



**GAIN A TRUSTED ADVISOR. GAIN INSIGHT.**

**Insight**<sup>®</sup>



## Introduction

Insight is one of the world's leading single source providers of IT products and services. From competitively priced computers, hardware and software to services ranging from basic configuration to advanced design implementation and financing, we solve the IT needs of businesses and organisations of all sizes.

- ← Offices in 24 countries
- ← Trading in 170 countries
- ← Trading in 13 currencies
- ← Communications in 17 languages

Insight is a global organisation, producing a combined annual revenue of \$4.8 billion in 2007. Through a combination of organic and inorganic growth, Insight has built broad and deep skills across every aspect of technology solutions. Our hardware, software, services and global reach makes Insight a truly valuable partner to our clients.

### Insight UK

- ← Offices in London, Manchester & Sheffield
- ← Custom-built Distribution and Configuration Centre centrally located in the UK
- ← 26 distribution points across the UK
- ← 80,000 brand name product lines e-enabled
- ← Established vendor alliances
- ← Specialist Software, Services and Leasing divisions
- ← Over 700 employees

Insight's vision is 'To be the Trusted Advisor to our clients, helping them enhance their business performance through innovative technology solutions.' This is underpinned by our core company values:

- ← We exist to serve our clients
- ← We respect and take care of each other
- ← We act with integrity in all we do

## Vendor Accreditations

Insight holds in excess of 400 vendor accreditations globally from niche product manufacturers through to strong tier one vendor alliances.

Insight's Marketing Partnership Programme, designed in conjunction with the world's leading technology vendors, incorporates enhanced technical and product support, preferential pricing, stock availability and ease of business with our partners. Insight works closely with every major supplier to offer detailed product guidance and support to enhance our clients' ability to manage IT infrastructures and requirements in a proactive manner.

## Industry Accreditations

- ← **Catalist Prime Contractor:** enabling Insight to be a leading provider of IT products and services to Public Sector organisations.
- ← **ISO 9001:2000:** incorporating Quality Management into our business processes and ensuring best practices are utilised in all organisational activities to deliver client satisfaction.
- ← **ISO14001:2004:** underpinning our environmental commitment and ensuring our efforts towards sustainable environmental improvement can be measured, monitored and further improved.
- ← **Investor in People:** demonstrating our determination towards training and developing our most valuable resource, people.



## Insight's Vision and Values



www.insight.com/uk  
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## Client Focus

A measurement of our client satisfaction is delivery of what we promise - providing products and services that our clients request within specific timeframes. To enable this, Insight has fully trained Account Managers for SMB, corporate and Public Sector clients. Specialists encompassing the IT spectrum and dedicated external Account Managers with business-sector specific knowledge support these teams. Our success is not simply about what Insight does for our clients - it is more about how we do it.

## Evolved Approach

Insight has developed a sophisticated sales structure that maps the UK business landscape to enable us to consistently provide trusted advice to our clients. Through understanding that the needs of organisations will vary according to their size and industry, Insight has reflected this in our Account management approach. Teams of Small Business Advisors specialise in addressing the requirements of organisations in this sector of the economy, while our Enterprise Team consists of highly experienced Client Managers who hold strong strategic relationships with our largest clients.

To act as a trusted advisor to our mid-market client base, Insight has adopted a verticalised strategy. By approaching the market through defined verticals Insight is able to better understand the technology needs of clients and the commercial and legislative pressures they face. Product, solutions and software offerings have been aligned and tailored to meet the specific needs of clients by discernable vertical requirements.

This vertical approach has led to the adoption of key technologies and new vendor partnerships to ensure that when Insight state 'single source' provision, we deliver against this promise down to market vertical level and detail.

Insight's commitment to continual development of our Account Managers has also embraced market verticals, providing Account Managers with vertical specific training from a sales and technical perspective. This enables our sales teams to empathise with our clients, understanding the key business issues they are currently facing and how technology can assist them in meeting these challenges.

## Public Sector

The Public Sector is a key market area with a number of clearly defined verticals. In 2006 Insight was awarded a framework agreement with OGCbuying.solutions, an Executive Agency of the Office of Government of Commerce, to become a Catalist Prime Contractor. This enables Public Sector clients to purchase all their ICT goods and services from Insight, making Insight a leading single source provider of technology to organisations in this sector.

Insight provides dedicated Catalist Account Managers to assist Public Sector IT professionals in sourcing and implementing cost-effective IT solutions. Account Managers are aligned by Public Sector market verticals, including Central Government, Local Government, Central services and Healthcare to provide trusted advice based on knowledge and client experiences. Aggressive pricing structures have been negotiated with the manufacturers to provide the very best use of available budgets, whilst Insight's specialist support teams appreciate the unique needs of the client.



## Lowering Procurement Costs

Insight provides buyers, suppliers and e-marketplaces with the technology and functionality to seamlessly integrate and extend applications and business processes in real time.

From business process integration, supplier enablement and web-enabled catalogues, Insight's e-commerce capabilities increase clients' capacity to make better business decisions, streamline existing procurement processes, leverage existing supplier relationships and increase profitability.

