INSIGHT CONSULTING MAGAZINE

VALUE NETWORK

Q4-2025

INSIGHT CONSULTING

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ISSUE NO. 04-2025

FOUNDERS' LETTER

As we head toward the end of the year, we've found ourselves reflecting on a quarter that has been both deeply inspiring and profoundly emotional for all of us at Insight Consulting.

This quarter, we hosted our Data & AI Conference, a defining event that brought together our people, our partners, and our clients to showcase the breadth and depth of what Insight has become.

From Digital Strategy and Data Fluency to Analytics, Planning & Forecasting, Data Engineering, Software Development, and AI, it was such a proud moment to showcase how all these areas connect to deliver value for our clients, with Customer Success at the centre of it all. Our AI Practice continues to gain momentum, helping organisations navigate their transformation from experimentation to enterprise adoption. This is complemented by our continued focus on productisation and training, where we've launched our self-paced AI Literacy course and are now converting our Data Fluency programs into digital, self-paced offerings for release in early 2026. These initiatives reflect our belief that knowledge is the foundation of empowerment, and that enabling others to use data and AI responsibly and confidently is at the heart of our purpose.

Internally, we are taking some of our own internal products such as our timesheet, helpdesk, and expense claims systems and getting them ready for market. These have been shaped by our own day-to-day needs, so it's incredibly rewarding to see them evolve into solutions that others can benefit from too. On the technology front, we've invested heavily in cross-skilling our entire team on Microsoft Fabric, as demand for MS Fabric-based data solutions continues to grow.

A real milestone for us this quarter was our new collaboration with Andersen, a global consulting organisation. We were honoured to join them at their Africa and Global Conference in Las Vegas, which gave us a front-row seat to some insightful conversations and opportunities for growth. It's a partnership that opens up exciting possibilities for Insight as we continue to expand our reach and impact.

But alongside all of these successes, we also faced one of our most difficult moments as a company. The sudden passing of Marco Afonso has left a huge hole in our Insight family. Marco was part of the heart of our Insight family - a leader, mentor and friend, whose 9 years with us played a massive part in shaping who we are today. His passion, energy, and genuine love for what he did touched everyone who worked with him. His contribution to our growth has been immense, and his absence leaves a space that cannot be filled. It is still so hard to believe that he is gone. We move forward carrying his legacy of enthusiasm, kindness, humour and commitment to excellence in everything we do.

As we count down to our year-end celebration, we want to say a big thank you to our team, whose resilience and creativity continue to define us, and to our clients, who trust us as partners on their digital transformation journeys. We look forward to finishing the year strong, ready to go into 2026 seizing the opportunities that lie ahead, as we continue to discover, transform and enable.

All the best
Sean and Upuli

OUR VALUE NETWORK

We've moved **beyond a linear "data value chain"** to **a dynamic, interconnected network.** Value doesn't flow in a straight line. It sparks, connects and multiplies when technologies, people and ideas come together. **We've re-imagined our multiple product and service offerings as a Value Network,** which more closely reflects the complexity and opportunities of today's digital world.

Every capability (AI, data engineering, digital strategy, etc.) connects to others, enabling greater synergy across projects. Better focus on client outcomes - connections between nodes are just as important as the nodes themselves.
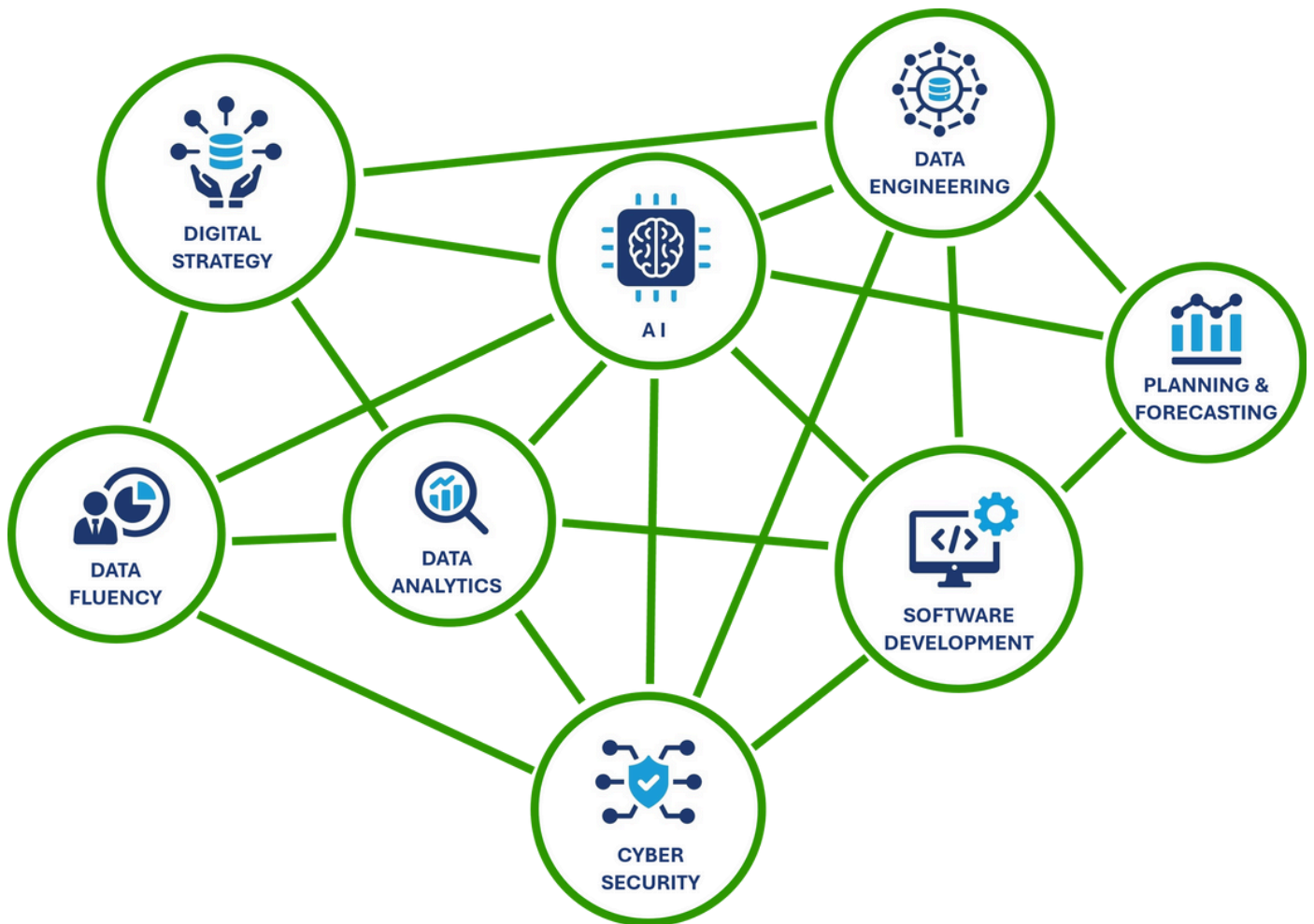
"**We don't just consult; we collaborate**, **problem-solve**, **and grow with you**. **Together, we turn challenges into progress**, **and ideas into impact**." ~ *Insight Consulting SA Exec Team*

Insight Consulting's guiding purpose has always been about helping our customers to unlock the value in their data. At the time when we launched it, our data value chain was a visual representation of this, showing our key service offerings from solutions that enabled data capture, through data integration, and forward to advanced analytics and planning.

Taking stock of where we are now, we've grown as the technology landscape has grown, and our clients' needs have evolved along with this. The linear value chain model no longer does justice to the organic nature of our business, or the products, technologies and services that we are bringing into our portfolio to better serve our customers.

Value doesn't flow in a straight line. It sparks, connects and multiplies when technologies, people and ideas come together. So, we've re-imagined our multiple product and service offerings as a Value Network, which more closely reflects the complexity and opportunities of today's digital world.

What is the Value Network?
It's a model that reflects how our growing suite of services - spanning **Digital Strategy, Data Engineering, AI, Cyber Security, Software Development, Planning & Forecasting, Data Analytics, and Data Fluency -** work together to create value for our clients. Rather than treating each offering as a standalone silo, the Value Network shows how they interact, enhance and amplify each other, creating a richer and more flexible foundation for growth.

Why it matters
With the Value Network, we are able to work with our customers to:
- Discover new possibilities across the business
- Scale organically, starting with one solution and expanding as needs evolve
- Accelerate innovation through integrated, future-ready platforms
- Strengthen resilience with a holistic approach to data, security and strategy

At Insight Consulting, we've always focused on understanding our client's business first. This new model simply reflects what we've already been doing: helping clients move from isolated data initiatives to connected, strategic outcomes.

Discover, Transform and Enable with Insight Consulting, across the Value Network.

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![Insight Consulting — Transforming Your Business from the Inside Out]

THE WAKE-UP CALL:
KNOWLEDGE FRAGMENTATION IS KILLING DIGITAL TRANSFORMATION

By Marco Afonso, Business Development Executive at Insight Consulting

In July, a mid-sized South African business I am currently working with lost one of its most experienced employees. The impact was catastrophic, not solely due to the individual's seniority, but because he was the only one who understood how everything worked. Despite attempts at internal handovers, neither the organisation nor the employee recognised the extensive volume and nuances of processes, compliance routines, and unwritten practices that lived in his head only. Within the first month of his departure, deadlines were missed, compliance risks emerged, and the business experienced the fragility of its operations.

This isn't an isolated case. As consultants in the digital transformation space, we are often called upon after the fact, when these types of events happen, as this is when organisations see the effects of having their operational knowledge scattered or inaccessible, often written in personal notebooks or stored on individual desktops or held in the memory of key employees. The human dependency risk is a very real challenge because when people leave, they take with them a significant chunk of institutional knowledge.

Knowledge fragmentation is usually the reason for organisations recognising the need to embark on digital transformation initiatives, but, together with security vulnerabilities and gaps in data fluency, it is also one of three fundamental barriers to an organisation successfully executing its digital strategy.

Knowledge Fragmentation results in Siloed systems, Siloed people and Siloed processes
According to Forrester, 79% of knowledge workers report silos within their organisations, and 81% of IT leaders say data silos are actively hindering digital transformation efforts. Efficiencies are fractured because data and critical knowledge are hidden in documents, on desktops, and in people's minds. This shows up in very practical ways:

- New employees can't find what they need during onboarding.
- Audits falter because compliance steps have no defined trail.
- Crises escalate because no one knows the full process end-to-end.

The lack of centralised and accessible knowledge impacts productivity and resilience. According to a Pyron and Unisphere Research study, 70% of respondents spent an average of one hour looking for information and 23% spent more than five hours. [1] That's a large amount of time and money lost every week!

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Knowledge Fragmentation Is Killing Digital Transformation

Digital transformation, at its core, is about overcoming this fragmentation. It requires clarity, consistency and connectedness. Without a shared knowledge base, organisations struggle to scale, innovate and compete.

Security Risks

Without shared systems and clear documentation, organisations face much more than inefficiency; they face real security risks. Many small to mid-sized companies still believe they are safer managing their cybersecurity in-house, but the bigger threat often comes from within: undocumented processes, single points of failure and knowledge locked in silos. Most malicious activity exploits internal weaknesses within a company's infrastructure, where a fragmented knowledge architecture can lead to significant losses. When critical records and business processes depend on individuals who are "too valuable to lose", the organisation is exposed. Security isn't only about firewalls and passwords, it's about trust, resilience and the assurance that business knowledge is protected.

Transformation needs data fluency.

