1. Expand your organization’s knowledge
   - Ground Microsoft Copilot for Microsoft 365 in more of your data
     Bring your external information, whether on-premises or in the cloud, into Microsoft Graph using Graph connectors to ground Copilot’s responses in more of your work content and context.

2. Connect data sources to a platform with semantic understanding of your content and relationships to deliver highly relevant and personalized results in the flow of work to reduce time spent searching for information across applications.

3. No need to overthink search phrases to find content
   - Instead of trying to remember exact details, search for content using Natural Language—Semantic Index for Copilot sits on top of Microsoft Graph (including data ingested through Graph connectors) to interpret user queries and produce sophisticated, meaningful, and multilingual responses that help you to be more productive.

4. Connect disparate data sources to access and search for content across Microsoft 365 intelligent experiences

5. Best practices for improved relevance
   - Provide rich human-readable name and description for connection
   - Apply semantic labels in schema (as many as applicable)
   - Add user activities on items
   - Include a URLToItemResolver in connection configuration
   - Ensure that the text extraction solution used (e.g., Apache Tika) leaves in punctuation

6. Microsoft runs on trust.
   - Things to know about how we handle customer data, including data ingested through Graph connectors:
     - Data stays within the customer's tenant.
     - Data is never used to train language models.
     - Data is screened and filtered for PII & sensitive information.
     - Data access is limited to permissions established by your organization.
     - Data is indexed within Microsoft 365's security, privacy, and trust boundaries.
     - Copilot honors the data access permissions you establish to preserve its security and privacy.
     - Admins control access to and use of Graph connectors in your organization.

Learn more about customizing Microsoft 365 experiences with your data at aka.ms/graph-connectors