



# The Power of a Super Solution Integrator for Your Apple Ecosystem

Having a digital transformation expert that can manage large-scale IT initiatives from end-to-end makes all the difference.

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## Executive summary

Organizations that embrace the digital transformation journey are poised to increase business agility and deliver powerful business outcomes. In order to realize this promise, organizations need to leverage new technologies, such as Artificial Intelligence (AI), the cloud and the Internet of Things (IoT), which are increasingly complex and demand increasingly specialized expertise. Consequently, organizations are looking beyond their walls to develop and deploy powerful IT initiatives that will achieve business goals.

Yet, not all outside resources are created equal. As transformative IT initiatives require more sophisticated solutions, with many moving parts, the number of outside partners increases — along with challenges such as communication silos, security breaches and stalled timelines.

Collaborating with a digital transformation partner should simplify and streamline IT initiatives, not add to the complexity. Whether an organization already has some Apple® devices in use within a corporate-owned or Bring Your Own Device (BYOD) program, scaling up an investment in Apple should be seamless. This is where the Super Solution Integrator (SSI) comes in.

An SSI is a digital transformation expert whose core competency is envisioning, building, deploying and maintaining solutions at scale with cutting-edge technology. Equipped with end-to-end capabilities, an SSI addresses each domain of integrated modern technology solutions, owning the handoffs, integration points and interdependencies that are often the source of project failure when multiple partners are involved. Throughout an IT initiative, client organizations benefit from the SSI's strategic guidance, and program and change management expertise. An SSI also has the ability to drive transformative business outcomes, including customer engagement, workforce empowerment, products and experience enhancement, and operations optimization.

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## Introduction

Today, 72% of senior leaders and 90% of CEOs see organizational agility as critical in driving business performance and growth.<sup>1</sup> Agility has become imperative in a business landscape characterized by proliferating choice, increasing customer demands for intuitive experiences, unanticipated changes in the global business economy and workforce, and a shrinking gap between disrupting and being disrupted.

With its promises of greater flexibility and collaboration, faster time to market and new avenues for innovation, digital transformation has made business agility more possible than ever. In particular, organizations are turning to IT initiatives to deliver powerful business outcomes: optimizing operations and processes, engaging customers, empowering employees, and enhancing products and experiences, to name a few.

However, the business value of technology can go unrealized without the expertise to strategically design, deploy and manage the right solutions to drive desired outcomes. A compelling option is the **Super Solution Integrator (SSI) — a single team with expertise across all aspects of modern IT solutions to architect, manage and execute initiatives from end-to-end.**

In collaboration with an SSI, client organizations can improve Return on Investment (ROI), realize powerful business outcomes and facilitate meaningful organizational change. Above all, an SSI empowers organizations to think bigger and bolder, creating transformative value that extends beyond IT to the entire business.

The following whitepaper introduces and explains the concept of a super solution integrator and why it's so especially valuable for organizations with an Apple strategy. Specifically, the paper identifies the opportunities and challenges in the digital transformation era that have given rise to the SSI, explains its unique expertise across IT and Apple products, and highlights the business outcomes it can deliver.

## Part I: The opportunities and challenges of digital transformation

Before delving into the expertise and value of an SSI, it's important to contextualize the need for such a partner in the current technology and business landscape. Intent on increasing efficiency, building a modern workplace to attract and retain the best talent, and engaging customers on a deeper level, businesses are turning to the latest technologies. However, most organizations are not equipped to navigate these complex initiatives on their own, without specialized knowledge or digital transformation experience. As they look to outside expertise, organizations and IT decision-makers must assess what kind of partnership will lay a successful foundation and deliver the most business value.

Three technologies are integral to large-scale, transformative solutions — and demand increasingly specialized knowledge to deploy and manage in service of outcomes-driven IT initiatives.

