



PRESS RELEASE

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Insite sharpen its strategy

The international e-learning and consultancy company Insite sharpens its strategy in order to be even more competitive in the international arena. By combining their core competencies in sales and marketing development together with advanced e-learning solutions, a new generation of Consultancy Company sees the light.

Insite emphasises and sharpens its international strategy in order to be the most successful European player for cutting edge blended solutions. As an international consultant and e-learning company, Insite supports organisations and their individuals in strategic marketing and sales by increasing knowledge and implementing change.

The ways of working for traditional consultancy services have been very similar for many years. "We see that we must use new methods of implementing change at our customers" says Thomas Röckert, CEO and President.

"On the other hand there are several e-learning actors, especially in Scandinavia, facing the fact that e-learning does not solve all problems for the customers" continues Thomas Röckert.

Insite sees these facts as a big opportunity to take advantage of all its strengths within e-learning and strategic sales and marketing development to develop a strong position in the market.

In order to better meet the international customers' needs, Insite is presently focusing on the following changes:

- Concentrate on its core competencies within strategic sales and marketing development to focus on global companies commercial activities.
- Further increase the delivery of blended solutions - the customer specific mix between e-learning and traditional consultancy methods - to customers. This will greatly benefit the implementation process at customers and thus improve results.
- By building an "e-learning Factory" concept Insite will be able to produce e-learning applications fast and cost effectively. By using scalable and modular components adapted for industry standards, the content output will be a seamless part of customers' knowledge and learning systems.

Part of the strategy has been to reinforce the board and management as well as position experienced top level people in the sales and consultancy organisation. The strategy also includes an expansion in Europe in terms of recruitment and new offices.

“Together with our customers, we are confident in our strategy. As an indication of this we have had our best first quarter ever in terms of order intake” finalises Thomas Röckert

About Insite:

Insite AB is one of Scandinavia's leading interactive training companies. Over the past year, Insite has created a strong international presence through acquisitions and organic growth. The company, with its head office in Gothenburg, currently employs 70 people in Gothenburg, Stockholm, Malmö, Barcelona, Oslo, Geneva and Milan.

Insite specialises in supporting companies in implementing change with advanced blended solutions – a client-specific mix of e-learning, coaching and classroom seminars. Insite works all over the world, in all major business languages, enabling a full-scale international training and implementation process. Insite offers tailor-made training for major international companies. Among some of Insite's clients are blue-chip companies such as Tetra Pak, Alfa Laval, Munters, SEB, Nordea, Bank of America, Danone, Bvlgari, Volvo and Porsche.

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