

Insentra Partner Onboarding Kit

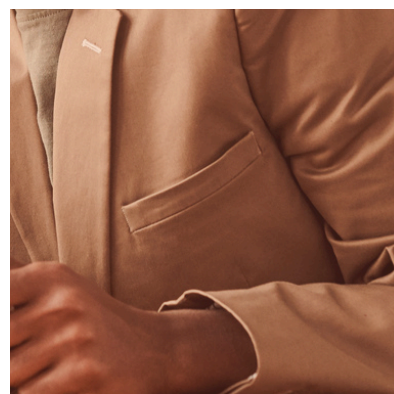
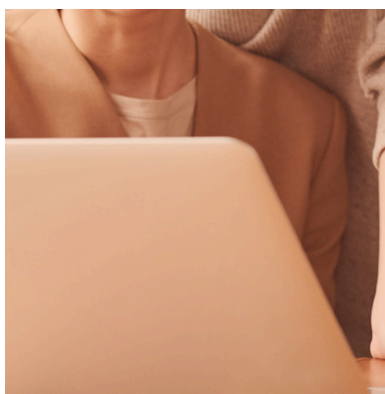
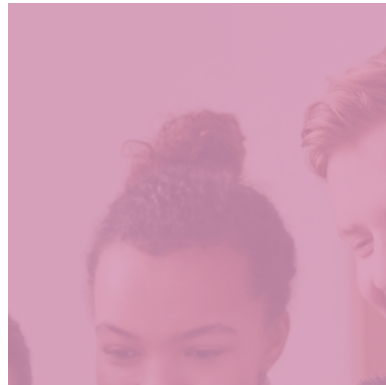
SAY “YES” TO MORE BUSINESS.

As a 100% channel-only partner, Insentra extends your capabilities and capacity with Advisory, Professional, Managed and AI driven Services, so you can say yes to more opportunities, grow faster and keep competitors out, all while we carry the risk of delivery.

PartnerObsessed™
We DARE to be DIFFERENT

Explore More

→ www.insentragroup.com



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WELCOME TO THE INSENTRA PARTNER FAMILY

I am genuinely excited you are exploring partnership with Insentra. You have made a smart choice because together we can grow our businesses, protect your clients from competitors and create opportunities you may not have been able to identify or pursue on your own.

I know the challenges you face. Clients want more done in less time. They expect you to modernize, secure and innovate while still keeping the lights on. Your team is stretched, the right skills are hard to find and competitors are always looking for a way in. The pressure is real.

This is why Insentra exists. Partnership isn't just a word for us. It's the foundation of everything we do. We are 100% channel-only and PartnerObsessed™, which means our success is measured by your success. We will never transact directly with your clients. We exist to be an extension of your business so you can say yes more often, grow faster and deliver outcomes your clients can trust. Our crew are highly skilled and they love being part of your success. Our track record shows when you engage us early and your client executes a transaction, we will win four out of five times and, will carry the risk on delivery so you can focus on what you do best.

This kit will show you how we work with partners and how we can help you scale without carrying the cost or the risk. More importantly it will show you what it means to have a PartnerObsessed™ organization standing firmly behind you.

I am looking forward to our team working with you and seeing what we can achieve together.



Ronnie Altit

Ronnie Altit

CEO & Co-Founder Insentra



WE UNDERSTAND YOUR CHALLENGES

You want to add value and strengthen your client relationships. You want to be the partner they turn to when the stakes are high. But every day you run into barriers which make it harder than it should be to deliver on the promise.

