



Expanding Your Knowledge with Microsoft's AI in SharePoint

Preparing Intelligent Enterprise Content for the AI Era

Author: Stephen Catanzano, Senior Analyst
March 2026

Contents

Executive Summary.....	3
The AI-ready Content Challenge.....	3
Metadata: The Semantic Engine of Enterprise AI.....	4
Knowledge Platforms' Role in Powering AI.....	5
AI in SharePoint.....	6
The Three Capability Pillars.....	7
Ask & Find: Contextual Intelligence at Your Fingertips.....	7
Organize & Automate: Enriched, fresh content.....	8
Build & Create: AI-assisted Content Creation.....	10
How Organizations Can Benefit Across Industries and Functions.....	11
Legal: Streamlined Contract Management.....	12
Human Resources: Modernized Employee Site.....	12
Professional Services: Consistent Project and Onboarding Resources.....	12
Manufacturing/Retail: Streamlined Product and Operations Knowledge.....	12
Business Value: Working Smarter With AI.....	13
Improved AI Performance and User Trust.....	13
Reduced Operational Costs.....	13
Stronger Collaboration and Consistency.....	14
Conclusion.....	15
Appendix.....	16
Methodology.....	16



Executive Summary

Organizations are racing to adopt AI-powered tools that promise dramatic improvements in productivity and decision-making. Yet a critical challenge prevents organizations from realizing AI's full value: Their content is not AI-ready. While AI models are powerful, they can only deliver reliable results when the content they rely on is trustworthy, structured, up to date, and governed.

AI in SharePoint, part of the Microsoft 365 Copilot license, offers intelligent curation of content and transforms SharePoint into a continuously improving knowledge platform. It uses AI to find, organize, update, and enrich content to make it more usable by Copilot and other AI systems.

Across three core capabilities (Ask & Find, Organize & Automate, and Build & Create), AI in SharePoint elevates SharePoint from a static repository to an intelligent platform that fuels AI-ready experiences. While it requires a human in the loop to trigger metadata creation and review site improvement suggestions, AI in SharePoint significantly reduces effort and complexity.

The AI-ready Content Challenge

Many organizations struggle with “content chaos,” content scattered across sites, duplicated across libraries, stored in outdated versions, and inconsistently tagged. While these issues have always created usability challenges, in the AI era, they directly undermine the accuracy of AI-generated outputs. For example, multiple versions of a policy can cause AI to surface an outdated answer. Missing metadata prevents AI from

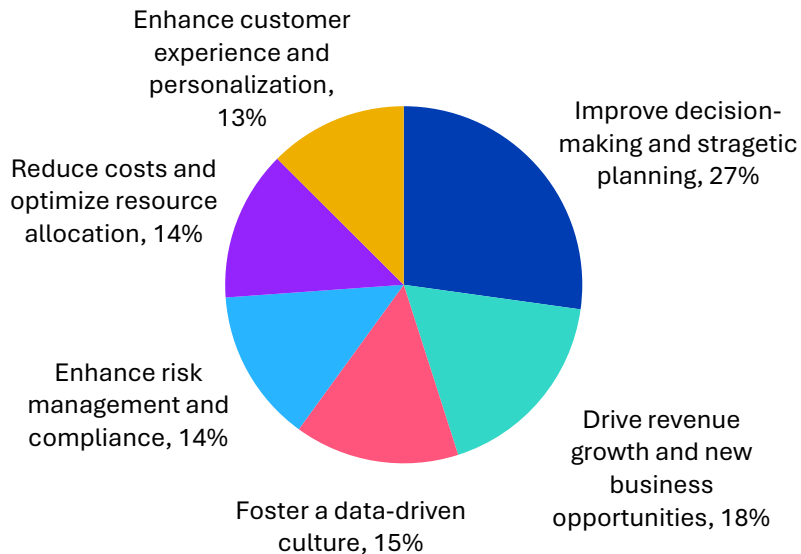
This Omdia White Paper was commissioned by Microsoft and is distributed under license from TechTarget, Inc.

distinguishing between similar documents that apply to different regions or product lines. When pages contain broken links or stale information, AI summaries reflect obsolete knowledge.

