



# Unlock Innovation with Insight Illuminate

Empowering your business transformation through accelerated innovation.

## Business challenge

In today's dynamic global economy, enterprises grapple with the dual challenge of remaining competitive and delivering value, while embracing sustainability and leveraging modern technology.

Insight's approach provides an effective and measurable path to innovation, delivering fresh business solutions that create value across the organisation.

## Why Insight Illuminate

Insight Illuminate is a collaborative and flexible approach that involves a cross-functional team of experts from your organisation and Insight, working together to design and execute a complete delivery solution cycle. The process starts with identifying and prioritising innovation opportunities based on their strategic business value, and then moves to rapidly developing, testing, and delivering proof-of-concept and minimum viable product solutions.

We meticulously design solutions that blend business acumen with technological prowess. Our approach considers feasibility, practicality, efficiency, and scalability. We take immense pride in expediting the realisation of tangible business value.

To guide our customers in defining and achieving that value, we seamlessly integrate design thinking with a deep understanding of emerging technologies. Our agile expertise and organisational change acumen ensure that IT investments yield substantial, real-world business outcomes including:

1. Continued innovation
2. New revenue channels
3. Productivity & efficiency boosts
4. Cost optimisation
5. Risk reduction

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## How Insight Illuminate drives organisational transformation through 4 stages:

1

### INVESTIGATE (Discovery):

Insight Illuminate team, in collaboration with the client, will identify and prioritise innovation opportunities into a pipeline, based on their strategic business value. Insight analyses the client's critical areas and identifies which activity or processes need to be innovated. A business architect and a designer from Insight will spend weeks to work with the client to identify opportunities and challenges and provide recommendations for action.

2

### INITIATE (Proof of Concept):

We have many Subject Matter Experts in various technology domains. Once we identify key stakeholders for the identified concept (innovation opportunity) and define success criteria, these experts will help to rapidly develop, test, and deliver the Proof-of-Concept to validate the estimated business value.

3

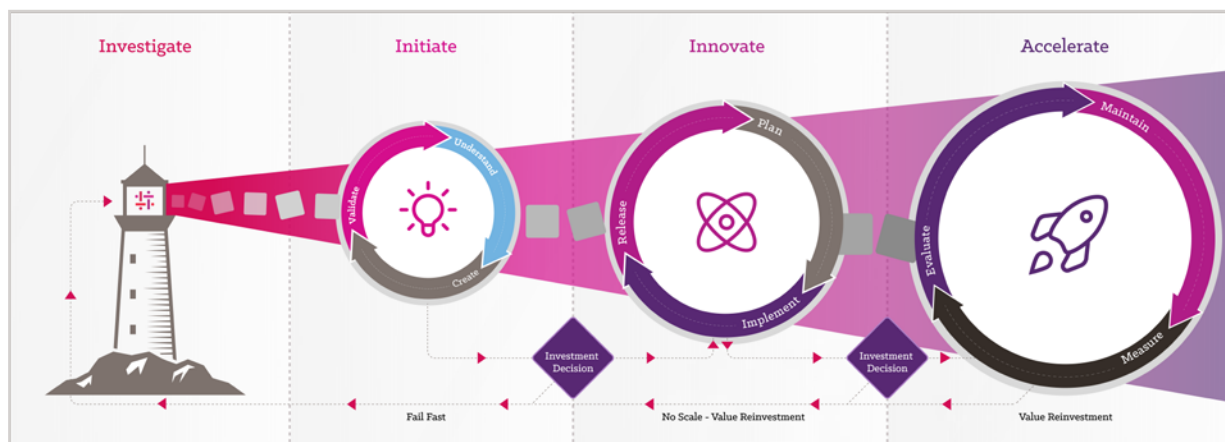
### INNOVATE (Minimal Viable Product):

Once a Proof-Of-Concept has been approved, we move to building a complete Agile squad to deliver the Minimal Viable Product, serving the simplest form of the product/solution to ensure a low-risk deployment with maximum return on value, before scaling the solution out.

4

### ACCELERATE (Scale):

The last stage is to accelerate, where we reinvest a portion of the value realised to fund another squad which will initiate the next identified innovation opportunity. Based on the success of the existing Minimal Viable Product, it can be scaled to a Most Lovable Product, whereby you deliver the minimum to earn the satisfaction and loyalty of the solution by your customer / employees.



## About Insight

Insight Enterprises, Inc. is a Fortune 500 solutions integrator with more than 11,500 teammates worldwide helping organisations accelerate their digital journey to modernise their business and maximise the value of technology. We enable secure, end-to-end transformation and meet the needs of our clients through a comprehensive portfolio of solutions, far-reaching partnerships and 33+ years of broad IT expertise. Rated as a Forbes World's Best Employer and certified as a Great Place to Work, we amplify our solutions and services with global scale, local expertise and a world-class e-commerce experience, realising the digital ambitions of our clients at every opportunity.

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