## Advanced analytics and artificial intelligence

In 2020, 64.2ZB of data was created or replicated. The amount of digital data created over the next five years will be greater than twice the amount of data created since the advent of digital storage.<sup>2</sup>

There is more data, in more places, across more devices and users than ever before. All of this information has the potential to transform organizations, helping them better

understand how the business operates, employees perform and customers engage. Data and Artificial Intelligence (AI) can lead the way to more informed decision-making, reduced costs, and personalized end-user experiences, sales and marketing — as long as organizations can effectively turn data into intelligence. Without custom dashboards and reporting methods, as well as AI-enabled predictive modeling and monitoring, organizations are left with lots of information that is unwieldy to manage, hard to secure and difficult to interpret.

## Cloud computing

The cloud enables some of the most cutting-edge technology. As evidence of its significance to business, 81% of organizations have at least one application or a portion of their computing infrastructure in the cloud.<sup>3</sup> The power of the cloud lies in its flexibility, allowing organizations to easily scale and update infrastructure and services to meet unique workloads and applications. Additionally, the cloud supports subscription-based, as-a-Service models that underpin the modern workplace, driving workforce collaboration from anywhere. Finally, developing in the cloud streamlines operations and speeds time to market, empowering businesses to innovate more quickly. However, organizations are struggling to realize the benefits of the cloud without the knowledge to determine best-fit workloads and applications, enable secure governance, and manage and optimize investments.

## The IoT and smart edge

The Internet of Things (IoT), comprised of smart devices, cameras, sensors and vehicles, is the new normal. In fact, global IoT connections are expected to reach 30 billion in 2025.<sup>4</sup>

The IoT delivers real-time intelligence to improve efficiency and safety, reduce costs through predictive modeling and create intuitive, seamless experiences. For these reasons and more, businesses, hospitals, school systems and cities are increasingly seeking IoT solutions to achieve their target outcomes. This also requires organizations to be equipped with the right procurement and deployment processes, network architecture and security measures to manage this new connected ecosystem — internally and externally.

Organizations across a wide range of industries want to leverage these new technologies to increase business agility, remain competitive, and deliver new, disruptive offerings or experiences. To achieve these ends, they are considering large-scale transformative IT initiatives that rely on a host of components and span multiple operations, from the data center to networking and security. But this level of orchestration and management requires specialized knowledge that may not exist in-house. In fact, according to an Insight-commissioned IDG survey, more than one-third of organizations report that lack of skills or expertise is a top reason for delaying or abandoning IT modernization initiatives.<sup>5</sup>

When an organization embarks on a transformation initiative without adequate digital transformation experience and expertise to draw on, challenges inevitably arise. Only one in three IT leaders who have been part of a digital transformation program say it has improved internal business processes.<sup>6</sup>

Uncertainty about project scope, unrealistic timelines, siloed communications, and problems integrating legacy and new solutions can all undermine a large-scale IT project. 89% of IT leaders report data silos are creating business challenges for their organizations' digital transformation initiatives. And 85% of IT leaders report integration challenges are hindering their digital transformation efforts.<sup>7</sup> Given the complexity of large-scale, transformative IT projects that require specialized knowledge, organizations and IT decision-makers are evaluating what they realistically can and cannot accomplish on their own. Indeed, many organizations seek support from a third-party vendor or consultant to assist with IT transformation.

Yet, the decision to bring on outside expertise is just the beginning. Traditionally, an organization would likely turn to multiple vendors to service the individual parts of the solution. In this situation, the organization ends up scrambling to communicate and coordinate across disparate entities. IT decision-makers are at the mercy of individual providers and resellers, who only manage discrete systems, without a centralized strategy for resolving the problems that will certainly arise.

Thus, the client organization becomes a general contractor, managing multiple niche specialists, point technologies and integration points with an expanding security footprint — and obscured visibility into the holistic solution. In this fragmented environment, silos can emerge, handoffs are bungled or missed, timelines are easily stalled and projects have a greater risk of failure.

Fortunately, there is a solution expressly designed to eradicate the complexity, fragmentation and confusion that characterizes the digital transformation journey to ensure greater success of IT initiatives. Enter the super solution integrator.

