



Client Story

Global Entertainment Leader Streamlines Devices for Seamless Workforce and Guest Experiences

When a global entertainment and hospitality company needed to take friction and inefficiency out of device management, it trusted Insight for a solution that would standardize workflows, save time, and serve workers and customers well.

Starting strong with a deep dive into device challenges

Delightful guest experiences rely on seamless behind-the-scenes processes. In early 2020, a world-renowned entertainment and hospitality company reached out to Insight for help with unexpected device workflow issues, looking for opportunities to streamline workflows and enhance processes for employees and customers, in keeping with its commitment to world-class experiences.

Together, we looked at processes, bundles, standards and customer services delivery. We also assessed how its existing value-added reseller was working. We discovered that our client's current approach generated a lot of wasted time and inefficiencies:

- Quotes were requested via email and needed to be printed, reviewed and processed manually.
- Because the company was using Apple® Financial Services leases under two- or three-year refresh cycles, leases needed to be reconciled quarterly by aggregating serial number, shipment, tracking and RITM data over three months.
- Reporting was severely lacking, limiting the insight that the company could glean into opportunities for improvement.

Two of the client's business units had been operating in this way to ensure the Apple devices and accompanying barcode-scanning sleds needed to properly support employees and customers were on hand. Any changes made would need to be tailored to account for differences between each of the two units.

The company wanted to streamline workflows and enhance user experiences to continue delivering the magically seamless experiences its customers have come to expect.

Industry:

Entertainment and hospitality

The challenge:

The client needed to optimize its Apple device refresh process and eliminate inefficiencies from device management workflows.

The solution:

A procurement platform integrated with Apple Financial Services streamlined the lease reconciliation process.

Insight provided:

- Supply chain optimization services
- Customized e-procurement portals
- iOS business management
- Refresh services for Apple devices
- Device Lifecycle Services, including inventory and kitting
- Financing through Apple Financial Services

Insight services:

- Professional Services
- Lifecycle Services

Providing modern processes with custom procurement

After evaluating the company's current processes and identifying key challenges, we presented the client with a formal review of our device capabilities. We also shared a solution design that would deliver the outcomes the company sought.

The client's leadership was enthusiastic about the proposed solution, but they needed to see it in action before committing to such a sizable changeover.

Our team built out web portals for each business unit that included bundles and customizations to demonstrate how robust and user-friendly our technology and processes are. We developed these Proofs of Concept (PoCs) in close conjunction with Insight's Global Finance team as well as Apple Financial Services to ensure everything was just right and could be implemented as-is.

This is just the beginning.

The client was thrilled with the PoCs and requested that we execute our plan as proposed.

As part of ongoing client initiatives, Insight has:

- Taken over management of all the client's iOS® business for one of the business units
- Refreshed approximately 10,500 iPad® and iPhone® devices used throughout the client's visitor locations
- Provided various Device Lifecycle Services:
 - Client-reserved inventory to provide buffer stock and quick-ship capabilities
 - Device kitting with custom peripherals and chips
 - Financing through Apple Financial Services, facilitated by Insight
 - Customized e-procurement portals

Our work has helped the client realize substantial efficiency gains. By using Insight's tools and processes, the company is now saving 20–30 minutes per order — this equates to 10–12 hours per month per business unit, or 20–24 hours per month across the company. These savings represent time and money that can now be spent on activities that improve employee and visitor experiences, drive new business and modernize operations.

As the client team looks ahead, they know they can turn to Insight as their strategic partner.

We've shown that we truly want to help the company transform and drive efficiencies, and that we have the resources and expertise to do so.

Benefits & outcomes:

Quicker deployment and device replacement



Less downtime and increased productivity

10,500+

iPad and iPhone devices supported

More than 20 hours saved per month



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