



Media Workflow Transformation

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

Media Workflow Transformation

Service Description

A consulting service streamlining digital media workflows for organisations optimising content production, management, and delivery across organisational boundaries.

Features

- Comprehensive assessment of current media workflow processes
- Strategic design of future-proof media operations and governance
- Integration with enterprise content management platforms
- Automated media ingestion, tagging, and metadata enrichment
- Streamlined approval cycles and digital asset version control
- Custom workflow automation for content review and publishing
- Seamless collaboration tools for distributed creative teams
- Secure media distribution with access rights management
- Performance analytics for content lifecycle optimization
- Training and change management for rapid user adoption

Benefits

- Accelerate media production timelines across business units
- Reduce operational bottlenecks with workflow automation
- Enhance collaboration between content creators and stakeholders
- Mitigate compliance risks through structured governance
- Improve content discoverability with advanced metadata tagging
- Drive engagement by delivering media to the right audience
- Gain insights on content performance and workflow efficiency
- Scale digital media operations as organizational needs grow
- Ensure consistent user experience across platforms and teams
- Empower teams with tailored digital media best practices

Constraints

Requires integration with existing content platforms; change management support essential for success.

CONTACT US

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