



## Why Insight for Microsoft?

Insight is Microsoft's largest Global Licensing Solution Provider (LSP) and has been providing Microsoft® solutions for more than 25 years. As one of the first Microsoft LSPs and enterprise software advisors, we put Microsoft at the center of our end-to-end strategy to help businesses run smarter. We collaborate to deliver Intelligent Technology™ solutions that meet your strategic business needs and optimize your technology investments.

### Expanding your portfolio with Microsoft

Now, there's an easy way to provide more services to your customers and manage them efficiently. With Insight's offering of Microsoft Cloud for service providers (MSPs and ISVs) you can maximize your service offerings while maintaining control over costs and getting your customers up and running fast.

#### Differentiate

Focus on the core of your business and how it makes you different from your competition. With our Microsoft offerings for MSPs and ISVs, you have full control and ownership of your client relationship and can create billing models, terms and special offers that work for your business.

#### Diversify

Expand your offerings or add complementary value with products and services that attract and retain clients. You can sell combined offers and services, and easily add to your packaged partner tools, products and services with Microsoft.

#### Scale

Efficiently scale your business to keep up with technology and client demands, and set the stage for long-term growth. Directly provision, manage and support customers so they have one point of contact for all of their needs.

Insight is your expert connection to the cloud solutions that help your business run smarter.