## Part II: The expertise and value of a super solution integrator

For organizations that want to leverage new and increasingly sophisticated technologies to drive transformative business outcomes, the answer is an SSI. An SSI is a digital transformation expert whose core competency is envisioning, building, deploying and maintaining solutions at scale with cutting-edge technology. With end-to-end capabilities and a robust partner network, an SSI addresses each domain of integrated modern technology solutions, owning the handoffs, integration points and interdependencies that are often the source of project failure when organizations execute modern technology solutions through multiple partners. The SSI's strategic guidance enables IT projects to run smoothly and efficiently, empowers internal teams to focus on advancing the business and delivers greater return on IT investments.

### **An effective SSI will be able to undertake the following responsibilities on behalf of a client organization:**

- Scoping, planning and designing the initiative
- Procuring and deploying the necessary technology
- Coordinating and monitoring multiple vendors and workstreams
- Centralizing and facilitating internal communications
- Testing and iterating to improve outcomes
- Aggregating, analyzing and leveraging data from the initiative
- Facilitating continuous improvement, deploying managed services and shepherding organizational change management to ensure ongoing success

Whether an organization wants to develop a transformation roadmap, modernize its applications, or create an entirely new offering or experience, an SSI provides unique value:

- The knowledge and experience to mitigate risk and avoid pitfalls along the entire digital transformation journey
- The ability to understand the business and align technologies and initiatives to particular challenges and business objectives
- The capabilities to deliver on the full scope of the project, providing full visibility into the entire proposed IT initiative, with the ability to architect as well as execute
- The strategic vision to challenge IT and the business to reach beyond comfort zones to create truly disruptive and transformative outcomes

## **An SSI brings knowledge that can only come from experience.**

A seasoned SSI has undertaken the digital transformation journey numerous times alongside other client organizations. Knowing that many IT projects succumb to the weight of unforeseen complexities and challenges, the SSI offers peace of mind in its ability to predict and navigate the road ahead.

As a result of knowledge grounded in experience, an SSI can meet clients wherever they are in the digital transformation journey — and continue serving them for the duration of that journey. This kind of partner takes a bird's-eye view of any initiative, anticipates problems before they arise and scopes the project accordingly. In many cases, an SSI brings a fresh set of eyes to the table, asking questions, raising concerns and proposing options the client may not have even considered. Above all, working with an SSI that is already familiar with the common (and uncommon) reasons for failure helps organizations mitigate risk and avoid pitfalls every step of the way.

## **An SSI understands the business inside and out.**

An SSI takes a holistic view of the client organization and its particular needs to design and implement solutions that will align with industry-specific outcomes to meet unique business objectives.

When an SSI partners with a company, it embeds itself within the organization to understand the nature of the business, the challenges it faces and the outcomes it hopes to achieve. The SSI becomes an extension of internal teams. The SSI facilitates clear and open communication in pursuit of a shared agenda and common goals. The right SSI will begin the partnership by understanding the outcomes a business wants to achieve — not by presenting a set of predetermined solutions or preferred products. In this way, an SSI acts as a trusted partner with the expertise to align solutions to business goals, not the other way around.

## **An SSI delivers on the entire scope of the initiative.**

The SSI has full visibility into the entire solution, from start to finish, because it not only creates the strategy behind a transformative IT solution — it also executes. An SSI sources, installs, and oversees the technologies and processes for each phase of the project as well as helps the organization manage the solution upon completion.

The SSI's comprehensive capabilities stem from its expertise in multiple solution areas, including app development, the IoT, data center transformation, managed services, procurement and deployment. A good SSI will also understand operational technology across different industries such as retail, manufacturing, healthcare and financial services. Additionally, the SSI will leverage its existing offerings as a foundation on which to build custom solutions that serve a client's particular needs and business case.

