



Prepare your cloud **for AI**

Insight in partnership
with Microsoft



AI is reshaping how businesses work.
But the real transformation starts with cloud.

According to Gartner, more than **80% of enterprises** are expected to adopt generative AI¹, either via APIs or foundation models, by 2026. Yet a recent MIT Technology Review Insights survey found that **78% of organisations** feel unprepared to deploy generative AI due to weak data and infrastructure foundations.²



That gap is where we come in.

At Insight, we believe cloud isn't just a technical foundation, it's a strategic one. It gives you the flexibility to scale fast, the security to stay compliant, and the power to unlock AI-driven insights that move your business forward.

But getting there isn't always straightforward. Legacy systems, siloed data, rising costs, lack of FinOps controls, or unclear strategy can all slow momentum. As one of Microsoft's leading global partners, Insight helps you overcome those blockers with a cloud transformation approach that's structured, consultative, and outcome-focused.

Whether you're modernising legacy infrastructure or preparing to scale new AI capabilities, we help you build a cloud that works for today and is ready for whatever comes next.

Prepare your cloud for AI

AI's promise depends on more than just ambition, it demands a cloud built for performance, flexibility, and trust. With **78% of organisations already using AI compute**, storage and networking environments are under more pressure than ever.³ There's a growing need for scalable, resilient infrastructure, real-time observability, and the ability to handle edge data from IoT environments – especially in sectors like manufacturing and healthcare, where ESG compliance and CO₂ reduction targets are driving transformation.

Yet many struggle, with SS&C Blue Prism finding that **69% of AI projects never make it into live operations**, often due to fragmented data or missing cloud foundations.⁴



At Insight, we help you turn ambition into action.

Working shoulder-to-shoulder with your team, we align your data platforms, infrastructure and governance with AI goals, so your cloud doesn't just enable innovation; it delivers it.

¹[Gartner. Generative AI Can Democratize Access to Knowledge and Skills.](#)

²[Tech Monitor. Survey reveals 78% of businesses unprepared for Gen AI due to poor data foundations.](#)

³[TechRadar Pro. The need for robust AI infrastructure.](#)

⁴[Blue Prism. AI Agents and Agentic Survey Statistics 2025.](#)

Building a structured foundation for cloud AI adoption

Structured data

- Unified data estate with structured, accessible and high-quality data across the organisation.
- Clear data governance policies, metadata management, and lineage tracking.
- Security and compliance frameworks that align with industry regulations and data sovereignty requirements.
- Scalable storage and compute infrastructure to support large AI training and inferencing workloads.
- Defined data ingestion, transformation, and analytics pipelines that are optimised for cloud-native performance.
- **Support for streaming and real-time data ingestion**, enabling AI models to harness insights from sources such as IoT devices, logs and events.
- **Integration of unstructured data sources** including documents, emails, images and reports, with tooling to structure and prepare these assets for AI consumption.

Technology infrastructure

- Modernised, cloud-native architecture capable of supporting AI tools and services like Azure OpenAI and Copilot.
- Integration of AI-ready services within Azure (e.g. Cognitive Services, Machine Learning, Synapse).
- Automated CI/CD and DevOps pipelines to accelerate model development and deployment.
- Robust identity and access management with least-privilege controls and conditional access policies.
- Workload placement strategies that consider latency, performance, compliance, and cost efficiency.

People and process enablement

- Skilled teams trained in Azure cloud services, AI tools, and modern data platforms.
- Culture of innovation that empowers cross-functional collaboration between IT, data science, and business units.
- Organisational change management processes that ensure buy-in, adoption and sustainable transformation.
- Executive sponsorship to champion AI initiatives and maintain strategic alignment.
- Clear value management practices to track, measure and optimise the impact of data and AI initiatives across the business.
- Ongoing access to expert guidance through partners like Insight's Cloud Advisory Team (ICAT) to support capability development and roadmap execution.