## MyInsight

Insight offers clients the option to transact through MyInsight, a free web-based procurement tool. MyInsight is simple to implement, can be operational within days, and can be customised to meet the needs of individual organisations. MyInsight provides the following benefits:

### Fast Procurement

- ← Client-specific product catalogues
- ← Simplified repeat and regular orders
- ← Complete online purchase-authorisation system

### Secure Procurement

- ← Total visibility of expenditure and account history
- ← Definition of user profiles ('Buyer', 'Browser Only', etc.)
- ← Secure online ordering

### Smooth Procurement

- ← Online order tracking facility
- ← Online returns system
- ← Client-branded, customised landing page

### Cost-Effective Procurement

- ← Purchase online through client-specific Volume Pricing Agreements
- ← Limit employee purchases to pre-approved products
- ← Acceptance of procurement cards

## Online Software Procurement

Insight has an online procurement system dedicated entirely to software, giving organisations complete control of their software expenditure. This portal allows clients to research and compare products, buy online, track order status, acquire proofs of purchase and licences, and quickly and easily create procurement reports. This makes the selection and purchase of software:

- ← Easier - automatically manage all phases of the software lifecycle
- ← Faster - approval processes are shortened
- ← Safer - promoting full software compliancy
- ← More efficient - ensuring control is maintained

## B2B Capability

Insight has been working with e-partnerships, affiliations, and online alliances since 2001. We have successfully implemented our product catalogue into various client e-procurement platforms including Ariba, SAP and Oracle. We welcome the opportunity to help our clients establish an electronic product catalogue through their incumbent B2B provider or by implementing a web-ordering tool. Insight also has the capability to provide EDI and XML links to organisations directly.



## Distribution Capabilities

Insight has a state-of-the-art distribution centre located in Sheffield, Yorkshire. The distribution centre is 60,000 square feet split into two major units. One of these units is 40,000 square feet and racked out for the storage and distribution of all fast moving products - around 5000 SKU's with a current stock value around £6m and a team of pickers / packers / invoicers / receivers. There are two goods receiving bays and six goods outward bays, all fitted with dock levellers. Current output from the centre is around 1500 orders per day with a capacity to hit around 2500 under current configuration and workforce.

## EDI Links

Insight operates an indirect business model, which allows us to source desired products from our distribution partners. We have EDI links to all major suppliers, providing access to a virtual stock holding of £400m at any time with comprehensive geographical coverage and distribution capabilities. Our ability to ship directly from our distribution partners ensures market-leading order-to-fill ratios in the industry.

All stock movements are transacted on Insight's Enterprise Resource Planning (ERP) solution, from purchase of new stock through to goods invoicing to clients. Insight's ERP takes electronic data from suppliers interfacing stock availability and consequent order tracking detail from couriers. The system ensures full end-to-end visibility of the supply chain, from product availability within the UK marketplace through to Proof of Delivery (POD) at client destination. Order information regarding specific client stated delivery requirements is stored and relayed to the appropriate parts of the Supply Chain as required.

## Configuration Services

Insight adds value to our supply chain through offering a full range of IT configuration services to our clients, meaning equipment can be supplied pre-configured with any desired image direct from Insight's custom designed Configuration Centre. These services range from hardware upgrades on desktops and laptops to a full hardware build, soak-test and Operating System install on complex servers.

Operating under stringent ISO 9001:2000 quality controls, the Configuration Centre can install any required components and software images, followed by DOA testing ensuring that equipment arrives ready for immediate use.



## Software Advisor

Insight fully understands the increasingly vital role software plays in the IT environment of organisations. Insight has positioned itself as one of the world's largest software resellers, with the ability and expertise to deliver software solutions at a global level.

As a testament to the strength of our global software offering, Insight holds distinguished accreditations with all the leading software vendors. Insight adopts a vendor agnostic approach, ensuring we continuously act as a trusted partner to our clients through providing independent advice that is tailored to meet all of their software needs.

Insight has the tools, capabilities and expertise to guide organisations through the full software lifecycle, from selecting and procuring the right products and licensing agreements, through to managing ongoing software environments to optimise technology investments.

## Licensing Expertise

Insight's partnerships with the leading software manufacturers ensure our clients receive the latest information on licensing, compliance, and the best pricing available. Insight offers licensing programmes designed to meet the needs of all organisations, from small-medium businesses through to large multinational enterprises.

Insight invests in training and certifying our employees on the latest software products and licensing programmes, ensuring dedicated Licensing Specialists are readily available to discuss our clients' software needs and guide them through the complexities of volume licensing. Even after the contract is signed, we will continue to monitor contract commitments to ensure compliance with contractual forecasts.

As an elite Microsoft Business Partner, holding the Gold Certified Partner accreditation, Insight is well placed to manage Microsoft Licensing structures and has a large number of Microsoft Certified Professionals (MCPs) spread across EMEA. These specialists have demonstrated the level of technical expertise and the proven ability to deliver solutions featuring Microsoft products.





