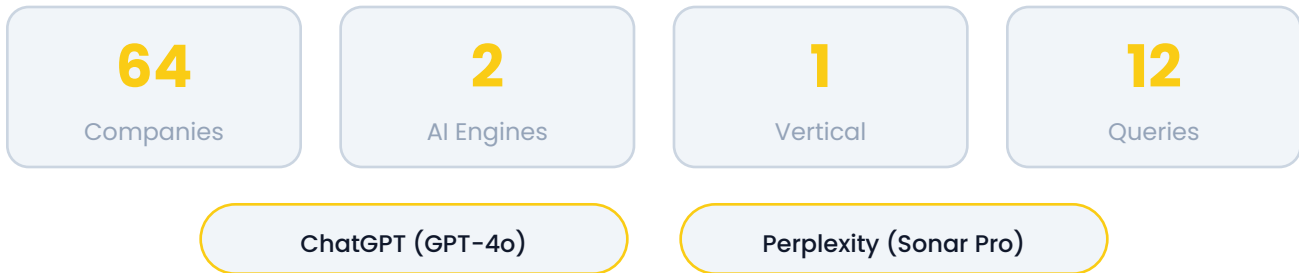


State of AI Search for Microsoft Integrators

Q2 2026 AI Visibility Report



Key Findings

Avanade leads with a score of 54, cited in 9 ChatGPT queries and 4 Perplexity queries across 9 categories.

Accenture scores 42, covering 7 categories from Azure migration to Power Platform.

Hitachi Solutions (38) and EPC Group (33) outperform most GSIs through category breadth.

RSM scores 25 across 5 categories, making it the strongest mid-market-accessible firm.

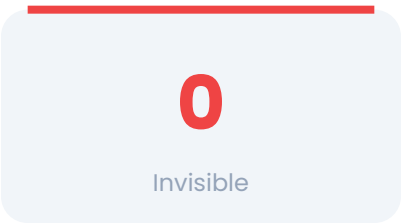
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EXECUTIVE SUMMARY

The AI Search Landscape for Microsoft Integrators

We analyzed 12 buyer-intent queries across ChatGPT (GPT-4o) and Perplexity (Sonar Pro) to measure which microsoft integrators companies are being recommended by AI search engines. Out of 64 companies analyzed, 64 received at least one citation, while 0 were completely invisible. 18 companies were cited by both engines.



Top 5 Companies by AI Visibility Score

1.	Avanade	54
2.	Accenture	42
3.	Hitachi Solutions	38
4.	EPC Group	33
5.	RSM	25

Category Breakdown

Companies are distributed across 8 sub-categories. The chart below shows the number of companies with AI visibility in each category.



METHODOLOGY

How We Measured AI Visibility

We designed 12 buyer-intent queries that reflect how real decision-makers search for microsoft integrators solutions. Each query was run through ChatGPT (GPT-4o) and Perplexity (Sonar Pro) to capture which companies appear in AI-generated recommendations. Scores are weighted composites (0-100) factoring citation breadth, positioning strength, and category dominance.

Scoring Framework

75 – 100%	Highly Visible	Cited across majority of queries in multiple categories.
25 – 74%	Moderate Visibility	Cited in several queries but limited to specific categories.
1 – 24%	Low Visibility	Cited in 1-2 queries. Niche presence only.
0%	Invisible	Not cited in any AI search query tested.

AI Engines Tested

ChatGPT (GPT-4o)	OpenAI's flagship model with web browsing
Perplexity (Sonar Pro)	AI search engine with real-time web access

Queries Tested

The following 12 buyer-intent queries were used to measure AI visibility:

- 1 "best Microsoft Dynamics 365 implementation partner"
- 2 "best Azure cloud migration partner 2026"
- 3 "best Microsoft 365 consulting company"
- 4 "best Power BI consulting firm"
- 5 "best SharePoint implementation partner"
- 6 "Avanade vs Hitachi Solutions comparison"
- 7 "best Microsoft security partner"
- 8 "top Microsoft Gold Partners for ERP implementation"
- 9 "best Dynamics 365 Finance and Operations partner"
- 10 "affordable Microsoft consulting for mid-size companies"
- 11 "best Power Platform partner"
- 12 "Microsoft Teams implementation consultant"

