, leading to costly rework and unforeseen implementation expenses..

- **Change Management as an Afterthought:** Winning with AI is about fundamentally changing how people work, but without a clear plan, the rollout can cause a temporary dip in productivity.

Benefits of Our Solutions

Rapid ROI Validation	Technical Expertise to Accelerate TIme-to-Value	Fast Track Your AI Success	People-First Adoption	Scalable Foundation
Achieve a **working Proof-of-Concept in only 5 business days** through our Rapid AI methodology, removing investment uncertainty and securing stakeholder buy-in quickly.	Turn AI ambition into measurable business value through disciplined frameworks and a pragmatic roadmap, directly tackling the failure rate of AI projects.	Projects led by a specialised partner are **twice as likely to succeed** as those built entirely in-house.	Ensure the new tools are successfully adopted and deliver value by treating **change management as a Day 1 priority.**	Implement a flexible model architecture, solid data foundation, and secure infrastructure, avoiding costly rework and building for speed and reusability.

Our Solutions: A Disciplined, Phased Journey

Insight AI codifies our own transformation experience into a disciplined, pragmatic approach that demystifies AI and builds a clear roadmap from ideation to ROI. Our solution is structured around three key phases—Exploration, Validation and Scale—ensuring alignment across your Business Goals, Technology, and People.

This accelerated process is part of our phased journey to real results, which includes:

Early Exploration

Goal: Build Confidence. Workshops uncover high-impact AI use cases and align data strategy with business goals.

Defined Objectives

Goal: Validate ROI. Targeted services like health checks and rapid prototyping to validate ideas, build strong business cases, and define the path to implementation.

Execution

Goal: Deliver Measurable Impact. We use extended teams with deep expertise spanning the entire ecosystem (from infrastructure to applications) to drive full-scale projects, ensuring operational efficiency, increased revenue, and successful long-term adoption.

Why Insight for AI?

Insight is a Solutions Integrator with global scale that delivers results, not hype.

- **We've Lived the Journey:** We guide our clients through AI transformation because we've done it ourselves. Over 93% of our own employees use Generative AI daily, saving an estimated 8,500 hours per week.

- **Deep Expertise Across the Full Stack:** We are a building and integrating partner, not just a reseller. We have deep expertise spanning the entire ecosystem, from infrastructure to applications. Recognised by Gartner as an "Emerging Visionary"

- **Proven Business Impact:** Rapid AI drives measurable outcomes at the heart of Insight AI.

Maximise AI Value. Empower Your People.

Contact us today to learn more about how our Insight AI can make your transformation a success.