

Case Study: The AI Playbook

How Insight built a repeatable model for AI transformation that is saving **15,000+** hours a week and creating a new client advantage.



The challenge: From AI curious to AI-first

Like many top companies, our culture is built on action and our leaders were eager to use AI. But initially, we were only “AI curious”. While some teams experimented with different tools and platforms, these efforts were disconnected, with no clear plan to adopt AI across the entire organization. This fragmentation made it impossible to measure AI’s impact, track productivity gains, or build on successes.

Progress was too slow. We were challenged by fragmented processes from acquisitions and a lack of automation. Key operational knowledge was often stuck with individual employees, creating process bottlenecks and making it difficult to automate tasks and navigate complexities. This tribal knowledge represented a significant risk; without a system to capture it, efficiency was limited and valuable expertise could be lost.

“We had a culture and an executive leadership team biased towards action and towards leveraging AI,” said **Stan Lequin, CTO for AI Transformation, Insight**. “We just didn’t know how to go. There was no playbook here, so we wrote our own.”

The solution: Building the AI Foundations playbook

In just five months, we created and launched our **AI Foundations** playbook – a complete plan to become an AI-first company. We established a central **AI Center of Excellence (COE)** to lead the effort, acting as a force multiplier that allowed a small, focused team to make a big impact across our company.

The playbook was built on four key pillars:

1



Establish Governance: To prevent an array of disconnected projects, we launched the **Prism** platform, giving leaders a single place to manage the entire transformation, from finding and prioritizing the most valuable ideas to tracking project progress and measuring results against business goals. Prism serves as the foundational governance level and enables leaders to prioritize use cases by Categories 1-3; Category 1 being the simplest, up to Category 3 to set up an agent builder.

2



Empower People: Technology alone doesn’t create change – engaging teammates and change management needed to be a day-one priority. Our COE established two key programs to help drive that change:



The **AI Champions Network**, a dedicated group of employees from across the business, drove the cultural shift. Acting as AI evangelists, they broke down departmental barriers, identified opportunities, and sparked a new level of collaboration.



The **AI Flight Academy** training program taught all employees how to use AI in their day-to-day work. It created a common language and skillset across the organization, encouraging quick adoption and helping the COE support different teams based on their needs.

3



Accelerate Development: Horizon AI became the main platform for quickly building and launching new AI agents. By providing a standard set of tools and connecting to all types of company data – from documents to databases – it gave teams the scaffolding to innovate without having to reinvent the wheel, which significantly sped up development. Plus, Horizon gives teammates access to a wide variety of models, so they can choose the best model for any need.

4



Scale with Agents: The power of Horizon AI was proven with the creation of an AI agent that provides an easy way to search thousands of “AI Celebrations” – a collection of success stories from fellow teammates. “The whole idea behind AI Celebrations was, ‘how do you make AI human?’” explained Lequin. The agent effectively turned siloed knowledge into a searchable knowledgebase, enabling any teammate to learn from others in real time.

The results: A high-speed, high-impact cultural shift

Insight’s AI Foundations program has completely changed how the company works, igniting a new era of efficiency and collaboration. “The biggest a-ha moment for our clients is that we did this all in basically five months,” said Lequin. “We just move differently now. We think in ‘AI years,’ where one year is ten.”

This new speed is supported by powerful numbers that show a deep cultural shift. These aren’t just statistics; they are indicators of a fundamental change in how work gets done:

- **Widespread adoption:** **83% of teammates** now actively use AI in their roles, demonstrating broad buy-in.
- **Massive engagement:** Teammates logged **over 952,000 prompts** in a single 28-day period, a clear sign of deep integration into daily workflows.
- **Quantifiable productivity:** Through the AI Celebrations program, teammates report saving an estimated **15,000 hours per week**. This is more than just time saved; it is new capacity unlocked for more strategic, client-facing, and innovative work.

Each month, we continue to see these adoption numbers grow. The ultimate validation of this strategy is that our internal success has become a powerful external advantage. Sharing our own journey has resonated deeply with clients, elevating relationships and turning us into a trusted guide for their own transformations.

“**Start with the teammates,**” advises Lequin to other leaders. “Be really clear in your messaging on what AI transformation means to your organization. Be bold and then make it all about your teammates.”