

Sprouts AI for Microsoft Dynamics 365

AI-Native Revenue Intelligence

Account Intelligence

Opportunity Intelligence

AI Agent Data Layer

Turn Dynamics 365 into a continuously enriched, AI-powered revenue engine. Sprouts embeds natively inside your CRM. No context switching, no CSV exports, no stale data.

43M+

Companies

Extensive coverage
globally

250M+

Contacts

Trusted decision-
maker intelligence

50+

Enrichment
Sources

Deeper customer
insights

65+

Firmographic
Filters

Precise account
targeting

Proven Commercial Impact

200%

Lead Conversion

Higher MQL/SQL volume

3X

Rep Productivity

Less manual research

37%

Stack Cost Reduction

Consolidate 5-7 tools

Native Capabilities

Two intelligence layers, embedded directly inside Dynamics 365 account and opportunity records.



Account Intelligence

ICP scoring, Bombora intent signals, visitor intelligence, and AI-generated sales recommendations embedded directly in Dynamics account records.



Opportunity Intelligence

AI analysis of deal data, emails, and call transcripts. Next-best-action on open deals, loss reason analysis on closed ones, and upsell signals on won accounts.

AccountOS: Deep Intelligence That Sets Sprouts Apart

Most tools stop at a contact record or a workflow. AccountOS gives you the full strategic context to win the deal.



Product Heatmaps

Align your pitch to the account's active technology initiatives and spending priorities in real time.



Org Charts and Buyer Committees

Visualize decision-making hierarchies, identify key stakeholders, and map the full buying group before the first call.



Relationship Networks

Surface warm paths in through shared career histories, alumni connections, and former colleague networks.



Competitive Battle Cards

Auto-generated positioning against the account's existing vendors, updated continuously as their stack changes.



Champion Tracking

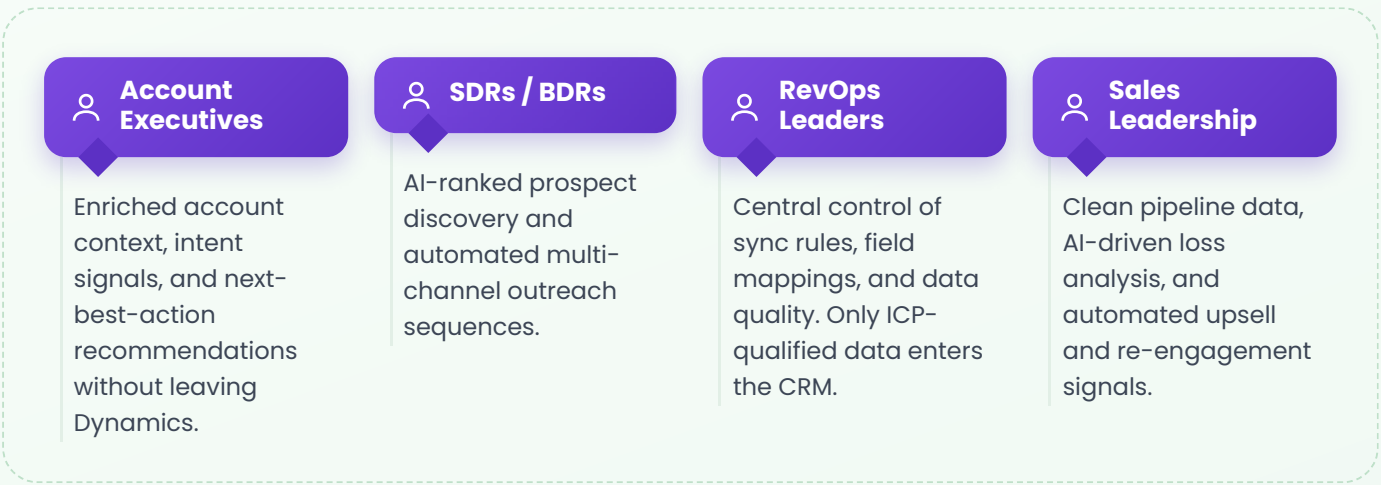
Monitor job changes, promotions, and departures of key contacts so you never lose a warm relationship to org churn.

The AI Agent Data Layer for Dynamics 365

Sprouts enriches CRM data with the high-fidelity context that Microsoft's Dynamics 365 agents need to move from generic to accurate. As Microsoft continues to roll out agentic capabilities within Dynamics 365, Sprouts-enriched Dataverse records provide the foundation for more precise lead scoring, pipeline risk detection, and deal-level recommendations.

Microsoft Agent	How Sprouts Data Enables It
 Sales Qualification Agent	Sprouts-enriched records provide private firmographics, active tech stacks, and BANT signals so the agent can score leads against your actual ICP, not public web data.
 Sales Opportunity Agent	Intent signals and account changes enrich pipeline records, helping the agent surface risks and opportunities it would otherwise miss.
 Sales Close Agent	Competitive positioning and champion tracking data help the agent handle objections with account-specific context.
 Sales Research Agent	Natural language queries connect to Sprouts-enriched Dataverse fields for decision-grade answers, not generic summaries.

Built for Every Revenue Role



What Our Customers Say

“

Sprouts helped us automate nearly 80% of inbound outreach and finally reach SMB segments that were previously invisible to us. The SEA expansion became significantly more targeted.

- **GTM Leader**, Razorpay

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“

Sprouts has aligned our sales and marketing teams much more effectively, targeting the Ideal Customer Profile and relevant personas, which has increased our funnel and improved our downstream sales qualifications overall.

- **Ed Burek**, VP of Marketing & Partnership, SmartKargo

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**Ready to transform your Dynamics 365
into a revenue engine?**

Schedule a demo at sprouts.ai/demo

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