



Creative Content Workflow Transformation Consulting

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1. Insight

Insight leads the delivery of transformative solutions, supported by a powerful ecosystem of over 6,000 global partners including Microsoft, AWS, and Cisco.

As a Fortune 500 company with a long-standing history of delivering trusted services to the UK Public Sector, we combine our own deep expertise in consulting, advisory, and transformation with partner innovation to create holistic solutions across cloud, data, modern workplace, cybersecurity, and application services.

Guided by proven methodologies and ESG principles, we work collaboratively to design and implement tailored strategies that drive measurable business impact while promoting sustainability and governance excellence.

2. Insight for the Public Sector

Your End-to-End Digital Transformation Partner

As a leading Solutions Integrator, Insight combines deep technical expertise with a vast partner ecosystem to help UK government organisations modernise, innovate, and deliver citizen-centric services. We hold places on over 85 public sector frameworks, offering a compliant, efficient route to digital transformation.

We don't just supply IT; we design, deploy, and manage the solutions that secure your data and unlock value.

Core Areas of Expertise

- **Innovation, Data & AI:** we deliver end-to-end data science and custom AI solutions. From modernising data platforms to deploying bespoke machine learning and spatial computing, we help you unlock the value of your data to drive operational efficiency.
- **Modern Infrastructure & Cloud:** Building scalable, hybrid foundations that reduce technical debt and support multi-cloud strategies.
- **Modern Workplace:** Empowering the public sector with secure, flexible tools to work from anywhere, attracting talent and improving productivity.
- **Cybersecurity:** Comprehensive managed security services, threat detection, identity protection, and compliance management to ensure your data remains sovereign and secure.
- **Modern Apps:** Agile application development creating meaningful and impactful tools that link to tangible benefits, improvements and cost savings.

Our Approach: Consulting, Lifecycle, & Managed Services

We deliver value at every stage of your technology journey, ensuring accountability from strategy to support:

- **Consulting (Architecting the Future):** We bridge internal skills gaps with data-driven strategy. From "Discover & Design" to full-scale migration planning, we ensure your investments solve real public sector challenges.
- **Lifecycle (Seamless Execution):** We take the risk out of procurement and deployment. Leveraging global buying power, we handle everything from supply chain management and imaging and implementation to sustainable asset disposal (ITAD).
- **Managed Services (Always-On Support):** Shift from "keeping the lights on" to innovation. We provide 24/7 infrastructure monitoring, cloud cost optimisation (FinOps), and security operations to ensure resilience.

3. Services

Service Name

Creative Content Workflow Transformation Consulting

Service Description

Expert-led service to design, optimise, and automate creative content workflows for marketing, communications, and digital operations teams in modern enterprises.

Features

- Current-state assessment of creative content production and collaboration processes
- Design of tailored content workflow architecture for creative teams
- Implementation of enterprise-grade content management platforms
- Automation of repetitive and approval-heavy content tasks
- Integration with popular creative and digital asset tools
- Role-based access and version control for creative assets
- Customisable approval routing and audit trail setup
- Training for end users in optimised content processes
- Change management support for creative departments
- Ongoing performance measurement and optimisation recommendations

Benefits

- Streamlined creative production from concept to publication
- Reduced manual effort and turnaround times for content delivery
- Improved creative collaboration across distributed teams
- Enhanced governance and compliance for digital assets
- Seamless integration with existing marketing and design tools
- Greater transparency in content approvals and revisions
- Scalable workflows to support organisational growth
- Lower risk of lost or outdated creative materials
- Faster adoption of best practices in content management
- Measurable uplift in content quality and user satisfaction

Constraints

Requires access to existing content processes and stakeholder availability for workshops.

CONTACT US

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