Insight puts client outcomes first with analytics and AI solutions on Microsoft Azure

Insight provides cutting-edge technology solutions to organizations of all sizes and, with deep expertise and end-to-end capabilities, helps businesses run smarter. In the top 1% of all Microsoft partners globally, Insight has earned 18 Microsoft competencies reflecting its best-in-class capabilities, top-notch expertise, and commitment to excellence.

Through strategic acquisitions, Insight has expanded its resources and capabilities to support clients' digital transformation initiatives. The company has itself transformed in the last five years, moving from a legacy channel partner to aligning with clients' larger outcomes by leading with innovative solutions.

Today, the company is uniquely positioned and can practically do it all—build cohesive solutions that pull together everything a client needs to rapidly realize value for their technology investment and grow their business. A case in point: with the goal of making digital transformation accessible to more clients, Insight has invested in creating a reusable framework for quickly deploying analytics and AI-enabled IoT solutions. The Connected Platform integrates cloud and edge technology across Insight's broad partner network. It can be deployed quickly and securely to leverage Insight's cloud-managed services for ongoing support.

During the COVID-19 public health crisis, Insight is using its Connected Platform to deploy intelligent Detection and Prevention solutions for guarding against the virus and back-to-work initiatives.

An early leader in analytics and AI

Insight has a strong heritage of innovation and achievement in the field of data and has evolved its offerings from early support for SQL databases to SQL-as-a-service in the cloud, and now to analytics and AI. As the 2018 Microsoft Worldwide AI Partner of the Year, Insight is firmly established as a leader in the field with an extensive analytics and AI portfolio.

Businesses want to leverage the power of the cloud, but its complexity can be challenging

The business benefits of the cloud, advanced analytics, and AI are clear, but many organizations don’t know how to deploy them in their own environment.

Finding a partner in Insight

Insight’s deep expertise with Microsoft Azure enables them to help customers unlock new, powerful capabilities and insights in their own businesses.

Accelerated growth for customers

Insight has helped businesses in diverse industries accelerate their digital transformations with Microsoft Azure, reaching new customers and bolstering growth.
Together, Microsoft and Insight bring differentiated technology and delivery capabilities to empower customers with future-ready solutions, powered by analytics and AI. With our deeper cloud, data, and AI partnership with Insight, we help customers realize superior outcomes with a faster path to success.”

—Simran Sachar, Analytics & AI Director, Microsoft
Insight believes that building modern solutions leveraging the Microsoft analytics and AI stack is solidly in the best interest of its clients. The company frequently collaborates closely with the Microsoft field to focus on client outcomes in envisioning sessions to determine how to achieve the client's business goals.

A client, for example, may be seeking to improve customer satisfaction or loyalty, or to deploy a new enterprise solution to support a remote workforce—particularly relevant in response to the COVID-19 pandemic. Insight drives both the strategic and technology direction of these cloud-native solutions as well as execution and managed services.

"Together, Microsoft and Insight bring differentiated technology and delivery capabilities to empower customers with future-ready solutions, powered by analytics and AI," said Simran Sachar, Analytics & AI Director, Microsoft. "With our deeper cloud, data, and AI partnership with Insight, we help customers realize superior outcomes with a faster path to success."

**Simplifying the path to success**

Insight is finding that, increasingly, organizations are recognizing how challenging data projects can be. The firm is working to simplify the path to success for its clients. A large piece of this is a discovery process centered on understanding what the client needs to succeed and build a better business.

"Many technologies right now are being pointed at simplifying the technological profile," said Ken Seier, Chief Architect for Data and AI at Insight. "When we look at the major cloud vendors—and in the enterprise space, Microsoft is the only option for us—we see combinations of big data tools, relational tools, and AI tools being brought together under a single header to allow a single set of developers, or a single set of super users, to really get access to data at scale, the computational power required to analyze it, and then to present it back to a user: the full lifecycle."

Seier went on to explain, "We see that everywhere in the business—this simplification, or rationalization, of what used to be a complex ecosystem down to a very small set of tools. Companies that rely on these tools are going to find themselves in the pole position as they begin their digital journeys with these technologies."

Insight is building end-to-end solutions on the Microsoft Azure stack combining big data, relational, and AI tools to allow developers and clients to get access to data at scale with the computational power required to analyze the data and then deliver it to the end-user. Cloud technologies are maturing, and more organizations are interested in applying analytics and AI to solve their business problems. There is also, however, a growing expectation of higher quality and lower risk.

Insight will continue to invest in industry-specific solutions, harnessing the best practices and IP the firm has developed on Microsoft Azure in both the production environment and for reactive managed services. "Insight’s evolving investment in Microsoft analytics and AI will allow the firm to impact more organizations by making these advanced technologies scalable, repeatable, and supportable—Insight’s top priority to meet its clients' business needs."