Solving today's cloud challenges

Preparing your cloud for AI is more than lifting and shifting, it's about removing roadblocks, amplifying opportunity, and building resilient systems for the future. These include:



1

Preparing for larger, faster workloads and applications

AI workloads demand more than traditional infrastructure can offer. They require scalable compute, low-latency data access, and intelligent orchestration across services. In fact, according to McKinsey, AI data centre capacity needs to **grow by 33% annually** through 2030, with **over 70% of future demand tied directly to AI-centric use cases** like LLMs, Copilots, and real-time generative tools.⁵

Whether you're fine-tuning foundation models or embedding Copilot into everyday workflows, your infrastructure must support complex model training, inference, and data movement at scale, without sacrificing control or compliance.

This is where Insight comes in.

Our Azure Migrate and Modernise services assess your entire technical landscape, from compute and storage tiers to latency requirements and security posture. We use tools like Microsoft's Solution Assessment for Rapid Migration to quickly evaluate workloads, map interdependencies, and build architectures that are secure, resilient, and AI-ready.



The result? A high-performance cloud platform designed to evolve with your business.

⁵ [McKinsey, AI power: Expanding data center capacity to meet growing demand.](#)

2

Modernising legacy systems including data and applications

Legacy systems remain a major barrier – developers themselves are signalling that outdated, inflexible tech is costing productivity and talent. In a recent survey, **58% of senior developers** in medium to large firms said they'd considered quitting because of legacy system frustrations.⁶ Poor data quality in legacy environments adds another layer of complexity, introducing inconsistencies that make model training ineffective or even risky.

Insight's approach is pragmatic and phased.

We help you identify which systems to rehost, replatform, or retire, using Azure-native tools and proven methodologies. We work to streamline your application portfolio, modernise your data pipelines, and move workloads into scalable, cloud-native environments, all while minimising risk and disruption. By embedding architecture best practices and phased delivery models, we help reduce technical debt while unlocking future-ready innovation.

3

Optimising workload placement

Not all workloads belong in the same place. Some demand the elasticity of Azure public cloud, while others, due to data gravity, compliance, or cost considerations, perform better in hybrid or on-premises environments. With **54% of enterprises now operating in hybrid or multi-cloud models**⁷, workload placement is no longer an afterthought, it's a differentiator.

At Insight, we build placement strategies that look forward.

We assess each workload's unique requirements and align them to business priorities, considering latency sensitivity, interconnectivity, cost models, and regulatory constraints. Whether the right answer is public cloud, hybrid, edge, or something in between, we architect environments that deliver scalability, security, and performance across every layer of your infrastructure.

⁶ [TechRadar Pro, Devs are considering quitting en masse.](#)

⁷ [Flexera, Turbulence in the cloud?](#)

4

Managing data sovereignty and compliance

As AI and cloud adoption accelerate, so does scrutiny around data privacy and control. Regulatory frameworks like GDPR, DORA, and the EU AI Act are evolving fast, and non-compliance can not only delay innovation, but cost millions. In 2025, **51% of organisations identified data sovereignty as a top-three challenge in adopting AI responsibly.**⁸

That's why Insight embeds governance into every stage.

We help you navigate complex regional data laws, deploy Azure Policy and Microsoft Purview, and design for zero-trust principles from the outset. From identity and access controls to encryption and telemetry, we ensure sensitive data is secure throughout its lifecycle. And by aligning with Microsoft's Responsible AI principles, we help you scale innovation without compromising compliance or trust.

5

Building internal skills and capabilities

A high-performing cloud platform is only as strong as the people who use it. But many organisations still face a critical skills gap in cloud architecture, AI tooling, and DevOps practices. According to IDC, **75% of organisations say they lack the in house expertise needed to scale generative AI efforts.**⁹

Insight bridges the gap.

Our Cloud Advisory Team (ICAT) delivers more than technical recommendations, we embed capability. Through guided enablement sessions, hands-on workshops, and executive-level road mapping, we upskill your teams in Azure, AI services, and cloud-native operations. Whether it's change management, deep technical training, or aligning IT and business teams, we build confidence and competence at every level.

