

Customer Story

Leading Life Sciences Organization transforms compliance and research with AI Enablement.



INDUSTRY

Life Sciences

This global leader in Life Sciences is dedicated to advancing medical research and innovation. With a focus on improving human health, the company specializes in developing cutting-edge solutions in areas such as vaccines, therapeutics, diagnostics, and biotechnology.

BA Insight's AI Enablement Platform

transformed a struggling AI pilot into a resounding success for this global life sciences organization. With BA Insight's graph connectors and metadata enrichment via AutoClassifier, they gained secure, enriched insights, accelerating compliance workflows and enabling faster decisions. Copilot became a strategic asset, advancing scientific discovery while maintaining the highest standards of security, accessibility, and compliance across the organization.



The challenge: implementing reliable, accurate, connected AI across systems.

In the Life Sciences, Pharmaceutical, and Biotechnology sectors, regulatory compliance and scientific rigor are crucial to ensure success. One leading life sciences organization faced a persistent challenge that was fueled by the introduction of generative AI technology into their business. Their teams needed faster access to critical, compliant information across platforms to drive the research and development programs they had in place — most specifically, for the development of life-saving vaccines.

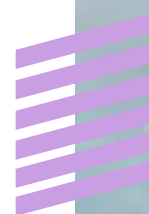
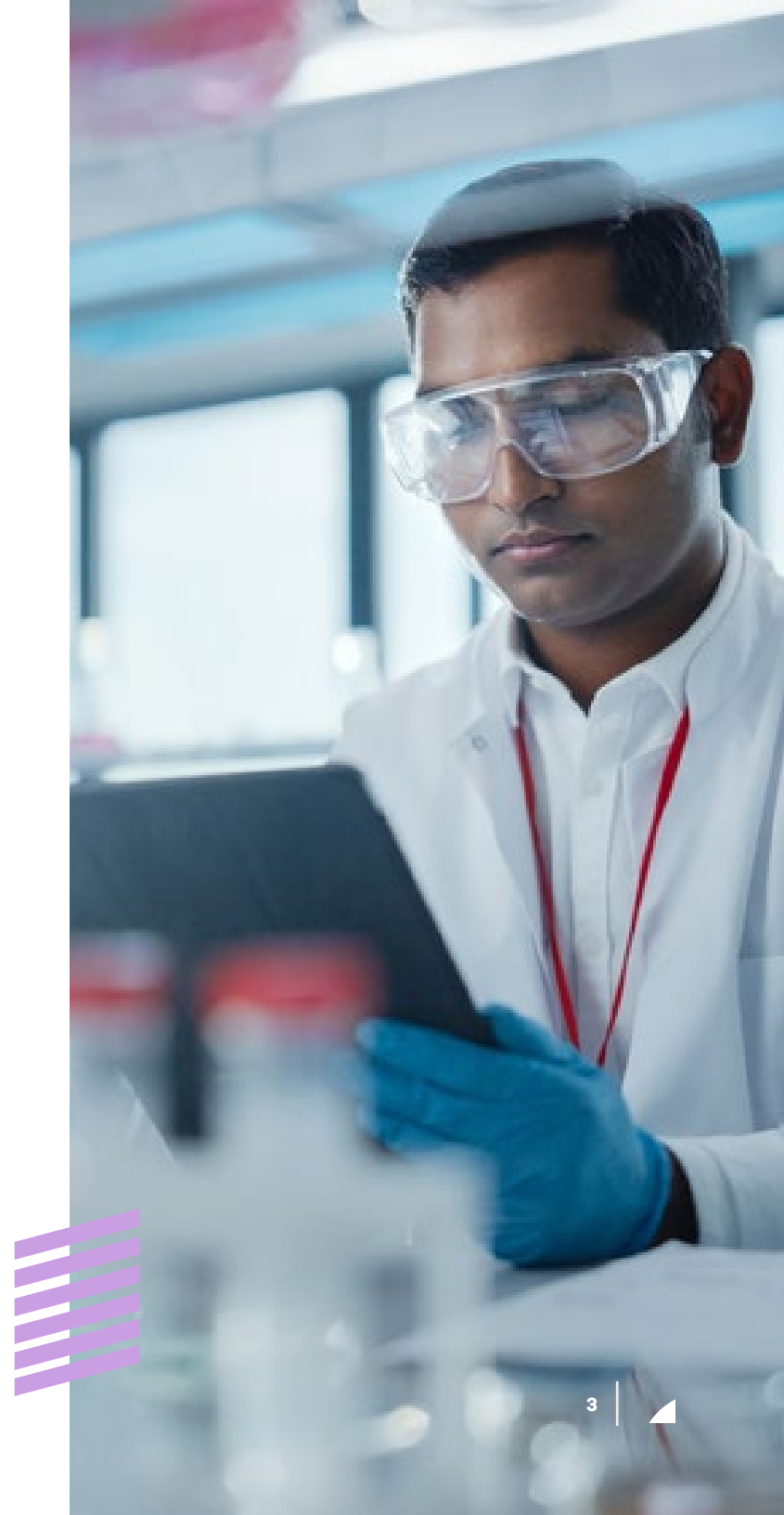
Siloed data leads to AI frustration.

