



Client Story

Tech Manufacturer Charts the Future With Gen AI Roadmap

Building fast momentum on an AI initiative, this manufacturer is extracting invaluable data and insights across business lines with Insight's generative AI solution.

The vision: AI-powered differentiation

When this tech manufacturing leader began to think about how generative AI could uplevel their business strategy across sales, marketing and partner management, a meeting of minds between the client's CIO and Insight's CEO ignited a spark to make the vision a reality.

On the heels of the ChatGPT release, Insight's internal gen AI practice was one of the first corporate generative AI policies in the world to roll out.

The organization's objective: Develop a solution that could extract relevant information from customer and supplier contracts, as well as public financial documentation like 10-Ks — to drive massive efficiency gains and business intelligence for teams.

With a vast amount of unstructured data across contracts and financial documents, our client needed a force-multiplier approach to:

- Implement sophisticated AI algorithms.
- Leverage the latest AI capabilities.
- Integrate strategically and effectively into operations.

A partnership built on trust and past success

The business had previously worked with Insight on a successful modern workplace and Viva Insights/Viva Connections initiative. This new generative AI initiative would keep Insight's and the client's teams collaborating and building on the momentum of an effective partnership.

Industry:

Manufacturing

The challenge:

Leverage generative AI to extract insights from vast amounts of unstructured data.

The solution:

A tailored generative AI solution over six weeks leveraging Insight's Gen AI Accelerator

Insight provided:

- Consulting Services
- Data & AI expertise
- Gen AI Accelerator
- Recommendations & technical guidance (data storage, search, LLMs, prompting, security & cost management)
- Technical architecture diagrams

Going down the path

Insight collaborated closely with the organization over a six-week period to codevelop a generative AI solution tailored to their needs. Leveraging Insight's Gen AI Accelerator, the team focused on ingesting and analyzing financial information from various sources, including customer and supplier contracts, as well as public financial documents. By leveraging OpenAI® resources available on platforms like GitHub, Insight's team refined the solution to improve consistency, response time and accuracy in generating concise summaries of documents.

Pinpoint the right personas, specific use cases for those personas and expected outcomes to get more ROI from a generative AI investment.

Security as a top priority

Maintaining data security and compliance while leveraging AI for contract analysis and financial insights was a crucial concern for the client. Insight prioritized security measures, implementing Role-Based Access Control (RBAC) and data encryption to safeguard sensitive information. Collaborating across teams, including Cloud DevOps and security experts, ensured a holistic approach to addressing the organization's security requirements.

Every step of the way, the client worked with Insight to drive a flexible, adaptable approach to incorporate new features and functionality — a must with a rapidly evolving generative AI landscape.

The outcome: Thoughtful generative AI adoption transforming data-driven processes

Today, sales and marketing teams have seamless, never-before-seen access to actionable insights thanks to Insight's strategic generative AI expertise. Employees at the company are able to automate menial tasks related to contract review and financial analysis, helping them generate contracts with unmatched security, accuracy and speed.

By partnering with Insight, the company is positioned at the forefront of AI adoption — and will continue to unlock further business value and innovation in the months ahead.

Benefits & outcomes:



Enhanced business intelligence across business lines

Enabled drastic efficiency gains with automation of contract review and financial analysis tasks

Improved data security and compliance with RBAC and data encryption

Achieved competitive differentiation with thoughtful AI adoption