As shown in Figure 1, research from Omdia found that top data and analytics-related priorities for organizations included improving decision-making (27%), driving revenue growth (18%), fostering a data-driven culture (15%), enhancing risk management and compliance (14%), reducing costs (14%), and enhancing customer experience (13%).¹ All of these objectives require trusted data.

Figure 1: Corporate Objectives

The following list contains common objectives organizations pursue related to data and analytics initiatives. Which is the most important objective to your organization over the next 12 to 18 months? (Percent of respondents, N=375)



Source: Omdia

Metadata: The Semantic Engine of Enterprise AI

Metadata is no longer just an indexing tool; it is structured information that describes and categorizes content and serves as part of the semantic layer that enables AI models to understand meaning, relationships, and context at scale. For example, metadata helps an

¹ Source: Omdia Research Report, [Optimizing Cloud Analytics Costs in an Agentic AI Future](#), October 2025.

This Omdia White Paper was commissioned by Microsoft and is distributed under license from TechTarget, Inc.

AI agent determine whether a document is a contract or a policy, whether it applies to a specific geography or business unit, and whether it is current or superseded.

Yet most enterprises have significant metadata debt. Libraries lack consistent tagging conventions, and users hesitate to manually tag documents because it's time-consuming. As a result, critical semantic signals that AI require simply don't exist.

While AI can interpret many files without metadata, metadata is crucial for high-value, structured content where precision matters. In scenarios like product catalogs, financial documents, and legal files, metadata enables AI to distinguish subtle differences, filter accurately, and retrieve the right information for the right audience. This dramatically improves retrieval quality and reduces the risk of errors, making metadata essential for trustworthy AI outcomes.

81% of organizations reported that developer productivity improved when data readiness initiatives were in place.² Metadata is a foundational component of data readiness.

Research from Enterprise Strategy Group (now Omdia) found that 38% of organizations cited improving and automating processes and workflows as a top business driver for AI agents.³ Well-structured metadata makes workflow automation possible.

Knowledge Platforms' Role in Powering AI

As organizations shift toward AI-driven work models, the relevance and accuracy of AI responses hinge on how deeply the knowledge platform understands an organization's data, context, and workflow.

SharePoint sits at the center of this foundation. It is the primary repository for corporate knowledge, and it operates at unmatched scale: more than two million new sites created daily, two billion files added each day, and over three billion workflows executed weekly. SharePoint is also the number one grounding source for Microsoft 365 Copilot and agents, according to Microsoft.

Microsoft's Work IQ intelligence layer further strengthens this foundation by linking SharePoint content with user context and workflow signals across Microsoft 365. Unlike

² Source: Enterprise Strategy Group (now Omdia) Research Report, [Data Readiness for Impactful Generative AI](#), April 2025.

³ Source: Enterprise Strategy Group (now Omdia) Complete Survey Results, [AI Agents: The Game-changing Generative AI Use Case](#), August 2025.

This Omdia White Paper was commissioned by Microsoft and is distributed under license from TechTarget, Inc.

third-party connectors, Copilot can reason directly over SharePoint's metadata, document structures, list schemas, permissions, and even encrypted materials.

In evaluating AI readiness, organizations first need to ask foundational questions of their knowledge platform:

- Does it enable you to ask questions and retrieve **precise, context-aware answers**?
- Does it **organize and structure content**, applying and enriching metadata to support accurate filtering, version control, and policy governance?
- Can it **create structured pages and workflows** that keep sites and content consistent while respecting permissions, records, and encryption?
- Is it **integrated with your enterprise** data estate so AI securely can reason over document structures and security boundaries?

These are the benchmarks for an AI-ready knowledge platform that delivers reliable outcomes at scale.

AI in SharePoint

AI in SharePoint is an AI-driven content intelligence capability built directly into SharePoint that helps organizations prepare, maintain, and improve the information that Copilot and agents reason over.