## Software Services

In addition to our comprehensive licensing expertise, Insight offers a range of Software services. These centre largely around Software Asset Management (SAM), a term that can be found on the agenda of almost every organisation.

Effective investment in SAM enables organisations to gain control of their software licences, delivering transparency and ensuring compliancy, whilst creating potential cost savings.

### Licence Reconciliation Service

To ensure software compliance, it is imperative for organisations to understand what software is deployed and equally important to understand exactly what software is actually used before making any investment or changes. Insight's Licence Reconciliation Service (LRS) can deliver this visibility.

The LRS process involves comparing the installed and used software products with existing software licence entitlement documentation, providing comprehensive reports and recommended actions to ensure full compliancy.

### Insight:LicenseAdvisor

Insight:LicenseAdvisor is a comprehensive application that helps organisations purchase, deploy, and manage software quickly and cost-effectively.

This solution fills the gap in SAM today by making it easy for organisations to control the process of making software accessible to employees while staying compliant with software contracts.

Insight:LicenseAdvisor fits seamlessly into existing SAM environments and integrates with the tools already in place. It provides end-to-end communication and workflow while simultaneously providing visibility into overall software spending.

By neatly integrating the internal business processes and connecting to other asset management technology, Insight:LicenseAdvisor is the one solution that manages the entire process.

### SAM in a Box

Insight has recognised the need to provide a simple SAM solution to our Mid Market clients (from 250-750 auditable devices) to allow them to implement a comprehensive SAM solution in-house.

This solution includes the following elements:

- ← Inventory Tool – MicroAUDIT from Centennial
- ← A full Insight Licence Reconciliation Project
- ← Licence Repository Tool
- ← Tool Installation and Training
- ← Policy Documentation Templates
- ← Best Practice Documentation
- ← SAM Training Workshop

### SAM Desk

Some organisations prefer to leave the management of their licences to a partner.

Insight offers a SAM Desk solution, where an Insight employee will manage the software procurement, licences and reconciliation either on or off site. This resource is the interception between the client and the entire Insight back office and allows the client access to extensive SAM and licensing knowledge. This service is highly customisable and is always adapted to the specific needs of the client.



## Defined Core Competencies

Insight is committed to supporting the IT products it supplies throughout their lifecycle within the client environment. We understand the cost of employee 'down time', therefore our services methodology revolves around business critical application availability, minimised risk and improved business continuity for our clients.

Whether they require advice and implementation of a large scale storage consolidation, a complete technology refresh, or configuration and installation of a desktop PC, Insight delivers products, services and expert resources to address clients' changing technology needs.

Insight recognises that increasingly complex IT environments require our value added solutions to be delivered with consistent quality UK wide. Insight delivers a full range of IT Solutions through a combination of in-house resource and carefully selected 'Best of Breed' IT service partners. This ensures our clients are continually provided with the right solution to meet their specific business needs, whilst benefiting from a single point of contact and accountability.

Using best practice methodologies, every solution is delivered through a rigorous process of specification, implementation, management and review to ensure quality standards are continuously met and sustained. Insight's Solutions offerings are categorised into the following key technology areas:

### Lifecycle Management

Dedicated support for IT products throughout their lifecycle in the client environment, from installation through to asset disposal

### Storage

Bespoke end-to-end storage solutions delivering consolidation, data backup and recovery, and information archiving to ensure business continuity

### Server Technologies

Tailored server solutions covering full technical assessment and design through to implementation and deployment

### Off-the-Shelf Services

Unit-based, fixed price services that cater for a range of clients' IT needs, from Notebook Insurance to Technical Training

### Networking

Complete assessment, design and installation of enhanced network solutions and connectivity across single and multiple locations

With Insight, clients have a trusted partner to help them optimise their IT infrastructure, aligning technology to core business objectives.



## Your Trusted Advisor

Organisations are constantly seeking ways to improve business processes, agility, security and productivity. Insight acts as a trusted advisor to our clients, helping them address these core business challenges. From advice and implementation of a large scale storage consolidation or technology refresh requirement through to the configuration of a single desktop PC, Insight combines services and expert resources to cater for clients' bespoke IT requirements.

Insight is committed to developing and maintaining long term, strategic partnerships with our clients and offers the following core benefits:

- ← Single source provision of IT Products and Services
- ← Alliances with Tier One Manufacturers
- ← A unique EDI distribution system driving product delivery within specific timelines
- ← e-commerce for ease of doing business
- ← Availability and breadth of product
- ← Extensive software licensing and SAM expertise
- ← Technology services and lifecycle solutions
- ← Specialist Financial Services
- ← A single point of contact that understands the needs of the client and provides a high value client service

Our technical sophistication, competitive pricing, widespread domestic reach and ability to fulfil client requirements ensure Insight is the first choice, single source, IT product and services provider in the UK.

## UK Locations:

Insight UK Head Office  
 Technology Building  
 Insight Campus  
 Terry Street  
 Sheffield  
 S9 2BU

Insight UK - London  
 The Atrium  
 1 Harefield Road  
 Uxbridge  
 UB8 1PH

Insight UK - Manchester  
 7-9 Wharfside Business Centre  
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