- **Pre-sales bottlenecks.** Your team is juggling multiple priorities and the workload is heavy. Deals take longer to qualify and opportunities slip because you cannot get the right technical advice in front of the client at the right time.
- **Delivery is another struggle.** Even if you win the work, projects stall because your people are stretched. Project managers are juggling too many tasks and the execution does not always run as smoothly as you would like. This creates stress for your team and impacts your client's confidence.
- **Resources are scarce.** You understand the task and outcomes which need to be completed, however, the people are not always available. Recruiting takes time, contractors are expensive and often unreliable. Keeping a bench of highly skilled staff is a cost you cannot always justify and the reality is you are being asked to deliver more with less.
- **Clients are demanding.** They want outcomes yesterday. Timelines are tight and expectations are high. You want to deliver, but you also know rushing creates uncertainty and risk.
- **Some opportunities feel too small or not strategic enough.** You know you could deliver them, but the effort required outweighs the return. Walking away is frustrating because even the small opportunities can open the door to bigger things.
- **The Risk of Saying No.** Some opportunities can feel like too much of a stretch, too big, too complex, or too risky for your team to take on. But walking away from them can hold you back. These larger opportunities often open the door to new client relationships, build credibility and drive growth you may not reach otherwise.
- **Technology is evolving faster than your team can keep up.** You have great people, but no one can be an expert in everything. Skills gaps in specific technologies mean you either decline work or take a chance and hope you can figure it out along the way. Neither option builds confidence.
- **Then there are the Tenders.** Sometimes you want to bid, but you cannot because you do not have the capacity or the skills to complete the work. Watching competitors step in and win business you should have won is disheartening and it makes you question how you can scale without breaking your team.

Your world is stressful, it is competitive, and it feels like there are more obstacles than opportunities. The good news is you do not have to face these challenges alone.



THE PROBLEMS WE AIM TO SOLVE

Growing your business should not mean carrying more risk or more cost. Yet this is the trap most partners fall into. At Insentra, we see it every day and we have built our entire business to solve it.

- **You want to scale quickly** yet the challenge is you cannot justify carrying a bench of skilled people who may sit idle between projects. It is expensive and it eats your profits. With Insentra, you get the scale you need without the overhead.
- **You want certainty when delivering outcomes** yet the risk of scope creep, delays or unexpected problems adds unnecessary pressure at night. We remove this burden by assuming the risk for delivery.
- **You want to increase sales velocity** yet your team can only chase so many opportunities at once. Deals get delayed or lost because you do not have the bandwidth. With Insentra investing in presales and providing delivery, you can pursue more leads, convert them to more opportunities and grow your pipeline with confidence and pace.
- **You want to keep competitors out of your accounts** yet every time you say no, you create a gap for someone else to step in. With Insentra as your partner, you can say yes more often and protect the trust you have built with your clients.
- **You want to make a healthy margin** yet services can be complex, risky and unpredictable which often erodes profitability. With us, you make 15 to 20% margin on projects without carrying the delivery risk. Predictable margins straight to your bottom line.
- **You want to add more value to your clients** who are looking to you for innovation, solutions and advice, often in areas where you have no skills. By extending your capability with Insentra, you can meet them where they are today and take them to where they need to be tomorrow.

Ultimately, this is about one thing. Giving you the ability to say **yes** to more business and grow with confidence.





OUR PARTNER PROMISE

If you are going to trust someone to deliver to your clients, you need to know they can and will protect your brand, deliver with excellence and never compete with you. That is exactly who we are.



We are a high value services partner.

Insentra assumes the risk for delivering outcomes so you do not have to. Most engagements are fixed-price or subscription based, providing you certainty and giving your clients confidence.



Partnering is all we know.

We are 100% channel only and we will never transact directly with your clients. We are PartnerObsessed™ which means our sole focus is on helping you grow your business and protect your client base.



Our crew are highly skilled and highly stable.

With a retention rate above 90%, the people you work with today are the same people you will work with tomorrow. This consistency builds trust and ensures smooth delivery across every project.



Great culture drives great outcomes.

Our culture has been independently recognized for five years in the Great Places to Work Awards in Australia. Happy, committed teams deliver better results and our crew love working with partners.



The numbers speak for themselves.

We have generated more than \$41M+ in profit for partners. We achieve an 80% win rate when engaged early, and partners consistently make between 15 to 20% margin while we carry the delivery risk.

With Insentra, you have a partner who is proven, committed and obsessed with your success.

WHAT WE DO

At Insentra, everything we do is designed to help our partners grow, differentiate and deliver more value to their clients. We combine deep technical expertise, business insight and AI innovation to provide end-to-end services to accelerate transformation while reducing risk. Whether enabling rapid adoption of generative AI, modernizing the workplace, securing cloud environments or delivering guaranteed migrations, Insentra is the trusted partner behind your success.

I. ARTIFICIAL INTELLIGENCE

GenAI Sprints & Agentic Workflows

Insentra's Generative AI Sprints provide a practical, hands-on pathway from curiosity to adoption, enabling organizations to achieve real business outcomes quickly and sustainably.