One of the most overlooked barriers to digital transformation is data fluency - the ability to understand, interpret and apply data effectively. You need to be able to have conversations about data and understand what you're looking at and why it matters.
Access to data and the ability to use it are two sides to the same coin. The goal is to find a way of turning your untapped, siloed data into an asset with employees and systems that are fluent in its usage. Organisations invest heavily in technology platforms, but adoption often lags when data fluency is ignored. When employees are data fluent, they can confidently and appropriately use technology to make better decisions, collaborate across functions, and unlock value from AI and automation, ensuring that transformation projects deliver real ROI.
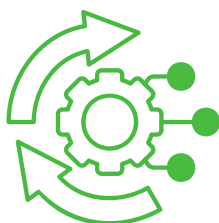
The success of this approach can be seen in companies that have revolutionised legacy systems and approaches to become leaders in their respective markets. Think Checkers Sixty60, which has revolutionised the way retail businesses operate across the country. Data fluency has been a central driver in the success and growth of the Sixty60 story, underpinning the implementation of its digital strategy and shaping Shoprite Group's position as an industry innovator. Sixty60's rapid rollout and evolution have been powered by an advanced use of data science, machine learning, and analytics, enabling highly efficient, personalised, and responsive operations.

Conclusion

Digital transformation is about creating a resilient, data-driven organisation where knowledge is centralised, secure, accessible and actionable. To enable this, companies need to overcome obstacles by giving equal attention to people, processes and technology. A successful transformation emphasises the selection of fit-for-purpose platforms and tools, engaged employees, shared and embedded knowledge, connected systems, and teams that are fluent in data.

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Enterprise AI: From Hype to Human Impact

Our very own René McGregor, Customer Director at Insight Consulting, spoke at the BI + AI Innovation & Tech Fest Africa 2025 on the fast-evolving topic of Enterprise AI.

AI is no longer just a buzzword or a pilot project; it's becoming a core capability. But what does it take to turn promise into practical value?

René explored:

- What Enterprise AI really means

- The rise of agentic AI and how it changes how we work
- Why a clear strategy across people, process, and technology is essential
- How businesses can move beyond PoCs to scalable, secure, real-world AI solutions

In a world flooded with data, insight alone is no longer enough. The real game-changer? Impact—delivered through intelligent, autonomous systems that adapted, learned, and acted.

This session explored how Enterprise AI evolved from passive analytics to agentic intelligence, fundamentally reshaping how organizations operated, innovated, and competed.

Participants took a dynamic dive into practical frameworks for deploying AI agents that drove measurable outcomes across industries like logistics and internal enablement. We unpacked how these agents went beyond dashboards to make decisions, optimize workflows, and collaborate with human teams in real time.

The session blended strategic vision with hands-on examples, from ethical supply chains to predictive operations. Whether attendees were data leaders, technologists, or business strategists, they left with a clear understanding of how to harness AI's transformative potential—not just to inform, but to act.

This wasn't just another talk about machine learning models or KPIs. It was a call to reimagine enterprise intelligence as a living system—one that was transparent, sustainable, and deeply aligned with organizational goals. For those ready to move from insight to impact, this session served as their blueprint.

Three Tangible Learnings

Learning 1: Agentic AI Workflows

Learning 2: Framework for deploying Enterprise Ready AI Agents

Learning 3: Strategies to Move from Insight to Impact Across the Organization
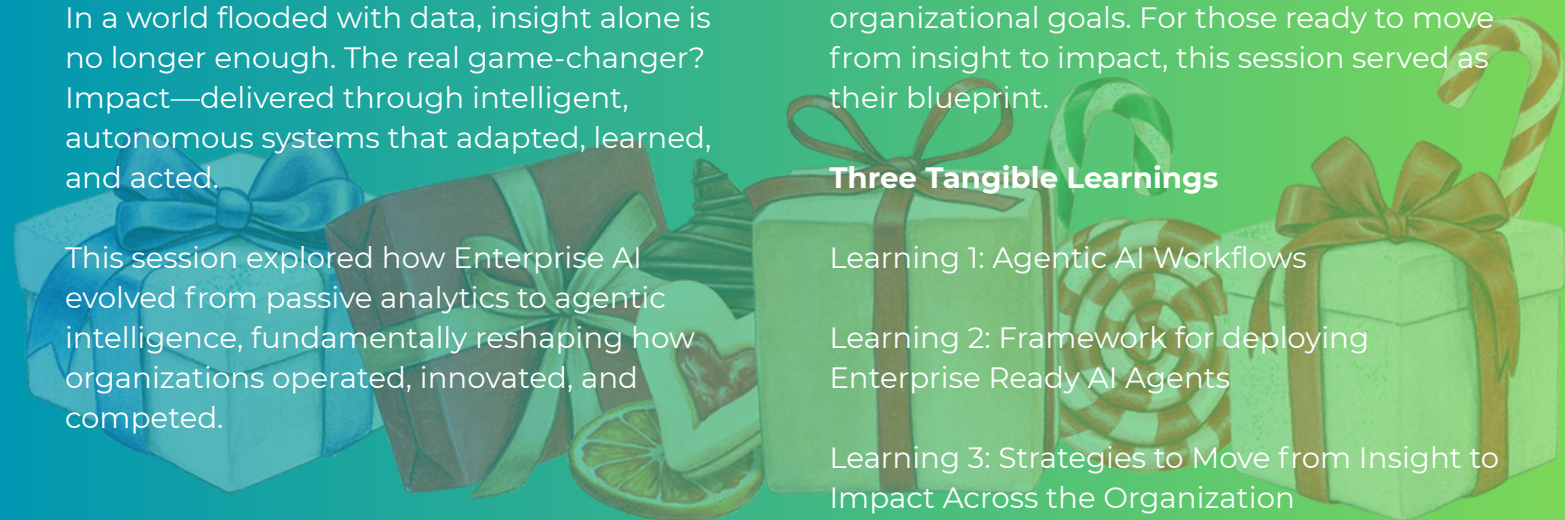
Qualifications

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MAXIMISING VALUE TO OUR CLIENTS

At Insight Consulting, our team aims to **set the standard** in the industry.

Congrats!

Our team **successfully completed** the following certifications during **Q4 2025.**

WELL Done

QLIK DATA INTERGRATION PRE-SALES

SALES - DATA AND ANALYTICS CERTIFICATION

QLIK AI FOUNDATIONS

GENERIC MANAGEMENT

SALES - DATA AND ANALYTICS CERTIFICATION

CERTIFIED AI DATA SECURITY SPECIALIST COURSE

QLIK CERTIFIED PARTNER SALES - DATA INTERGRATION

MIICROSOFT POWER BI DATA ANALYST CERTIFICATION

IMSIMBI LEADERSHIP COURSE

Insight Partner Lab 2

In August we hosted our **Second Partner Lab**, and what a session it was! The theme was "*The Microsoft and AI Edition*" and we had an incredible lineup of insights and demos:

- Marco Afonso shared the exciting changes coming with **Microsoft Fabric**.

- Ivan Jardim demo'd **Azure Lens**, showing how it helps customers track and forecast Azure spend.

- Charlene Smith showcased the power of the AI Platform, **Noxus**, from invoice scraping to automating company research and blog posting.

- Alessandro Vignazia from **Lightblue** wrapped up with a demo of the **Insight 360 survey solution**.

A big thank you to everyone who joined, we're already looking forward to next month's Partner Lab!
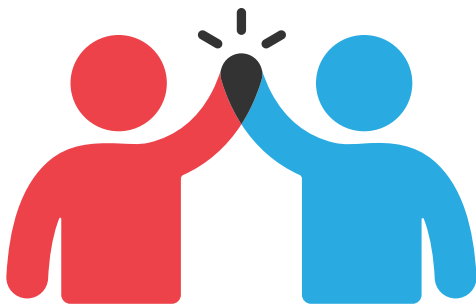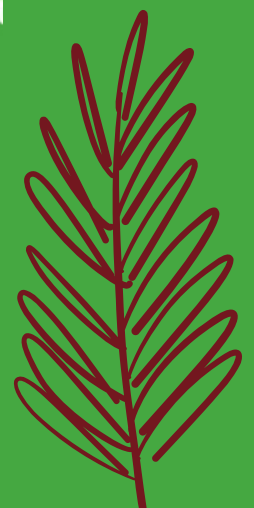
We don't just deliver solutions, we drive enablement and build partnerships for lasting impact.

Talk to Us:
info@insightconsulting.co.za
www.insightconsulting.co.za

If you'd like to be part of our next session, reach out to us, we'd love to have you join the conversation.

Insight Partner Lab

Flowgear, AI, Planning & Custom dev

Oct 2025

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In October, we hosted our **3rd partner lab**, focusing on key topics shaping the future of data and technology:

• AI Literacy
• Forecasting & Planning
• Flowgear Integration
• Custom Software Development
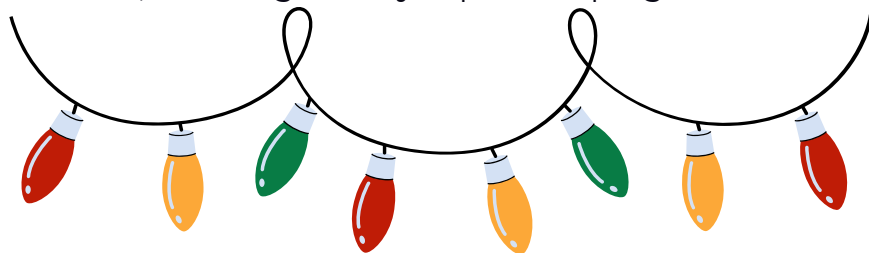
A huge thank you to all our **presenters** for sharing their expertise, and to our **partners** for your continued participation and collaboration.

We're wrapping up the 2025 labs on a high note and are excited to kick off again in **January 2026** with plans to include a few **in-person sessions** too!

If you're interested in learning more about our **Insight Partner Program**, or joining future labs, we'd love to connect.
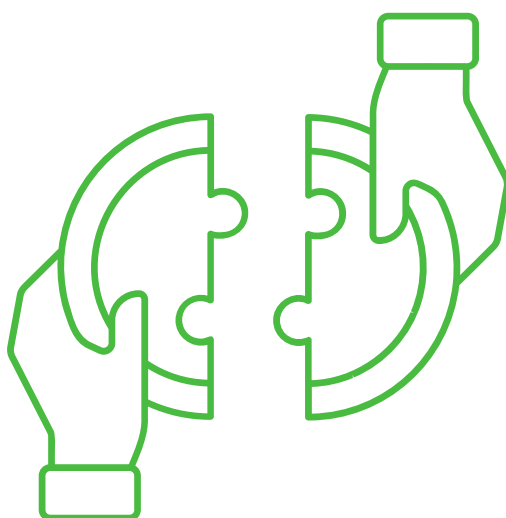
Insight Consulting + Noxus = Impactful Intelligence

This partnership is about more than technology, it's about combining our expertise to make **AI practical**, **accessible**, **and impactful** for our customers.

Why Noxus AI stands apart:
• True **enterprise AI** which goes beyond standalone agents to create end-to-end, context aware AI processes that reason, decide and act rather than just respond.
• With intuitive no-code orchestration tools, you can build AI agents that intelligently handle complex workflows that are seamlessly integrated into existing systems and infrastructure.
• Every AI co-worker is built with oversight, keeping the human in the loop for interventions and validations at critical points, thereby building trust while avoiding blind automation.
• With enterprise grade governance and security, Noxus ensures your AI ecosystem is secure, auditable and fully under your control, even when deployed in the cloud.

At Insight Consulting, we don't just add tools, we focus on solving problems, helping our customers to get ahead and stay ahead, and to deliver results that matter. We believe that Noxus is the next leap forward for our customers.

Ready to jump the curve to adopt intelligent, governed AI at scale? Let's talk.

