

From Reseller to Global Solutions Integrator: A Business Transformation Story

Insight Enterprises, Inc. is well into its multiyear journey of re-creating itself so that it can deliver what its partners need: quick delivery, cloud migration guidance, and end-to-end solutions that produce meaningful results



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This case study is part of a thought-leadership series on successful business transformations designed to help Intel's partners all over the world accelerate growth. Tomorrow starts together at the [Intel Partner Alliance](#).

The Challenge: Driving Digital Transformation Across the Entire Modern IT Landscape

The IT world has seen several recent transformations. The COVID-19 pandemic served as a catalyst, creating a need for a hybrid, connected workforce virtually overnight. Economies of scale have launched a migration to the cloud in nearly every industry. And advances in artificial intelligence (AI)—especially at the edge via the Internet of Things (IoT) and at peoples' fingertips with Generative AI (GenAI)—offer tantalizing opportunities for businesses that can harness these technologies.

These evolutions in IT mean that providers like Insight must continuously evolve to keep pace and maintain relevancy with their partners in the IT ecosystem. Point solutions, like hardware without software, or hardware and software without services, are no longer what customers want (or need). They want expert advice, end-to-end solutions, and to have the utmost confidence that those solutions will quickly deliver the business outcomes they desire.

The Solution: Become the Partner that Partners Can't Live Without

In response to these market shifts, Insight embarked on a multiyear transformation effort, with the goal of becoming an indispensable solutions provider for Insight's partners. Far from abandoning its core business, Insight is instead building on that foundation to transform how they sell and deliver IT solutions. The company is creating a breakthrough category of IT partner—a Solutions Integrator—to meet modern demands and deliver positive outcomes for its customers.

“We want to deliver solutions that drive outcomes for our customers. We aren't a traditional system integrator—we can distill the complexity out of the IT landscape.”

— Rob Green

Chief Digital Officer, Insight Enterprises, Inc.

Insight's primary digital properties include an e-commerce engine; a cloud platform that enables cloud provisioning, renewal, and reporting; and a management services platform. The new strategy involves consolidating those platforms to enable a better customer experience, adhering to three pillars (see Figure 1):

- **A client-first mindset**, delivering essential value that contributes to customer success.
- **Differentiation**, enabled by a combination of innovative and scalable solutions, exceptional talent, and a unique portfolio.
- **A focus on culture**, recognizing that teammates and company culture are Insight's biggest assets.

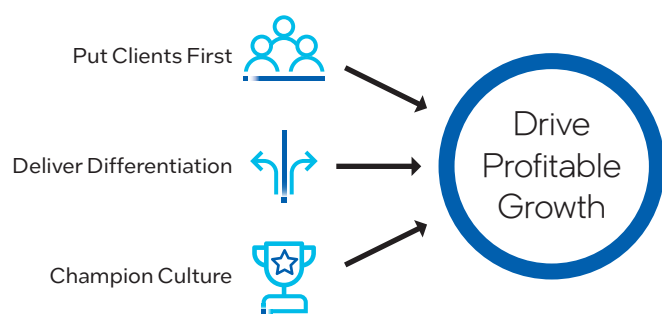


Figure 1. Insight Enterprises' transformation strategy rests on three pillars.

To accomplish its transformation to a Solutions Integrator, Insight has been working with its own IT team to modernize the company's IT infrastructure and with its sales team to focus on solution selling. Specific areas of effort include the following:

- Training the sales organization to present customers with integrated solutions—hardware, software, and services—that support cloud migrations and app modernization.
- Building out the company's service capabilities to deliver the right business outcome for the customer in the right timeframe.
- Realigning the company's digital infrastructure to support the transformation. For example, today's customers want to buy hardware and other products online. So, Insight is redesigning its e-commerce engine to enable frictionless transactions that do not require human interaction. By doing so, not only do customers get what they want, but it also frees up sales staff to focus on solutions selling.
- Improving Insight's data estate by migrating workloads to the cloud and optimizing cloud-based applications' performance to reduce cloud compute spend.
- Expanding service capabilities through strategic acquisitions.
- Ensuring Insight has the talent on hand that partners need, such as solution architects and technical sales specialists.

Intel Supports Transformation on a Variety of Levels

Throughout its current transformation, Insight has worked with Intel on multiple levels.

Product Offerings and Knowledge

Much of Insight's connected workforce hardware consists of Intel vPro® platform manageability and Intel® Evo™ devices. This combination of Intel® architecture supports the "work from anywhere" modern workplace. Insight's close relationship with Intel also enables sales reps to connect with OEMs and Intel to understand what's forthcoming in the technology realm. Armed with this information, sales reps can build trust with customers and offer them the performance they need.