Finally, an SSI's reseller capabilities and robust partner network allow it to consistently deliver end-to-end solutions. As an IT reseller, an SSI holds trusted relationships with a wide variety of industry-leading solution providers, ensuring it can access the right resources to meet client needs at all times. Essentially, these relationships enable the SSI to offer the most relevant products and services, as well as fill gaps in its own expertise, thereby providing the most complete and custom solutions to client organizations.

## **An SSI will challenge IT and the business to reach beyond comfort zones.**

The best SSIs will help organizations leverage technology solutions in a strategic manner that, ultimately, leads to organizational transformation.

With a business-centric perspective, the SSI will assess and maximize existing and new IT investments to help the client organization allocate the appropriate resources to deliver meaningful outcomes. From there, an SSI engages in work that helps organizations stay competitive and even disrupt their industries: leading robust, cross-functional envisioning workshops, extracting Key Performance Indicators (KPIs) and customer drivers, and exploring new business models and offerings to bring to market.

## **An SSI can accelerate Apple adoption and return on investment.**

As the proportion of digital natives in the workforce grows, organizations need to ensure they're taking appropriate steps to attract and retain this newer kind of worker. Apple® products and the power to choose which technologies are used in the workplace can make all the difference.

An SSI with specific Apple expertise and partnership will understand how to assess readiness for adoption, ways to integrate Apple into existing systems and processes or introduce modernization, and important policy and technical changes to make to enable success with Apple. Complete device lifecycle care, from procurement through customization and support, from an SSI can alleviate IT teams of added strain or needing to retrain on new technology and processes.

Finally, an SSI helps foster the organizational and cultural changes needed to embrace and sustain the digital transformation journey through Agile training, change management and managed services. Given that 70% of change initiatives fail, the SSI's ability to shepherd organizational change is paramount.<sup>8</sup>

## **Part III: Technology and business outcomes an SSI can deliver**

The stakes are high when an organization is facing a large-scale, transformative IT project. A digital innovation initiative could elevate the company's offerings, aid expansion into a new category or market, facilitate rapid growth or dramatically evolve the business in some way. The outcomes delivered by an SSI partner can mean the difference between success and failure.

### **Engaging customers**

Partnering with an SSI can help organizations identify and create new opportunities to deliver more intuitive and personalized customer experiences that drive engagement and deepen loyalty.

Organizations are more connected to customers than ever before, and this relationship is generating multitudes of data that can be leveraged to better understand customers' wants, needs and preferences. An SSI can help client organizations deploy advanced analytics and AI-enabled machine learning to turn information into intelligence about customer demographics. For instance, it provides purchasing behavior and history to guide the development of current and future products, services and experiences.

Armed with customer intelligence, organizations can create more relevant experiences, making sure the right customers engage with the right information at the right time. With the guidance of an SSI, companies can develop IT initiatives that enable them to personalize interactions with customers through next-gen mobile apps, helpful customer service chatbots, custom e-procurement layouts and digital dashboards, IoT-enabled smart in-store experiences, and targeted offers and marketing efforts.

Partnering with an SSI to produce more relevant and intuitive customer experiences can differentiate a company, increasing its competitive advantage. Likewise, more fulfilling customer experiences facilitated by an SSI's expertise can deepen engagement and loyalty to increase customer lifetime value.

### **Empowering the workforce**

Today's employees want the same mobility, flexibility and convenience they experience as consumers in their interactions with digital technology. An SSI enables organizations to provide employees with intelligent applications and tools that drive collaboration, engagement and productivity — from anywhere, at any time, on any device.

An SSI can help organizations design and build a future-forward work environment by modernizing applications, and automating infrastructure and software deployments. Moreover, in partnership with an SSI, organizations can implement AI-enabled machine learning and robotic process automation to reduce the burden of high-volume, manually intensive processes. This ensures employees are free to focus on more important tasks that drive the business forward.

Finally, an SSI can help organizations personalize the employee experience with device choice programs, inclusive of Apple devices, and self-service, or automated, support functions. This includes chatbots and next-gen support centers that allow employees to quickly address questions and problems on their own, as well as larger-scale infrastructure and operational changes that need to be made to enable choice while meeting cost and security requirements.