- **Sprint 1 – Art of the Possible with AI:** Builds readiness by showcasing what AI can do today, exploring real-world use cases relevant to your business and introducing foundational frameworks and tools. This sprint is about individual enablement, inspiring confidence, unlocking imagination and delivering immediate value through quick wins.
- **Sprint 2 – Workflow Enablement:** Integrates AI seamlessly into daily workflows through tools like Microsoft Copilot and Custom GPTs, supported by a structured four-week enablement program designed to deliver measurable outcomes, uncover high-impact use cases and drive efficiency and productivity gains.
- **Agentic Sprint – AI in Production:** Takes identified use cases and moves from ideation through MVP to production in just 10 weeks, enabling the design, build, and deployment of autonomous workflows and multi-step AI agents all underpinned by strong governance and oversight.
- **GEN AI Sprint for Partners:** Helping clients adopt AI is no longer enough. True differentiation comes from AI expertise. This program equips your team with the knowledge and tools to guide clients toward meaningful AI outcomes while expanding your own service offerings.

Each sprint is designed to accelerate adoption, deliver measurable outcomes and scale AI capability across the organization. Our Generative AI Sprint Series is more than a training program, it's the on-ramp to a managed AI journey. The sprints ignite adoption by helping teams see the art of the possible, practice hands-on workflows and unlock immediate value. Our managed services then extend this foundation, embedding AI into business processes, ensuring governance and compliance and driving continuous optimization. Together, they create a complete lifecycle from discovery to sustained impact.

MIA – My Intelligent Assistant

We know the struggle keeping AI prompts in order can be a mess. That's why we built MIA, a browser extension designed to streamline prompt creation, organization, and team collaboration. Trusted by teams across entire organizations, MIA helps you cut through the chaos and get more done, effortlessly.

- Reusable prompt libraries and refinement with AI
- Real-time collaboration to standardize AI use
- Fast search to find the perfect prompt instantly

With integrated AI prompt curation and sharing, MIA captures best practices and drives adoption across all departments and roles across an organization. Together with our AI Sprints, MIA provides a complete pathway from AI curiosity to enterprise-wide AI maturity.

<https://www.insentragroup.com/au/services/generative-ai-series/mia/>



II. ADVISORY SERVICES

Strategic Advisory

Our Advisory Services help leaders look beyond today's challenges to uncover where technology can create lasting value.

MapOne

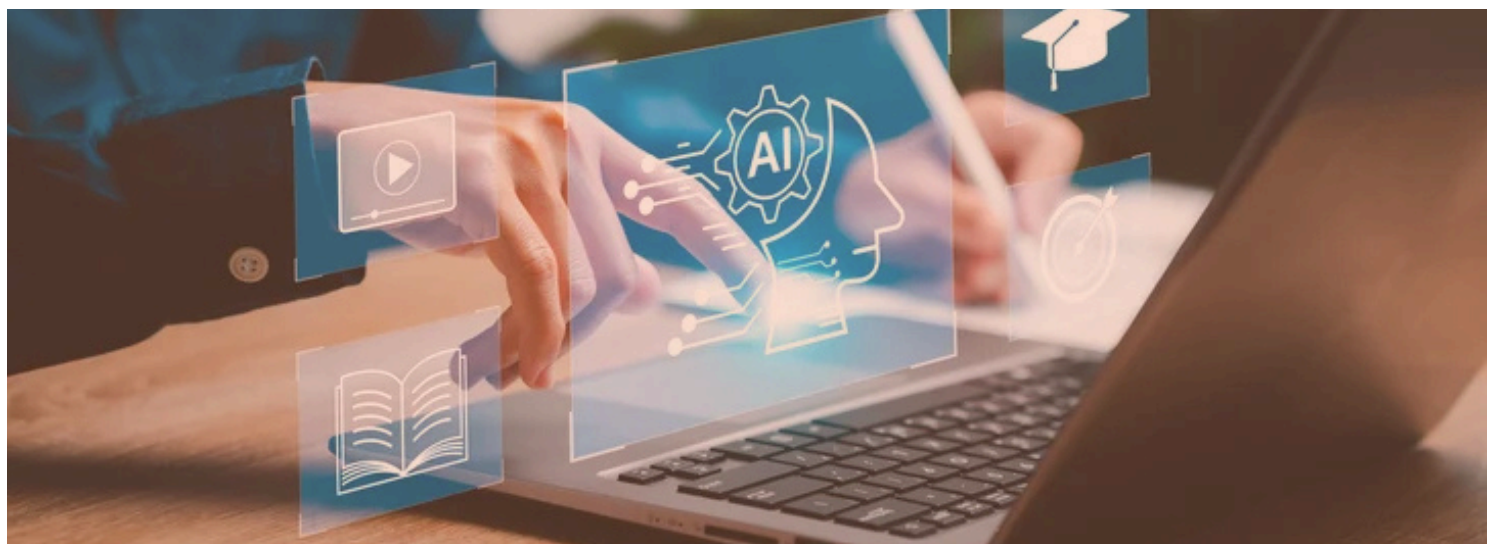
In just 4–6 weeks, MapOne distills complex IT strategy into a single, insight-driven page showing exactly where your organization needs to go and how to get there, delivering a clear, actionable roadmap aligned to your business strategy to drive measurable, sustainable results.

