



AI-Driven Personalisation Platform for Enterprise Applications

G Cloud 15 - LOT2B

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

AI-Driven Personalisation Platform for Enterprise Applications

Service Description

Customisable AI solution empowering enterprises to deliver hyper-personalised user experiences across digital applications.

Features

- Advanced AI algorithms tailor content and interactions in real time
- Seamless integration with major enterprise application platforms
- User profiling with behavioural and contextual data analysis
- Dynamic recommendation engine for relevant content delivery
- Continuous learning models adapt to user feedback automatically
- Plug-and-play APIs expedite deployment across business environments
- Robust governance controls ensure privacy and compliance adherence
- In-depth analytics dashboard for performance and engagement insights
- Support for multilingual and multicultural personalisation scenarios
- Consulting-led approach for solution design and ongoing optimisation

Benefits

- Delivers unique user journeys that boost satisfaction and engagement
- Accelerates business growth through tailored digital experiences
- Enhances application stickiness and drives higher user retention
- Empowers marketing and product teams with actionable insights
- Improves efficiency and relevance in communications and promotions
- Reduces manual intervention with automated personalisation workflows
- Supports compliance with data privacy and ethical AI standards
- Provides measurable ROI through transparent analytics reporting
- Enables scalable deployment across multiple channels and platforms
- Future-proofs digital strategies with adaptable, evolving AI solutions

Constraints

Requires integration with client applications; data privacy compliance is necessary.

CONTACT US

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