

Unlocking smarter sales enablement with Power Platform

For sales teams, the difference between a cold lead and a closed deal often comes down to timing, relevance, and insight. Yet many outreach efforts still rely on generic messaging and incomplete information wasting time, missing opportunities, and failing to connect with the right audience. Recognizing this gap, the team behind Insight Bridge set out to rethink how sales professionals prepare, engage, and follow up.

Insight Bridge was created on [Microsoft Power Platform](#), taking advantage of the platform's AI and automation to turn sales research into a streamlined intelligent workflow. The solution automatically gathers public data, identifies relevant pain points, and generates targeted outreach recommendations without relying on manual research or custom backend development.

Challenge

Helping sales teams cut through the noise

Sales professionals often spend hours digging through websites, reports, and LinkedIn profiles in search of the right angle for outreach. Even when valuable insights are found, they are rarely captured consistently or translated into action. The result is slow, repetitive work and outreach strategies that fail to resonate.

The challenge was to build a solution that could cut through this noise by automating research, summarizing key insights, and delivering tailored messaging based on real data. It needed to be fast, secure, and adaptable to different teams, industries, and data sources without introducing unnecessary complexity.

The goal: Create a scalable, AI-powered intelligence platform that automates research, identifies key prospect needs, and generates personalized outreach.

Solution

Turning data into personalized outreach

Using Power Platform, the team created Insight Bridge as a modular solution with a modern, AI-first architecture. Sales users start by entering a target company into a custom Power Apps interface. This input triggers a chain of AI prompts that generate insights for Sales, followed by an agent that analyzes user interaction to extract key signals for the target company.

[Watch the video >](#)

Core components include:



Power Apps

Pre-call planning app enables Sales users to get AI powered insights for companies and generate outreach messages.



AI Builder

Defines instructions for the GPT model to generate company information, suggest organizational needs and compose outreach messages.



Power Automate

Orchestrates the research workflow, triggering AI-driven processes and integrating external data sources.



Copilot Studio

Agent compiles relevant expertise by querying the website and Dataverse knowledge sources used by outreach messages.



Azure DevOps

Simplifies CI/CD for AI, ensuring secure deployments and seamless AI model iteration

Result

Scalable sales intelligence

Insight Bridge delivers fast, relevant, and scalable sales intelligence by using Power Platform.

Key outcomes:

- Faster sales research, saving hours per opportunity by automating data collection and insight generation
- More effective outreach, powered by AI-generated messages aligned to each prospect's likely challenges and interests
- Secure, scalable architecture with enterprise-grade governance and deployment via GitHub Actions
- Continuous evolution with a modular design that supports new data sources, CRM integration, and custom content enrichment

With Power Platform, Insight Bridge automates research and content generation so sales teams can move from cold, generic outreach to personalized engagement that drives results.

Learning resources

Explore these resources for more examples and practical guidance.

- [Insight Bridge GitHub repository](#)
- [Powerful Devs Hack Together series](#)
- [Power Platform Samples](#)
- [AI in Action series](#)