Users access AI-driven content intelligence through a floating action button available across pages, sites, and document libraries. This makes AI a natural extension of everyday SharePoint use rather than an external add-on. AI in SharePoint evaluates the immediate environment, content type, and user role to adapt its suggestions accordingly.

39% of organizations identified increasing productivity as one of their most important business drivers for AI agents.⁴ AI in SharePoint directly supports this goal by making content findable and usable.

AI in SharePoint centralizes capabilities that typically require significant manual effort, such as metadata tagging, link checking, content cleanup, and page creation, within SharePoint's native interface.

Users can organize libraries, improve metadata, update pages, fix site issues, and engage with content through natural language all from one place.

⁴ Ibid.

This Omdia White Paper was commissioned by Microsoft and is distributed under license from TechTarget, Inc.

The Three Capability Pillars

AI in SharePoint is centered around three core pillars, each designed to improve how organizations manage, govern, and interact with their content ecosystem.

Ask & Find: Contextual Intelligence at Your Fingertips

Across SharePoint surfaces, AI in SharePoint provides instant, contextual answers grounded in SharePoint content by making organizational knowledge more accessible and actionable. Rather than navigating through multiple pages or running searches, users can ask questions in natural language. The agent retrieves relevant information from the current site, library, page, or list and delivers concise, accurate answers.

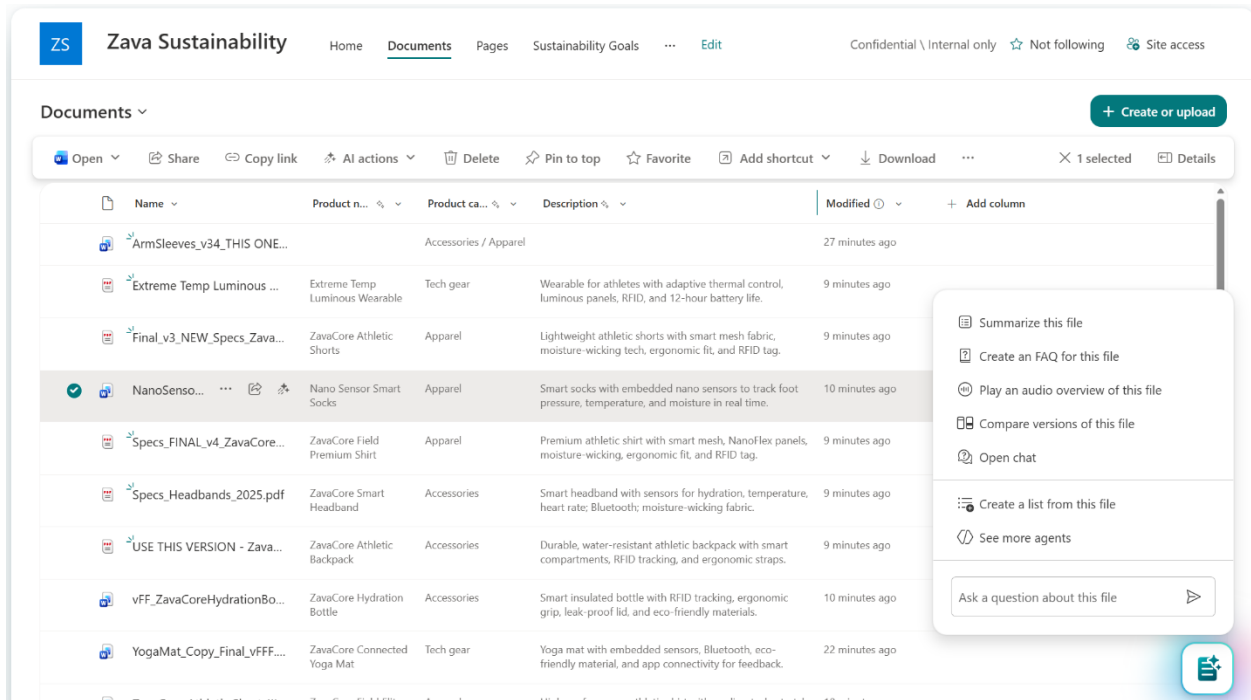
AI in SharePoint is optimized for scenarios where users are already working within SharePoint to provide contextual knowledge without disrupting workflows. Copilot, on the other hand, is better suited for broader, cross-platform queries or when users are already engaged in Copilot workflows. Users can also ground Copilot on SharePoint sites and files.

