



Insight Enterprises Significantly Boosts Revenue and Margins using DataWeave's Competitive Intelligence Platform

Company Profile

Insight Enterprises Inc. [NASDAQ: NSIT] is a Fortune 500, global technology company that focuses on business-to-business and information technology (IT) capabilities for enterprises. Its offerings include services solutions offerings, hardware offerings and software offerings.

The company is a leading online destination for businesses to procure electronic office equipment such as laptops, tablets, memory, printers, storage, etc. manufactured by global brands like Apple, Microsoft, Lenovo, Dell, HP, etc.



Type:
Public



Headquarters:
Tempe, AZ



Number of Employees:
11,000+



Annual Revenue:
\$6.7B+



Website:
www.insight.com



The Challenge

“*The team was hoping to increase the market share of its long-tail and price-sensitive products, which weren't driving as much revenue as its flagship products*”

With the onset of e-commerce, price is often quoted as the most significant determining factor for shoppers to make a purchase online. As a result, competition in online retail is fierce, especially on price. Insight Enterprises too faced stiff competition online.

In order to compete profitably in the online world, the company's business optimization team, which manages its e-commerce platform, was looking to incorporate competitive pricing information into the mix, with the goal of broadening the scope of its pricing strategies and enhancing its competitive price position.

In particular, the team was hoping to increase the market share of Insight's long-tail and price-sensitive products, which weren't driving as much revenue as its flagship products.

Initially, the company relied on manual operations at a small scale. However, the team soon realized that, if this approach was to scale, the company would need the help of a relevant technology platform that could provide timely and actionable competitive insights on an ongoing basis.

They were looking for a solution that provides competitive pricing insights daily, has an easy-to-use and intuitive product dashboard, includes flexible reporting capabilities, and packs a bang for the buck. Insight Enterprises researched several competitive intelligence providers before zeroing in on DataWeave.

Insight turns to DataWeave

Insight Enterprises identified around 10,000 of its long-tail products that were relatively price-sensitive and fast movers in terms of volume in the market. Next, DataWeave monitored the pricing of the selected products and benchmarked it against the pricing of the competitive ecosystem to identify opportunities for Insight Enterprises to optimize its prices and achieve a superior competitive price position across its focus categories.

The company integrated its own internal analytics platform with DataWeave's to combine competitive pricing information with product costs, MAP guidelines, inventory, and more. The company's business optimization team then employed custom pricing strategies, based on up-to-date competitive pricing insights, following which, they acted on price improvement opportunities that DataWeave detected. The goal wasn't to always be the lowest priced, but to maximize revenue and margin for the selected products.

Among other insights, DataWeave enabled Insight Enterprises to analyze and act on:



*Underpriced
and overpriced
products*



*Historical
pricing
activities*



*Price
competitiveness by
product category*



*Price
competitiveness
by brand*



*Product-level
pricing insights*



*Stock
health*

Pricing insights reported by DataWeave were also used to drive strategic initiatives by the company's senior leadership team.

Business Impact

On using DataWeave's competitive intelligence platform to track a set of products, Insight Enterprises:



Experienced up to **46% growth in revenue** for the set of products tracked by DataWeave



Acted on **65% of the price improvement opportunities** identified and reported



Observed that **25-30% of net new clients** acquired were due, in part, to DataWeave's pricing recommendations acted on by Insight



Benefited from **higher sales volumes**, specifically in high-volume categories like Laptops, Notebooks, Memory, etc.

The DataWeave Difference

Insight Enterprises gained tremendous value thanks to the key advantages that DataWeave provides:

Accuracy

The only competitive intelligence provider that guarantees 95%+ accuracy in product matches. This is powered by proprietary AI algorithms in combination with human verification. DataWeave consistently delivers 25-30% higher product matches than other providers in the market

Reliability & Scale

Consistent delivery of insights at the client's desired scale and frequency

Quality of service

A robust customer success team and 24x7 support, ensures great communication and flexibility to cater to custom requirements

Cost effectiveness

Significant cost savings compared to other providers in the market, as well as traditional in-house competitive intelligence operations



Brett Garner,
Manager - Business Optimization



“ DataWeave's commitment to making our pricing strategy a success continuously exceeds our expectations. Month after month, our team has learned to depend on the technology's reporting capabilities and the flexibility the team provides to address our change requests.

We chose to work with DataWeave for their in-depth industry knowledge, dedication to our needs and requirements, and the ability to supply Insight with an innovative design solution that fit within our budget. We appreciate the high levels of service the team repeatedly provides. ”

About DataWeave

DataWeave is an AI-powered SaaS platform that provides Competitive Intelligence as a Service to e-commerce businesses and consumer brands, enabling them to compete profitably and accelerate revenue growth. The company's proprietary technology platform helps e-commerce businesses to make smarter pricing and merchandising decisions, as well as consumer brands to protect their online brand equity and optimize their e-commerce performance.

Get in Touch

Questions?

Email contact@dataweave.com or give us a call at **1.425.786.6210**

For information on DataWeave's solutions, visit www.dataweave.com

Customers

