

The PXM Champions Awards



The Global Award: Insight⁺

ABOUT THE AWARD

The Global Award recognizes those who are **expanding their business outside of their HQ country, flourishing in new territories,** and working with local teams to **connect with new audiences.**

ABOUT INSIGHT

Insight Enterprises, a **publicly traded global technology company,** leverages its technical expertise, broad solutions portfolio, and supply chain capabilities to help **businesses achieve ambitious goals as a systems integrator.** With a focus on **cloud and data center transformation, a connected workforce, and digital innovation,** Insight empowers organizations worldwide to navigate the digital age and drive meaningful business outcomes.

CHALLENGES

Insight faced challenges related to a **lack of control over data and content** and a **limited ability for enhancements and new functionality** due to heavy reliance on IT teams. **With a vast catalog of 1.4 million products,** Insight needed a solution that would enable them to **easily maintain and expand their catalog autonomously, without heavy reliance on IT resources.**

SOLUTIONS

Insight's adoption of **Akeneo** has become **fundamental to their daily operations,** and has resulted in tangible business outcomes, such as **\$244 million in eCommerce revenue driven from channels enhanced by Akeneo,** and a **surge in catalog content completeness, with 90% of the catalog now enhanced, compared to a mere 15% prior to Akeneo.**

With Akeneo's implementation in North America proving successful, Insight is now poised to **extend its capabilities to Europe, the Middle East, and Africa (EMEA),** targeting expansion across 11 new countries in the region. **The efficiency, autonomy, and time savings** realized in the North American implementation will greatly impact the upcoming EMEA+ rollout, **enabling Insight to overcome similar challenges related to governance and IT reliance in those regions.**



Insight continuously thinks outside of the box to find **new ways we can maximize our use of Akeneo and its tools.** **The intuitive UI** makes it easy for a **business user to make changes in real time.**



Brad Swyers
Sr. Manager, Data Governance