Hello Spring
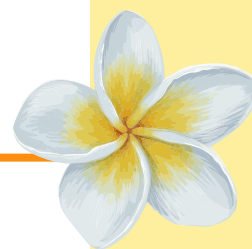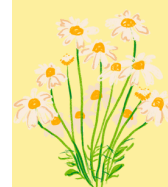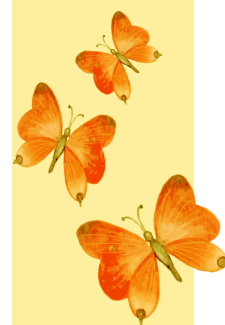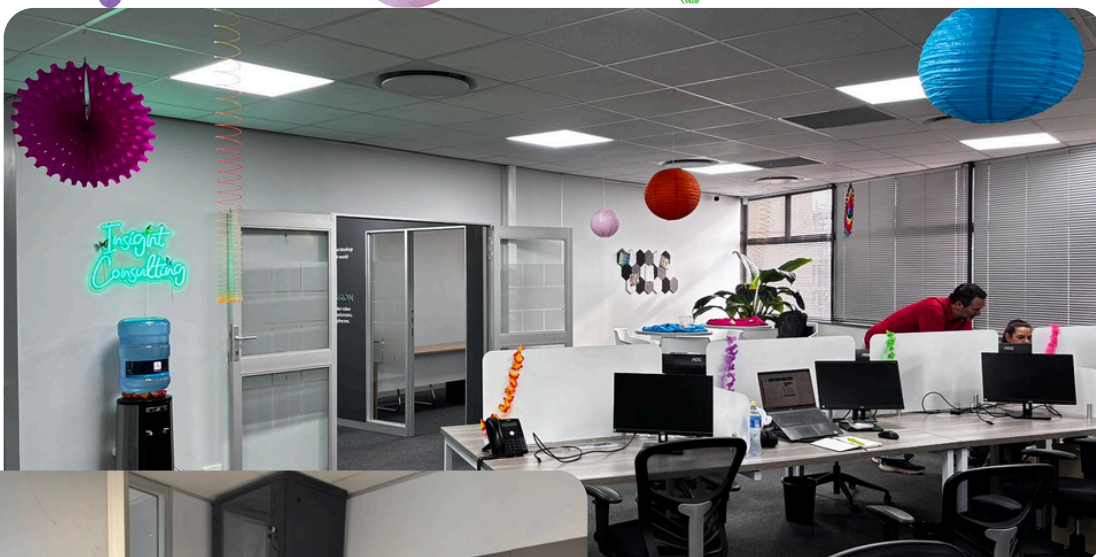
Spring was in the air as our Cape Town and Durban office staff came together to celebrate Spring Day with colour, creativity, and connection.

The teams embraced the spirit of the season by dressing up in vibrant, floral-themed outfits and sharing a delicious spring-inspired meal in their respective offices.

From fresh flowers to bright colours and seasonal treats, the atmosphere was filled with warmth and positivity. It was a wonderful opportunity to pause, connect, and welcome the new season with joy and togetherness.

These moments of celebration remind us of the importance of team spirit and the value of creating space for fun and appreciation in the workplace.

Here's to a season of growth, renewal, and collaboration!

Customer Success Partner Summits
Tech Series 2025 London

📅 September 9–10, 2025
8:00 AM - 5:00 PM   📍 The Royal Lancaster London

Q4 NEWS

Advancing our Skills. Empowering our Customers.

Qlik hosted a high-impact, role-based summit focused on boosting delivery excellence with Qlik's data integration, analytics, and AI technologies.

This two-day, in-person training included real-world scenarios, expert coaching, and certification pathways designed to elevate technical teams.

Who Attended: Services and technical professionals from partner organizations involved in data integration, AI, or cloud migration projects (such as Solution Architects, Developers, and Support Engineers). Insight facilitated the participation of two of our valued employees—an especially meaningful experience for one of them, as it marked his first time traveling abroad.

Qlik Talend Cloud:

Day 1 – Design: Selecting the Best Components
Collaborative, scenario-based workshops were held to strengthen data integration solution design, migration planning, and best practice implementation.

Day 2 – Development: Ingesting and Transforming Data
Participants built pipelines using Snowflake and mastered Qlik Talend® Data Integration deployment in their own virtual machine labs. They got hands-on with real troubleshooting scenarios directly from Qlik engineers.

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Exploring the Future of Analytics at the Qlik Customer Success Partner Summit – Tech Series 2025

I recently had the opportunity to attend the Qlik Customer Success Partner Summit – Tech Series 2025 in London, where I joined the AI & Cloud Migration Track. The experience was both insightful and energising, offering a deep dive into how Qlik is shaping the future of analytics through AI and cloud innovation.

AI in Action

The summit showcased how Qlik is embedding artificial intelligence into everyday analytics workflows. Through immersive sessions and live demonstrations, we explored real-world use cases where AI-driven enhancements are simplifying complex analysis and accelerating decision-making.

Strategic Cloud Migration

A major focus of the track was Qlik's approach to cloud migration. I gained practical insights into how organisations are modernising their analytics environments, adopting hybrid strategies, and leveraging Qlik Cloud to achieve agility, scalability, and governance.

Certifications Earned

As part of the summit, I completed:

- Qlik AI Specialist Course – expanding my understanding of augmented intelligence and predictive capabilities.
- Qlik Support Data Analytics Course – building practical skills for applying analytics in support scenarios.

Key Takeaways
- AI is here and now: Qlik is actively integrating AI into analytics to drive adoption and impact.
- Cloud migration is strategic: Success depends not just on technology, but also on planning for culture, processes, and governance.

I'm excited to bring these learnings and certifications back into my work and contribute to smarter, data-driven decisions across our teams.

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A First Trip Abroad and a Deep Dive into Data: Qlik Data Integration Summit 2025

Attending the Qlik Data Integration Summit 2025 in London was more than a professional milestone—it was also my first international trip. Experiencing the energy, history, and culture of London while engaging in world-class training made it truly unforgettable.

The Power of Integration

What stood out most was the central role of data integration in enabling the future of AI and analytics. Engaging with global experts and hearing diverse perspectives reinforced how integration work is key to building trust, ensuring governance, and scaling data solutions across industries.

Key Insights

Talend's Agnostic Advantage

Unlike platform-specific tools, Talend offers a highly agnostic integration solution. It can serve as a primary backbone or complement existing environments, making it uniquely adaptable to client needs.

Qlik's Strategic Investment

Qlik's commitment to evolving Talend was clear.

Their roadmap focuses on preparing organisations for a data-driven future—where integration, governance, and AI-readiness are essential.

Integration as the Foundation of AI
AI cannot thrive without trusted, well-governed data pipelines. Integration is not just about moving data—it's about enabling intelligence, innovation, and scalability.

Leaving the summit, I feel energised and inspired to apply these insights in my work. It's exciting to be part of a global community shaping the future of data.
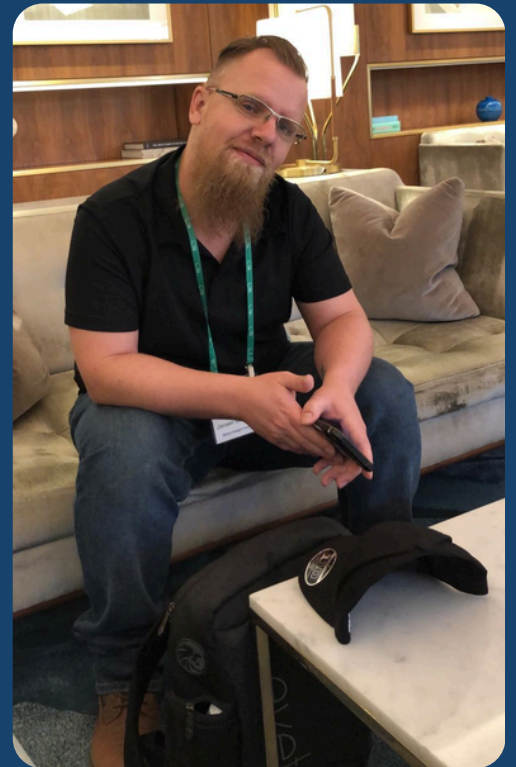
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INSTRUCTOR-LED TRAINING
NOVEMBER 2025

Qlik NPrinting
7 Nov | R 3 900 per attendee | 1-Day Course

Qlik Sense (SaaS) Navigation
14 Nov | R 900 per attendee | 3-Hour Workshop

Qlik Sense (Client Managed) Navigation
14 Nov | R 690 per attendee | 2-Hour Workshop

Qlik Sense Visualisation
18 & 19 Nov | R 6 300 per attendee | 2-Day Course

Qlik Sense Data Modelling
25 & 26 Nov | R 6 300 per attendee | 2-Day Course

Sharpen your Qlik skills with instructor-led sessions designed for every level.

Seats are limited - book your spot early!

training@insightconsulting.co.za

From Spreadsheet Operator to Strategic Hero

FINANCE TEAMS AT THE HEART OF ORGANISATIONS NEED DATA CONFIDENCE TO SHIFT FROM DATA ENTRY TO DATA ANALYSIS.

By Ivan Jardim, Sales Account Manager at Insight Consulting

Holding onto spreadsheets and resisting digital transformation is a barrier to growth. Businesses in all sectors have one thing in common – their finance teams are at the heart of the organisation. Yet, despite the world evolving quickly and industries becoming increasingly dynamic as customers become ever more discerning, most finance teams still operate in a world of manual processes and spreadsheet-driven decision-making.

This results in a lack of data confidence, which in turn limits the ability to perform analyses that drive educated decision-making.

At its simplest definition, data confidence is the degree to which an organisation's leaders and decision-makers trust the data they work with, and beyond this, the ability of this data to realise business value. In other words, it is accurate, reliable and timely, and it results in actionable insights.

In practice though, and despite technological advances, most finance departments are trapped in an endless cycle of data reporting as opposed to data analysis.

This means that in the endless rush to report, the absence of deep analysis most likely results in them missing critical opportunities for strategic insights.

Let's be clear from the outset. This is not a problem exclusive to small businesses. Even large organisations have teams that are drowning in manual interventions. This is a world where spreadsheets reign supreme, creating a minefield of manual interventions with potential errors. It is inefficient because entire teams are spending countless hours inputting and reconciling data to create reports, as opposed to understanding the strategic implications of those numbers. Beyond that, when you factor in manual inputting, formatting, fatigue and multiple versions, doubt – to varying degrees – creeps in, and affects the organisation's data confidence.

With the best intentions, finance professionals who sit at the beating heart of organisations are traditionally "numbers people" who may not be entirely comfortable with technology. This is no fault of their own, this is a culture that has been passed down from generation to generation. Balancing the books is the driver, while the transformative potential of data analytics is not fully appreciated. In 2025 and beyond, this presents a significant barrier to achieving genuine data confidence and organisational growth.

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FINANCE TEAMS AT THE HEART OF ORGANISATIONS NEED DATA CONFIDENCE TO SHIFT FROM DATA ENTRY TO DATA ANALYSIS.

Digital transformation is a strategic imperative, and organisations would do well to understand whether they are data-ready. A solid starting point is to conduct a transformation checklist assessing manual processes, data literacy, and scenario planning. This could take the following form:

- **Manual process audit**: How long does it take my organisation to generate reports? Are we still using spreadsheets as our primary tool? Can we quickly identify anomalies in our financial data?

- **Data literacy assessment**: Does the finance team understand data beyond numbers? Can they interpret trends and generate strategic insights? Are they equipped to use advanced analytical tools?

- **Scenario planning capability**: Can we simulate the financial impacts of unexpected events? Do we have the ability to model different business scenarios quickly? Is the organisation prepared for potential disruptions?

The path towards true data confidence requires a multidimensional approach:

- **Clean, accurate data.** Specialist data partners can help take organisations from a state of data chaos to clean, usable, and valuable data.

- **Education**: There is no way around the fact that finance teams need comprehensive training in data analytics. The goal is to transform a team that works with, balances and reports on numbers into strategic insight generators. To get there, the team needs to move beyond traditional accounting skills towards understanding data visualisation, predictive analytics and strategic interpretation.

- **Technology**: Organisations need to invest in the right tools that automate mundane tasks, freeing up financial professionals to focus on analysis and not data entry. The best platforms clean data, create dashboards and provide real-time insights for users.

- **Partnership:** There is no substitute for collaborating with specialist partners who understand both finance and data. This expertise is non-negotiable if an organisation is to bridge the two worlds. A strong partner will help an organisation discover hidden opportunities, transform inefficient processes and enable more strategic decision-making.

What does the desired end state look like?

A transformed finance team that does not just report the numbers. It has full data confidence, enabling it to tell a story. A transformed finance team with the peace of mind of full data confidence, provides real-time insights, conducts sophisticated scenario planning, predicts financial trends and contributes strategic recommendations to the organisation's leadership.

