

State of AI Search

Microsoft Integrators

Q3 2026 — Vertical Deep Dive



KEY FINDING

Innovia Consulting led the vertical at 9% AI visibility. 6 of 14 Microsoft Integrators challengers were cited; 8 were invisible. Perplexity cited 5, ChatGPT 1.

AI Visibility in Microsoft Integrators

We tracked 14 growth-stage Microsoft Integrators challengers for Q3 2026 — none carried over from our Q2 study — and ran 22 unbranded, buyer-intent queries through ChatGPT (GPT-4o) and Perplexity (Sonar Pro). We measured each company's AI visibility rate: the share of the vertical's queries where it appeared. 6 were cited by at least one engine; 8 were invisible. Perplexity cited 5 of the 14 companies while ChatGPT cited 1. Figures are a dated snapshot for the exact prompts and engines below, in English.

6

Cited

8

Invisible

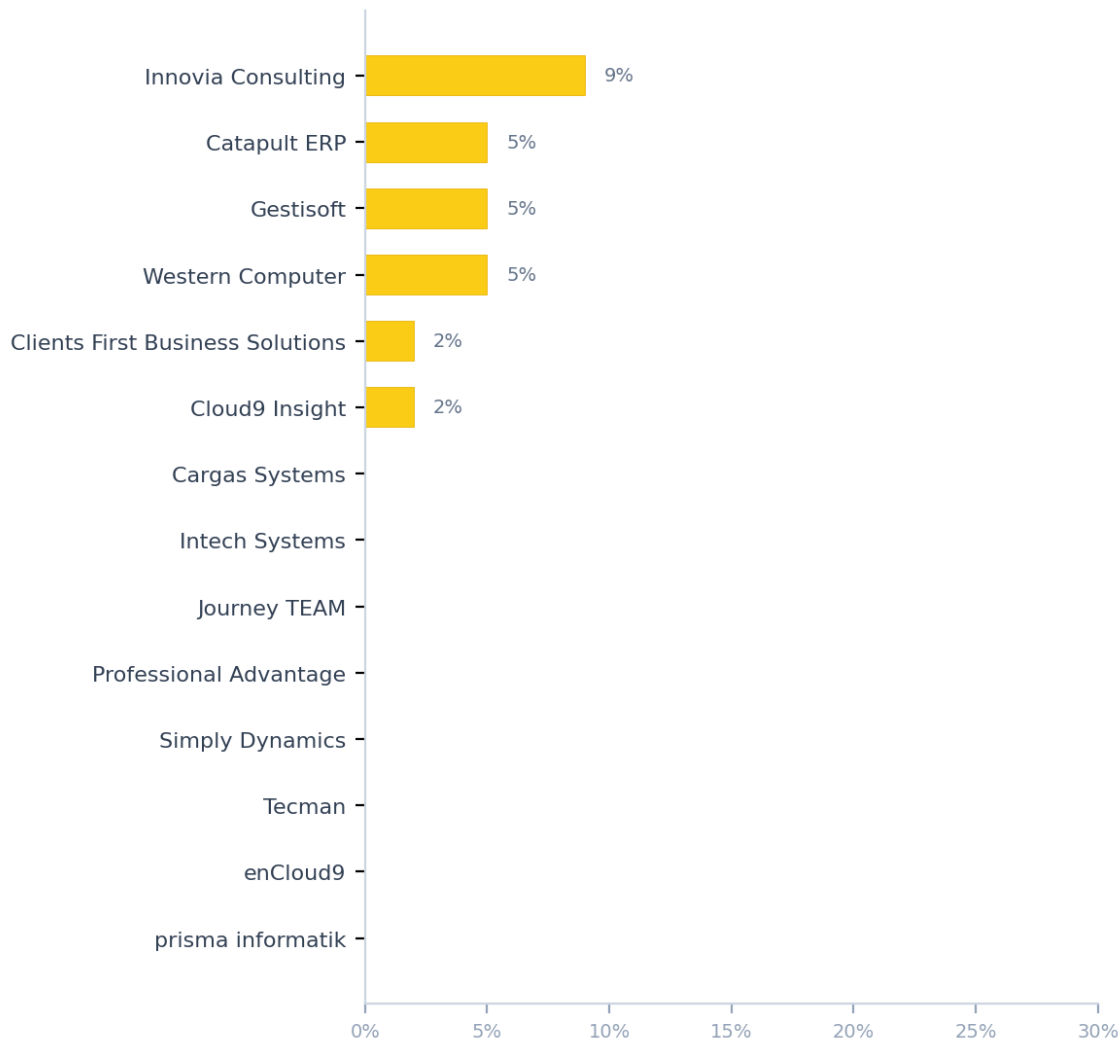
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On Both Engines

All 14 Companies Ranked

#	Company	Sub-Category	Overall	ChatGPT	Perplexity	
1	Innovia Consulting	Business Central partner (SM	9%	0%	18%	Cited
2	Catapult ERP	Business Central / F&O partn	5%	9%	0%	Cited
3	Gestisoft	Business Central + CRM partn	5%	0%	9%	Cited
4	Western Computer	Dynamics 365 / Business Cent	5%	0%	9%	Cited
5	Clients First Business Sol	Dynamics 365 F&O partner	2%	0%	5%	Cited
6	Cloud9 Insight	Dynamics 365 CE/CRM partner	2%	0%	5%	Cited
7	Cargas Systems	Business Central partner (SM	0%	0%	0%	INVIS
8	Intech Systems	D365 + Power Platform partne	0%	0%	0%	INVIS
9	Journey TEAM	Dynamics 365 CE + F&O partne	0%	0%	0%	INVIS
10	Professional Advantage	Dynamics 365 (CE + BC) partn	0%	0%	0%	INVIS
11	Simply Dynamics	Business Central partner	0%	0%	0%	INVIS
12	Tecman	Business Central partner	0%	0%	0%	INVIS
13	enCloud9	Power Platform / CE speciali	0%	0%	0%	INVIS
14	prisma informatik	Business Central partner	0%	0%	0%	INVIS

AI Visibility Rate by Company



WHAT THE DATA SHOWS

Most visible: Innovia Consulting, Catapult ERP, Gestisoft.

Invisible (0%): Cargas Systems, Intech Systems, Journey TEAM, Professional Advantage, Simply Dynamics, Tecman and others.

ChatGPT vs Perplexity

ChatGPT GPT-4o		Perplexity Sonar Pro	
	1		5
	cited		cited
1	Catapult ERP	1	Innovia Consulting
	9%		18%
		2	Gestisoft
			9%
		3	Western Computer
			9%
		4	Clients First Busine
			5%
		5	Cloud9 Insight
			5%

8 Microsoft Integrators Companies AI Doesn't Recommend

Company	Sub-Category
Cargas Systems	Business Central partner (SMB)
Intech Systems	D365 + Power Platform partner
Journey TEAM	Dynamics 365 CE + F&O partner
Professional Advantage	Dynamics 365 (CE + BC) partner
Simply Dynamics	Business Central partner
Tecman	Business Central partner
enCloud9	Power Platform / CE specialist
prisma informatik	Business Central partner

RECOMMENDATIONS

- Entity optimization first — make sure AI knows what you do and in which sub-category.
- Publish comparison and buyer-intent content targeting the exact queries in this report.
- Earn third-party mentions (Reddit, G2, industry guides) that Perplexity and ChatGPT cite.

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