Office 365

ISV uses the cloud to help customers find content where it lives

Partner: BA Insight
Website: bainsight.com
Number of employees: 54
Country or region: United States
Industry: Information technology

Partner profile
Based in Boston, Massachusetts, BA Insight delivers a comprehensive set of connectivity, classification, and application software to enterprise customers in the US, Canada, UK, Continental Europe, and Australia.

Software and services
   Microsoft Office 365
   Office Graph
   Microsoft Graph

Office Graph work insights and Office 365 data are exposed to developers via the Microsoft Graph. Microsoft Graph offers a unified way to access data, intelligence, and APIs across the Microsoft cloud, so people and organizations can achieve more.
For more information about building solutions with Microsoft Graph and Office Graph, please visit:
graph.microsoft.com
dev.office.com/officegraph

"With Office Graph, our customers have the potential to move the business-information experience from awareness and discovery to insight and prediction."

Jeff Fried, Chief Technology Officer, BA Insight

When BA Insight saw the gap between its customers and the value of Office Graph, it decided to develop software that would extend the power of Office Graph and Microsoft Graph by integrating information from line-of-business applications. BA Insight Hybrid Connectivity software collects information from more than 50 different third-party enterprise systems and then surfaces it in Office Delve. The result? Customers spend less time searching for information and more time using it.

Potential to connect
BA Insight is an independent software vendor (ISV) that provides solutions for large organizations across a variety of private and public sectors. A Microsoft Partner Network member, BA Insight holds certifications in collaboration and content, business intelligence (BI), cloud, and application development.

With a significant portion of its business in search and BI, the company saw the potential of apps built on Microsoft Graph to help customers connect with the information they need—and add huge value. Office Graph builds intelligent insights over the people and information throughout Office 365 and Microsoft Graph helps access the content, contacts and insights. But BA Insight found some of its customers still connecting the dots.

"We had customers who were intrigued by Office Graph but were still looking for inspiration—some example of how Office Graph could help them aggregate the knowledge that they needed," says Jeff Fried, Chief Technical Officer at BA Insight.

Microsoft

A bridge to value

The company saw an opportunity to bridge the gap between its customers and the value they could realize with Office Graph and Microsoft Graph. It developed connectivity software that brings information from on-premises or online applications outside of Office 365 into Delve, where it can be queried and surfaced to Office 365 customers.

BA Insight Hybrid Connectivity software integrates information from more than 50 different third-party enterprise systems into Office Graph. The software works with line-of-business (LOB) applications, collaboration, portal, and database technologies from EMC, HP, IBM, Oracle, Google, Box, OpenText, and more. Information from these third-party

> "We expect to drive significant business and bring some very cool innovations to market around Office Graph. It is a big part of our future"
>
> Jeff Fried, CTO, BA Insight

systems feeds the search index in Office 365, and because Office Graph is an extension of the index, it picks up the content automatically. Organizations with a mix of IT systems can populate search results into Office Graph from all the tools they use, which makes the Delve experience more complete and more productive.

"The Office Graph can be accessed through the Microsoft Graph API which we use to create applications that read it, and also a back door where we can add to it. For many of our customers, we found that adding content and structure to the Office Graph through the back door was a prerequisite for everything else," says

Fried. "That makes the Graph richer and means companies can integrate data from multiple environments into a common interface to improve user productivity."

The power to liberate information

By using BA Insight Hybrid Connectivity software, more organizations can fully harness the power of the Office Graph and Microsoft Graph. Because its software connects Office Graph to top LOB systems (such as Salesforce, EMC Documentum, IBM Filenet, and SAP), BA Insight is empowering people with rich insights built by drawing information and knowledge from all the systems around them into one Office 365 experience. Instead of spending time searching for information, people can start using it.

"Content is in lots of places, but if you can let Office Graph find it, then you don't have to know—or care—where it lives," says Fried. "With Office Graph and Microsoft Graph, our customers have the

potential to move the business-information experience from awareness and discovery to insight and prediction."

Fried also notes that the company is starting to see some positive business effect associated with developing for Microsoft Graph, especially for cloud-oriented customers.