COMPLETE RANKINGS

#	Company	Score	ChatGPT	Perplexity	Status
1	Avanade	54	75%	33%	Moderate
2	Accenture	42	58%	25%	Moderate
3	Hitachi Solutions	38	50%	25%	Moderate
4	EPC Group	33	25%	42%	Moderate
5	RSM	25	42%	8%	Moderate
6	PwC	21	33%	8%	Low
7	KPMG	17	25%	8%	Low
8	Capgemini	12	17%	8%	Low
9	DXC Technology	12	25%	0%	Low
10	Slalom	12	17%	8%	Low
11	SoftHub365	12	25%	0%	Low
12	Armanino	8	8%	8%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
13	Confiz	8	8%	8%	Low
14	Deloitte	8	8%	8%	Low
15	Dynamics Square	8	8%	8%	Low
16	EY	8	17%	0%	Low
17	Encore Business Solutions	8	8%	8%	Low
18	HCLTech	8	17%	0%	Low
19	HSO	8	17%	0%	Low
20	Kyndryl	8	17%	0%	Low
21	MAQ Software	8	8%	8%	Low
22	P3 Adaptive	8	8%	8%	Low
23	Stoneridge Software	8	8%	8%	Low
24	TMR Consulting	8	17%	0%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
25	Velosio	8	8%	8%	Low
26	AI Rafay Global	4	0%	8%	Low
27	Alithya	4	8%	0%	Low
28	AlphaBOLD	4	0%	8%	Low
29	ArcherPoint	4	0%	8%	Low
30	Beyond Intranet	4	0%	8%	Low
31	BlueGranite	4	0%	8%	Low
32	BlueVoyant	4	8%	0%	Low
33	CDW	4	8%	0%	Low
34	CPX	4	8%	0%	Low
35	CaliberFocus	4	0%	8%	Low
36	Cambay Solutions	4	8%	0%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
37	Cognizant	4	8%	0%	Low
38	Dewpoint	4	8%	0%	Low
39	Dynamic Netsoft	4	8%	0%	Low
40	Dynamics Solution and Techno...	4	8%	0%	Low
41	IBM Consulting	4	8%	0%	Low
42	ITCS	4	8%	0%	Low
43	Infosys	4	8%	0%	Low
44	Infrability Solutions	4	8%	0%	Low
45	Insight Enterprises	4	8%	0%	Low
46	Intwo	4	8%	0%	Low
47	Itransition	4	0%	8%	Low
48	N-iX	4	0%	8%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
49	NTT DATA	4	8%	0%	Low
50	Navisite	4	8%	0%	Low
51	New Signature	4	8%	0%	Low
52	Perficient	4	8%	0%	Low
53	Pragmatic Works	4	8%	0%	Low
54	Quisitive	4	8%	0%	Low
55	Rand Group	4	8%	0%	Low
56	ScienceSoft	4	8%	0%	Low
57	Sikich	4	0%	8%	Low
58	Softchoice	4	8%	0%	Low
59	Sunrise Technologies	4	8%	0%	Low
60	Techcronus	4	8%	0%	Low