Forward-looking businesses are increasingly treating their data as an asset. Just like a building, equipment or vehicle fleet, data has become a critical resource that, if compromised or stolen, can halt or severely disrupt business operations. As finance teams walk on their digital transformation journeys, investment in robust data security is non-negotiable. Of course, it is paramount to protect information, but it is also about protecting the integrity of your most valuable strategic resource.

Finally, one of the biggest fears around increased use of technology is around what happens to professionals. Let's be honest, technology has advanced to unprecedented levels, yet despite this, not even the most sophisticated AI can replace a well-trained, experienced finance professional who understands analytics. Why? Because the experienced human, when freed from mundane tasks, can ask the right questions, at the right times, and then interpret complex data landscapes with the kind of context that only humans understand.

Achieving true data confidence in finance is no longer optional or something to defer to at a later stage. It is existential. The longer an organisation, or its finance teams, resist it, the more they will find themselves losing relevance and competitiveness in a data-driven business environment.

The journey begins with a simple question: **Are you reporting data, or are you analysing it?**

We're proud to announce our official recognition as a Microsoft Partner.

This milestone reflects our commitment to delivering trusted, high-impact solutions—and it unlocks even more value for you.

As our client, you benefit from:

- One trusted partner for a seamless experience—from licensing to deployment
- Smart strategies that align Microsoft tools with your business growth
- Certified expertise and deeper technical capabilities across Microsoft solutions
- Peace of mind, knowing you're supported by an official Microsoft Partner and licensed reseller

Whether you're scaling operations, enhancing security, or driving innovation, we're here to help you make the most of your Microsoft investment.

What does our Microsoft partnership mean for you?

If you're already working with us on Power BI, Fabric, or Azure, this recognition strengthens what we can offer. By formally linking your organization to us in the Microsoft Partner portal, you unlock:

- Enhanced technical support and smarter use of your Microsoft services
- Faster, more tailored recommendations—because we already understand your data landscape
- Open, flexible guidance that helps you explore options without being boxed in
- Simplified billing—consolidate your Microsoft services into a single invoice through us, saving time and reducing admin

This isn't a cold start. It's a continuation of the solid foundation we've built together—now with even more tools, trust, and technical depth.

Enterprise AI: Moving from Hype to Impact

HOW TO TRANSFORM AI POTENTIAL INTO REAL BUSINESS VALUE

By Upuli de Abrew, Co-Founder and Director at Insight Consulting

Translate AI Potential into Enterprise Value

The rise of Generative AI has captured global attention. But while consumer tools have taken off rapidly, the real opportunity for businesses lies in applying AI within the enterprise. When applied with intention, Enterprise AI can streamline workflows, enhance productivity, and augment decision-making throughout the value chain. The future of enterprise automation will be defined by autonomous, governed, and collaborative AI agents integrated into your workforce. This new era of Enterprise AI requires the same disciplined approach as any other transformative technology initiative, balancing People, Process and Technology. The principles remain consistent - define clear objectives, align with your business process, and ensure the right governance.

What makes Enterprise AI different is its ability to go beyond incremental efficiency gains and act as a true operational partner, enhancing existing workflows and creating entirely new opportunities for value creation.

What Is Enterprise AI?

To understand Enterprise AI, let's start by explaining how it differs from Consumer AI.

Consumer AI refers to AI technologies designed for everyday personal use, often embedded within apps, devices or digital services. These tools are designed for accessibility and convenience, enabling individuals to perform tasks such as answering questions, generating content, making recommendations, or automating simple routines. Examples include AI chatbots, personal assistants like Siri or Alexa, generative AI apps for writing or art, and recommendation engines on platforms like Netflix.

Enterprise AI, on the other hand, focuses on integrating AI into complex business processes, operations and governed workflows at scale. Whilst it will include many of the elements of consumer AI (chatbots, GenAI, recommendations), it takes this a step further by allowing interaction with organisational systems, processes and teams, to support or automate tasks, improve decisions, and drive productivity. Unlike consumer AI, enterprise-grade solutions must be:

- Scalable across departments and use cases
- Secure and compliant with industry standards
- Integrated into existing data, workflow and application ecosystems
- Explainable to ensure transparency around the decisions made by AI
- Built from modular components that can be orchestrated across processes
- Multimodal, handling structured and unstructured data
- Low-code / No-code configurable, accessible to both technical and business users

Why Enterprise AI Is Becoming Essential

Several forces are driving the need for enterprise-level AI:

- Data Proliferation: Businesses are overwhelmed by structured and unstructured data. A study by Forrester states that on average, 68% of enterprise data goes unused for analytics.
- Pressure to Automate: Enterprises are under pressure to do more with less. AI can automate repetitive, manual tasks.
- Speed of Decision-Making: Whilst traditional BI tools are fundamental requirements for showing KPIs and analysis, they are typically not fast enough to act. AI integrated into company systems enables real-time responses.
- Tool Maturity: Advances in cloud, APIs, and foundation models make it feasible to deploy AI more broadly.
- Ecosystem Integration: AI platforms now seamlessly connect with CRM, ERP, and messaging tools, enabling enterprise-wide automation.

Winning organisations will be those that embed AI into everyday workflows and decisions, turning potential into performance.

Where Do You Start? The AI Maturity Framework

For many organisations, the most difficult part is knowing where to begin. Everyone recognises the potential of AI, but few have a clear picture of their current readiness. That's where an AI Maturity Framework comes in. Much like data maturity models, the AI maturity framework provides a way to:

- Measure where you are today across People, Process and Technology
- Define where you want to be in 12–24 months
- Analyse the gap to determine the skills, processes, and tools needed to get there – this is your AI Strategy. Consider elements such as:

✓ What business problems are we solving with AI?
✓ How will we scale pilots into operational capability?
✓ What frameworks will govern ethical use?
✓ Who owns AI enablement and delivery?
✓ How will we manage and monitor agent behaviour over time?

At its simplest, the AI Maturity framework moves organisations through five stages:

1. Experimental – AI used informally, often via consumer tools.
2. Emerging – First departmental use cases, usually siloed.
3. Embedded – AI woven into workflows with measurable benefits.
4. Strategic – AI aligned to business strategy, governed and scaled.
5. Transformative – Enterprise-wide adoption, with AI agents driving proactive decisions and innovation.

People, Process, and Technology in Practice

- People: Empower employees to use, trust, and co-create with AI. Build multidisciplinary teams across IT, Ops, and Business. Train users not just on tools, but on responsible use and interpretation (AI literacy).
- Process: AI must map to existing workflows and decision points. Embedding AI in an invoice approval process or supply chain monitoring flow creates real value, whereas disconnected pilots rarely scale.
- Technology: Choose platforms that are flexible, secure and easy to integrate. Prioritise agent orchestration, explainability, and governance capabilities. Ensure compatibility with your existing cloud, data, and application architecture.

Pick value-adding use cases

A successful AI initiative is not about picking the right model but rather about solving the right problem. To identify and prioritise your AI initiatives within your AI strategy, consider the following questions:

- **Use Case Identification**: What decision or process can AI augment?
- **Data Readiness**: Do we have the right data? Is it clean and accessible?
- **Workflow Fit**: Where does the AI integrate into business operations?
- **Human Oversight**: What are the guardrails? Who remains in control?
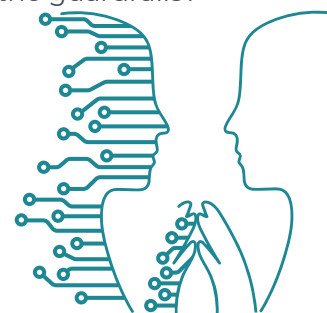
Common use cases include:

- Automating reporting and commentary
- Summarising and classifying documents
- Matching CVs to job specifications
- Enhancing service desk operations
- Extracting insights from unstructured text
- Generating first drafts of communications, policies, or reports
- Generating quotes and contracts
- Enriching CRM records with contextual summaries

Modern AI platforms allow these use cases to be built using modular agents that can be configured and orchestrated with minimal coding, enabling rapid time-to-value.

From Hype to Habit

Every organisation is somewhere on the AI maturity curve, and regardless of where your organisation is, your first step is to understand the gap between where you are and where you want to go, and build a plan grounded in people, process and technology to close the gap. Like the implementation of any enterprise-wide platform, it requires leadership, structure and purpose to embed AI into the fabric of your business. Enterprise AI isn't about chasing hype - it's about turning AI into a habit - a structured capability that scales, governs itself, and creates tangible operational value across the business.

	Experimental	Emerging	Embedded	Strategic	Transformative
People	Low AI awareness, no formal skills, initiatives driven by individuals or curiosity.	Growing awareness, staff are experimenting, pockets of expertise develop.	AI champions in business units, training programs, human-in-the-loop practices emerging.	Dedicated AI Centre of Excellence, AI literacy widespread across business.	AI culture embedded, cross-functional collaboration, continuous upskilling.
Process	No defined use cases, proof of concepts disconnected from strategy.	Use cases identified, often siloed, some process automation trials.	Formal process improvements using AI, multiple use cases with measurable benefits.	AI embedded into business workflows, governed use cases aligned to strategy, outcome monitoring.	End-to-end processes re-engineered with AI, AI drives proactive decision-making.
Technology	Experiments with consumer AI tools (e.g. ChatGPT), no enterprise-grade systems.	Initial investment in AI-enabled tools, cloud platforms, no enterprise governance.	AI integrated into enterprise platforms, early governance frameworks in place.	Enterprise AI platforms in place, monitoring & integration across systems.	Agentic AI workflows autonomous systems, governance, enterprise adoption with full auditability.

INSIGHT CONSULTING
Discover | Transform | Enable

2025

SOCIO ECONOMIC INITIATIVES

Data Comes Alive: Insight Cape Town Inspires Grade 3 Learners

CHRISTEL HOUSE

The Insight Cape Town team was delighted to host a vibrant learning session for Grade 3 learners during the school's career week in September. The consultants showcased how data can be transformed into powerful insights for real-world decision-making.

Through an engaging presentation, the team illustrated how we leverage data to support our clients—and invited the learners to explore the same principles in action.

The session introduced young minds to the art of graphing, helping them understand how different types of graphs can tell meaningful stories.

Learners were reminded of the value of mathematics in everyday life and had a blast working in teams to assemble numbered puzzles featuring the Big Five. They also discovered how class information—like birthdays and residential areas—can be used to uncover patterns and trends, potentially offering useful insights for teachers and school administrators.

It was a day of curiosity, collaboration, and creative thinking— **planting early seeds of data literacy and analytical exploration**.

![Insight Consulting logo]
INSIGHT CONSULTING
Discover | Transform | Enable
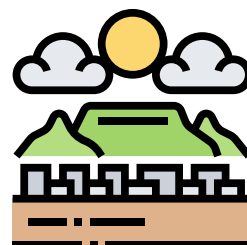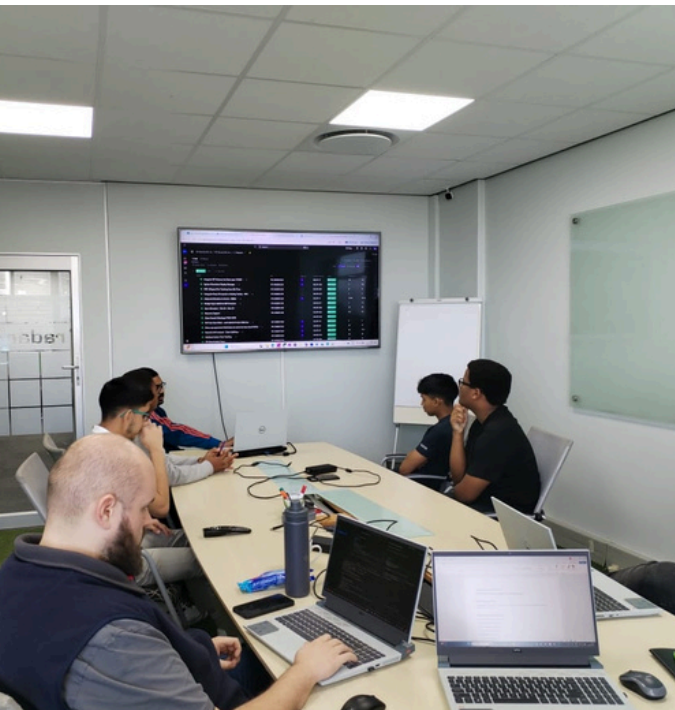
2025
SOCIO ECONOMIC INITIATIVES

DURBAN HIGH SCHOOL

Strengthening Futures Through Collaboration

Insight Consulting is proud to announce a dynamic partnership with Durban High School, aimed at empowering Grade 11 IT learners through real-world exposure and mentorship.

