



## Solution Brief

## Insight Generative AI Workshop

Is your business utilising the latest transformative technologies with the speed and consistency you need? Insight's new Generative AI Workshop empowers your organisation to take full advantage and discover the endless potential of AI.

### Background

Business systems and technology are important competitive differentiators, and it's one that is constantly evolving. As businesses move towards digital transformation, demand grows for new tools to improve productivity and efficiency whilst taking advantage of emerging technology. Today's businesses are under more pressure than ever to deliver effective, secure solutions that elevate their business processes and outcomes.

Artificial Intelligence (AI) is a critical business tool enabling early adopters to gain exponential benefits over competitors. Organisations that struggle to maximise the business value of their data with AI may miss opportunities to create operational efficiency, cultivate customer value or drive competitive advantage.

### Benefits

- Gain a clear understanding of Insight's Generative AI solution and the range of options for your AI journey
- Discover how a strategic approach helps link Generative AI solutions to business goals
- Gain clarity on actionable steps in the implementing and operationalising AI systems within an enterprise context.
- Identify the range of AI capabilities that can be applied to elevate your organisation's business processes and outcomes.

## Business Challenge

Too often, IT teams are charged with implementing broad data modernisation initiatives or Artificial Intelligence (AI) projects without a specific roadmap to accomplish strategic goals. The result? Projects that fail to demonstrate meaningful results. After all, the successful adoption of Generative AI involves more than just data science — it also requires being able to bring together business understanding, operational excellence and organisational change management.

Businesses that don't see the implementation of technology such as Generative AI as a continual process risk missing out on the remarkable potential and benefits that these technologies deliver.. McKinsey & Company recognise the growing impact of AI business performance. They highlight the potential for AI-driven automation to enhance productivity, reduce errors, and optimise processes across industries.

It is little wonder that businesses are looking to Generative AI to enhance their business processes by increasing agility and efficiency.

## Our Solution

Insight's Generative AI Workshop will help you identify and discover the untapped potential of AI by equipping you with the knowledge and insights needed to leverage this transformative technology

We start by building awareness of where you are now and where you want to get to. Together, we explore the AI features and platforms available and investigate how they deliver tangible benefits to your organisation.

Insight's Generative AI Workshop provides you with:

- Customised AI Use Cases: Learn how artificial intelligence can be applied to elevate your business processes and outcomes. We identify the specific needs of your organisation and present you with personalised, innovative AI solutions.
- Implementation Best Practices: Ensure seamless integration of AI systems into your enterprise with our expert guidance. We provide best practices for a hassle-free and efficient AI implementation journey.
- Risk Management: Safeguard your organisation against the uncertainties and challenges of AI adoption. We outline essential strategies to mitigate risks and develop contingencies to ensure your business remains resilient.
- AI-Driven Business Strategy: Align your AI initiatives with overarching business goals for maximum impact. We help you devise a comprehensive strategy for implementing AI systems, ensuring that your business objectives remain at the forefront.

Setting out the right Generative AI structures and adoption approach is essential to establish the best AI strategies and tools for your teams to transform your business and enhance productivity, reduce errors, and optimise your business processes.

Workshop contents:			
Generative AI	MSFT Open AI tools	Identifying and Prioritizing AI Use Cases in Your Organization	Kickstarting your Generative AI Journey
<ul style="list-style-type: none"><li>• Introduction to Generative AI</li><li>• Responsible AI &amp; Ethics</li><li>• Generative AI in the Enterprise</li></ul>	<ul style="list-style-type: none"><li>• Introduction to Microsoft AI Ecosystem</li><li>• Open AI Playground Walkthrough + Azure ML Studio Walkthrough</li><li>• Roadmap for Azure + Open AI Integration</li></ul>	<ul style="list-style-type: none"><li>• Key Use Cases:</li><li>• Retail</li><li>• Manufacturing</li><li>• Healthcare</li><li>• Horizontal Use cases</li><li>• Techniques to identify and prioritize use cases.</li><li>• Building an AI roadmap &amp; elevator pitch for the first use case</li></ul>	<ul style="list-style-type: none"><li>• Demo</li><li>• Path to production considerations – (Insight Assist)</li><li>• How Insight can help accelerate your journey</li></ul>

## Why Insight

At Insight, we have the expertise, skills, tools, processes and experience to guide you towards achieving your full AI potential.

For more information about our solutions please contact your Insight Account Manager, alternatively visit our website: [uk.insight.com](https://uk.insight.com)

