How Insight Is Accelerating Enterprise Transformation With AI

32 Months in: What Actually Works (and What Doesn't)

Reem Gedeon
SVP & GM, Insight Canada

Three patterns that separate successful AI transformations from failed pilots

1
Culture eats technology for breakfast.

73% adoption = people strategy, not tech deployment

2
### Governance isn't overhead, it's acceleration.

Centre of Excellence (CoE)
+
Champions
+
Flight Academy framework

3
Small wins compound faster than big initiatives.

Celebrate
30 minutes saved,
not just 30%.

We became our own first customer
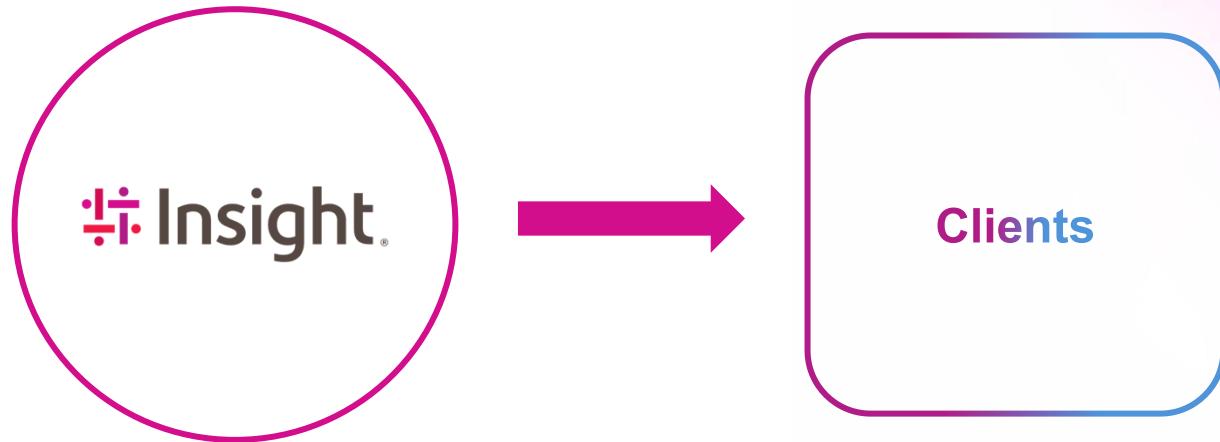
It's simple.
Can't sell transformation you haven't lived.

Change management was harder than technology

Excitement **Confusion** **Resistance** **Breakthrough**

Week 1 Week 4 Week 8 Week 12

88% of business transformations fail (Bain & Company).

The investments that moved the needle

CoE
- Dedicated AI team
- Usage tracking
- Best practice library

AI Champions program
- Peer-to-peer coaching
- Regional leaders
- Recognition & rewards

Flight Academy
- Structured learning
- Hands-on practice
- Certification

Insight AI Flight Academy

Industry ROI: $3.70-$10.30 return per dollar invested (IDC)

The framework that scaled it

Flight Academy 5-level structure

How we prioritize:
Value × Complexity × Feasibility

Business impact

Technical difficulty

Resource availability

5,878 graduates across all levels

5 Sky Maverick
All leaders across functions

4 Captain
Tech-savvy leaders & SMEs

3 First Officer
Champions teaching others

2 Flight Crew
Daily AI productivity users

1 Gate Agent
Basic AI training (all teammates)

Insight.

What this looks like in practice (early wins)
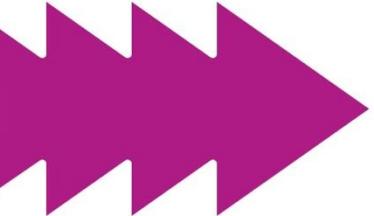
HR

Survey analysis and data aggregation

1-2 weeks saved per cycle

Sales

Large datasheet categorization

100+ hrs saved across teams

Warehouse

Manual task automation

Zero errors accelerated completion

Contracts

SOW creation

50% time reduction

32 months later…
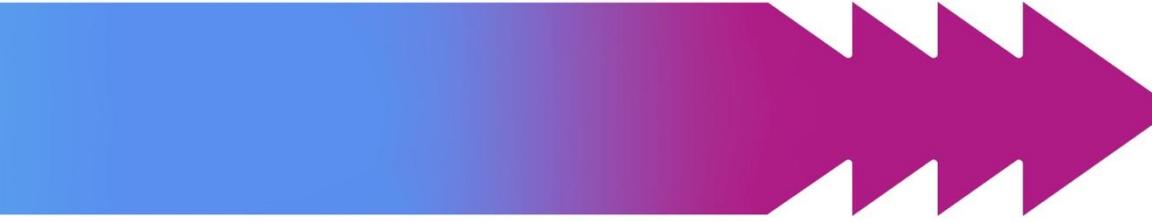
73%
OF EMPLOYEES

Are using AI on a daily basis at Insight, driven by leadership from 71 AI champions.