Working with an SSI to transform the workplace to meet the needs of modern workers contributes to improved experiences for employees across the company — and greater returns for the business. Empowered by the latest technology to work more efficiently and creatively, employees become more engaged, leading to improved productivity and performance.



## Enhancing products and experiences

An SSI can help client organizations across multiple industries realize greater value from their core offerings by modernizing existing applications or designing new ones to fit the business's evolving needs.

**For retailers**, an SSI can develop a seamless multichannel experience, so customers interact with the brand and company online and in-store in consistent, intuitive and personalized ways. Enhancing products and experiences in the retail environment might entail creating or improving a mobile app — or developing an interactive customer service bot. Additionally, a sophisticated SSI could even develop a smart store — a unified “retail operating system” that leverages edge computing, the IoT, and machine learning to optimize and personalize the in-store experience, from Point of Sale (POS) to digital signage to smart restrooms.

**For manufacturers**, an SSI can improve product quality and safety by deploying the IoT and data science to detect product performance issues and defect patterns. SSI-led mobility solutions can improve employee efficiency, enabling manufacturers to streamline and speed customer fulfillment. Additionally, with an SSI's expertise, organizations can develop mobile apps that rely on cloud technology and augmented reality to help customers visualize products in their own environments, leading to better purchasing decisions.

**For healthcare organizations**, an SSI partnership can improve delivery of care by putting resources at medical professionals' fingertips through mobility solutions powered by connected devices. AI-enabled advanced analytics can help organizations become continuously learning health systems that aggregate and analyze clinical data, as well as staffing and administrative information, to develop more informed decision-making and reduce patient length of stay. In tandem with an SSI, healthcare organizations can also develop or improve mobile apps that provide patients with more personalized information about their diagnoses, treatment plans and care choices.

Lastly, **financial services organizations** can benefit from working with an SSI to leverage customer and institutional data to modernize and personalize the customer experience. An SSI can deploy a big data solution to better interpret customer history data and visualize enterprise data that can guide the creation of personalized offers. Moreover, an SSI can help organizations engage customers 24/7 through responsive web design and mobile apps, along with AI-enabled conversational agents that operate seamlessly across different platforms.

An SSI can also help organizations — particularly those that are established, large and/or outfitted with legacy hardware and processes — overcome common roadblocks to Mac<sup>®</sup> adoption. An SSI can provide critical support in rewriting applications, security configuration, password and identity sync, and modern endpoint management solution adoption. The right SSI will also be able to assist with end-user support, and flexible financing options to simplify the purchasing experience.

## Optimizing business

When it comes to internal operations, an SSI assists client organizations in building a modern business in a number of ways — from streamlining processes to reducing inefficiencies and ensuring continuous improvement of solutions.

First, partnering with an SSI reduces the number of external teams responsible for an organization's IT initiatives to one. This single, centralized command center improves integration and communication across all parts of a modern IT solution and shrinks an organization's security footprint. It also simplifies data collection, sharing and application.

As the overarching digital transformation expert, an SSI is fully integrated into the business. Thus, it understands the outcomes an organization is trying to achieve across the whole solution. This visibility enables the SSI to search for efficiencies, streamline processes and improve time to market. Throughout the project, an SSI can also recommend technologies and processes to improve productivity — for example, running AI to spot predictive patterns on end-user devices or to forecast maintenance issues. Finally, an SSI can implement solutions to drive productivity and efficiency for initiatives already in the pipeline as well as identify and architect new initiatives that can be executed quickly.

Once an organization develops a solution for solving today's business challenges, it will not stop there. With an eye to the future, it will need to repeat these outcomes, at scale, as well as improve on them as data and insights accumulate. To promote the extensibility of an IT initiative, an SSI adopts a methodology of continuous improvement from the beginning of the project and adheres to it throughout the relationship. This means the SSI will ensure the solutions for which it is responsible are always becoming more effective, extending the runway for the client organization.