In addition to asking questions, users can surface insights with AI in SharePoint through:

- Summarization and synthesis across multiple documents.
- Comparison between documents.
- Audio overviews of files for quick, hands-free understanding.
- FAQs generated from document content.

This Omdia White Paper was commissioned by Microsoft and is distributed under license from TechTarget, Inc.

Figure 2: Ask & Find



Source: Microsoft

Organize & Automate: Enriched, fresh content

AI in SharePoint organizes content in SharePoint document libraries and optimizes information on sites, making it easier to understand at a glance; keeps sites continuously updated; and ensures content is prepared for optimal AI consumption.

From Document Libraries

AI in SharePoint keeps document libraries organized by enriching files with metadata, which improves classification and makes information easy to find.

The agent applies metadata by generating and populating columns in SharePoint libraries, either as specified by users or by suggesting meaningful fields based on document patterns. For example, a library of résumés might include columns for *Candidate Name*, *Most Recent Title*, and *Professional Summary*. Once the schema is defined, AI in SharePoint automatically extracts and populates details, even inferring metadata from context, as needed.

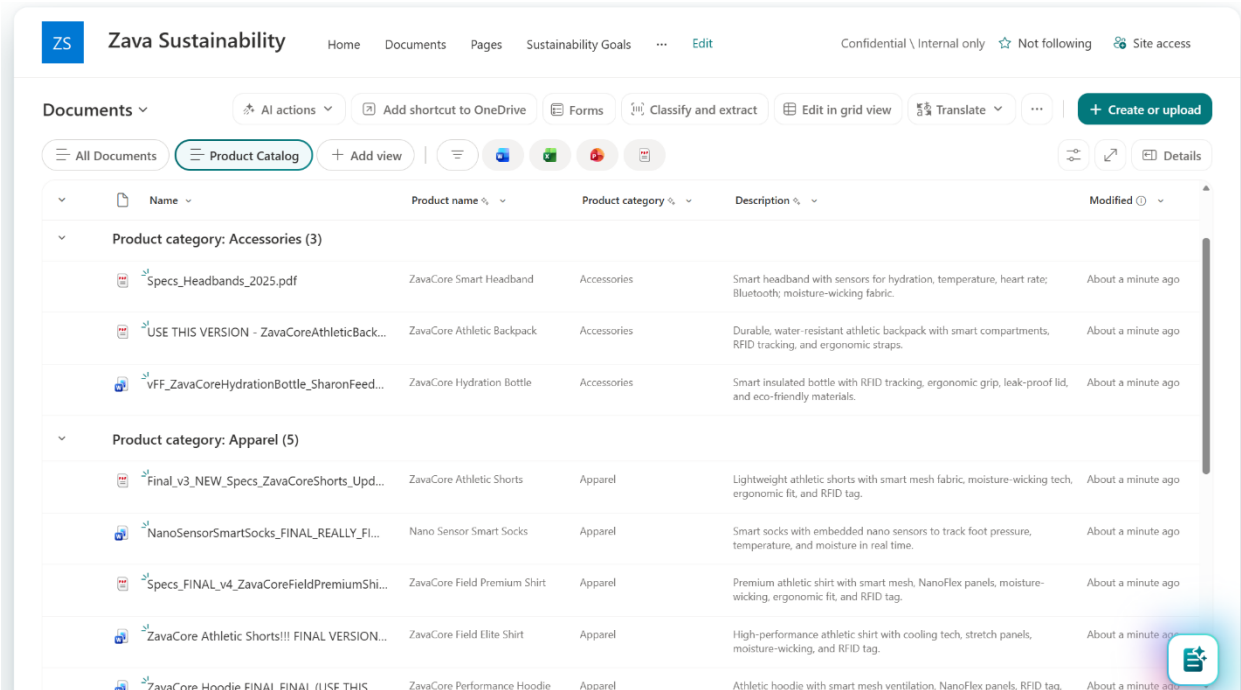
This turns previously unstructured files into consistently structured, queryable content that supports accurate filtering, improved classification, and more reliable AI responses at

