



Insight Recognized as Worldwide Winner for 2018 Microsoft Artificial Intelligence Partner of the Year

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Named a Finalist for Financial Services Partner of the Year

BOSTON, June 08, 2018 (GLOBE NEWSWIRE) -- Insight's [Digital Innovation](#) Solution Area, BlueMetal, today announced it has won the 2018 Microsoft Worldwide Artificial Intelligence Partner of the Year Award. The company, which also finished as a finalist for the Financial Services Partner of the Year Award, was honored among a global field of top Microsoft partners for demonstrating excellence in innovation and implementation of customer solutions based on Microsoft technology.

Insight and a major financial services provider collaborated to build a conversational agent on Microsoft's AI platform. The technology makes investing more accessible, promotes financial literacy and creates an ease of communication between the business and customers, all while protecting personal information on a secure cloud platform.

"As the world shifts from old information technology to cutting edge intelligent technology, companies need the products, services and solutions that enable them to embrace these changes," said Ken Lamneck, President and CEO of Insight. "This is the third year in a row we've been recognized with a Microsoft Global Partner of the Year Award. It is an achievement that underscores our ability to work collaboratively with our clients to be truly transformational, push boundaries and enhance customer engagement."

Insight previously was recognized as the Microsoft Worldwide Mobile App Development Partner of the Year in 2017 and the Microsoft Worldwide Internet of Things Partner of the Year in 2016.

This year's AI award highlighted a first-of-its-kind conversational agent in the financial services industry. It enables multi-channel customer engagement, 24-hour access with live chat support and gives customers the ability to buy, sell or move monies across accounts in a secure, authentic and regulatory-compliant manner.

"The [conversational agent platform](#) allows businesses to engage new and existing customers in ways that are more convenient and palatable to the consumer," said Stan Lequin, VP & general manager, Digital Innovation at Insight. "Microsoft's leadership in these technologies, combined with our Intelligent Technology Solutions™, transforms the customer experience, driving value for end users while helping businesses connect with them in a more meaningful and personalized manner.

"Insight's deep industry expertise in AI and continued investment in emerging technology – including virtual agents, virtual reality/augmented reality and machine learning – help clients turn ideas into rich and powerful business outcomes. This recognition is a reflection of how we're driving differentiation across customer and work experiences," Lequin said.

The Microsoft Partner of the Year Awards recognize Microsoft partners that have developed and delivered exceptional Microsoft-based solutions during the past year. Awards were presented in several categories, with winners chosen from a set of more than 2,600 entrants from 115 countries worldwide.

"Our ecosystem of partners is crucial to delivering transformative solutions, and this year's winners have proven to be some of the finest among their peers," said Gaviella Schuster, corporate vice president, One Commercial Partner, Microsoft Corp. "We are pleased to recognize Insight's Digital Innovation Solution Area, BlueMetal, for being selected as winner of the 2018 Microsoft Artificial Intelligence Partner of the Year award."

For more information about Insight's Digital Innovation Solution Area, BlueMetal, and modern business application solutions, visit https://www.insight.com/en_US/solve/digital-innovation.html. For more information on Insight, visit www.insight.com or call 800-INSIGHT.

About Insight

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