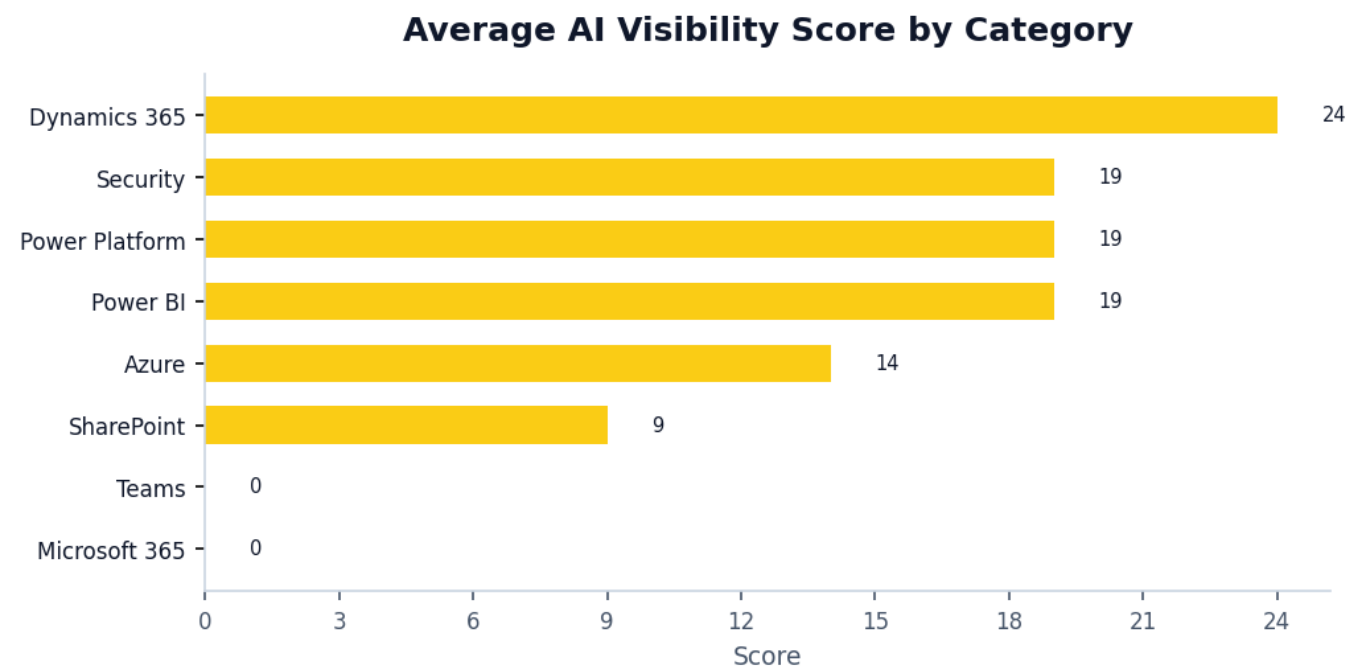
Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
61	Trident Information Systems	4	8%	0%	Low
62	TrnDigital	4	0%	8%	Low
63	Xebia	4	0%	8%	Low
64	sa.global	4	8%	0%	Low



CATEGORY DEEP DIVE

Analysis of AI citation patterns across 8 microsoft integrators sub-categories reveals significant concentration.



Key Findings

Avanade Owns the Space

Avanade scores 54 -- cited across 9 categories including Dynamics 365, Azure, M365, Power BI, Power Platform, and security. ChatGPT cites Avanade in 9 of 12 queries. The Accenture/Microsoft JV structure gives it a default-recommendation position that no other integrator matches.

EPC Group Outperforms Through Content

EPC Group scores 33 with citations in 6 categories: D365 F&O, Dynamics 365, M365 consulting, Power BI, Power Platform, and SharePoint. Perplexity cites EPC Group 5 times vs ChatGPT's 3 -- their published comparison content and guides perform well in real-time search.

