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## **BlueMetal, an Insight Company, Recognized as Global Winner for 2017 Microsoft Mobile App Development Partner of the Year**

TEMPE, Ariz., June 26, 2017 (GLOBE NEWSWIRE) -- [BlueMetal](#), an Insight (NASDAQ:NSIT) company, has been awarded the [2017 Microsoft Mobile App Development Partner of the Year Award](#). The company was honored among a global field of top Microsoft partners for demonstrating excellence in innovation and implementation of customer solutions based on Microsoft technology.

[BlueMetal, an Insight company, and a global medical device manufacturer collaborated to build an artificial intelligence \(AI\) chatbot on Microsoft Azure Bot Services, which uses predictive analytics to make suggestions and to encourage patients to make healthy choices, and offers access to a wealth of critical health information through text and verbal commands. The real-time adaptive learning has significantly enhanced patient engagement and can help improve health outcomes. The chatbot blends together BlueMetal's Real-Time Business Platform with Microsoft Cognitive Services - Language Understanding Intelligent Service \(LUIS\) and the Visual Studio Tools for Xamarin to create an intelligent and impactful experience.](#)

"Our goal is to transform the experience for patients and help them spend less time on the phone or in the doctor's office," said Matt Jackson, national general manager at [BlueMetal, an Insight company](#). "That's the beauty of mobile applications and conversational agents; they digitally transform your customer's experience. Microsoft's leadership in these technologies, combined with our Intelligent Technology Solutions™, helps people transform to live better and healthier lives. This real-time experience connects your audience with your organization in a more meaningful and personalized way."

Awards were presented in several categories, with winners chosen from a set of more than 2,800 entrants from 115 countries worldwide. BlueMetal, an Insight company, was recognized for providing outstanding solutions and services in Worldwide Mobile App Development.

"Our ecosystem of innovative partners is the cornerstone to delivering transformative solutions to our mutual customers," said Ron Huddleston, corporate vice president, One Commercial Partner, Microsoft Corp. "We are pleased to recognize BlueMetal, an Insight company, for being selected as the winner of the 2017 Microsoft Mobile App Development Partner of the Year award."

The Microsoft Partner of the Year Awards recognize Microsoft partners that have [developed and delivered exceptional Microsoft-based solutions](#) during the past year.

For more information about [BlueMetal's modern business application solutions](#), visit <http://www.bluemetal.com/Services/Expertise/Modern-Business-Applications>. For more information on Insight, visit [www.insight.com](http://www.insight.com) or call 800-INSIGHT.

### **About BlueMetal, an Insight company**

Modern technology, craftsman quality. [BlueMetal](#) is an interactive design and technology architecture firm matching the most experienced consultants in the industry to the most challenging business and technical problems facing our clients. We seek to understand our client's business strategy and technical foundation to craft solutions that holistically blend architecture, innovation, creative design, and strategic vision to exactly meet your needs and ensure your success. On October 1, 2015 BlueMetal was acquired by Insight Enterprises as a wholly owned subsidiary.

### **About Insight**

From business and government organizations to healthcare and educational institutions, Insight empowers clients with Intelligent Technology Solutions™ to realize their goals. As a Fortune 500-ranked global provider of hardware, software, cloud and service solutions, our 6,000 teammates provide clients the guidance and expertise needed to select, implement and manage complex technology solutions to drive business outcomes. Through our world-class people, partnerships, services and delivery solutions, we help businesses run smarter. Discover more at [insight.com](http://insight.com). NSIT-M

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