MapTo

Purpose-built for mergers, acquisitions and divestitures, MapTo ensures meticulous planning before execution. By addressing risks, user needs and both technical and human factors upfront. MapTo enables a seamless, user-centric migration journey with minimal disruption and maximum confidence.

MapFor

Designed to align people, process and technology to a strategic outcome. For example, MapFor Information Architecture (IA) helps organizations prepare for governance and compliance frameworks to create a secure, scalable foundation for innovation and ultimately helps set the baseline for secure and governed AI use.



III. PROFESSIONAL SERVICES

Modern Workplace

We deliver end-to-end solutions across the Microsoft 365 stack, transforming how people work securely, intelligently and collaboratively. We help clients:

- Enhance collaboration with adaptive, intelligent tools
- Leverage AI within the flow of work to increase productivity
- Define, protect and enforce the structure, integrity and compliance of critical information assets
- Automate repetitive tasks with personalized AI
- Solutions balance innovation, security, and compliance, enabling clients to collaborate effectively while elevating productivity and employee experience.

Migrations

We specialize in delivering user-centric fast, well-planned, secure and guaranteed migrations for precision and risk reduction. Our proven five-phase methodology, *Establish, Plan, Prepare, Transform, Transition* ensures consistency and repeatable success across email, archives, collaboration, and storage environments.

We leverage our processes to help:

- Detect risks before they arise
- Map data for optimal migration
- Provide real-time visibility with intelligent dashboards

This allows partners to offer fixed-price migrations with guaranteed outcomes, backed by Insentra's proven expertise.

Secure Workplace

We help clients secure multi-cloud and hybrid environments without slowing down business. Leveraging Microsoft Defender, Sentinel, Intune, Secure Azure, and Microsoft 365 Secure Score combined with Zero Networks' agentless and automated network microsegmentation we deliver:

- Early threat detection
- Insider risk management
- Reduced attack surface and risk of breaches
- Automated compliance reporting
- Compliance with standards including Essential 8, NIST, ISO27001

We ensure security strategies are ready for the hybrid, multi-cloud world by reducing risks across users, devices, and data.

The result is a trusted, compliant workplace where employees can work securely from anywhere, on any device. Insentra helps partners and customers build a trusted, compliant, and secure workplace.

Adoption and Change Management

We combine 20+ years of technical expertise with a proven change methodology to help organizations adopt technology quickly and realize its full benefits.

Our structured approach ensures:

- Change is embedded and sustainable
- Teams are engaged, empowered, and productive
- Technology investments deliver maximum value

With three levels of tailored ACM services, Insentra helps organizations overcome both technical and emotional barriers to transformation.

End User Compute

We deliver exceptional end-user experiences through seamless application and desktop delivery on any device, anywhere.

Our deep expertise spans Azure Virtual Desktop (AVD), Windows365, Citrix, Microsoft Intune and Digital Employee Experience (DEX) solutions, enabling:

- Secure, efficient endpoint management
- Optimized balance between business security and user simplicity
- Consistent access to business-critical applications

Insentra enables organizations to provide secure, high-performing digital workspaces for every user.