This Omdia White Paper was commissioned by Microsoft and is distributed under license from TechTarget, Inc.

scale. Automated views, filters, and groupings based on metadata further simplify navigation, helping users and AI quickly locate relevant information in large libraries.

Further optimizing content processes, AI in SharePoint allows users to set up automations tied to library or content changes, such as triggering notifications when a file is modified, marking new documents for review, or sending submissions to review queues.

Figure 3: Organize & Automate (Document Library)



Source: Microsoft

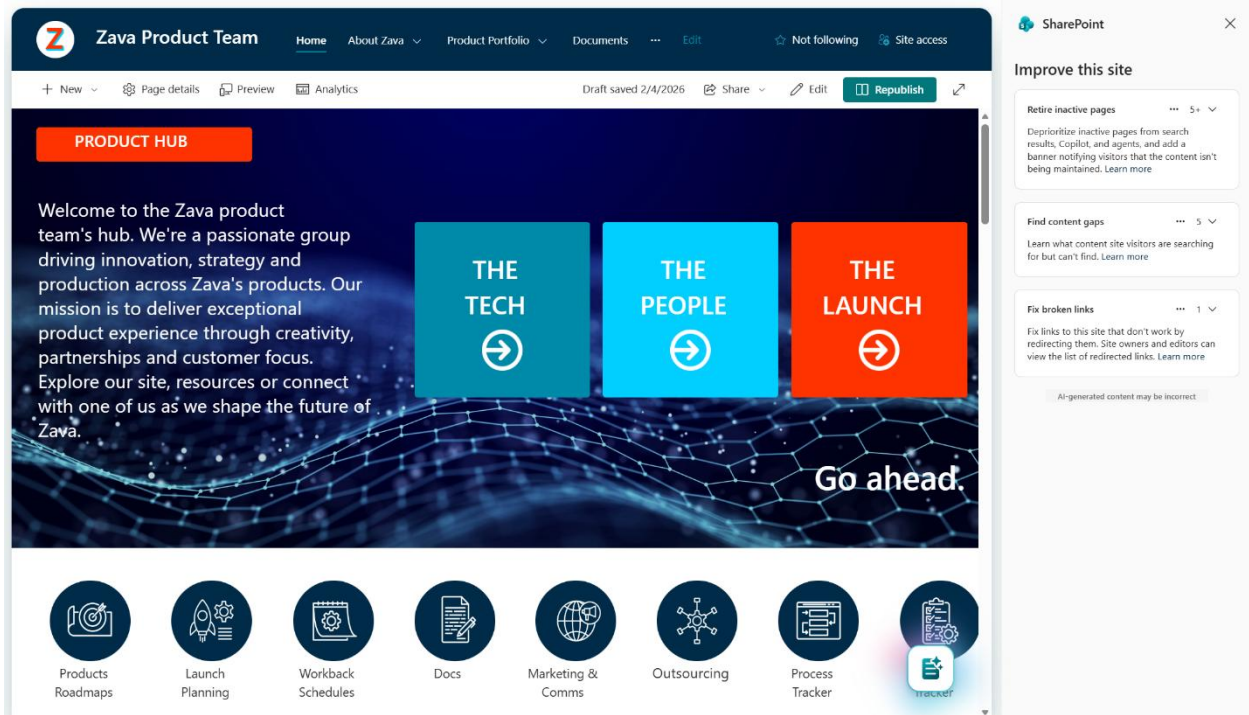
From Sites

When users access AI in SharePoint, the agent surfaces improvement recommendations based on user behavior to keep content fresh.

