



Insight's evolution from reseller to trusted Solutions Integrator for Nagelmackers

Story Snapshot

As a Belgian bank specialising in private customer services, Nagelmackers has been working with Insight since 2017

Originating from a Microsoft license agreement, this collaboration has gradually grown into a partnership in which Insight evolved from reseller to the bank's trusted Solutions Integrator.



Finance

Background

Nagelmackers is a Belgian bank specialising in private customer services, with approximately 50 offices, half of which are managed by self-employed staff, and a dedicated team of around 475 employees. Headquartered in a modern, sustainable building in the centre of Brussels, Nagelmackers has been working with Insight since 2017. Initially serving as a licensing partner, Insight seamlessly evolved into their preferred reseller, and is now Nagelmackers' trusted technology advisor and Solutions Integrator.

When Nagelmackers contacted Insight, the bank was looking for a new Microsoft licensing partner. However, in a rapidly changing landscape, it did not take long before Insight's services as a consultant and solution provider caught the bank's interest. In the context of Software Asset Management (SAM), Insight played a pivotal role in mapping and optimising Nagelmackers existing technology stack. This allowed the bank to simplify its environment and improve its IT expenditure.

Insight soon became Nagelmackers first line of support, when the bank decided to implement a unified communications and telephony solution. Insight organised a series of workshops to enhance the adoption of Microsoft Teams among Nagelmackers' employees. "They helped us explain the functionalities of Teams, prepared a manual, and identified a group of champions and early adopters", says Martine Melis, IT Operations Manager at Nagelmackers. "Insight also supported us in adding Tendfor as a contact centre solution for departments where Teams' basic features were not sufficient."

"At Nagelmackers, we see Insight as our trusted advisor. Insight assists us in selecting and buying the right technology and services. They consistently invest time to understand our needs and come up with a tailor-made solution. Proactively helping us to optimise our licences and providing refreshing perspectives. Insight knows us inside-out and has truly become a part of our story."

Martine Melis – IT Operations Manager at Nagelmackers

Becoming Nagelmackers' trusted advisor

As a bank, Nagelmackers is regularly subjected to audits, placing significant emphasis on cybersecurity and compliance. In 2020, Insight's experts conducted an assessment with Microsoft to evaluate and optimise the bank's 365 environment. Insight also played a key role in Nagelmackers' transition to Microsoft's online products.

"Due to the strict legal requirements banks need to comply with, our risk appetite to migrate to the cloud was not very high", says Martine Melis. "However, thanks to the consultancy and workshops provided by Insight, we started to see the benefits. They explained that transitioning to the cloud is much more secure than continuing to rely on a hybrid environment, as long as we use the security options that are included in our Microsoft licences. Since Insight has a good understanding of our intentions and strategies, they were able to provide tailored advice to set up our environment."

Why Nagelmackers

Nagelmackers is by far the financial partner in Belgium for families looking to grow, manage, and preserve their wealth across generations. With its 275 years of experience, Nagelmackers has weathered many crises and stands for financial stability and reliability.

Nagelmackers is a bank with a long family tradition, which we proudly cherish. Because we value a human approach, personal follow-up by a trusted and experienced advisor remains the core of our service. Our expertise in investment advice, asset management, business banking and wealth planning provides our clients with peace of mind.

Nagelmackers is also a bank focused on the future and on offering a full-fledged digital service with a focus on investments within a state-of-the-art online and mobile customer experience. We continue to invest in high-quality client-centric applications that support our clients in managing and overseeing their wealth. Overall client satisfaction is our guiding principle.

Why Insight?

As a trusted advisor, Insight proactively recommends improvements for Nagelmackers. For example, while Microsoft's advanced support may be appealing to certain companies, the bank made limited use of this premium service. "We needed advanced support, but this was costly. Then we heard about Insight One Call for Microsoft. With this solution, we can rely on support from Insight's experts without investing in a service that is too comprehensive for our needs."

A glimpse into the future

The roadmap looks impressive, but there are more projects on the horizon. Data governance is and remains one of Nagelmackers' main focus points in the future. How do you keep a complete overview of the data you have, including data shared in environments such as Teams and SharePoint? How do you continue to protect and classify sensitive customer data? And who has access to this information? Insight is helping Nagelmackers optimize their strategy that allows the bank to maximise the value of its data.

Looking ahead, Nagelmackers is considering further expanding its Microsoft technology stack. One option could be Microsoft's Power Platform, an intuitive platform with low-code tools that facilitate the development of flexible solutions. "Again, we are taking a pragmatic approach to integrating new tools. Insight knows our way of working and is well placed to help us understand how to automate and benefit from these technologies", explains Martine Melis.

To conclude, what started as a licensing agreement more than six years ago has gradually grown into a full-fledged partnership. "For us, being able to rely on a trusted advisor at any time is extremely valuable. In Insight, we have found this long-term partner who consistently addresses our needs and helps us to design, build, implement and manage the best technology solutions."

FAST FACTS

Cost-efficient

environment with premium support

Future-proof

and compliant technology stack

Maximum

user adoption of new solutions

Trusted

long-term partnership based on industry expertise