



Persuasive Video Content Platform Enablement

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

Persuasive Video Content Platform Enablement

Service Description

Comprehensive consulting for organisations aiming to deploy, manage, and optimise persuasive video content platforms that drive audience engagement and measurable impact.

Features

- Strategic video content platform selection aligned to business goals
- End-to-end workflow design for video production and approval
- Integration with existing content management and collaboration tools
- User engagement analytics and performance tracking setup
- Personalisation and targeting framework configuration
- Secure access controls and digital rights management implementation
- Training for content creators, editors, and business stakeholders
- Change management planning for adoption and user buy-in
- Customisable governance and compliance policy design
- Ongoing platform optimisation and support recommendations

Benefits

- Accelerates time-to-value for video-driven communication strategies
- Boosts employee and customer engagement with persuasive multimedia
- Reduces content creation bottlenecks through streamlined workflows
- Delivers actionable insights from advanced analytics dashboards
- Supports targeted messaging for diverse internal and external audiences
- Safeguards intellectual property and sensitive media assets
- Empowers teams with tailored training for maximum tool adoption
- Minimises disruption through expert change management guidance
- Ensures regulatory compliance and brand consistency
- Provides a scalable foundation for future video initiatives

Constraints

Requires existing enterprise IT infrastructure; client input on business goals and compliance needs mandatory.

CONTACT US

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