



AI-Powered Personalisation Solution

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-Powered Personalisation Solution

Service Description

A premium consulting service for organizations seeking to integrate and deploy AI-driven personalisation capabilities within their applications, maximising user engagement and business outcomes.

Features

- Personalization strategy workshops tailored to industry and business needs
- Requirements and readiness assessment for AI personalization initiatives
- Design of AI models for real-time customer experience customization
- Integration of AI platforms with legacy and cloud-based applications
- Development and deployment of scalable AI personalization services
- Data strategy and governance aligned with personalized user experiences
- Continuous model training and performance optimization services
- Governance frameworks for ethical and compliant AI personalization
- User enablement training and empowerment for business teams
- Ongoing adoption measurement, enhancement, and ROI tracking

Benefits

- Accelerate delivery of AI-powered personalized experiences to users
- Increase customer engagement and satisfaction through tailored services
- Unlock new revenue streams via targeted recommendations and offers
- Streamline integration of AI personalization into existing IT environments
- Align personalization efforts with business objectives and KPIs
- Improve model accuracy with ongoing optimization and feedback loops
- Reduce compliance risks through governed, responsible AI use
- Empower internal teams with AI knowledge and change management
- Provide measurable ROI and impact analytics for investment confidence
- Future-proof applications using scalable, adaptable AI architectures

Constraints

Requires access to relevant data sets and application APIs; stakeholder commitment needed.

CONTACT US

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