



## The Insight Microsoft Value Proposition

### INSIGHT – A WORLD OF TECHNOLOGY RESOURCES

- 5,300 teammates worldwide
- Operations in 23 countries
- Clients in 191 countries
- Serving 80 % of Global Fortune 500
- \$5.3 billion in revenue in 2011



2012 PARTNER OF THE YEAR  
Desktop  
Winner



Microsoft Partner

- Gold Messaging
- Gold Portals and Collaboration
- Gold Software Asset Management
- Gold Volume Licensing
- Gold Identity and Security
- Gold Server Platform
- Gold Management and Virtualization
- Gold Midmarket Solution Provider

Microsoft®

Insight®

Insight is Microsoft’s LARGEST GLOBAL RESELLER and has been providing Microsoft solutions for over 25 years. We were one of the first Microsoft Large Account Resellers and Enterprise Software Advisors.

Our focus is serving as a Trusted Advisor to our clients, and this drives our unique approach to our clients within the Microsoft realm.

We are focused on maximizing your Microsoft investment. We accomplish this with these activities:

- Ensure your IT Strategy is aligned to your Microsoft spend and vice versa
- Discuss technology solutions and their respective fit within your environment
- Provide benchmarking and negotiation tactics to ensure you get the best Microsoft deal
- Consistent communication on upcoming changes, releases, and information
- Ongoing reconciliation of purchases and usage
- Optional Services offerings that optimize the technology you own

In addition to a client-centric approach to Microsoft, our customers usually cite the following benefits as the basis of selecting Insight as their Microsoft partner:

Benefit	Description
Dedicated Specialists	Insight has a number of experts dedicated to a number of specifics including: Microsoft Technology, Microsoft Licensing, Cloud, ready to assist, serve, and advise our clients
Defined Processes	Best practices including Renewal notification and discussion, Software Assurance utilization, recurring webinars and communications on licensing and technology changes and enhancements, and a complete EA lifecycle management system
Comprehensive Reporting	Tools that can be automated and customized to provide real-time and relevant information for business decisions
Technology Advice	Teams of individuals that take business requirements and translate into various technology solutions
Licensing consulting and comparison	A consistent methodology to analyze and compare various programs with costs and benefits over multiple time horizons
Portfolio Breadth	Comprehensive product and license authorizations, including SPLA
Global Alignment	Physical locations in 22 countries, with the ability to license and support clients in 170 countries, 17 languages, and 13 currencies
Microsoft Integration	Relationships with Microsoft at all levels, including local sales teams, Technology specialists, the Business Groups, and the corporate suite
Cloud Expertise	A dedicated Cloud practice that brings an agnostic Cloud perspective to help aid in evaluating your cloud strategy, timeline, and options
Software Asset Management	A Software Asset Management practice focused on providing consulting and services that provide assessments, reconciliations, and ongoing management
Comprehensive IT Solutions	Complete offerings across Hardware, Software, and Professional Services, allowing for a solution approach to your business, as well as a single source for fulfillment

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