The initiative launched in August with a vocational talk delivered by members of our software development team, who visited the school to share insights into the tech industry.

In September, six learners were welcomed to our Umhlanga offices for an immersive experience—**bridging classroom learning with practical application and career inspiration**.

Data & AI: The Value Network Experience

21 October 2025

Durban

The entire **Insight Consulting Value Network** came to life showcasing how **Data**, **AI**, and **People** connect to unlock real business value. From strategy and governance to analytics and innovation, every part of the ecosystem was there, collaborating, sharing, and inspiring.

It had been a day of insight, ideas, and impact, and we couldn't have been prouder to have brought it to the Durban data community.

Analytics: From Raw Data to Real Decisions

Analytics: From Raw Data to Real Decisions

At our recent conference in Durban, one message stood out across the value network: **Data Analytics continues to be the foundation of smart, AI-driven enterprises**.

At Insight Consulting, we help organisations **turn data into decisions** through the strength of the Qlik and Microsoft ecosystems as well as our other custom offerings.

From uncovering trends to forecasting what's next, our **analytics solutions** don't just visualise data, they **power the intelligence that drives innovation** and readiness for AI.

Because when every node in the value network is fuelled by insight, the entire organisation moves **smarter**, **faster**, **and further**.

I had a fantastic time today learning, networking and connecting with industry peers at the Data & AI: The Value Network Experience, hosted by Insight Consulting at the beautiful Durban Country Club.

Merry Christmas

BEST WISHES

And A Very

Happy

New Year

Reconnecting the Value Chain:

Our Digital Strategy in Action

Every organisation operates along a business value chain. For example, in manufacturing primary activities include:

· Inbound: sourcing materials for production
· Operations: manufacturing of products
· Outbound: logistics and shipping products
· Marketing and Sales activities
· After sales support.

These are supported by functions like Finance, HR, Technology, and Procurement.

In the ideal world, these activities function smoothly together, with data and information flowing efficiently between the different activity areas, driving excellent margins.
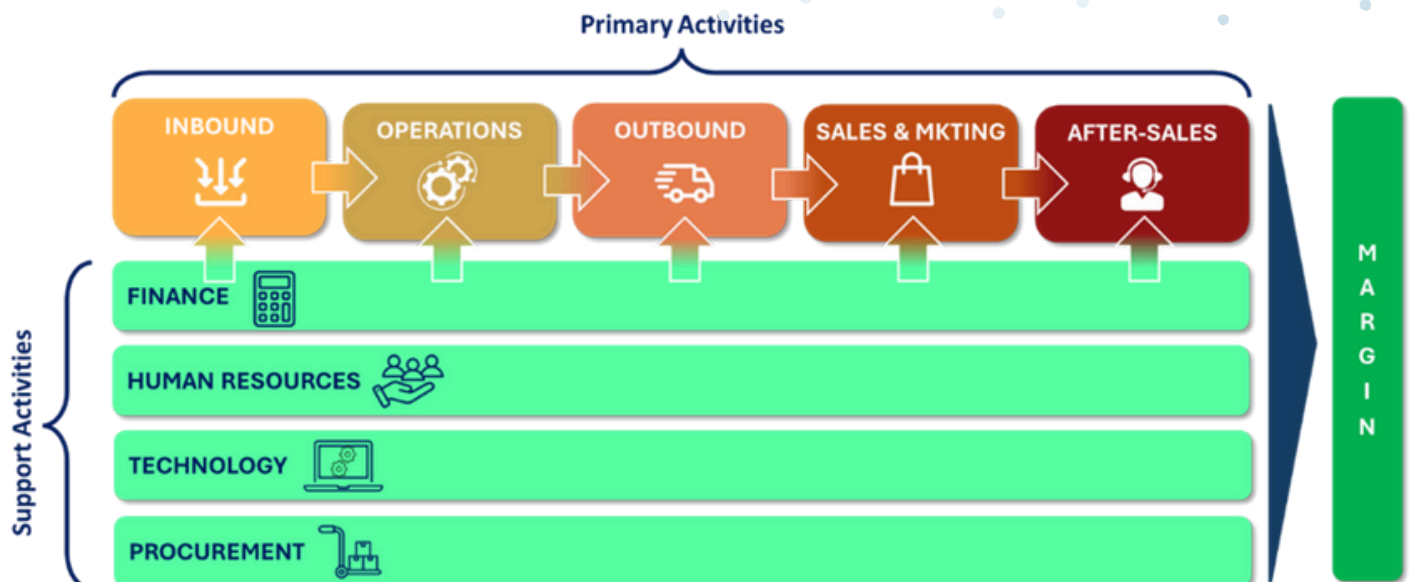
The Reality

While the business value chain is designed to operate seamlessly, the reality is often far from ideal. Misaligned processes, underutilized technology, and insufficient training create friction between these activities.
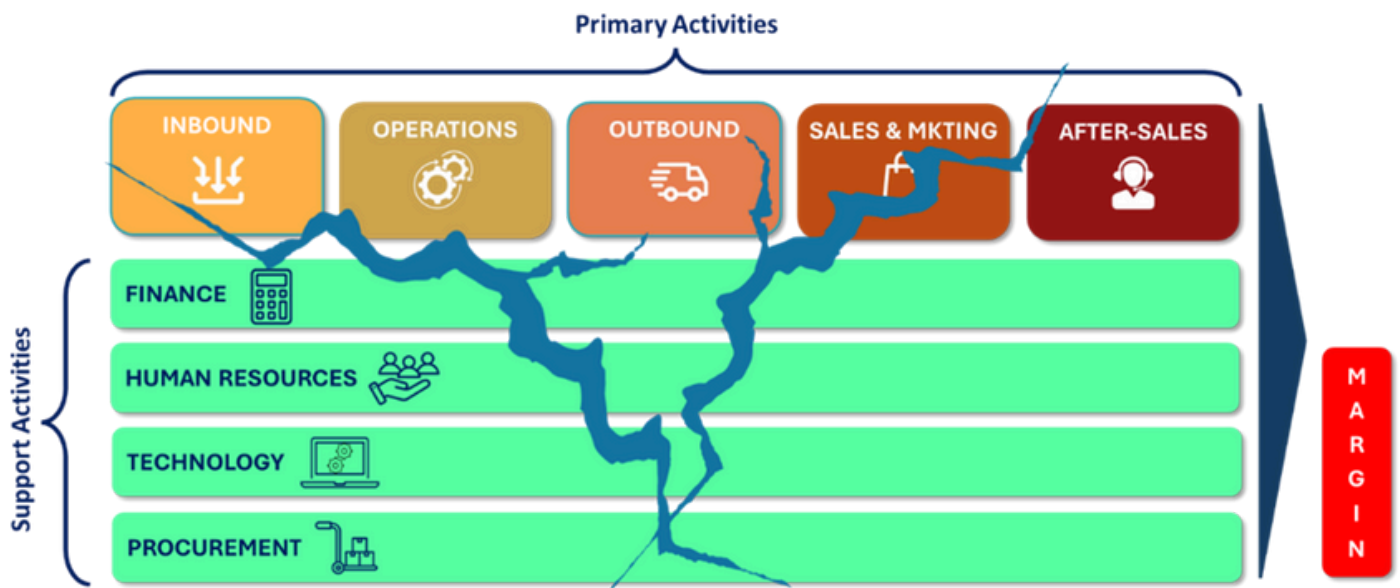
The result is:

- Operational silos and hand-offs that don't land
- Errors and inefficiencies from data capture to annual reporting
- Low visibility and ownership, which demotivates teams and reduces productivity
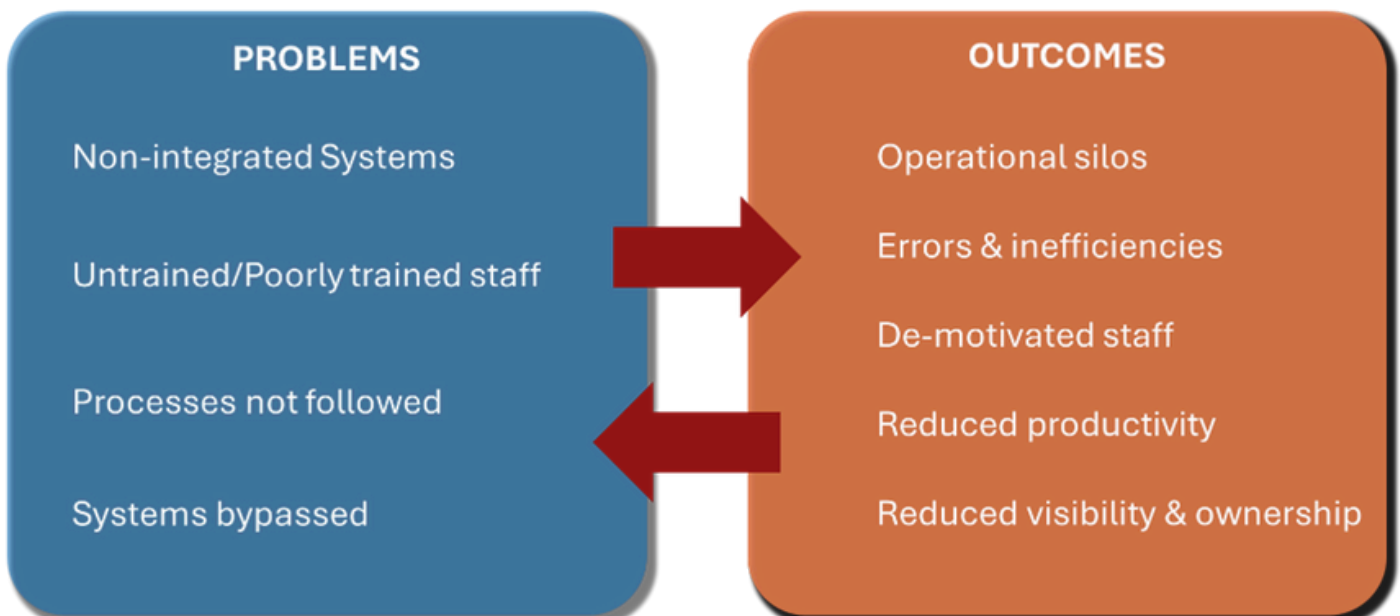
These problems and results compound over time, creating a **vicious cycle**. When the value chain's flow is broken, the organisation loses the ability to leverage data. **Garbage in** at the point of capture leads to **poor data quality**, which feeds pipelines, produces **inaccurate analytics and AI**, drives **bad decisions**, and ultimately **hits margin**.