7,800
AI USERS

Total active AI users across the business

48
PROMPTS PER TEAMMATE

Median monthly prompts per teammate

Metrics are based a snapshot in time based on **the past 28 days**

11,400
HOURS SAVED / WK

Total hours reinvested per week from time savings with AI and automation use cases

757,000+
AI PROMPTS

Over half a million prompts in the past 28 days during business activities

9,000+
AI CELEBRATIONS

Success stories that showcase impactful uses of AI across the business

Industry average: 19% frequent usage (Gallup) • Insight: ~3.8x higher

What we built: Horizon ecosystem

Horizon platform

Unified platform with multiple LLMs: GPT for creativity, Gemini for analysis, Claude for reasoning

Amelia

Personal AI guide that prevents duplicate work and connects teammates to champions

Agent Factory

Democratizes AI creation: Business units solve problems without waiting for IT.

220K	**$25M**	**73%**
hours saved	revenue unlocked	active users

Making AI outcomes as easy as "point and prompt" with Prism

Our transformation engine.
Productized for clients.

- **Cuts transformation time in half**
  From 8 months to 4 months with sprint-based delivery

- **Every initiative tracked and measured**
  Optimized for business value (not just deployment)

- **Makes transformation repeatable**
  Closes the enterprise AI gap with proven frameworks

Prism

Quick poll
What's your biggest AI adoption blocker?

A) Budget/resources

B) Security/compliance

C) Cultural resistance

D) Don't know where to start

Insight.

Turn your drawbacks into differentiators

Lessons we've learned from hands-on experience...

1 Don't make perfect the enemy of done.

2 Frictionless access drives adoption but governance makes it scalable.

3 Weekly touchpoints beat optional training for time-starved sellers.

4 Culture change is harder than technology.

5 Trust, Ethics and Governance are non negotiable.

Predictive AI Improves Construction Safety by 78%

Challenge:

- **Struggling move from reactive to proactive** safety management by predicting incidents before they happen

- **Needed to build a predictive model** that was not only accurate, but also transparent and explainable for user adoption

- **Required careful consideration** of the responsible use of machine learning to prevent bias or discrimination

Solution:

- **Developed a safety risk scoring model** using project data
- **Used InterpretML** for plain-language risk explanations
- **Automated weekly risk reports** to focus manager attention
- **Deployed the model** via Azure Machine Learning and PowerBI

Outcomes:

- **78% improvement of** proactive incident detection — a major advance from having no predictive capabilities

- **$3.9M cost savings** annually (estimated)

- **Now proactively managing safety,** moving beyond just reacting to incidents

- **Lower expenses** and **substantial cost savings** with reduced safety claims

Industry: Construction | **Size:** 400+ design-build projects; 4000+ employees

Insight.

CLIENT STORY:

$60M+ in Increased Revenue with AI-Powered Loan Automation

Challenge:

- **Manual document validation causing major bottleneck** in the loan approval process

- **Rising operational** costs; increased compliance risks

Solution:

- **Developed a GenAI solution** to automatically ingest, classify, and validate loan documents

- **Engineered a sophisticated rules engine** to interpret complex regulations

- **Implemented a "human-in-the-loop" workflow** for final verification

Outcomes:

- **120,000+ hours** of loan officer time for high-value work (estimated)

- **$60M+** increase in annual revenue capacity by accelerating loan pipeline (estimated)

- **Dramatically increased** throughput and velocity, allowing the same team to process significantly more loan applications

Industry: Financial Services | **Size:** 14,000+ employees; $5.1B revenue

Insight.

CLIENT STORY:
Revolutionizing the Car Dealership Experience with Gen AI

Challenge:

- **Existing chat system lacking** critical documents and secure access controls

- **Needed an AI assistant** to support dealerships

Solution:

- **Integrated 10,000+ new documents** to expand the AI's knowledge base by 12x

- **Implemented robust security** with directory-based access controls

- **Deployed a new AI assistant** to production to enhance support

Outcomes:

- **~$2.4M annual cost savings** (estimated)

- **Improved dealer satisfaction** by providing faster, more relevant answers

- **Reduced support overhead** through secure, self-service access

- **Established a scalable foundation** for future AI applications.

Industry: Automotive IT Services | **Size:** $500M+ annual revenue; 1.6M sq ft of manufacturing footprint

Insight.

Shared challenges. Shared playbook. Shared success.

Let's figure this out together!

Coffee chats welcome: virtual or in-person

Reem Gedeon

reem.gedeon@insight.com