Rather than waiting for employees to report problems or conduct manual audits, this capability surfaces content gap areas where users are searching for information but cannot find it and provides actionable suggestions to address them. For example, it can prompt site managers to create a new section on an existing page or generate a net-new page using AI to fill the gap, ensuring the content ecosystem evolves to meet user needs. The agent also identifies broken links across pages and pages that haven't been accessed by users in a set period and offers steps to resolve.

This Omdia White Paper was commissioned by Microsoft and is distributed under license from TechTarget, Inc.

Figure 4: Organize & Automate (Sites)



Source: Microsoft

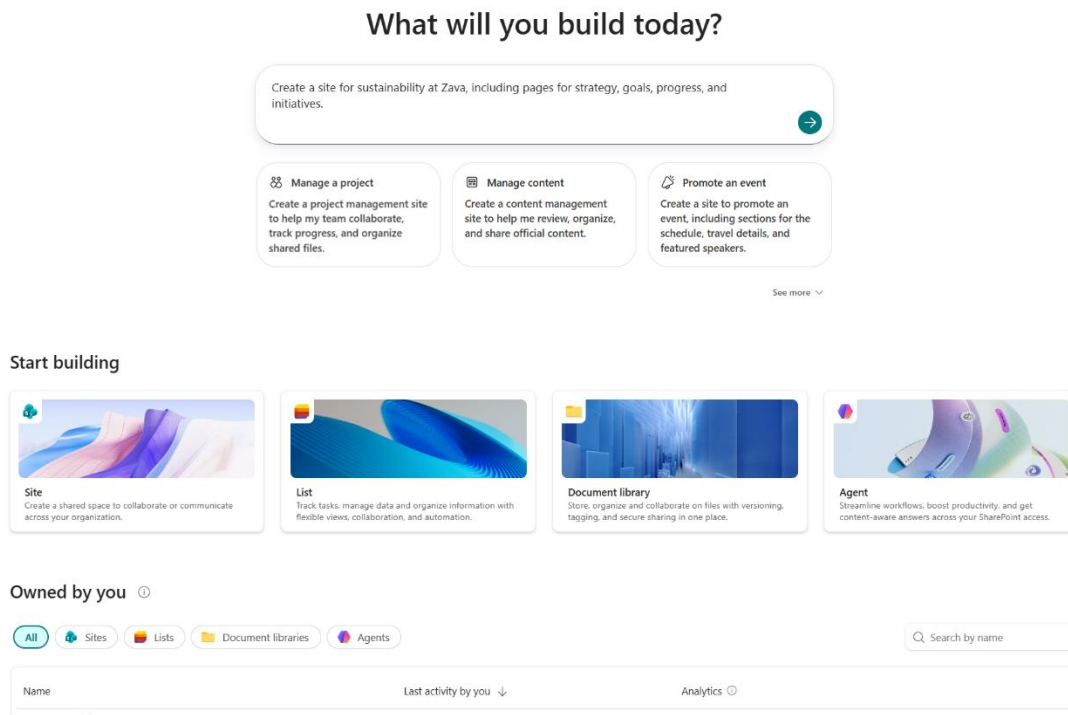
Build & Create: AI-assisted Content Creation

AI in SharePoint enables users to quickly build high-quality content in SharePoint. Users can describe the page they need in natural language, and AI in SharePoint drafts clear, structured, brand-aligned content. The agent also suggests page sections and generates FAQs based on existing documentation. HR, communications, and project teams can efficiently publish benefits information, announcements, and structured spaces with consistent navigation, enabling even non-technical users to produce polished content.

In mid-2026, AI in SharePoint will gain the ability to create other SharePoint content types from user instruction, including sites and libraries initially. This will automate setup and accelerate deployment of AI-ready workspaces, reducing manual effort and streamlining content management.

This Omdia White Paper was commissioned by Microsoft and is distributed under license from TechTarget, Inc.