20+

years of technical expertise with a proven change methodology to help organizations adapt technology and realize its full benefits.



Cloud Platforms

Migrating to the cloud is no longer just a technical move, it's a strategic transformation. Insentra combines deep cloud expertise with AI-driven insights to help partners and clients:

- Reduce risk and optimize SaaS consumption
- Accelerate Time to Value (TTV) and ROI
- Ensure airtight compliance
- Future-proof cloud investments

We bring rigorous due diligence, broad technical expertise, and AI-enabled decision-making to every engagement, enabling smarter, faster and safer outcomes.

Information Management, Governance and Compliance

We help organizations discover, protect and govern critical business information across data centers and cloud environments.

Our services deliver:

- Safe transitions between on-prem and cloud platforms
- Strong governance and compliance controls
- Protection of business-critical data assets

Insentra empowers businesses to manage information with confidence and control.

Microsoft FastTrack Services

As one of Microsoft's founding FastTrack Partners, we deliver proven adoption services for Microsoft 365, Office 365, and Enterprise Mobility & Security.

Our consultants provide:

- Guidance for adoption and success
- Wizard walk-through to speed up adoption
- Deep expertise across 750+ clients and thousands of workloads

Insentra's FastTrack specialists are among the most experienced in the Microsoft ecosystem.

IV. MANAGED SERVICES

Insentra acts as a true extension of your team, offering managed services providing 24/7/365 coverage without you needing additional headcount.

With AI-assisted service delivery, we enable:

- Faster issue identification and triage
- Predictive problem-solving preventing escalation
- Scalable support across geographies and time zones

This strengthens your value proposition, improves client satisfaction, and positions you as a provider of excellence without limits.

Cloud Backup

When data loss isn't an option, we deliver intelligent, automated protection that keeps your information secure, recoverable and compliant around the clock.

Our services offer:

- Continuous 24x7 monitoring and multiple daily backups
- Long-term data retention and compliance readiness
- Optional ransomware warranty for financial protection
- Self-service restores for rapid recovery

We bring rigorous due diligence, broad technical expertise, and AI-enabled decision-making to every engagement, enabling smarter, faster and safer outcomes.

Server Management

When downtime, vulnerabilities, or patching backlogs threaten operations, we provide proactive, 24x7 server management that keeps your infrastructure secure, compliant and performing at its best.

Our services offer:

- Continuous monitoring and vulnerability management
- Monthly patching and CVE remediation
- CIS-aligned hardening and compliance reporting
- Performance insights and optimization recommendations

Delivers reliable, secure and efficient server performance across your entire environment.

Managed M365

When managing Microsoft 365 becomes complex and time-consuming, we take control with proactive, secure management that enhances collaboration and drives adoption.

Our services offer:

- 24x7 monitoring and incident management
- Security uplift aligned to Microsoft Secure Score
- Advisory-led adoption for better productivity
- Advanced reporting for compliance and insight

Empowers your teams to collaborate safely and get maximum value from Microsoft 365.

Managed Defender

When threats are constant and evolving, we deliver 24x7 detection, response and intelligence to identify and stop attacks before they impact your business.

Our services offer:

- Managed Detection and Response (MDR) for all endpoints
- Azure Sentinel and SIEM integration
- Continuous monitoring and rapid remediation
- Security posture analysis and exposure reporting

Protects your organization with proactive, intelligent and always-on cybersecurity.

Managed Sentinel

When security threats evolve constantly, we deliver continuous detection, response and automation to keep your environment secure and resilient.

Our services offer:

- 24x7 monitoring and incident response through Microsoft Sentinel
- Proactive maintenance and optimization of log sources, data connectors and system health
- Custom detection rules and automated playbooks for advanced threats including brute-force, phishing, ransomware, data exfiltration and privilege misuse
- Integration with Microsoft Sentinel and Azure Monitor for complete visibility
- Ongoing investigation, remediation and performance tuning to enhance your security posture

Protect your organization with intelligent, always-on defense that keeps you secure, compliant and ready for any threat.

Digital Employee Experience (DEX)

When slow systems and poor user experiences affect productivity, we use real-time analytics and proactive monitoring to optimize technology performance and satisfaction.