With a vast network of Standard Operating Procedures (SOPs), regulatory guidelines, and knowledge spread across applications such as Veeva Vault, Confluence, Jira, and SharePoint, the scientists, medical affairs specialists, and regulatory professionals at this organization were wasting valuable time manually simply trying to find the information they needed to get work done. Even after deploying Microsoft's Copilot, they found that the lack of connectivity across these applications meant that knowledge was only being pulled from isolated sources. They quickly realized their generative AI investment wasn't delivering what they thought it would, offering only a limited ability to deliver a holistic search and contextualized generation of information.

And frustration leads to AI project failure.

Research teams were underwhelmed by results when asking Copilot questions such as, "What is the regulatory process for...?" or "What protocol should we follow for this study?" because the answers were often incomplete and missing vital context. Although Copilot was able to pull knowledge from SharePoint, it lacked the all-encompassing knowledge to know what was in Veeva Vault, Confluence, or Jira to deliver the entire context of the business when asking those questions. This led to output inconsistencies, which meant scientists had to waste valuable time double-checking details across multiple platforms to ensure they had the most current and accurate knowledge.

Ultimately, the organization considered abandoning Copilot entirely. But instead of chalking up their AI investment as a failed dream, they turned to BA Insight to discuss possibilities for AI Enablement.



BA Insight's AI Enablement Platform was the solution this team needed to ensure AI success.

AI enablement eliminates data silos

To fully realize the potential of their Copilot deployment, the organization leveraged BA Insight's graph connector technology and metadata enrichment capabilities. Their goal was to allow Copilot to seamlessly tap into critical business knowledge with AI-driven insights that were more accurate and relevant.

By integrating data from Veeva Vault, Confluence, and Jira into the Microsoft Graph, they created a unified, enriched, and robust index from which Copilot could pull relevant information. This transformation enabled a comprehensive AI ecosystem that empowered them to securely access, prepare, and expose data they need to accelerate research.

For this team, knowledge silos are a thing of the past. Now, when a scientist or researcher asks Copilot, 'What is the SOP for internal biomedical studies?' the AI instantly delivers a comprehensive response, drawing from the SOPs in Veeva Vault and enriching it with supporting details from Confluence and Jira.

No longer constrained by fragmented data sources, Copilot provides a new level of insight—contextually complete, precise answers tailored to the unique needs of each role, whether in R&D, compliance, or medical affairs.

Enhanced security and accessibility with graph connectors

Security was top priority for this organization, given the sensitivity of biomedical research and regulatory data. One of the key advantages of BA Insight's graph connectors is its unwavering commitment to secure access when data is indexed into the Microsoft Graph. These security measures ensure that Copilot adheres to the same rigorous access and compliance controls as each individual knowledge source.

For this organization, access controls remained intact, meaning only authorized users could access documents, datasets, and more. For example, if certain procedures or safeguarded information in Veeva Vault were restricted to a specific group of scientists on a particular project, Copilot—powered by BA Insight's graph connectors—would apply the same security trimming to ensure only the right people have access to the right data. This gave the organization the confidence to deploy Copilot across teams, knowing that security boundaries would always be respected and enforced.



More positive impacts of AI enablement.

With BA Insight's graph connectors fully deployed, the company experienced dramatic improvements in efficiency and productivity.

Uninterrupted compliance and precision

Compliance teams who previously had to verify information manually due to siloed information in Copilot can now rely on Copilot to deliver accurate, up-to-date responses with the full context of their knowledge. Graph connectors ensure that Copilot's responses are always drawn from the most recent, compliant data across Veeva Vault, Confluence, Jira, and SharePoint, minimizing the risk of error and providing scientists with a greater sense of trust in the information.

Accelerated R&D processes

The organization's scientists and medical affairs teams have already saved countless hours by accessing a single, cohesive source of truth. Instead of toggling between

applications and scouring individual sources, Copilot delivers immediate answers based on indexed, cross-referenced information. These streamlined processes have freed up resources, allowing teams to focus more on advancing research with the help of generative AI productivity, rather than searching for knowledge.

Amplified ROI on AI investment

By extending Copilot experiences with graph connectors, the organization has significantly enhanced the value of its initial investment in Microsoft's AI solutions. Copilot has evolved from a basic assistant to an advanced, enterprise-grade AI tool, maximizing the utility of the technology and driving measurable results across compliance and R&D operations. This organization turned a struggling pilot into a resounding success, giving them a distinct edge in development.

Wrap up

For this leader in life sciences, the integration of BA Insight's AI Enablement Platform was a pivotal moment in their AI journey. What had been a struggling AI pilot transformed into a resounding success, giving them a distinct edge in development.

Scientists, researchers, and regulatory teams now thrive in a dynamic, knowledge-driven environment where secure, comprehensive, and enriched insights are always within reach. With BA Insight's graph connectors and metadata enrichment via AutoClassifier, they transformed Copilot into a powerful strategic asset. Compliance workflows accelerated, while smarter, faster decisions fueled the advancement of scientific discovery—all while upholding the highest standards of security and accessibility across the organization.

Protecting AI investments across the enterprise

Upland BA Insight's AI enablement platform allows enterprises to access, prepare, and expose the knowledge needed to power AI projects. BA Insight is AI agnostic; using vector search, data chunking, ML, NLP, and security trimming to index, enrich, and display knowledge from all connected sources to supercharge enterprise AI.

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