Figure 5: Build & Create



Source: Microsoft

How Organizations Can Benefit Across Industries and Functions

Organizations implementing AI in SharePoint are already seeing possibilities open up for process efficiency and intelligent content curation. Research from Enterprise Strategy Group (now Omdia) highlights the broader benefits of data readiness initiatives, showing that 79% of organizations reported improved response times to customer inquiries, 78% saw better customer satisfaction scores, and 80% were better able to anticipate customer needs.⁵ These outcomes demonstrate the value of improving content readiness.

Following are a set of use case examples for customers to consider as they adopt AI in SharePoint.

⁵ Source: Enterprise Strategy Group (now Omdia) Research Report, [Data Readiness for Impactful Generative AI](#), April 2025.

This Omdia White Paper was commissioned by Microsoft and is distributed under license from TechTarget, Inc.

Legal: Streamlined Contract Management

Legal teams manage large volumes of contracts, NDAs, and matter documents, making version control and finding current information challenging. AI in SharePoint addresses these issues by automating the tagging of legal documents with attributes like contract type, parties, expiration dates, and jurisdiction, ensuring attorneys and business partners always access the latest, most accurate documents. This streamlines contract management and reduces risk from relying on outdated guidance.

Human Resources: Modernized Employee Site

HR teams frequently face challenges with fragmented policy documents, inconsistent onboarding materials, and uncertainty about whether employees are accessing the most current guidance. AI in SharePoint helps resolve these issues by enabling rapid creation of well-structured pages for benefits, compliance, and onboarding resources. This ensures employees can easily find accurate information, reduces time spent correcting outdated content, and supports compliance teams in maintaining up-to-date resources.

Professional Services: Consistent Project and Onboarding Resources

Delivering consistent, high-quality client service can be challenging when project materials and onboarding resources are scattered or outdated. AI in SharePoint enables consulting teams to quickly generate structured project status pages and onboarding hubs, making it easy to stand up new project spaces in minutes. It helps keep project materials current by flagging outdated content, broken links, and missing information so teams can spend more time on client service and less on project management admin work.

Manufacturing/Retail: Streamlined Product and Operations Knowledge

Manufacturing and retail organizations manage robust content—from product specifications and safety procedures to store operations manuals and product catalogs—that can easily become fragmented or outdated. AI in SharePoint can organize this content for efficient discovery so that technicians, store managers, and training coordinators can quickly access accurate resources and maintain operational consistency.

This Omdia White Paper was commissioned by Microsoft and is distributed under license from TechTarget, Inc.

Business Value: Working Smarter With AI

AI in SharePoint helps organizations work smarter with their data and align with business value and goals, including increasing productivity; improving and/or automating processes and workflows; improving decision-making speed and accuracy; and reducing costs and optimizing resource allocation.⁶

Improved AI Performance and User Trust

When content is well-structured, current, and enriched with metadata, AI platforms deliver more accurate and relevant responses. Employees trust AI outputs more, increasing adoption and integration into daily workflows. Organizations can experience higher satisfaction scores, reduced “AI gave me the wrong answer” complaints, and faster achievement of AI productivity goals.

This improvement in AI performance creates a positive feedback loop. As users experience better AI responses, they engage more frequently with AI tools. This increased engagement reveals more opportunities for content improvement, which AI in SharePoint addresses automatically. The result is a continuously improving AI experience that becomes more valuable over time rather than stagnating or declining due to content deterioration.

Reduced Operational Costs

AI in SharePoint reduces the burden of manual content maintenance. Site managers no longer spend hours checking broken links or identifying outdated pages, and content managers don’t need to tag every file manually. Workflow automation enabled by natural language commands reduces additional effort. These time savings are particularly valuable for organizations managing hundreds of SharePoint sites or thousands of document libraries.

Beyond direct labor savings, AI in SharePoint reduces the hidden costs of poor content management. Employees waste less time searching for hard-to-find information or verifying the current status of content. IT teams field fewer support tickets about confusing navigation or missing documentation. Compliance teams spend less time on content audits. The cumulative effect of these efficiencies can represent significant cost avoidance, particularly in large enterprises where content management challenges scale exponentially with organizational size.

