

Insight⁺

Insight BusinessCare – licensing – technology – strategy

Expert advice

for smart
business
operations



Evaluate your business

Running your business as a Service Provider is becoming increasingly complex, and with the rise of the public cloud and hybrid scenarios, the rules of the game are constantly changing. And with it the costs involved. How do you control all the costs, the inefficient use of software assets, and the risks related to compliance? Did you know that up to 25% or more of the total cost for Service Providers is spent on software licensing and management?

In addition to licensing, IT technology is also under continuous change. How do you know for sure what to embrace and what to leave behind to best serve your customers and maintain a profitable and sustainable business?

The result of all this complexity is that you get stuck in the daily routine without the opportunity to take a step back. To objectively evaluate your business and to make sure you keep your business healthy and ahead of the competition, now and in the years to come.

Insight BusinessCare

Insight BusinessCare helps Service Providers like you to find a profitable and sustainable answer to this challenge. It is an umbrella of expert services that give you facts, knowledge, tools, and insights to:

- increase the efficiency of your software supply chain;
- quickly familiarize with the latest cloud technology;
- reliably make your business future-proof in a complex world.



*Service Providers spend up to **25%** or more of their total cost on software licensing and management.*

Our commitment to you



Grip on your operations

Tight grip on license management and optimization. With factual numbers at hand you go from instinctive assumptions on how you are doing to data-driven, well-founded decisions.



Freeing up time and people

Instant access to our knowledge and people, who are always on track of all constant changes. Free up time for your internal teams to do work that truly increases the value of your business.



Enhance customer relationships

Technology and commercial advice from our experts to exploit the full potential of your IT business for strong, long-term customer relationships.



Business resilience

Support to develop the agility you need to respond easily and effectively to customer requirements and adapt to changing environments for today's and future business success.

Develop your business with Insight BusinessCare

Insight BusinessCare has been created to help you successfully meet the challenges of a changing, complex world where cloud and traditional business models meet. We help you to keep your business moving forward with a range of licensing, technology and strategic services based on three pillars:



Software supply chain optimization

Find expert support and advice on all fronts when it comes to licensing, contract management, reporting and analyses to optimize your software supply chain.

- License operations portal
- License Desk service
- License optimization assessments
- License updates, news and blogs
- License webinars/workshops



Technology optimization

Get specialist guidance on the rapid changes in technology, software and cloud. Be the first to know what is available and how you can make it work for you.

- Open technical webinars/seminars
- Virtual and on-site technical training
- Technical partner support to end users
- Proof of Concept (POC) support on new solutions, e.g. Windows Virtual Desktop
- Optimization Foundation
- In-company technical workshops



Strategic business planning

Enhance your business and take it to the next level with our commercial support services to achieve and secure more revenue, become more attractive in the market, generate leads, win bids and tenders.

- Sales support
- Tendering support
- Commercial workshops

Why Insight?

The answer is easy: we have a well-trained team of experienced cloud solution experts, product specialists and business consultants with more than 25 years of broad expertise in traditional IT, cloud and everything in between. Our team has been working with Service Providers like you across Europe for many years, providing valuable time, knowledge and support in many hybrid scenarios.

It is their day-to-day business to stay on top of all the latest developments around licensing, technology and IT business strategy and share it with partners like you. That is why we dare to say that we know what drives and challenges your business and success. So that you remain attractive to your customers and profitable as an organization. We help you find new ways forward.



Insight BusinessCare helps to successfully manage the challenges where cloud and traditional IT business models meet.

Contact your dedicated account manager for more information.