

## Insight takes the pain out of asset and licence management

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Insight (<http://www.uk.insight.com>), one of the world's leading technology companies, has created a highly effective automated management tool that could help enterprises to save vast sums of money per year when it comes to the administration of warranties, licensing and associated compliancy issues.

The new Asset Manager tool has been enthusiastically received by UK and global enterprises that have trialled it. Indeed, in the first 60 days of testing alone Insight helped over 250 customers to renew license and warranty agreements, remain compliant and protect themselves from legislation.

Failure to regulate assets can be costly. Replacing or repairing equipment on which warranties have expired can be ten times as expensive as efficient maintenance. Licensing violations also invoke needless expense and downtime.

"The message to our clients is that Insight is leading the way in providing innovative technology solutions to the real IT and business management challenges that they face every day," said Ashley Gatehouse, EMEA Vice President of Marketing at Insight. "Our new Asset Manager solution will ensure that huge numbers of our clients will be able to easily and accurately monitor their own expiring contracts using this intuitive to use and simple to implement tool".

Insight's (<http://www.uk.insight.com>) initiative has already seen hi-tech companies, such as Hewlett Packard, rushing to work with the new innovation, rather than developing solutions in-house because of the trust they have both in the model and Insight as a provider of innovative technology solutions.

Said Nick Shuttleworth, HP Services Channel Sales Manager, "In the development and implementation of the Insight Asset Manager tool, Insight worked closely, at every step, with HP. For us as a business, the value to be had from a single tool for managing both base warranty and expiring maintenance business cannot be underestimated in terms of the time and financial savings it brings to us. This allows HP as a business to focus on the things we do best while Insight takes care of managing our assets."

"When you receive the endorsement of a global leader like Hewlett Packard, it underlines that your products and initiatives are doing a good job for both your partners and your clients," said Gatehouse.

Insight Asset Manager presents the customer with a view of contracts they own which are 'exposed' – either to a warranty that is due (from 90 days down to 15 days post warranty) or a warranty that hasn't been purchased. The customer can manage all expiring contracts, across multiple products (and vendors) in one place, supported by an automated email notification.

Insight Asset Manager was designed to be easy and intuitive to use and even simpler to adopt. It can be operated without any specialist skill and is updated daily to give the client a near real time update of the company's portfolio of annuity and warrant assets.

Insight Asset Manager saves companies thousands of pounds by automatically reporting on warranties and

annuity licensing agreements. For CIOs (<http://bit.ly/y5Hm6m>) this equates to priceless man-hours and even weeks in the tank because the tool searches for expiring warranty and software licensing agreements and notifies the relevant manager automatically. By averting compliance problems and helping the company to make most efficient use of its assets, it could create massive economic benefits for a company.

About Insight:

Insight (<http://www.uk.insight.com>) EMEA is a division of Insight Enterprises, Inc., a leading provider of brand-name information technology ("IT") hardware, software and services to large enterprises, small to medium-sized businesses and public sector institutions in North America, Europe, the Middle East, Africa and Asia-Pacific. The company has approximately 5,100 teammates worldwide and generated sales of \$4.8 billion for its most recent fiscal year, which ended December 31, 2010. Insight is ranked number 471 on Fortune Magazine's 2011 'Fortune 500' list. For more information, please visit:

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