Cloud and AI: turning strategy into action

Too often, organisations approach cloud transformation as a checkbox exercise, building infrastructure without a roadmap. At Insight, we believe transformation only succeeds when strategy meets structure, and ambition meets delivery.

⁸ [TechRadar Pro. Companies say data sovereignty is important.](#)

⁹ [Dev. IDC predicts the future of IT: Top 10 trends shaping 2025.](#)

Why a clear roadmap isn't optional, it's essential

According to Cflow, **70% of companies already have a digital transformation strategy, or are crafting one by 2025.**¹⁰

Yet BCG data shows that only about **30% of digital transformation projects actually meet their full potential**, with many stalled due to unclear planning or poor alignment Restore.¹¹

How Insight turns strategy into momentum:



Your Vision

We start by listening. We explore your organisation's ambitions, key challenges, and potential for transformation. This sets the tone for a strategy aligned to your business goals.

1

2

3

4

5

Drawing a Roadmap

Together we design a detailed, actionable roadmap. It prioritises both quick wins and long-term value creation, focused on agility, scalable infrastructure, FinOps from day one, ESG compliance, and the ability to support AI and real-time IoT data processing, particularly in manufacturing and healthcare sectors.



The Starting Point

We assess where you are today. This includes technical environment reviews across Microsoft 365, on-premises, and cloud platforms, considering architecture, performance, security, team capabilities, and governance. We also bring in FinOps principles from day one to help manage and predict cost.



Partners from End to End

Our consultants work alongside your teams, helping execute changes, integrate technology, and maintain progress across your people, processes, and platforms. Whether it's implementing Microsoft Fabric, aligning teams, or tracking performance, we're with you every step of the way.



Unlocking Further Value

Transformation doesn't stop at go-live. We embed continuous optimisation through managed services, workshops, and platform evolution, helping you unlock full value from Microsoft tools, from SharePoint to Copilot, and beyond.



We structure your cloud and AI journey using a **proven 5-stage model**. It's designed to align your goals with Microsoft's ecosystem, delivering lasting impact at every milestone.

¹⁰ [The Voice. 70% of companies have planned a digital transformation strategy.](#)

¹¹ [BCG. Companies Can Flip the Odds of Success in Digital Transformations from 30% to 80%.](#)

Common pitfalls and how to avoid them



Even the most forward-thinking strategies can stumble without the right execution. Based on decades of client delivery and deep expertise across Microsoft's ecosystem, Insight has identified several common blockers and built our services to overcome them.

1

Migrating without modernising

Rehosting legacy apps without redesigning them for the cloud often results in high costs and performance issues.

Insight's approach: We help you evaluate which workloads to rehost, replatform, refactor, or move to SaaS, using tools like Microsoft's Azure Migrate and the Solution Assessment for Rapid Migration. The result is a modern, scalable and efficient cloud-native estate.

2

Data estate not ready for AI

Poor quality, fragmented or siloed data can derail AI projects from the outset.

Insight's approach: We conduct data discovery and governance assessments to ensure your data is accurate, secure and orchestrated for low-latency AI workloads. We align to Microsoft Purview and Azure Data Services to optimise your AI readiness.

3

Lack of internal alignment

Change can fail without the right support across business and IT teams.

Insight's approach: Through enablement programmes and workshops, we embed behavioural change and digital fluency, helping users adopt Microsoft 365 Copilot and other AI tools confidently and effectively.

4

Insufficient governance and control

Without the right guardrails, organisations risk cost sprawl, configuration drift and compliance breaches.

Insight's approach: We help you implement Azure Policies, management groups and governance frameworks aligned to business priorities, creating a secure, compliant foundation for innovation.

5

Missed Microsoft funding opportunities

Organisations often aren't aware of co-funded migration or innovation support.

Insight's approach: As a Microsoft Solutions Partner, we unlock funding streams and programme benefits to de-risk transformation and accelerate results, through Azure Accelerate..

6

Viewing migration as the finish line

Many transformations stall after the initial migration.

Insight's approach: We provide continuous optimisation and FinOps support, ensuring performance, security and cost-efficiency evolve with your business.