An Ecosystem of Solutions

Insight educates partners and customers about how Intel is far more than just a chip manufacturer; it also has an ecosystem of solutions that can help solve customers' business problems. Whether a partner is looking to reduce cost, improve performance, enhance experiences, mitigate risk, or some combination of these, Intel offers hardware, software, accelerators, and frameworks that can accelerate business outcomes.

For example, suppose a customer needs a computer vision solution for its retail establishment. It could take a long time if Insight had to build and train all the models internally from scratch. However, using frameworks and tools like the Intel® Geti™ AI solution, the Intel® Distribution of OpenVINO™ toolkit, Intel® SceneScape, and others, Insight can reduce the time it takes to deploy a customer's product.

Joint Go-to-Market and Customer Touch Strategies

Intel and Insight work together to help Insight's customers. For example, a solution from Insight might include a service offering from Intel, like data packaging, FPGA design services, or AI voice engineering and consulting. Intel also offers reference architectures that include a validated bill of materials, upon which Insight can build a complete solution that drives a specific business outcome.

The two companies also offer joint podcasts and webinars and hold frequent check-ins on technology enablement like new software, new hardware features, and new service offerings. These activities help keep Insight—and its partners—well informed. Thanks to its close relationship with Intel, Insight can help customers avoid vendor lock-in and deliver business outcomes quickly.

An important factor in the relationship is that it is not a one-way street. While Intel provides information, documentation, reference architectures, and so on, Insight also provides feedback on hardware and software features, reports issues, and presents new use cases that Intel may not yet thought of.



“Insight’s partnership with Intel combines best-fit digital strategy with powerful technologies. We handle every aspect of transformation, from design to implementation and management, to provide our clients with a seamless experience. They can focus on their core business while we take care of the technology that powers it, and our highly scalable solutions allow them to easily adapt to evolving needs.”

— Megan Amdahl

Senior Vice President of Client Experience and North America Chief Operations Officer, Insight Enterprises, Inc.

Growing the Business and Delivering Business Outcomes

One and a half years into its Solutions Integrator transformation journey, Insight is already a Titanium member of the Intel Partner Alliance and was named by Intel as a solution provider Marketing Partner of the Year in both 2023 and 2024.

“Insight’s strategic marketing campaigns with Intel showcase technology leadership.”¹

The company has also won awards from other members of the IT ecosystem, such as VMware’s Fastest Growth Partner of the Year for North America (2024)² and Cisco Americas IoT/Industry Partner of the Year (2023),³ among many others.

The expansion of Insight’s business has not been without challenges. For example, growing workloads in the cloud were causing cloud spending to increase around 10% per month. Working with Intel, Insight used Intel® Granulate™ software to optimize its Databricks cloud deployment, saving 27%.

2023 Cloud Gross Profit

\$429M⁴

Increase of 26%

2023 Insight Core Services Profit

\$273M⁴

Increase of 8%

This teamwork between Intel and Insight also benefits Insight’s customers. For example, Intel and Insight awarded \$50,000 to River Valley Counseling Center and helped the healthcare provider develop elevated infrastructure, including advanced systems management and high-performance processing power.⁵

Similarly, after also being awarded \$50,000 through Insight and Intel’s Connected Workplace Makeover Contest, Lane Regional Medical Center upgraded devices and funded additional IT projects.⁶

These sorts of success stories, along with recent growth in profits, have reframed how Insight is perceived by the investment community. No longer a low-margin reseller but instead a leading Solutions Integrator. Insight is seeing a positive effect on earnings per share, cash flow, and return on investment capital—all of which have increased stock prices for the company.

Learn More

You may find the following resources useful:

- [Insight Enterprises, Inc. home page](#)
- [Intel and Insight: Powering True Digital Transformation](#)
- [Intel Partner Alliance](#)

Visit the [Intel Partner Alliance](#) to become an Intel partner.

Spotlight on Insight Enterprises, Inc.

Insight Enterprises has evolved from a 1988 entrepreneurial startup to a global technology provider. Today, it employs 6,400 technical experts worldwide, whose specialties include AI, cybersecurity and digital enablement. Insight is headquartered in Arizona and has offices in 25 countries. They are listed on the Fortune 500.

Solution Provided By:



¹ Intel Announces Americas Partner Awards, March 29, 2024.

² Insight Awarded VMware Fastest Growth Partner of the Year for North America, March 14, 2024.

³ Insight Wins Cisco IoT and SMB Partner of the Year Awards, November 27, 2023.

⁴ Insider Monkey Transcripts: Insight Enterprises, Inc. (NASDAQ: NSIT) Q4 2023 Earnings Call Transcript, February 16, 2024.

⁵ Insight and Intel Modern Workplace Makeover Contest Winner: River Valley Counseling Center

⁶ Lane Regional Medical Center Drives Ambitious Security and Workflow Enhancements