Organisations recognise these symptoms and many attempt digital transformations to fix them, but without a clear strategy, these efforts often stall.
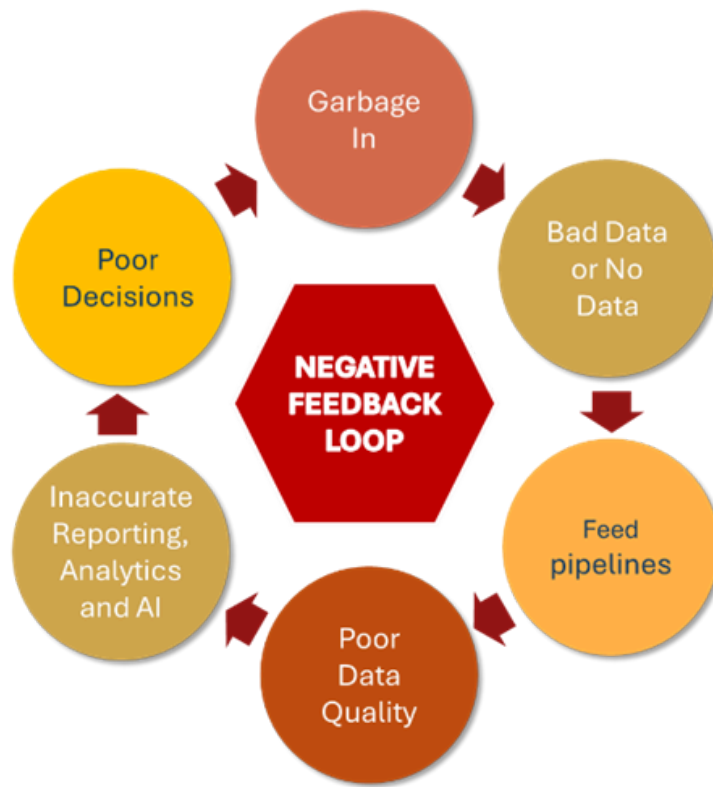
Businesses realise they need a Digital Strategy to understand the true extent of the problem: fragmented systems, incomplete or poor-quality data, broken processes, and untrained people. They also want to use AI but are not sure where to start.

Our Approach

Recognising that technology alone cannot solve these challenges, our strategy begins with a broader lens.

At Insight Consulting, we take a socio-technical approach:

- We design strategy for behaviour (People)
- We enforce it with clear controls (Process)
- We select technology that sustains the desired way of working

When these three move together across the business value chain, productivity compounds and results become measurable.

Put simply:

- People learn and upskill, so they can leverage technology
- Processes guide what technology should do and how work should run
- Technology enables those processes and supports people in their roles

Together, People, Process, and Technology form a connected system with each element guiding, enabling, and supporting the others.

Modular Strategy For Digital Success

This integrated approach forms the foundation of our modular strategy framework. Whether you're addressing business, data, or AI, our strategies are designed to move and scale with your needs. Our Digital strategies help organisations align technology with business outcomes, driving measurable gains in efficiency, adoption and ROI.

Modular by design, our strategies cover every dimension of digital success:

Embark on a full-scale digital strategy or mix and match individual strategies as needed.

Strategy	Description
Business Strategy	Translate mission and market position into a game plan that guides digital, data and AI.
People Strategy	Embed skills and behaviours so people actually use the tech and data as designed.
Process Strategy	Improve how process flows across the value chain, technology and people.
Data Strategy	Create a trusted data foundation for analytics and AI.
Technology Strategy	Choose the right system and data platforms with solid architectural design.
AI Strategy	Use AI safely from use cases, data readiness, skills, governance and platforms.

Built On A Common Backbone

Our strategies run on a common backbone we call **INSIGHT** built to create clarity and reduce delivery risk. We use maturity and diagnostic frameworks to tailor interventions and track progress over time.

Stage	Description
Initiate and Align	Clarify objectives, scope, constraints, stakeholders
Note the As-Is	Map systems, processes, people and pain points across value chain
Score	Measure As-Is maturity and readiness
Imagine the To-Be	Define the target state against our frameworks
Generate the Strategy	Convert priorities into actionable initiatives
Harmonise	Consolidate into phased roadmap with quick wins & stage gates
Transform & Enable	Execute priorities, embed skills, adoption, governance & ROI

ITERATE

Measuring Maturity and Progress

We baseline People , Process ,Technology across a five-stage scale and agree on a roadmap to move you from where you are to where you need to be.
It guides priority, spend, and sequencing and makes progress visible quarter by quarter.

Maturity Framework– Data Strategy Example

	1. DATA UNAWARE	2. DATA AWARE	3. DATA CAPABLE	4. DATA INFORMED	5. DATA CULTURE
People	Data is available but users lack data skills.	Varying levels of data adoption & user capability.	Established data council and data literacy initiatives.	Data is used for business decisions and success.	People, processes and technology working seamlessly together to enable Data-first organizational mindset focused on business performance.
Process	No data strategy.	Lack of control over data quality, access and security.	Standardised policies and processes for data governance.	Foundation to manage, access and innovate using data assets.	
Technology	Limited tools for data access.	Silos of reporting using a variety of tools.	Centralised data sources on an organisation-wide platform.	Seamless integration of reporting, analytics and AI insights.	
	Map out As-Is State	Define Data Strategy	Build User Skillset & Tech Foundation	Structure Business & IT Capabilities	Maintain Data Culture

While the Data Maturity Model gives a broad understanding of how far along the journey you are, our Digital Reality Checks go deeper. They break down each category People, Process, Technology and objectives into sub-categories and rate their current state:

Nobody's Perfect: Critical gaps; immediate attention needed

Good Basics: Foundations in place; refinement required

Well on Track: Demonstrated maturity; minimal intervention needed

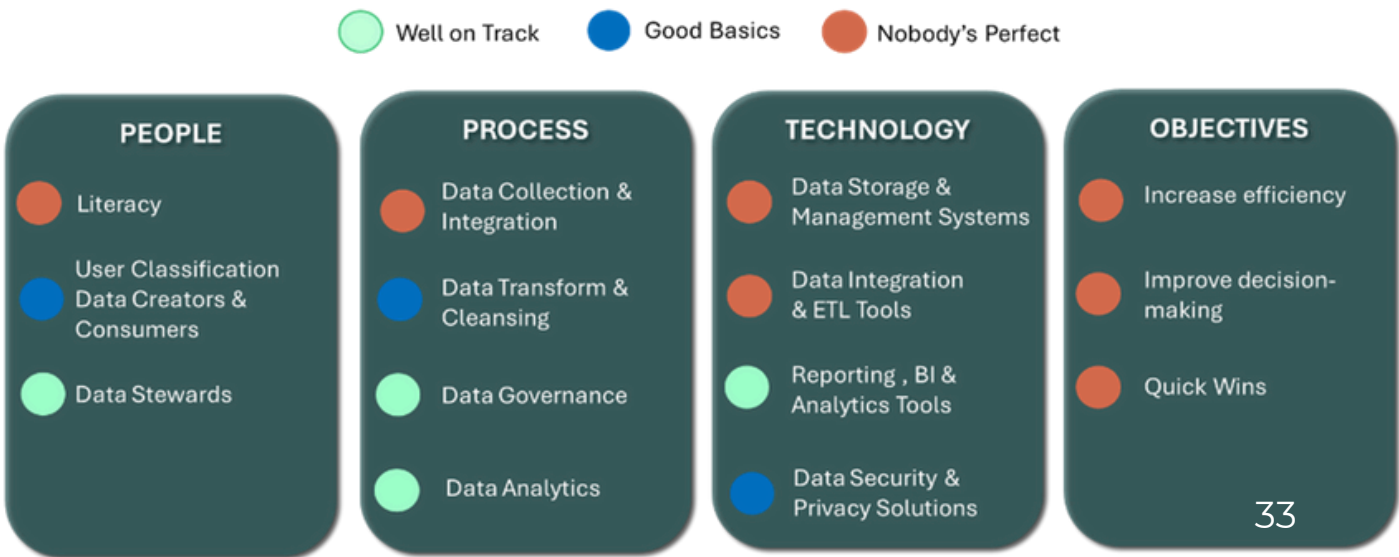This diagnostic gives us a multi-dimensional "heatmap" of capability and maturity, enabling targeted recommendations and strategy. It allows us to prioritize areas where maturity is lowest ("Nobody's Perfect") for focused improvement.

Diagnostic Framework – Data Strategy Example

○ Well on Track   ● Good Basics   ● Nobody's Perfect

PEOPLE
- ● Literacy
- ● User Classification Data Creators & Consumers
- ○ Data Stewards

PROCESS
- ● Data Collection & Integration
- ● Data Transform & Cleansing
- ○ Data Governance
- ○ Data Analytics

TECHNOLOGY
- ● Data Storage & Management Systems
- ● Data Integration & ETL Tools
- ○ Reporting , BI & Analytics Tools
- ● Data Security & Privacy Solutions

OBJECTIVES
- ● Increase efficiency
- ● Improve decision-making
- ● Quick Wins

33

Practical Shifts that delivered gains in 2025:

In 2025, we've seen three practical shifts that have accelerated transformation. These shifts reflect how our socio-technical strategy translates into real-world impact:

1. People:

Treat adoption as a first-class workstream. Role-based literacy, champions, usage telemetry, and incentives translate strategy into behaviour.

2. Process:

Fix data at the source. Tighten required fields, validation, reference lists, and approvals where information is first captured. It's cheaper than cleansing later and it unlocks trustworthy analytics and AI.

3. Technology:

Make informed decisions by weighing trade-offs. Document ensure they support long-term business goals and remain adaptable over time

Reconnecting The Value Chain

By embedding the right strategy, we help business reconnect their value chains.
Our socio-technical approach ensures your people, processes and technology work in harmony, enabling data, analytics and AI to deliver real business value.
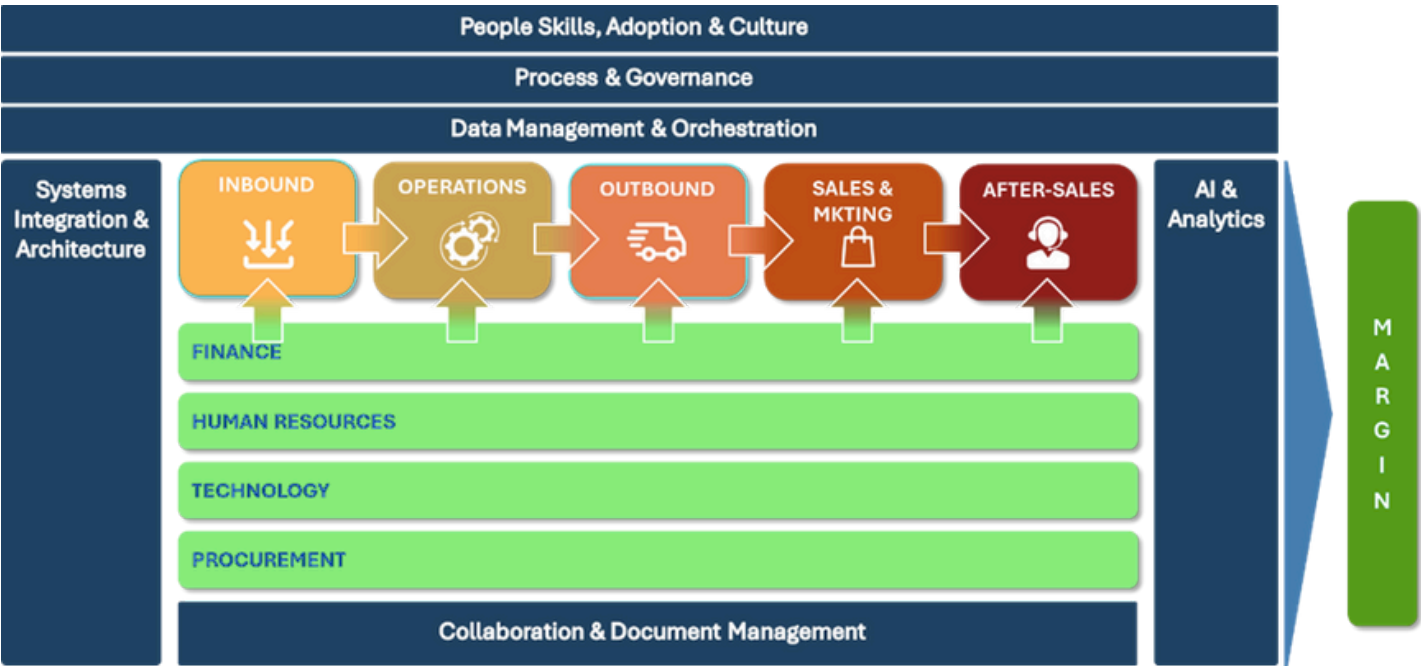
This aligns to our own mission: to use our talent, technology and data to solve real world problems, helping our clients become more sustainable and in turn improving quality of live for all.

