



Product Content Experience Optimisation Consulting

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

Product Content Experience Optimisation Consulting

Service Description

Expert-led service for retail and product-driven enterprises to streamline, enrich, and govern product content workflows, boosting engagement and conversion.

Features

- Comprehensive audit of existing product content management processes
- Design of tailored persuasive content frameworks for product catalogs
- Implementation roadmap for scalable content workflow automation
- Integration recommendations for leading product content management platforms
- Content lifecycle mapping from creation to multi-channel distribution
- Governance model for ensuring content accuracy and regulatory compliance
- Personalisation strategies to enhance product content engagement
- Performance analytics setup for ongoing content effectiveness measurement
- Training sessions for teams on optimised product content workflows
- Stakeholder alignment workshops to unify marketing, sales, and product teams

Benefits

- Accelerates time-to-market for new product launches
- Enhances consistency and quality across all product-related content
- Improved customer engagement and higher conversion rates
- Reduces operational friction with streamlined content workflows
- Ensures content meets compliance and regulatory standards
- Facilitates seamless omnichannel content distribution
- Enables data-driven decisions through actionable content analytics
- Aligns business functions for better collaboration and efficiency
- Boosts brand credibility through persuasive and accurate content
- Supports scalability as product portfolios and channels grow

Constraints

Requires access to existing product content systems and stakeholder engagement throughout project lifecycle.

CONTACT US

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