D365 Is the Most Competitive Category

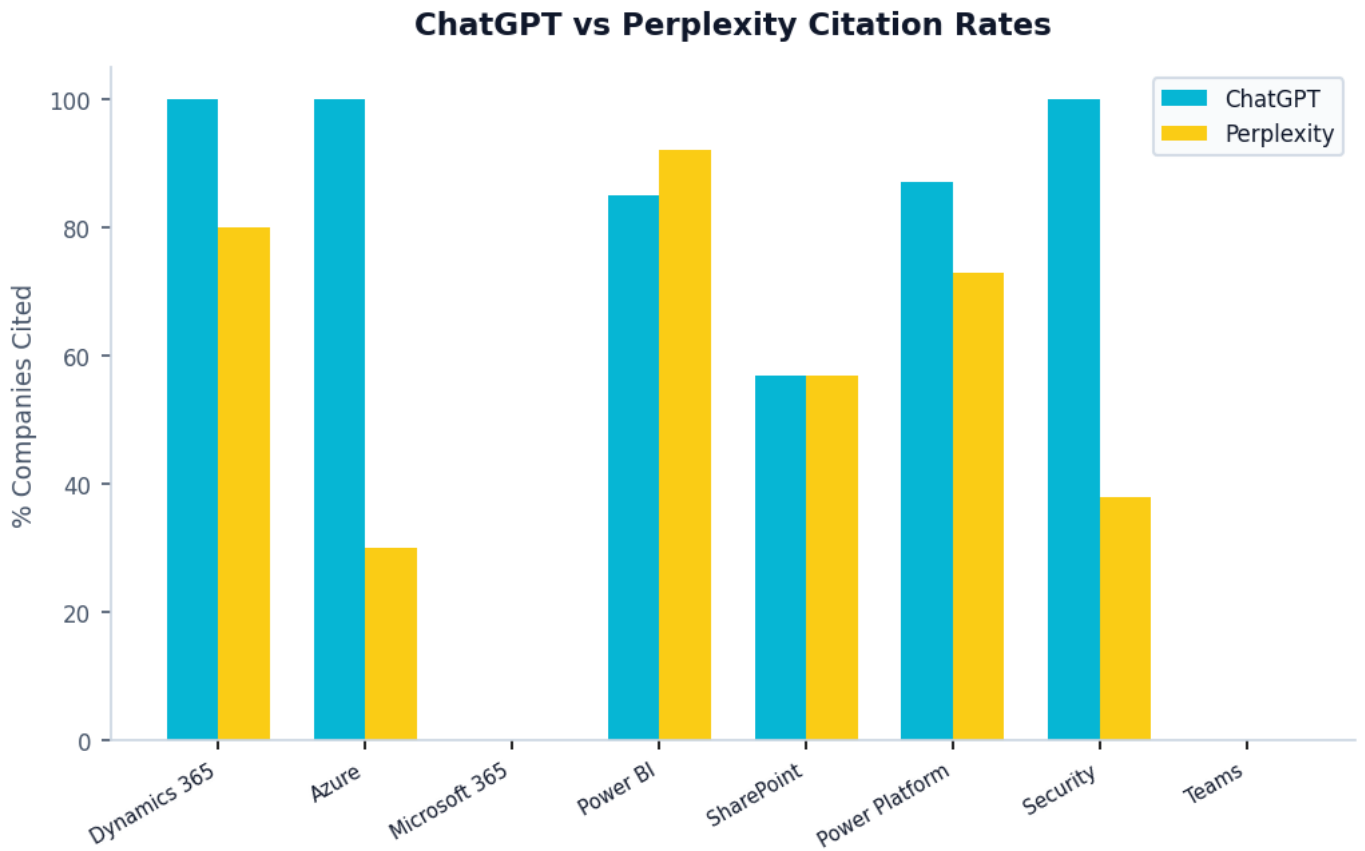
D365 F&O queries generate the most diverse citations. KPMG (17), Capgemini (12), DXC Technology (12), Slalom (12), and SoftHub365 (12) all compete. Hitachi Solutions scores 38 overall, cited in 6 categories. Stoneridge Software (8) and Dynamics Square (8) appear on both engines.

Mid-Market Specialists Score Low

Companies like Cambay Solutions (4), ITCS (4), and Infrability Solutions (4) appear in mid-market queries but score just 4 each. TMR Consulting reaches 8 by appearing in both ERP and mid-market categories. The GSI bias in AI training data creates a wide gap -- Avanade's 54 is 13x the mid-market average.

ENGINE COMPARISON

Comparing citation patterns between ChatGPT and Perplexity reveals differences in how each engine surfaces companies for buyer-intent queries.



Key Insight

ChatGPT cited Avanade 9 times vs Perplexity's 4, and Accenture 7 times vs Perplexity's 3 -- a clear preference for large GSIs. Perplexity shows stronger preference for EPC Group (5 citations vs ChatGPT's 3) and surfaces niche firms like AlphaBOLD, Beyond Intranet, and BlueGranite that ChatGPT ignores. DXC Technology (12) appears only on ChatGPT with 3 citations and 0 from Perplexity.

