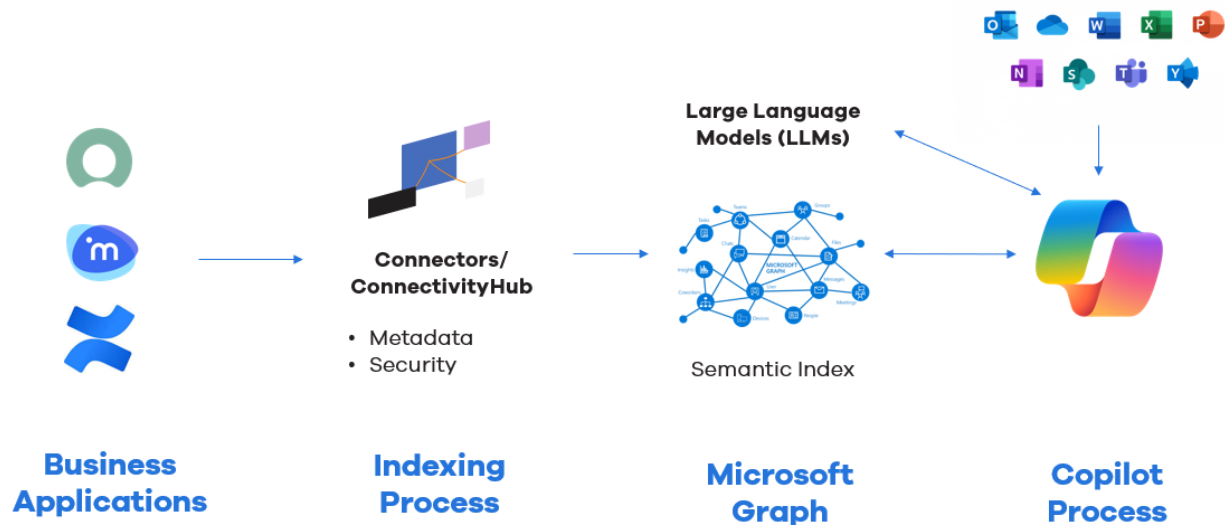


# Extend Your Microsoft Copilot Experience with BA Insight

In today's dynamic business environment, you can accelerate AI-enablement with BA Insight's integrated solution with Microsoft Copilot for 365. Deploy your world-class AI-powered assistant across all your content sources through BA Insight's indexing ability.

## BA Insight & Microsoft Copilot for M365



### Supercharge productivity

Copilot for Microsoft 365 creates incredible personalized experiences while supporting innovation. But how do you extend the Copilot experience to include other content and data sources?

Upland BA Insight provides the distinct ability to truly maximize organizational productivity by allowing users to:

- Index external content sources directly into the Microsoft Graph
- Maximize productivity by extending Copilot outside of the Microsoft ecosystem
- Access an AI-powered assistant across all applications, not just a few lucky winners

### Enterprise-ready, set, go!

BA Insight's integrated Copilot 365 solution is a potent way to ensure that your organization can stay on top of innovation and the AI race.

Our content search technology works like so:

- BA Insight is out-of-the-box ready with world-class security and over 90 Connectors, and the ability to build new custom Connectors by request
- Our dynamic environment is pristine for future enhancements and changes in the AI landscape as this emerging technology continues to evolve
- Our world-class security processes and Customer Support team ensure a seamless integration and unparalleled service

# Why is BA Insight the best option for Microsoft Copilot 365?

## Security

We ensure that source system security permissions are accurately translated when content is indexed into the Microsoft graph. This secure connection takes the load off your internal teams and enables a quicker return on value. BA Insight ensures that your critical organizational information is connected safely to Copilot 365.

## Connectivity

Eliminate data silos within your organization by leveraging BA Insight's ability to connect to all your content sources. This enables improved Copilot prompting and allows for results returned from any search engine to be more accurate, producing a high-value search and Copilot experience.

## 90+ graph Connectors

BA Insight provides an array of out-of-the-box graph Connectors, including some of the most popular applications like Salesforce, ServiceNow, Confluence, and Jira. With our years of experience, we have a proven method to efficiently build and deploy connections to these applications and many more. New Connectors



## Adaptability

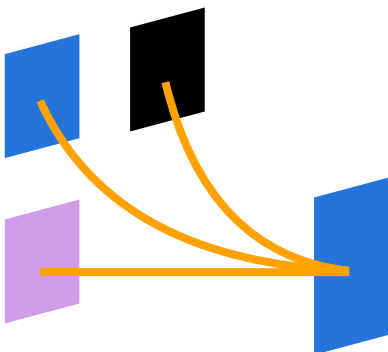
We have vast experience with large enterprises and can handle large-scale volumes of data. We provide a technically fortified foundation that can scale according to organizational growth and adapt to dynamic business needs and trending AI technologies.

## Top-notch customer support

Upland Software's world class support and services team makes the buy vs. build scenario a no-brainer. BA Insight boasts some of the best technical support around, along with continuous product enhancements and updates to ensure your organization's success.

## Improve your search

Continually improve search without all the development. Through integrated AI, rules-based tagging, Natural Language Processing (NLP), and text analytics, BA Insight's [AutoClassifier](#) helps deliver relevant and personalized results with every search.





## Connect with ServiceNow

ServiceNow's Service Management application replaces email and spreadsheets with collaborative workspaces and automated business services, so organizations can support our modern work environment by placing a service-oriented lens on the activities, tasks and processes that make up day-to-day work life. This service model enables enterprise service domains to define services, provide an intuitive service experience, deliver service, assure service availability, and analyze critical service metrics.

ServiceNow customers rely on ServiceNow for enterprise-wide service management, applying the service model to many different use cases outside of IT into the broader enterprise and beyond. IT, HR, facilities, field service, and other service domains use our model to manage all of the service relationships that make up the contemporary workplace.

The BA Insight ServiceNow (Cloud Version) Connector honors the security of the source system and provides both full and incremental crawls so the users have the latest information available to them all the time.

## Future-proof your investment

As new versions of the search engines are released, new features and functionality are introduced, and the same is true of new releases of ServiceNow. BA Insight takes on the burden of keeping the connector up to date for both ServiceNow and the respective search engines. The upgrades are easy for your IT organization to accomplish. Simply access BA Insight's customer portal, download the latest release, then install and configure. If desired, our professional services team can handle the upgrades for you.



### How does this Connector work?

- The source system retains the master information and the search index has only a representation (pointers)
- Works with knowledge documents
- High throughput is critical to the success of the implementation, and the ServiceNow (Cloud Version) Connector indexes every desired item with a very high throughput
- Minimizes the impact on the source system, ensuring no impact to its performance
- Only surfaces the content that users are permitted to see



## Ready to get things done?

Let us show you what Upland BA Insight can do.

[Request a Demo](#)

**Upland BA Insight** leverages AI technology to deliver a web-like advanced search experience with results that are relevant, personalized, and actionable. The connector-based technology works with enterprises, customer portals, and web sites, turning searches into actionable insights, regardless of where content or users reside.