Looking Ahead to 2026

As you plan for 2026, consider starting with a clear **Diagnostic.** Whether it's a **Data Strategy**, **Process Strategy**, or **AI Strategy**…. We'll meet you where you are, use evidence to guide the path, and scale only what proves value.
From our team to yours: thank you for the trust, the collaboration, and the shared focus on outcomes that matter. Wishing you a restful holiday and a productive start to 2026.

Microsoft

Unify your data. Simplify your analytics. Amplify your insights.

Most organisations have data scattered across systems, tools, and departments, making it hard to get a single, trusted view. Businesses spend more time moving data than using it, and insights are locked behind complexity and silos.

Microsoft Fabric is an end-to-end analytics platform that brings all your data - from ingestion to insight - into one connected, intelligent ecosystem.
It unites everything you need for data engineering, data science, real-time analytics, and business intelligence under one roof.

OneLake Foundation:
Single copy of data eliminates silos and ensures consistency.

Data Engineering:
Build and manage data pipelines at enterprise scale.

Power BI Integration:
Native BI capabilities with familiar tooling.

Data Integration:
Connect and orchestrate data from any source.

Real-Time Analytics:
Process streaming data for immediate insights.

Data Science:
Build, train and deploy ML models seamlessly.
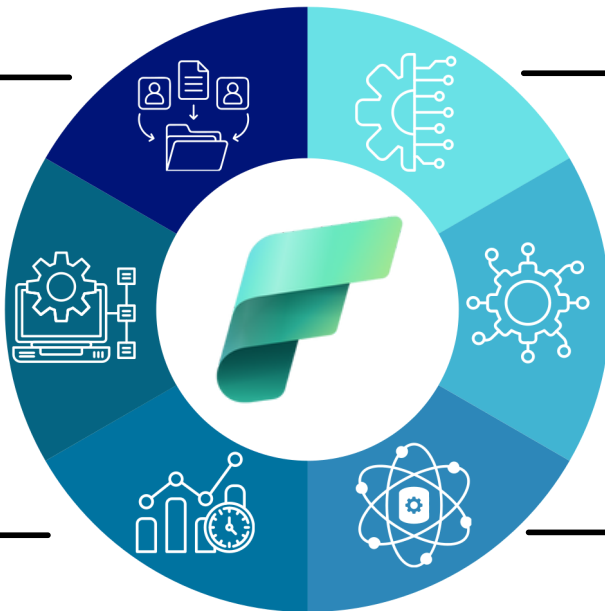
At Insight Consulting, we don't just implement technology, we make it work for your business. As your partner, we help you:

- Develop a data strategy that aligns with your goals
- Design and deploy your Microsoft Fabric environment
- Integrate with Power BI, Azure, and existing systems
- Build the governance, security, and fluency to ensure long-term success

QLIK TALEND ENABLEMENT SESSION – JHB

23 October 2025

This workshop showed how Qlik Talend Cloud helps organisations bring all their data together, clean it, and make it ready for reporting, analysis, and AI. We used a multinational retailer as a case study, combining sales data from different sources.

What We Learnt

1. Connected Multiple Systems
   - Sources: MySQL (e-commerce) and PostgreSQL (store systems).
   - Target: Microsoft SQL Server and Snowflake.
   - Used Talend Studio and API Designer to link systems and move data in real time.
2. Created AI-ready Pipelines
   - Built pipelines that automatically clean and prepare data for use in analytics dashboards.
3. Improved Data Quality
   - Used Talend's tools to check, clean, and standardise data to ensure accuracy and completeness.
   - Used Qlik Talend Cloud to collect and organise data from multiple systems.
   - Used the drag and drop approach for the setup to make data loading and transformation easier.

We learnt the Medallion Architecture from Source to Target. Below are the stages:

1. Source -Raw data from e-commerce (MySQL) and store systems (PostgreSQL). Eg Transactions, customer, and product data.
2. Data Ingestion (CDC) -Real-time extraction of new or changed data.
3. Bronze - Stores raw, unprocessed data safely for auditing and validation (Land and Store" project captured all incoming data)
4. Silver - Cleans, standardises, and combines data into useful formats.
5. Gold - Holds final, business-ready data for reports, dashboards, and sharing.
6. Targets - Final consumers of data — Business Users and Data Analysts.

Key Takeaway

Qlik Talend Cloud is a user-friendly, cloud-based platform that helps businesses connect, clean, and organise data from any source into a single, secure, and governed environment. With simple drag-and-drop tools and real-time updates, it ensures data accuracy and scalability while enabling smarter, AI-ready analytics. It empowers organisations to create a trusted data foundation for better, faster decision-making.

AI LITERACY

EMPOWER YOUR PEOPLE. ACCELERATE YOUR ORGANISATION

AI is no longer optional.

From copilots to chatbots to intelligent analytics, AI is becoming part of daily work across every role and industry. Organisations that adopt AI responsibly and strategically will lead the future, but success depends on more than technology.

For organisations to successfully deploy and reap the benefits of Enterprise AI, every employee needs to understand what AI is, how it works, and how to use it confidently, ethically, and effectively.

Participants will Learn:

- What AI is (and isn't) - core principles and key types of AI
- How AI is transforming industries and everyday work
- The foundations of responsible and ethical AI use
- How to write better prompts and evaluate AI outputs
- How AI fits into your organisation's Enterprise AI journey

Why it Matters

When everyone understands AI, they can:
- Spot opportunities to apply it responsibly
- Work more efficiently and creatively
- Support your organisation's AI strategy with confidence

AI literacy ensures your workforce grows alongside your technology.

Course Details

- Self-paced online format
- 2 hours of interactive content
- Videos, real-world examples, quizzes, and final assessment
- Certificate of AI Literacy from Insight Consulting

Price: R 395 per person
For largegroupsorcorporate rollouts, contactusforvolumepricing.
info@insightconsulting.co.za | www.insightconsulting.co.za

Feltex IT Conference:
Collaboration, Clarity, & Growth

The Feltex IT Conference, held over a dynamic day and a half, brought together a diverse mix of professionals from Feltex IT, third-party ERP providers, application and BI support teams, and external partners. Hosted at the Feltex head office, the event kicked off with a welcoming lunch, where attendees mingled and were greeted by several Feltex/KAP senior leaders.

From Code to Conveyor Belts: A Factory Tour with Purpose

Following lunch, participants were treated to a guided tour of the Feltex factory—a clear highlight for many. Seeing the production process firsthand offered valuable insight into how IT and BI systems directly impact operations on the ground. As part of the tour, attendees were encouraged to interview factory staff to better understand how technology could support their daily work. From a BI perspective, the feedback was clear: accurate, automated, and efficient reporting is essential.

Team Building and Thought Sharing

The conference then moved to an offsite venue, where the remainder of the evening and the following morning were dedicated to presentations, team-building activities, and networking. True to Feltex IT's motto—"Make IT Simple"—the sessions focused on core values and practical messaging, keeping things straightforward and impactful.

A First for Many, and Long Overdue

Although Feltex IT has been established for several years, this marked its first formal conference. One manager noted it was "long overdue," and many attendees shared that it was their first time participating in such an event. The opportunity to connect, reflect, and share personal journeys was deeply appreciated, highlighting a collective desire not only to improve IT services but also to invest in personal development.

Key Takeaways: Unity, Support, and Progress

Three themes stood out throughout the conference:

- Cross-company collaboration was strong, with participants eager to align efforts toward shared IT goals.
- Supportive culture was evident, as teams encouraged one another to move forward together.
- Commitment to improvement—both in service delivery and individual growth—was a consistent thread.

This inaugural conference set a promising tone for future engagements, reinforcing the power of simplicity, connection, and shared purpose in driving IT excellence.

Peter

YEAR END CONFERENCE

05 December 2025

DURBAN

We recently met for our final year-end company conference at Capital Pearls in Umhlanga.

Thank you

The event included a company update, the unveiling of our 2026 strategy, and the presentation of long service awards. It was also a wonderful opportunity to raise a toast to the year gone by, share festive well-wishes, and celebrate the exciting journey that lies ahead in the new year.
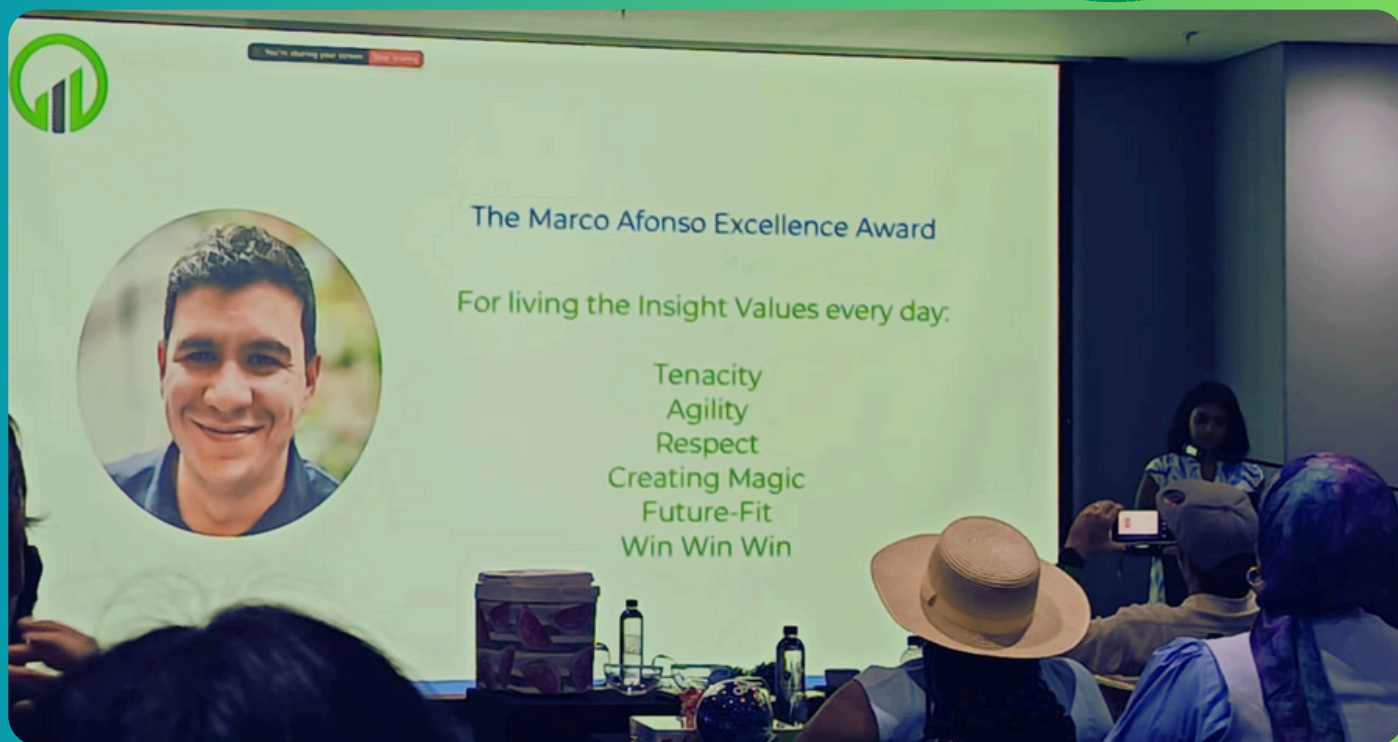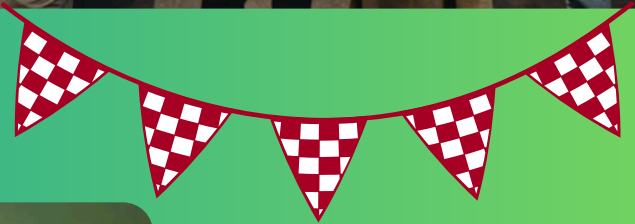
Happy Holidays

05 DECEMBER 2025

We proudly recognized **Marco Afonso** with our newly introduced **Legacy Award**, created to celebrate employees who embody exceptional qualities.

