# Business Discovery Workshop

A one-week workshop empowering your team to identify the best opportunity to pursue, the ideal approach to bring it to life, and a ready-to execute roadmap to accelerate your digital transformation.

## Business challenge

Are you facing a complex challenge or a promising new venture that could propel you towards long-term success? Perhaps you're grappling with the best way to achieve your desired business outcomes. Insight is here to guide you towards clarity and prioritize your objectives to ignite innovation and elevate your business to new heights.

We understand that finding the right solution or technology can be a daunting task, especially when there are countless options available. That's why our expert team is here to help development teams overcome their hesitation and indecision, empowering them to select the ideal approach to bring their vision to life with confidence and ease.

So why waste time feeling overwhelmed or stuck? Let's develop a strategy that will drive measurable results and bring your aspirations to fruition.
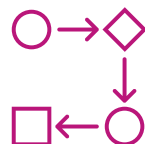
## How we help

The Business Discovery Workshop is an immersive one-week program that equips you with a comprehensive technical roadmap for digital innovation. It offers a "ready-to-execute" plan, a prototype or mock-up, and a proposed architecture to guide you into the next phase of implementation.

## Key Outputs

Transformation Roadmap

Solution Architecture

App Prototype

## Business

+ Business alignment on priorities and outcomes

+ ₓCustomized blueprint for digital innovation

+ ₓRapid prototype or solution architecture for a new digital experience

+ ₓReference architecture for an intelligent data platform to support AI- or IoT-enabled

+ ₓRecommended paths for modernizing an existing application and/or APIs)

## Our partner(s)

Microsoft

## Related offers

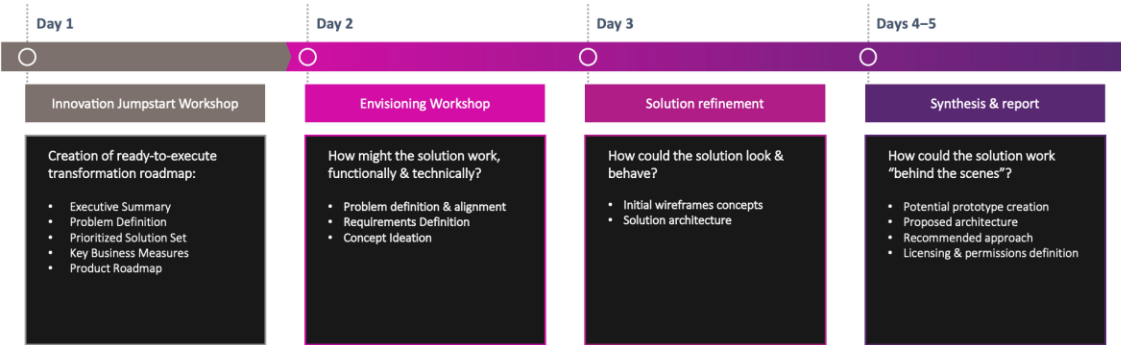Related offers

+ ₓ App Mod Assessment

+ ₓ DPI30

+ ₓLEAP

## Getting started is easy

Contact us and learn more about the offering at alliances@insight.com

# How it works

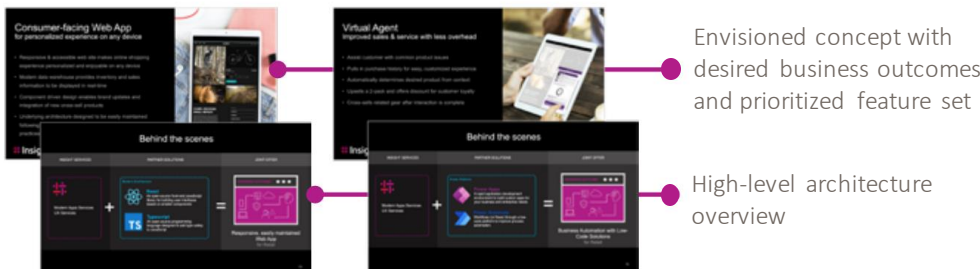| Day 1 | Day 2 | Day 3 | Days 4–5 |
|---|---|---|---|
| **Innovation Jumpstart Workshop** | **Envisioning Workshop** | **Solution refinement** | **Synthesis & report** |
| Creation of ready-to-execute transformation roadmap: | How might the solution work, functionally & technically? | How could the solution look & behave? | How could the solution work "behind the scenes"? |
| • Executive Summary<br>• Problem Definition<br>• Prioritized Solution Set<br>• Key Business Measures<br>• Product Roadmap | • Problem definition & alignment<br>• Requirements Definition<br>• Concept Ideation | • Initial wireframes concepts<br>• Solution architecture | • Potential prototype creation<br>• Proposed architecture<br>• Recommended approach<br>• Licensing & permissions definition |

## Example outputs

What you will receive is customized to the problem space, innovation that you are trying to achieve and content that is produced in the workshop.

We will compile all the learnings into a transformation roadmap that can be shared within your organization and deliver a proof-of-concept prototype or solution architecture that will guide you into the next phase of implementation.

### Transformation Roadmap

Envisioned concept with desired business outcomes and prioritized feature set

### Proof of Concept Prototype or Solution Architecture

Envisioned concept with desired business outcomes and prioritized feature set

High-level architecture overview

## Driving innovation with digital transformation

At Insight, we help clients enable innovation with an approach that spans people, processes and technologies. We believe the best path to digital transformation is integrative, responsive and proactively aligned to industry demands. Our client-focused approach delivers best-fit solutions across a scope of services, including the modern workplace, modern applications, modern infrastructures, the intelligent edge, cybersecurity, and data and AI.

**Learn more at:**

solutions.insight.com
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