



Insight Vision and Digital Direction

Balancing desirability, viability, and feasibility for strategic success through vision and digital direction

Business challenge

While all businesses desire to use technology to streamline their operations and enable their strategic objectives, many fall short due to the absence of a clear vision or strategy. Instead, they gradually build a large technology portfolio in response to specific needs, without a clear roadmap or target state. The pace of technological advancements, such as changes in AI, cyber security, data governance, and work arrangements, are proving to be a prominent challenge. Technology landscapes are becoming increasingly complex.

Insight can address this challenge through a Vision & Digital Direction, where we establish a single underlying vision which aligns teams and their digital initiatives to the organisational strategy, crafting a clear direction and actionable roadmap to achieve meaningful results.

Why

Our approach to solutions allows for a greater alignment between technology, business, and end-users to ensure successful execution. We place the customer and the services they receive at the centre of every enterprise level programme, leveraging a design thinking methodology to help with deliverables, that are ultimately more useful to users. We are also deeply embedded within the technology space, which means that for any engagement with a technology focus, we have the expertise and knowledge to take advantage of the solution efficiencies and to avoid unnecessary complexities.

Due to the increasing pace of economic and market change, coupled with rapid advancements in technology across all domains, organisations do not have the capacity to strategically plan their ICT portfolio. They are in a constant state or reacting to change, rather than being able to plan for it. As a result, the technology landscape becomes increasingly complicated, and return on investments more diluted.

Insight's Vision and Digital Direction offering is a short-term, rapid iteration engagement that aims to address this challenge. At the conclusion of the engagement, Insight will present a unifying digital vision for your organisation, as well as a clear roadmap of initiatives that address your actual challenges and enable your strategic objectives.

What we do

We help you align your technology, business, and end users with a Vision and Digital Direction, so you can make smart technology choices, invest in the right products, solve the most important business problems, and build a robust and well-designed technology ecosystem. We combine Insight's technology strategists, business analysts, and user experience designers to work with your business, to find out how technology solutions can support your strategic goals, identify your current challenges and pain points, and propose targeted solutions to achieve your goals and overcome your challenges.

We take a collaborative, design led approach to elicit the vision and inform the direction.

How we deliver

- Journey Mapping
- Service Blueprinting
- Ideation
- Solution Design
- Technology Assessment
- Roadmap Creation
- Change & Adoption Assessment
- Business Process Engineering
- Enterprise Design and Solution Architecture
- Project Management

Our 5-step approach:

Align: We undertake a vision alignment session with the project sponsor and key stakeholders to develop a clear understanding of the initial business goals and intent. The Vision and Digital Direction engagement can either be all encompassing (looking at everything digital), or more directed (investigating a particular digital area, solution or function).

Envision: We collaborate to envision the ideal state of the organisations Digital ecosystem. This involves coming up with a unifying vision statement, and specific goals and objectives that would support that vision statement.

Identify: Background materials are reviewed, such as existing strategies, operational plans, architectural models, and ICT roadmaps. We evaluate existing systems, identify gaps, and assess potential risks and opportunities.

We then facilitate collaborative workshops to identify all of the challenges and pain points currently faced by your organisation, either within a defined scope (such as challenges related to technology), or more broadly (challenges faced by the business, regardless of technology). Once identified, we will group this information into common themes and findings, and then assess each to highlight the most valuable areas to target in the next phases.

Design: Based on the results of the assessment, our team begins to determine the right solutions to support the vision, and address the issues highlighted in the Identify step. This may involve creating a detailed model of the digital landscape that incorporates all the necessary and viable elements, including governance, organisation structure, tools, capabilities, etc.

Roadmap: The final step is creating a roadmap that acts as a guide to achieve the envisioned future state. The roadmap outlines the necessary steps and actions to move from the current technology state to the envisioned state. It includes a timeline, milestones, and resource allocation to ensure successful implementation and adoption of the proposed solution.

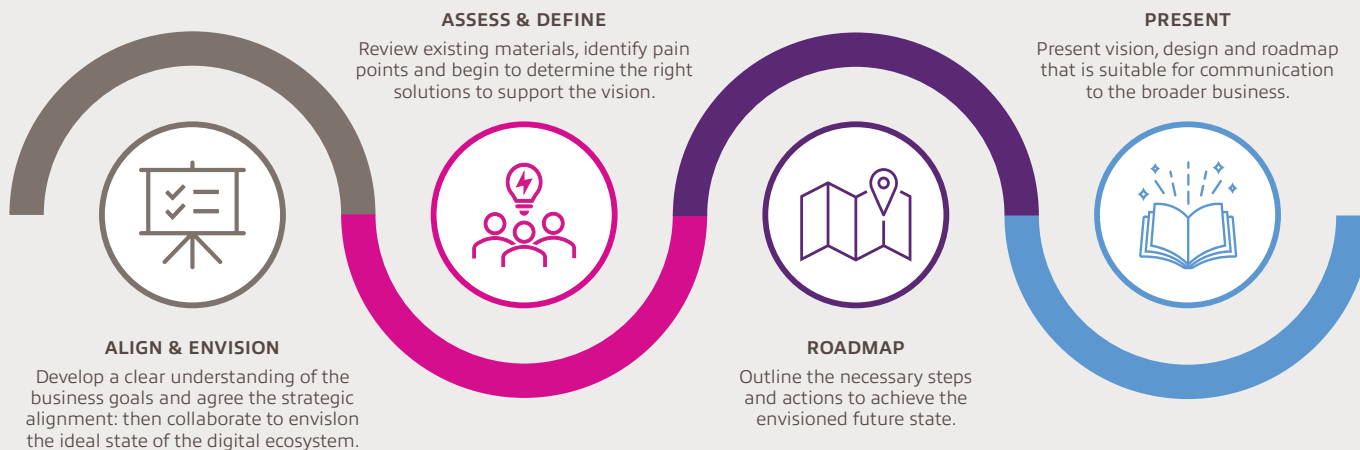
Here are some of the outcomes

The outcomes of our Vision and Digital Direction approach are tailored to each client's unique requirements, objectives, and the current state of their operations. However, broadly speaking, here are some of the client outcomes that we aim to achieve:

- Improved or developed digital strategy and technology alignment with business strategy and objectives
- Improved technological ability to rapidly meet business challenges and opportunities
- Optimise IT operational costs
- Leverage dormant capabilities in existing investment
- Greater use of data assets
- Increased ROI for systems and assets
- Improved process efficiency
- Improved employee satisfaction
- **Deliverables:** Vision Canvas, Current State Assessment, Digital Vision, Future State Roadmap, Summary/ playback report of vision findings and recommendations.

Duration: 6-8 weeks

Our Approach



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.