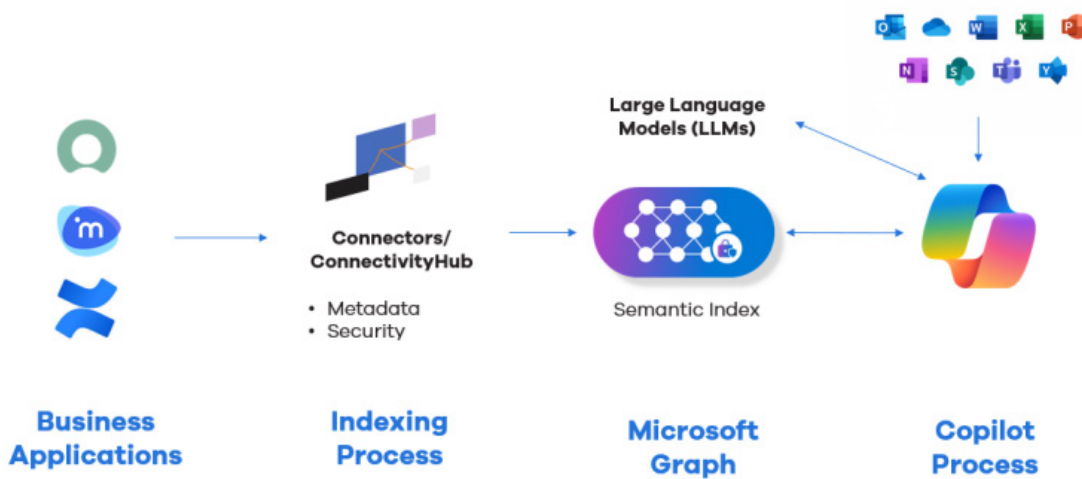


BA Insight and Microsoft: Better Together

As a Microsoft Gold Partner since 2008, BA Insight has consistently delivered top-tier productivity tools in alignment with Microsoft's innovations. With the wide range of dynamic productivity solutions available today, we are equipped with unique differentiators that set us apart in the market. Our commitment to staying at the forefront of technology ensures that your investment in AI is not only effective now but also future-proofed for tomorrow's challenges.



Extensive Integration Capabilities

BA Insight advantage: With our diverse range of 95+ advanced Connectors, BA Insight seamlessly integrates with Microsoft solutions, ensuring organizations can pull and unify data from various sources that may not be covered by Microsoft Connectors alone.

Enhances Microsoft offerings: By addressing gaps in data accessibility, our Connectors enhance the overall functionality of Microsoft products, creating a more unified user experience.

Future-proof integrations: As customer data becomes more dynamic, BA Insight Connectors provide the flexibility to scale seamlessly with enterprise needs. With efficient ways to build and scale Connectors quickly, we're ready to meet every unique customer's need.

Boosting Productivity Together

Collaborative solutions: Our advanced copilots work in tandem with Microsoft tools such as Teams, Office and Sharepoint, offering automation and improvements that further enhance productivity. This collaboration ensures users can maximize their existing Microsoft investments.

Copilot Agents: Extend Copilot Agent experiences through BA Insight's world class connectors.

Synergistic efficiency: The integration of BA Insight Connectors facilitates streamlined workflows, allowing users to achieve tasks more efficiently without ever leaving the Microsoft environment.

Comprehensive content enrichment

Enhanced data relevance: Our Connectors add valuable metadata to existing data in Microsoft's ecosystem, providing enriched insights that improve analysis and hasten key decision-making.

Mutual value creation: By enhancing the quality of data accessible within Microsoft applications, we create a win-win scenario for users seeking deeper insights and outcomes.

Making Copilot stickier

Options: Flexibility around plugins, custom Copilots, and more to increase the reach of Microsoft products within the enterprise.

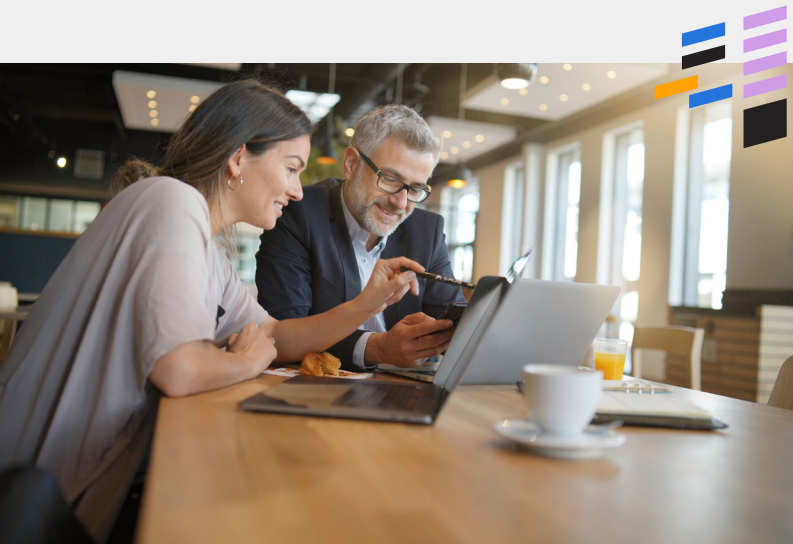
Adoption: Extending the reach of Copilot in the enterprise allows us to work in conjunction on increasing adoption of Microsoft products.



Dedicated support & training

Joint success commitment: Upland offers exceptional support and training to ensure that our Connectors work effectively alongside Microsoft products, helping users derive maximum value from both platforms.

Community of enhancement: Together, we empower organizations with the knowledge and tools needed to implement best practices in data integration and AI usage effectively.



We're committed to partnering together with you to increase consumption, provide a lasting technology partnership, and deliver productivity needs. With 50+ joint customers already, the sky is the limit.

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

