

Enlyft Integrates with Microsoft Dynamics 365 Sales Through Model Context Protocol

Enlyft's MCP connector gives Dynamics 365 Sales qualification agents a prospect's real tech stack and competitive footprint before a seller engages.

KIRKLAND, WA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [Enlyft](#), the partner ecosystem intelligence platform for modern co-selling, today announced support for Microsoft Dynamics 365 MCP-based agent experiences

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Lokesh Dave

Model Context Protocol (MCP) is an open protocol for connecting AI applications with external tools and data sources through defined interfaces. When implemented with appropriate authentication, authorization, governance, and administrator controls, MCP can help reduce the need for separate point-to-point integrations. For Dynamics 365 Sales scenarios, this can make external

intelligence available to an agent while the source system remains the system of record.

Enlyft brings technographic intelligence into the experience alongside firmographic data. Enlyft's MCP connector can provide signals about technologies installed in a prospect's environment, changes in that environment, and the competitive footprint. These signals are refreshed across more than 45 million companies and more than 24,000 technologies. An appropriately configured qualification agent can use this information with other permitted data and instructions to support account research and qualification before a seller reviews the account.

"Enlyft helps B2B technology vendors and their partners turn deep account intelligence, technology adoption, buying propensity, and competitive footprint, into pipeline," said Lokesh Dave, founder and CEO of Enlyft. "Our MCP connector brings that intelligence into [Dynamics 365 Sales agents](#), so a qualification agent reasons over a prospect's real tech stack, competitive install base, and fit signals before a seller ever engages."

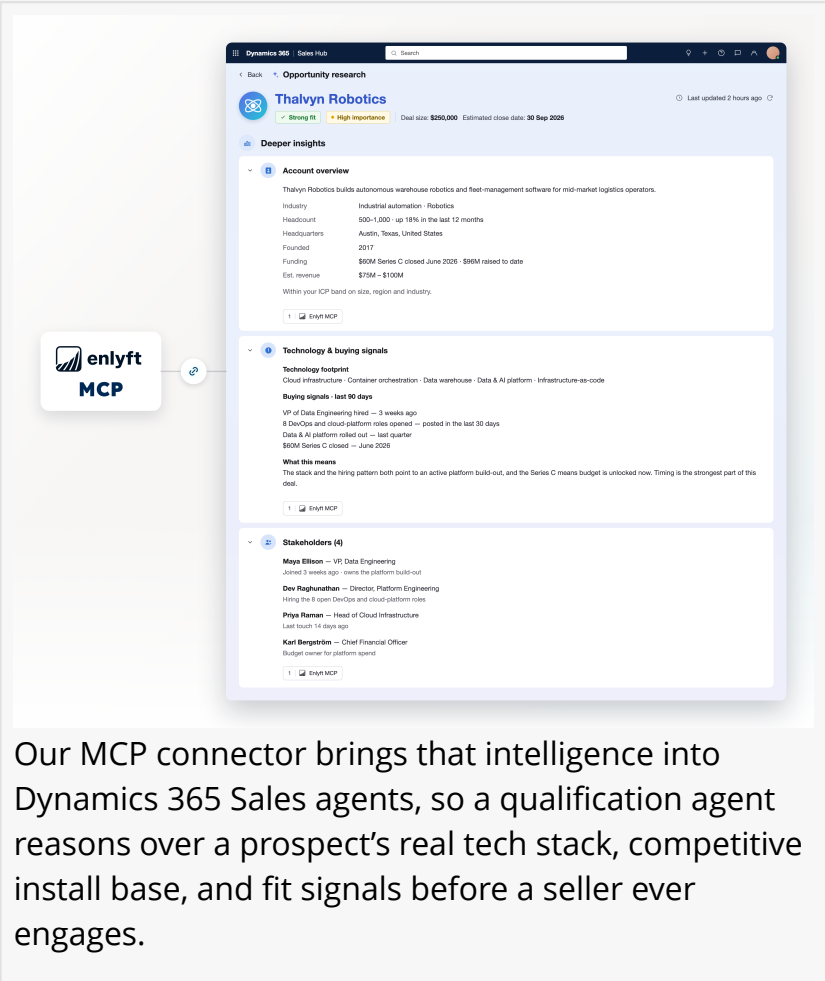
Enlyft is live in Copilot Studio today and available to customers building or extending Dynamics 365 Sales agents. Existing Enlyft customers can use their current subscription in these agent workflows, subject to applicable Microsoft product availability, licensing, configuration, and

administrator approval.

About Enlyft

Enlyft is an AI data platform for partner ecosystem led B2B revenue. The company helps B2B technology vendors and their partners turn deep account intelligence, including technology adoption, buying propensity, and competitive footprint, into pipeline. Its Intelligence Graph tracks more than 45 million companies and more than 24,000 technologies, and powers programs including [Microsoft CloudAscent](#).

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The screenshot shows the Dynamics 365 Sales Hub interface. On the left, there is a sidebar with the Enlyft MCP logo. The main content area displays an Opportunity research page for Thalyn Robotics. The page includes a header with the company name, a 'Strong fit' badge, and a 'High importance' badge. Below the header, there is a 'Deeper insights' section with three tabs: 'Account overview', 'Technology & buying signals', and 'Stakeholders (4)'. The 'Account overview' tab is active, showing details about Thalyn Robotics, including its industry (Industrial automation - Robotics), headcount (500-1,000), headquarters (Austin, Texas, United States), founding year (2017), funding (\$60M Series C closed June 2025 - \$96M raised to date), and estimated revenue (\$75M - \$100M). The 'Technology & buying signals' tab shows a technology footprint and buying signals. The 'Stakeholders' tab lists key personnel: Mays Ellison (VP of Data Engineering), Dev Raghunathan (Director, Platform Engineering), Priya Ramen (Head of Cloud Infrastructure), and Karl Bergstrom (Chief Financial Officer).

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This press release can be viewed online at: <https://www.einpresswire.com/article/934907348>

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