

AI Studio

From AI Vision to Value – clarity and confidence for your AI use case.



Solution Area

Data and AI (AI Business Transformation)

Business Challenge

You've identified and prioritised your AI use cases. The challenge now is getting the first one moving and turning "this could work" into "we know it will deliver value, and here's the evidence."

Three gaps stall progress: a conviction gap (even your best AI ideas can't get past the investment committee – business cases live in slideware), a design gap (AI gets bolted onto processes built for humans alone, so roles aren't reshaped and adoption stalls), and an evidence gap (assumptions go untested, and pilot budget gets committed on speculation). Just 13% of organisations report significant enterprise value from AI, and only 1 in 8 prototypes ever become operational.

The result: many prototypes, few production deployments, and AI that remains experimental rather than operational.

What AI Studio is and Who It's for:

AI Studio is Insight's AI innovation service for organisations seeking to move from AI ambition to evidence-based action. Designed for teams with a high-priority use case but uncertainty around value, feasibility, workforce impact and likelihood of adoption. AI Studio applies a structured innovation cycle to produce a validated prototype, redesigned workflow, business case and a clear recommendation to stop, extend or proceed to pilot.

How We Help

AI Studio is Insight's human-centred AI innovation service that helps organisations redesign AI-native workflows and prove business value before investing in pilots or production. It combines work redesign, rapid prototyping, governance and adoption practices to create a repeatable pathway from AI idea to measurable business outcome

Duration:

One-day workshop

Benefits:

- **Business case (proof of value):** value, cost, risk and an adoption plan packaged for your investment committee – a clear yes or no, not a maybe.
- **Validated prototype:** working software tested in real-feeling conditions with real users from your team.
- **Work-redesign plan:** roles, processes and adoption mapped end-to-end: who does what differently, and what to train on.
- **Stop / extend / commit recommendation:** a clear call, grounded in what you saw and heard, on where the prototype landed and whether to commit



Insight's AI & Business Transformation team runs AI Studio, an Innovation Factory built for your hero use case. One priority use case goes in; a pilot-ready initiative comes out. We move it through four stages in a single cycle, applying minimum viable governance sized to each stage. Enough to be safe and credible, never enough to slow the work down:

1. **Co-Discover:** Map the current state, surface the real friction, and pressure-test the assumed value before committing to a solution shape. (Current-state map · Value hypothesis · Stakeholder alignment)
2. **Work Redesign:** Reimagine the work for human-agent collaboration rather than bolting AI onto a process built for humans alone – roles, hand-offs and decision rights all on the table. (Future-state flow · Role changes · Adoption signals)
3. **Prototype:** An AI-accelerated build of the redesigned work – real interactions, real-feel data, real enough for the people who'll use it to react to. (Working prototype · AI pair programming · Real-feel data)
4. **Validate:** Put the prototype in front of the people whose work it changes; capture what holds up, what breaks, and what's needed before pilot, packaged with a Responsible AI lens. (User reactions · Business case · Stop / extend / commit)

Minimum viable governance, sized to the stage: Business value · Redesign & readiness · ITSM · Data · Governance · Ethics · Security

Microsoft Highlights

22 Specialisations including:

- Intelligent Automation

7 Partner Designations, including:

- Frontier Firm

About Insight

Insight Enterprises is a leading Solutions Integrator that helps clients solve technology challenges by combining the right hardware, software, and services. We're a global Fortune 500 technology company with a network of over 6,000 partners and experts around the world who provide access to end-to-end IT capabilities. For more than 35 years, we have delivered and optimised technology solutions for our clients efficiently, effectively, and safely. We are rated as a Great Place to Work, a Forbes World's Best Employer, and a Fortune World's Best Workplace. Discover more at au.insight.com. NSIT-M