⁶ Source: Enterprise Strategy Group (now Omdia) Complete Survey Results, [AI Agents: The Game-changing Generative AI Use Case](#), August 2025.

This Omdia White Paper was commissioned by Microsoft and is distributed under license from TechTarget, Inc.

Stronger Collaboration and Consistency

AI in SharePoint improves the quality and consistency of content created across the organization. Teams publish content that is structured, clear, and aligned with organizational design standards. This consistency strengthens collaboration because employees interact with content that is intuitive and predictable, reducing the learning curve for navigating different sites or departments.



Conclusion

Enterprises are entering an era in which AI is essential to workplace productivity, and success hinges on the quality, structure, and relevance of the content on which AI systems rely. SharePoint plays a pivotal role in this transformation, serving as the foundation for enterprise knowledge. Microsoft's AI in SharePoint elevates SharePoint from a static repository to an AI-ready knowledge platform, continuously improving content through its three capability pillars: Ask & Find, Organize & Automate, and Build & Create. By ensuring content is reliable, current, and optimized for AI, AI in SharePoint empowers organizations to unlock the full potential of their digital workplace.

To fully realize these benefits, organizations should engage with Microsoft to explore how AI in SharePoint can support responsible AI adoption, reduce operational risks, and drive measurable improvements in efficiency and collaboration. AI in SharePoint is part of the Microsoft 365 Copilot license and will become generally available in H1 2026.

Take the next step in transforming your enterprise knowledge ecosystem, and discover all that AI in SharePoint on SharePoint can offer today.

Appendix

Methodology

A combination of Enterprise Strategy Group (now Omdia) research, vendor-provided material, and public and industry knowledge was used to develop this paper and come to its conclusions. The research included in this paper consisted of several comprehensive online surveys of IT leaders and decision-makers.

Stephen Catanzano, Senior Analyst, AI
askananalyst@omdia.com

Omdia consulting

Omdia is a market-leading data, research, and consulting business focused on helping digital service providers, technology companies, and enterprise decision makers thrive in the connected digital economy. Through our global base of analysts, we offer expert analysis and strategic insight across the IT, telecoms, and media industries.

We create business advantage for our customers by providing actionable insight to support business planning, product development, and go-to-market initiatives.

Our unique combination of authoritative data, market analysis, and vertical industry expertise is designed to empower decision-making, helping our clients profit from new technologies and capitalize on evolving business models.

Omdia is part of Informa TechTarget, a B2B information services business serving the technology, media, and telecoms sector. The Informa group is listed on the London Stock Exchange.

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Omdia's consulting team may be able to help your company identify future trends and opportunities.

Get in touch

www.omdia.com
askananalyst@omdia.com



Copyright notice and disclaimer

The Omdia research, data, and information referenced herein (the "Omdia Materials") are the copyrighted property of TechTarget, Inc. and its subsidiaries or affiliates (together "Informa TechTarget") or its third-party data providers and represent data, research, opinions, or viewpoints published by Informa TechTarget and are not representations of fact.

The Omdia Materials reflect information and opinions from the original publication date and not from the date of this document. The information and opinions expressed in the Omdia Materials are subject to change without notice, and Informa TechTarget does not have any duty or responsibility to update the Omdia Materials or this publication as a result.

Omdia Materials are delivered on an "as-is" and "as-available" basis. No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness, or correctness of the information, opinions, and conclusions contained in Omdia Materials.

To the maximum extent permitted by law, Informa TechTarget and its affiliates, officers, directors, employees, agents, and third-party data providers disclaim any liability (including, without limitation, any liability arising from fault or negligence) as to the accuracy or completeness or use of the Omdia Materials. Informa TechTarget will not, under any circumstance whatsoever, be liable for any trading, investment, commercial, or other decisions based on or made in reliance of the Omdia Materials.