RUNNERS UP

Wiedaad   Jan-Hendrik

WINNER

Andre van der Walt

He naturally lives out Insight's values without even realising it. His agility shows every time I come with a last-minute POC or urgent client request he somehow gets it done the same day and often better than what was originally asked for. He brings a bit of magic into every part of what he does and he turns it into something polished and impressive.

When things get tough, he doesn't get overwhelmed, he leans in... the team... with tenacity is something the whole team benefits from. And despit... ...ple around... to grow... patience and respect. He listens, explains clearly, and genuinely... always looks for a win for the client, a win for the team, and a w...

This year's recipient came from our Kodelab team. While André was a truly deserving honoree, we also extend our congratulations to all the nominees — each of you exemplifies the spirit of this accolade. Well done everyone!

WELL DONE

The Marco Afonso Excellence Award

For living the Insight Values every day:

Tenacity
Agility
Respect
Creating Magic
Future-Fit
Win Win Win

LONG SERVICE

Kapil Maharaj

You are Amazing!

Then it was time for some fun in the sun. Our team challenge —an "Amazing Race"–style adventure—sent us dashing across the Umhlanga beachfront in search of clues, scooping up sand, hunting for items under R2, and getting up to all sorts of playful antics in a bid to outpace the competition and claim the ultimate prize.

Winning Team
2025 Amazing Race Challenge
R500.00 Takealot Voucher

Winning Team
2025 Amazing Race Challenge
R500.00 Takealot Voucher

Winning Team
2025 Amazing Race Challenge
R500.00 Takealot Voucher

Winning Team
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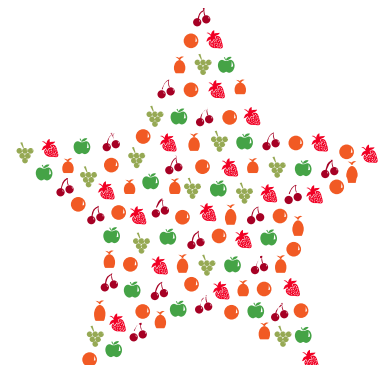
Merry Christmas

Cheers!

PUZZLED

Clues
Across

1. The consistent thread that ties values to actions
2. A core value that means governing resources wisely
3. The Insight process phase where you define your mission
4. What a well-aligned team creates instead of silos
5. A verb that means to make things clearer
6. The quadrant where passion, proficiency, and demand meet
7. The company's purpose includes improving this for all
8. A behavior linked to the value of Courage
9. A tool used to connect personal mission to quarterly goals
10. A value that means making others feel included
11. A leadership trait that means staying true to your word

SUDUKO

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10 |__|__|__|__|__|__|__|__|__|
11 |__|__|__|__|__|__|__|__|__|__|

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HA! HA! HA! HA! HA! HA! HA! HA! HA! HA! HA! HA! HA! HA!

THE VALUE OF VALUES

YOU KEEP CHANGING YOUR POLICIES.

MY **VALUES** HAVEN'T CHANGED.

WHAT **ARE** YOUR VALUES?

MY VALUES ARE THE BASIS OF MY POLICIES.

AND YOUR VALUES DON'T CHANGE.

MY VALUES ARE CONSISTENT!

AND YOUR VALUES ARE SECRET.

THEY'RE EVEN SECRET FROM ME!

9-11-24

Oh darling! I just got your wonderful value added proposition! Of course I'll marry you!

KEEP SMILING

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"We're staying home Christmas Eve. This year every kid will be downloading digital games from the cloud!"

freshspectrum.com

Santa, in order to do this data collection the right way we're going to need a more specific definition of "bad and good." We're also going to need to assign unique child IDs, this first name stuff won't fly.

Happy Holidays
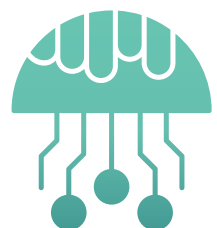
HOROSCOPE

Here's a playful and strategic Value Network–Inspired Horoscope. Think of it as a cosmic forecast for how your values ripple through your ecosystem

Aries
(March 21 - April 19)
Theme: Activation
 Your boldness sparks movement across your network. This week, your courage to challenge norms will unlock dormant potential in others. Just be sure to steward the ripple—impact without alignment can scatter energy.
Value Boost: Courage + Stewardship
Mission Cue: Equip others to act with integrity.

Cancer
(June 21-July 22)
Theme: Inclusion
 Your empathy expands the network's reach. This week, you'll notice who's missing from the conversation—and you'll know how to bring them in. Your emotional intelligence is a strategic lever.
Value Boost: Compassion + Belonging
Mission Cue: Create space for voices to be heard.

Libra
(September 23 - October 22)
Theme: Harmonization
You're the diplomat of the value network. This week, your ability to balance competing priorities will unlock new partnerships. Lean into your sense of justice and shared purpose.
Value Boost: Justice + Unity
Mission Cue: Align diverse voices toward common goals.

Scorpio
(October 23- November 22)
T**heme: Depth**
 You're the pattern detector. Your insight into hidden dynamics will help the network evolve. Use your intensity to surface truths and guide transformation—just remember to soften the delivery.
Value Boost: Truth + Resilience
Mission Cue: Reveal what's beneath the surface.

Aquarius
(January 20-February 18)
Theme: Innovation
 You're the disruptor with a cause. Your ideas challenge the status quo and invite others to reimagine. This week, prototype something that reflects your values—then share it widely.
Value Boost: Creativity + Sustainability
Mission Cue: Invent with intention.

Gemini
(May 21-June 20)
Theme: Translation
 You're the connector this cycle—translating ideas across silos. Your curiosity and communication unlock shared understanding. Watch for moments where your voice bridges values and outcomes.
Value Boost: Curiosity + Collaboration
Mission Cue: Translate complexity into clarity.

Capricorn
(December 22 -January 19)
Theme: Structure
 You're the strategist. Your ability to define roles, goals, and KPIs will bring clarity to the network. This week, build frameworks that others can follow—and make space for values to guide the metrics.
Value Boost: Discipline + Ownership
Mission Cue: Design systems that reflect purpose.

Taurus
(April 20 – May 20)
Theme: Stabilization
Your reliability grounds the network. Others look to you for consistency and calm. Use this moment to document processes or mentor someone navigating uncertainty. Your quiet strength is a strategic asset.
Value Boost: Reliability + Wisdom
Mission Cue: Clarify what good looks like.

Leo
(July 23 - August 22)
Theme: Illumination
 Your presence energizes the system. Use your visibility to spotlight others' contributions and values. You're not just leading—you're amplifying. Let your mission be a mirror that reflects shared purpose.
Value Boost: Impact + Gratitude
Mission Cue: Celebrate aligned action.

Virgo
(August 23 - September 22)
Theme: Optimization
 You're the architect of alignment this cycle. Your eye for detail helps the network refine its purpose. Whether it's a dashboard or a decision, your clarity drives measurable outcomes.
Value Boost: Excellence + Integrity
Mission Cue: Simplify for strategic focus.

Sagittarius
(November 23- December 21)
Theme: Expansion
 You're the explorer of new frontiers. This cycle invites you to stretch the network's boundaries—new tools, new ideas, new collaborators. Your optimism is contagious; use it to inspire bold moves.
Value Boost: Vision + Learning
Mission Cue: Open new pathways for growth.

Pisces
(February 19 - March 20)
Theme: Reflection
 You're the emotional compass of the network. Your intuition helps others reconnect with their purpose. This week, facilitate a moment of pause—your presence makes reflection feel safe and generative.
Value Boost: Presence + Empathy
Mission Cue: Guide others back to their why.
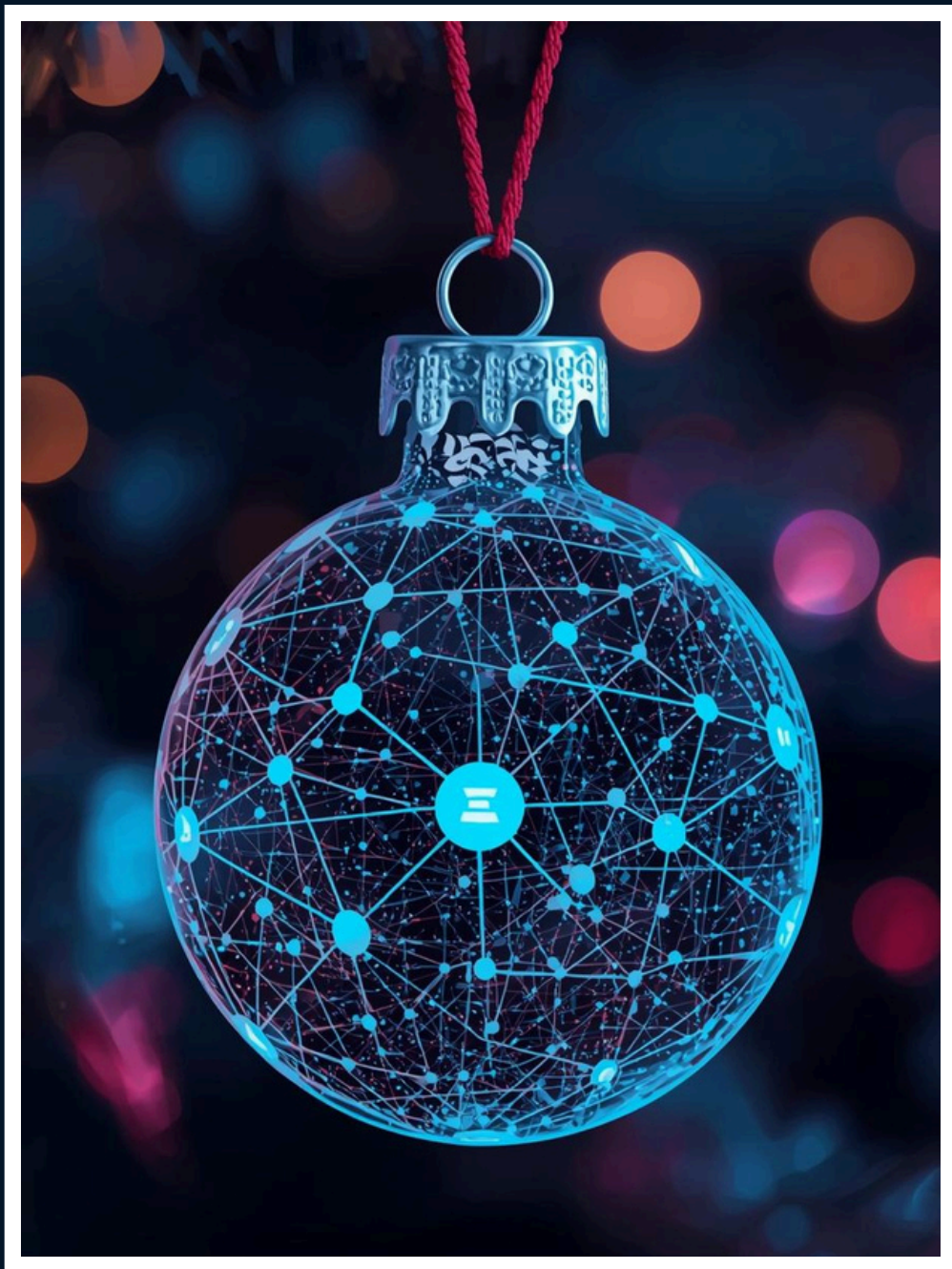
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SOLUTIONS
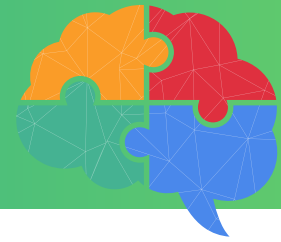
CROSSWORD

1 THROUGHLINE
2 QUALITY
3 SPEAKUP
4 STEWARDSHIP
5 ALIGNMENTCANVAS
6 DESIGN
7 BELONGING
8 MOMENTUM
9 CLARIFY
10 HEDGEHOG
11 INTEGRITY

SUDUKO

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172|685|493
469|732|815
543|198|276
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891|473|652
325|961|784
956|812|347
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284|259|163
617|346|928
738|524|531
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🕐 8:00am – 5:00pm