Our services offer:

- 24x7 monitoring of end-user performance
- Real-time analytics and trend reporting
- Automated issue detection and resolution
- BI-driven insights to improve user outcomes

Turns technology into an enabler for happier, more productive employees.

Cloud Governance

Cloud Governance unifies FinOps, SecOps, and CloudOps to deliver complete control, stronger security and smarter cost management across your cloud environment.

Our services offer:

- Continuous monitoring and automation for secure, efficient operations
- Cost optimization through rightsizing, waste reduction, and spend analytics
- Consistent governance with tagging, alerting, and compliance enforcement
- Unified dashboards for real-time financial, operational and security insight

Gain the visibility, control, and confidence to run your cloud securely, efficiently and cost-effectively.

M365 Governance

M365 Governance unites FinOps, SecOps, and CloudOps to deliver full visibility, stronger security and smarter cost control across your Microsoft 365 environment.

Our services offer:

- Continuous monitoring and automation to manage cost, security and adoption
- License optimization through rightsizing, reclaiming, and usage analysis
- Improved security posture by addressing misconfigurations and over-privileged access
- Unified dashboards for real-time insight into spend, security and productivity
- Scalable management that adapts to business change while maintaining compliance

Gain full control of your Microsoft 365 investment, secure, efficient and optimized for maximum value.

Secure Collaboration

When collaboration introduces risk, we align user activity with intelligent protection and compliance controls to ensure data stays safe without slowing work down.

Our services offer:

- Real-time monitoring of user behavior and data movement
- Insider threat and data leakage prevention
- Automated risk-based remediation
- Compliance and audit-ready reporting

Enables confident, secure collaboration within Microsoft 365.

Managed Intune

When managing devices and enforcing compliance becomes complex, we simplify it with proactive security, automation and 24x7 oversight of your Intune environment.

Our services offer:

- Tenant uplift to CIS security baselines
- Continuous Secure Score optimization
- Policy enforcement and configuration management
- Advanced device analytics and tuning

Keeps every endpoint secure, compliant and easy to manage from anywhere.

Managed AVD (Azure Virtual Desktop)

When remote work demands performance and reliability, we provide expert AVD management that ensures a seamless, secure and scalable digital workspace.

Our services offer:

- 24x7 monitoring and capacity optimization
- Monthly patching and image management
- CVE remediation and incident resolution
- Security hardening and global best practices

Delivers high availability, fast performance and user satisfaction across all virtual desktops.

Managed Citrix

When Citrix performance or complexity slows productivity, we deliver proactive management that keeps your environment fast, stable and secure 24x7.

Our services offer:

- Continuous monitoring and monthly patching
- Capacity and incident management
- Vulnerability remediation and optimization
- Compliance and performance reporting

Ensures a secure, reliable and high-performing Citrix experience for every user.

NetScaler Support

When application delivery needs to be always-on, we provide expert NetScaler management that guarantees speed, stability and protection around the clock.

Our services offer:

- 24/7 monitoring and OS patching
- Certificate, load-balancing, and capacity management
- CVE remediation and optimization
- Detailed performance and risk reporting

Keeps your applications available, secure and performing at their best.

Secure Azure

When cloud security and cost visibility are top priorities, we deliver proactive Azure management that strengthens compliance, performance and financial control.

Our services offer:

- 24x7 monitoring, patching and resource optimization
- CIS benchmarking and Secure Score reporting
- Cost forecasting and management insights
- Monthly security and compliance updates

Provides complete control, confidence and clarity across your Azure environment.

Managed Help Desk

When user issues slow down productivity, we extend your team with an always-on, ITIL-aligned help desk that resolves problems quickly and efficiently.

Our services offer:

- 24x7 global user support and ticket management
- Service requests, incidents, and escalation handling
- SLA reporting and custom dashboards
- Multi-channel access and vendor coordination

Delivers fast, expert assistance that keeps your people working and your business moving.



TECHNOLOGY PARTNERS

VENDORS

Access world-class IT solutions through our Vendor and ISV Partners. Mobile workspaces, communications, security, migrations, application modernization, enablement and more.