Across a range of industries, an SSI is the key to achieving transformative business outcomes like engaging customers, enhancing products and experiences, empowering employees and optimizing operations. Whether an organization is looking to achieve these outcomes by solving a common industry problem, addressing a unique challenge, deploying a new offering or disrupting its industry, one thing remains the same. Across all these business objectives, the unique value of an SSI is its commitment and ability to starting with the end-state experience or outcomes an organization is trying to achieve and then reverse-engineer the IT solution that will best facilitate those results. This approach ensures the experience and outcomes, rather than predetermined technology, drive decisions throughout the process.

## Conclusion

Success in business depends on an organization's ability to anticipate and respond to changes in the market, pivot quickly, and differentiate in a sea of competition and choice. Digital transformation has only made business agility more pressing — and more possible. In this environment, organizations with the knowledge and expertise to leverage cutting-edge technologies to create business value will thrive.

Embracing the digital transformation journey can be a daunting proposition. Organizations that struggle to align technology to their business goals, lack in-house resources to leverage new and emerging technologies, or have experienced stalled and failed IT projects realize the weight of this undertaking.

But today's companies do not have to make sense of these challenges and imperatives alone. An SSI with expertise across all aspects of modern IT solutions can adopt a holistic view of the organization and draw on a wealth of digital transformation experience to scope, plan and execute more successful IT initiatives. But the value of an SSI does not stop there. Indeed, the most beneficial and successful SSI partnerships are the ones that move beyond IT solutions to envision and create truly transformative outcomes that propel the business beyond the competition — and into the future.

If you're thinking of working with an SSI for your Apple initiatives, consider Insight. We bring deep expertise in organizational change management, IT and digital transformation, endpoint management, support services and the entire device lifecycle. Our services are built to scale, with global capabilities and infrastructure.

### Why Insight for Apple?

**11,000+**

Insight teammates  
worldwide

**8,000+**

sales and service  
delivery professionals

**Dedicated**

Apple Mobility Lab

**Authorized**

Apple Service Provider

**Software partnerships**

with Jamf, VMware Workspace ONE® and  
other leading MDMs

## Is a super solution integrator right for you?

- Are you worried about being disrupted by competitors or even outsiders from another industry?
- Are you planning a large-scale, transformative IT project?
- Are you trying to implement new or emerging technology?
- Are you seeking greater return on your IT investments?
- Do you have trouble knowing where to begin when it comes to scoping and planning IT initiatives?
- Are you looking to streamline operations and processes, reduce costs or increase efficiency?
- Do you want to speed your time to market?
- Are you looking for new ways to engage your customers or employees on a deeper level?
- Do you want to take your offering to the next level or develop a custom app?
- Do you need specialized knowledge or skills that can scale?

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<sup>1</sup> IDC. (2021, Jan. 19). 90% of European CEOs Say Being Agile is Critical, But Only 21% Are in The Advanced Stages of Their Agility Journey. Commissioned by ServiceNow.

<sup>2</sup> IDC. (2021, March 24). Data Creation and Replication Will Grow at a Faster Rate than Installed Storage Capacity, According to the IDC Global DataSphere and StorageSphere Forecasts.

<sup>3</sup> IDC. (2020, June 8). 2020 Cloud Computing Study.

<sup>4</sup> IoT Business News. (2020, Nov. 20). Global IoT device connections to reach 11.7 billion in 2020, surpassing non-IoT devices for the first time.

<sup>5</sup> Marketpulse Research by IDG Research Services. (February 2020). The State of IT Modernization 2020. Commissioned by Insight.

<sup>6</sup> Baker McKenzie. (2020, Oct. 27). 2020 Digital Transformation & Cloud Survey: The Future of Enterprise Data.

<sup>7</sup> MuleSoft. (2021). 2021 Connectivity Benchmark Report. In collaboration with Deloitte Digital and Vanson Bourne.

<sup>8</sup> Ratanjee, V. (2021, April 30). Successful Organizational Change Needs a Strong Narrative. Gallup Workplace.