DEE BURGER

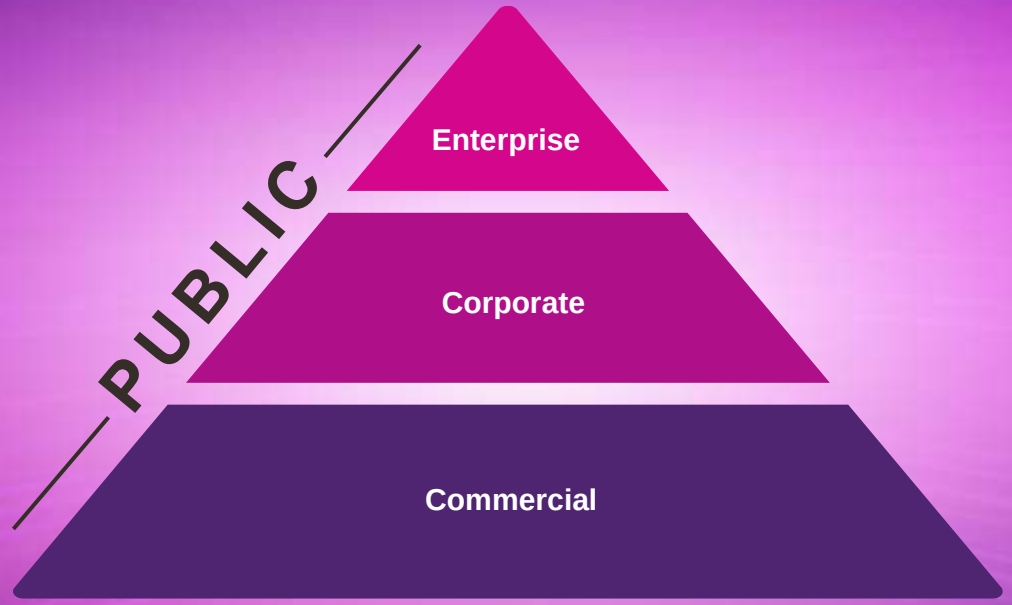
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Executing Our Strategy

Dee Burger

Insight operates across a full spectrum of customers



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We will leverage our unique strengths

Differentiating strengths



World-class, adaptable culture



Extensive client roster with strong relationships and track record



Uniquely high levels of technical expertise



Modern and innovative portfolio with focus on cloud, data and AI and cybersecurity

Foundational strengths



Strong, decades-long supply chain and operations skills at scale



6500+ partner relationships, strength with market leaders



Expanding global footprint

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What is a Solutions Integrator?

System Integrator Capabilities

- Modern applications
- Cloud services
- Infrastructure
- Data and AI
- Cybersecurity
- Managed services
- Networking
- Integration labs



Clients



Technology Reseller Capabilities

- Volume of client relationships
- Large, effective sales team
- Architecture and technology expertise
- Product capability and pricing knowledge
- Intimate partner relationships
- Procurement and supply chain capabilities
- Global footprint

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These unique strengths underpin Insight's Solution Integrator strategy

The traditional resale market is shifting

- Massive shift to the cloud reduces core data center infrastructure as spend shifts to networking and devices
- Cloud shift opens up increasing need for services for migration, application transformation/development, cybersecurity and all types of data needs

Insight's unique strengths position us to prosper

- Extensive roster of highly satisfied clients, tightly connected to large sales team
- High levels of technical expertise
- Relevant and modern portfolio
- 6,500+ partner relationships
- Global footprint
- Decades-long expertise in supply chain and operations

Strengthening our cloud and services reinforces and accelerates our technology sales

- High volume of trusted IT relationships from technology resale business enables growth in services and cloud
- Growth in cloud and services strengthens our capabilities and deepens client relationships through greater value delivered
- Deeper client relationships reinforce our technology resale business

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Key operating actions

Optimize Our Portfolio

Transform Solution Selling

Scale Services

Accelerate Profitable Growth

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Optimize our portfolio

Actions

1. Invest disproportionately in cloud, data and cybersecurity as our anchor services.
2. Scale managed services via automation and operating efficiency.
3. Incubation process for emerging opportunities
4. Become more discerning about non-strategic services opportunities.



Outcomes

Increased client value & stickiness

Higher proportion of recurring revenue

Revenue and margin growth

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Transform solution selling

Actions

1. Segment clients to grow deeper, long-term technology, services and solutions relationships in our most strategic accounts.
2. Tie our sales compensation to enhanced profitability and solutions growth.
3. Align our coverage model for team selling of solutions and technology to clients based on their needs.
4. Develop solution selling skills.



Outcomes

- **Increased sales efficiency**
- **Enhanced margins**
- **Top account growth**

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Scale services

Actions

1. Greater focus on long-term account relationships and larger projects lessens reliance on smaller transactions.
2. Improve delivery efficiency and competitiveness via onshore hiring practices and significant development of Indian capability.
3. Improved operating leverage within our services practices.
4. Differentiate competitively with our highly technical workforce.



Outcomes

- **Enhanced margins**
- **Efficient scaling of resources**
- **Increased competitiveness**
- **Higher growth**

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Accelerate profitable growth

Actions

1. Ensure consistency in pricing and margin expectations and strengthen financial approval processes.
2. Leverage operations automation and e-commerce to more efficiently and effectively serve clients.
3. Grow support function costs at lower rate than revenue and margins.



Outcomes

Expanded margins

G&A cost reductions

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Our actions will drive our Solutions Integrator strategy



Insight has combined the strengths of a traditional system integrator and technology reseller to operate uniquely as a Solutions Integrator.



As our clients shift to the cloud, we are leveraging this positioning to generate new cloud and services opportunities AND strengthen our technology resale business.



We have a clear set of actions to drive our success:

- Optimize our portfolio.
- Transform solution selling.
- Scale services.
- Accelerate profitable growth.

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