7

Security not built-in from day one

Configuration errors during migration are a leading cause of cloud breaches.

Insight's approach: We build in Zero Trust and Microsoft best practices from the start, validating architecture and applying identity and access controls, encryption and policy compliance throughout the lifecycle.

Delivered with Insight

Whether through the Core Migrate & Modernise, Cloud Economics Review, or Microsoft-supported workshop, Insight delivers practical, scalable guidance, helping you avoid missteps and unlock value faster. Our deep partnership with Microsoft ensures you benefit from the latest innovations and funding opportunities, underpinned by technical rigour and a proven methodology.



Cloud economics aligned with business outcomes

Cloud has the potential to shift IT from a fixed cost to a strategic enabler. But that value only materialises when consumption is tied to impact, not just infrastructure.

Insight helps clients align cloud economics with business outcomes from day one. As organisations increasingly adopt Microsoft Fabric and other data platform services, we bring in FinOps principles early to help manage costs and avoid spiralling spend, an issue reported by many organisations embracing Fabric.

How to do this

- **Optimise cloud consumption: 30% of cloud spend is wasted** due to underused resources, overprovisioning, and lack of visibility.¹² We use Azure-native tools and FinOps best practices to reduce waste and improve ROI.
- **Embed proactive governance:** Insight establishes cost guardrails using Azure Cost Management, policies, and automation, helping organisations stay compliant and in control as they scale.
- **Link cost to outcomes:** Whether it's reducing the total cost of ownership for legacy apps, scaling Microsoft 365 Copilot, or improving utilisation of AI services, we ensure cloud spend supports business performance, not just platform expansion.



With a clear focus on ROI, sustainability, and real-world value, we help clients adopt Azure strategically, with long-term cost control and measurable impact built in.

Preparing for the future, today

AI is redefining how organisations operate, enhancing decision-making, enabling smarter collaboration, and unlocking new customer experiences. But reaching that future demands more than ambition. It requires a clear, actionable strategy built on the right foundations.

At Insight, we help you prepare your cloud for AI, eliminating barriers around adoption, resourcing, and ROI. Our Microsoft Cloud Solutions experts work alongside your teams to align technology and data to business outcomes, building a roadmap that's pragmatic, people-focused, and ready to scale.

With the Insight Cloud Advisory Team (ICAT), you gain strategic guidance grounded in experience, from AI-ready architecture and data platforms to security, governance, and change enablement. Our expertise in Microsoft Azure and Microsoft 365 ensures you maximise your investment at every stage.

A Fortune article reports that in 2025, **87% of C suite executives plan to increase their generative AI investments**, while only **58% expect to scale AI across their organisation**.¹³ Now is the time to act, and Insight is the partner to help you lead with confidence in an AI-powered future.

¹² [Iq Business, The CFO's guide to reducing cloud waste and optimising resources.](#)

¹³ [Fortune, Europe's competitiveness is challenged.](#)

Insight Cloud Advisory Team (ICAT)

Every organisation's cloud and AI journey is unique, shaped by different environments, business priorities and internal capabilities. That's why Insight's Cloud Advisory Team (ICAT) delivers strategic frameworks tailored to your needs, underpinned by real-world execution and specialist Microsoft expertise.

Our advisors hold advanced certifications across Azure and Microsoft 365 and work hand-in-hand with Microsoft to stay at the forefront of platform developments, funding opportunities, and best practices. This ensures your transformation is not only aligned to technical and commercial goals but accelerated.

We serve clients across industries including financial services, healthcare, manufacturing and the public sector. Whether you're new to Azure or scaling cloud-native maturity, we share practical insight grounded in proven outcomes.



With a flexible, client-centric model, ICAT ensures the right mix of strategic and technical support at every stage, from discovery to delivery. Whether it's enhancing adoption, deploying migration capacity or embedding long-term capability through a Continual Delivery Team, we scale to meet demand.

And with access to Insight's global community of multilingual experts, you benefit from diverse perspectives, deep technical bench strength, and support wherever you are in your journey.

Speak with one of our specialists today