Engine-Specific Patterns

ChatGPT (GPT-4o)

Companies cited: 53

Avg citations/company: 1.5

Coverage: 83%

Top: Avanade (9/12)

Perplexity (Sonar Pro)

Companies cited: 29

Avg citations/company: 0.6

Coverage: 45%

Top: EPC Group (5/12)

INVISIBLE COMPANIES

No companies in this vertical scored a perfect zero -- every company received at least one citation. However, several companies have dangerously low visibility scores.

Near-Invisible Companies

These companies have minimal AI visibility with scores under 15. They appear in at most one or two queries and risk becoming completely invisible as AI search grows.

Capgemini	12	Low
DXC Technology	12	Low
Slalom	12	Low
SoftHub365	12	Low
Armanino	8	Low
Confiz	8	Low
Deloitte	8	Low
Dynamics Square	8	Low
EY	8	Low
Encore Business Solutions	8	Low
HCLTech	8	Low
HSO	8	Low
Kyndryl	8	Low
MAQ Software	8	Low
P3 Adaptive	8	Low
Stoneridge Software	8	Low
TMR Consulting	8	Low
Velosio	8	Low
AI Rafay Global	4	Low
Alithya	4	Low

WHAT CITED COMPANIES DO DIFFERENTLY

Analyzing the top-performing companies reveals five consistent patterns that drive AI search visibility. These are not theories -- they are observable behaviors of companies that AI engines consistently recommend.

Deep, Specific Content

Top-cited companies publish detailed, query-matching content: pricing guides, comparison articles, technical deep dives, and category-specific landing pages. This content directly feeds AI training data and RAG retrieval pipelines.

Strong Domain Authority

Companies with high domain authority scores and extensive backlink profiles from industry publications, analyst reports, and review sites get cited more frequently. AI engines use the same trust signals as traditional search.

Active Community Presence

Appearing in Reddit discussions, G2 reviews, Gartner Peer Insights, and Quora answers creates community consensus signals. AI engines reference these platforms when generating recommendations.

Schema & Entity Markup

Companies with proper Organization schema, product schema, FAQ markup, and clear entity definitions on their websites make it easier for AI engines to extract and cite structured information about their offerings.

Recent, Fresh Content

AI engines with web access (Perplexity Sonar Pro, ChatGPT with browsing) prioritize recent content. Companies publishing 2025-2026 dated content score higher than those with stale marketing pages from 2022-2023.

RECOMMENDATIONS

Based on our analysis, here are tier-specific recommendations for improving AI search visibility. The actions differ based on your current visibility score.

For Invisible Companies (Score: 0%)

- Audit your web presence: ensure your company has a Wikipedia entry, Crunchbase profile, and G2/Gartner Peer Insights reviews.
- Publish 5-10 deep comparison articles targeting exact buyer-intent queries in your category.
- Implement Organization schema, product schema, and FAQ markup on your website.
- Build citations from industry analysts, review sites, and trade publications.
- Create entity-optimized content that clearly defines what you do, who you serve, and how you compare.

For Low Visibility Companies (Score: 1-50%)

- Double down on the categories where you already appear -- publish 2-3 new pieces per category.
- Target head-to-head comparison queries (your brand vs competitors).
- Publish pricing guides, ROI calculators, and implementation guides that AI engines cite as authoritative.
- Increase review volume on G2, Gartner Peer Insights, and TrustRadius -- community consensus drives citations.
- Submit for industry awards -- award winners correlate strongly with AI citation rates.

For Highly Visible Companies (Score: 75%+)

- Defend your position by publishing fresh, dated content monthly.
- Expand into adjacent categories where you have product capability but low citations.
- Monitor AI search results weekly for competitive positioning changes.
- Build proprietary data assets (benchmarks, reports, surveys) that become citable sources.
- Consider GEO (Generative Engine Optimization) as a dedicated marketing channel with its own budget.

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Data collected June 2026 | Microsoft Integrators | Q2 2026
64 companies | 12 queries | 2 AI engines