ISVs

Ensuring the best possible outcome is available means going beyond major vendors. Insentra have relationships with a formidable list of ISVs from around the world and can provide our partners and their clients local pre-sales, delivery and on-going support for the following ISVs:



HOW TO ENGAGE INSENTRA

OUR PROVEN METHODOLOGY

At Insentra, we know consistency, trust and transparency are the foundation of strong partnerships - hence our proven, repeatable methodology for every engagement. This ensures we qualify opportunities effectively, protect your client relationships and deliver outcomes with confidence while you remain firmly at the centre of the client experience.

STEP 1

Commercial Qualification (with you)

Together we assess the opportunity against key criteria - compelling event, client budget, authority, need, timeline, sponsorship and competitive landscape. This ensures we pursue the right opportunities at the right time.

STEP 2

Technical Qualification (with the client)

Depending on the circumstances, we host a discovery or scoping call to understand the client's environment, objectives and constraints.

STEP 3

Indicative Budget & High-Level Overview

Following scoping workshops, we provide indicative pricing and a high-level project overview, giving both you and the client early clarity on cost and deliverables before progressing to a formal Statement of Work.

STEP 4

Joint Presentation to the Client

Where possible, we present the approach together. This positions you as the trusted advisor while demonstrating our joint strength and capability.

STEP 5

Feedback & Refinement

We solicit client feedback on the indicative pricing and deliverables. Based on this input, we regroup with you to fine-tune the approach if required.

STEP 6

Formal Proposal

We deliver a Statement of Work (SoW) within the agreed timelines, structured as:

- **Fixed Price Engagements** – where Insentra assumes the risk of delivery against the agreed SoW
- **Time & Materials (T&M or Block Time)** – when a flexible approach is more suitable

All proposals go through your internal approvals process and are delivered to you so you can control the brand and messaging delivered to your client.

The Outcome: A streamlined, low-risk, high-trust process which accelerates opportunity conversion, protects your client relationships and ensures delivery excellence every time.

OUR COMMITMENT TO YOU

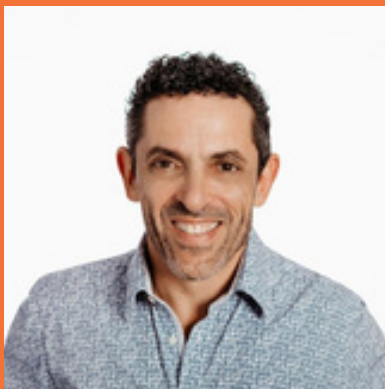
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- Grow your client share of wallet by expanding the services and value you deliver.
- Keep competitors out of your accounts by saying “yes” to more opportunities.
- Add more value to your clients through proven expertise, predictable outcomes, and innovation.
- Identify and grow more opportunities across existing and new clients.
- Retire your targets faster with confidence in margin, scale, and delivery.

100% channel-only
and **PartnerObsessed™**

WHO TO CONTACT AT INSENTRA

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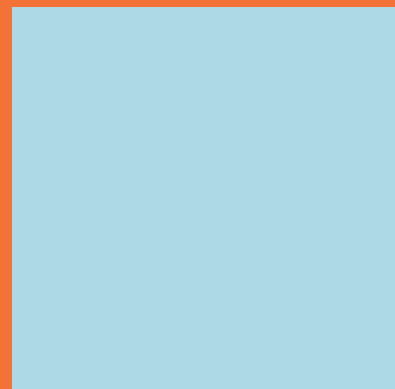
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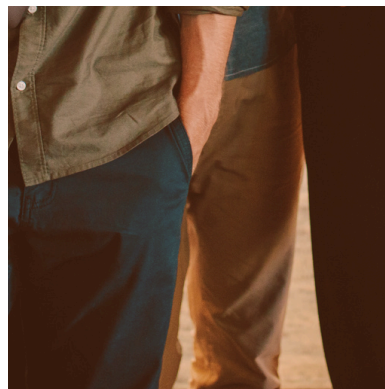
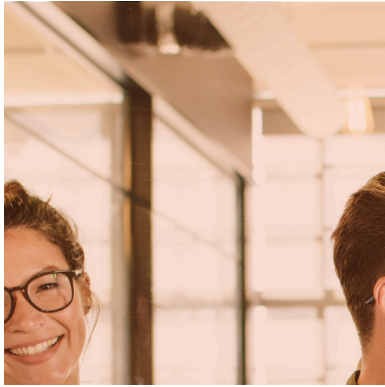
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