

INDEPENDENT PLATFORM GUIDE • OCTOBER 2026

Which AI should your business use?

A straight-talking guide to Copilot, Claude, ChatGPT, Gemini and Grok

THE SHORT ANSWER

Use the AI that lives where your work already lives. Then prove it on your own work before you buy licences for everyone.

Written for business owners and managers, not IT people.

Most businesses end up choosing between five AI tools. This guide covers what each one is good at, what to watch for, and how to choose without paying for licences nobody uses.

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Free AI vs paid AI

Read this first. It's the reason most AI trials disappoint.

Every AI product runs on a model, the engine underneath that does the thinking. Each vendor sells several, from light and fast to heavyweight. The app looks the same and the name on the box is the same, but what you get out of it depends on which engine is running.

Product	Light Fast and cheap	Everyday The workhorse	Heavyweight Deep thinking, hard jobs
Claude	Haiku	Sonnet	Opus and Fable
ChatGPT	Luna	Sol	Astra and the reasoning models
Gemini	Flash-Lite	Gemini 3.8 Flash	Gemini 3.1 Pro and Deep Think
Grok	Grok 4.3	Grok 4.6 and 4.7	Expert mode and Grok Heavy's agent team
Microsoft Copilot	Copilot Chat, included with Microsoft 365. Answers from the web, not your business	Microsoft 365 Copilot licence. Works from your email, files and meetings	Researcher and Analyst agents, included with the licence

Model names change every few months. The tiers don't.

Why the free version disappoints

Free plans are there to get you interested, not to do your work. You get the light engine, usage limits that run out halfway through a real job, or both. None of them come with controls over your company data.

- **ChatGPT Free** runs on the light model. The advanced reasoning models need a paid plan.
- **Claude Free** gives you Sonnet, but usage is limited and can run out after only a handful of questions on a big job. In practice, free and budget users end up living in Haiku, Claude's light engine: very cheap, very generic and not very capable.
- **Microsoft's included Copilot Chat** answers from the web. It can't see your email, files or meetings unless someone pastes them in.

Hand your staff the free version and call it an AI rollout, and all you've given them is a smarter search engine. They'll use it like Google, get Google-style answers and decide AI is overhyped. Subscribe, and you get models that can take on a proper job, like reviewing a contract, building a report from raw data or drafting a full proposal, with results you can actually measure.

Bigger engines burn more fuel

AI is measured in tokens, small chunks of text of about three-quarters of a word each. Every question and every answer uses them. Heavier models charge more per token, and they use more of them because they think longer before they answer.

To show the spread, here's what Anthropic charges businesses that connect Claude to their own systems, per million tokens of output (these are billed in US dollars):

HAIKU US\$0.50 Light	SONNET US\$10 Everyday	OPUS US\$20 Heavyweight	FABLE US\$50 Top engine
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The top engine costs around a hundred times the light one for the same amount of text.

On a monthly subscription you won't see a token bill, but you'll hit your usage limit much faster on the heavy models. Through Copilot or a direct connection to your systems, heavy use turns into extra charges. Either way, a heavyweight model on a job the light one could handle is wasted money.

What this means for you

- **Pay for a business plan.** That's what unlocks the engines that do proper work, plus the controls that keep company data out of personal accounts.
- **Match the engine to the job.** Light for quick replies and summaries, everyday for most writing and analysis, heavyweight only for complex reasoning and long, high-stakes tasks.
- **Keep an eye on usage.** Set caps on extra charges and show staff which model to reach for first.
- **Never judge AI on the free version.** Run your trial on the paid tier, or you'll be measuring the wrong product.

Judging AI on the free version is like test-driving the base model and deciding the car is uncomfortable and has no features.

The short version

If you only read one page, read this one.

If your business runs on Microsoft 365 (Outlook, Teams, SharePoint), start with **Copilot**. If it runs on Google (Gmail, Drive), start with **Gemini**. For most businesses, that's half the decision made.

ChatGPT and **Claude** are the two to look at if your people do a lot of writing, analysis or technical work. Both connect to Microsoft and Google now, just not as tightly as the built-in option. **Grok** is the newcomer. It's unbeatable for live news and social media and brilliant at coding, but its connections back to the Office apps are thinner and it has the shortest track record of the five.

Whichever way you lean, give it a two-week trial on three real jobs your staff do every week. That trial will tell you more than any comparison chart, this one included.

What actually matters

Six things decide whether an AI earns its keep. Features come well down the list.

Where your stuff lives

The AI that sits inside your email and files gets used. The one that needs a separate browser tab and a lot of copy and paste gets forgotten.

Built in or bolted on

Built in means it comes with Microsoft 365 or Google Workspace and is managed with everything else. Bolted on means an add-in or connector. That works fine, but someone has to set it up, look after it and fix it when it breaks.

Does it answer, or does it act?

Summarising your inbox is one thing. Sending replies, booking meetings and changing files is another. Decide what you're happy for it to do on its own and what needs a person to sign off.

Who can see what

AI is very good at finding things. If your file permissions are a mess, it will happily find the payroll spreadsheet someone saved in the wrong folder in 2019. Clean that up first, and find out what happens to your data on the vendor's side.

The real cost

The licence is just the start. Add setup, training, support and any extra usage charges. And check you're not paying for two AI tools that do the same job.

Will people use it?

The cleverest tool on the market is worth nothing if your team goes back to the old way after a week.

The five at a glance

Side by side, with prices.

Area	Copilot	Claude	ChatGPT	Gemini	Grok
Best for	Microsoft 365 businesses	Heavy writing, analysis and technical work	The all-rounder for most office work	Google Workspace businesses	Live news, social media and coding
Works with Microsoft 365	Built in. Sees your email, chats and files	Add-ins for Word, Excel and PowerPoint, plus connectors	Connects to Outlook, Teams, SharePoint and OneDrive	Can be connected, but it's not home turf	Through connectors
Works with Google	Through connectors	Through connectors	Connects to Google apps	Built in to Gmail, Docs, Sheets, Drive and Meet	Google Drive and other connectors
Files and documents	Strong on anything stored in Microsoft 365	Very strong with long documents	Strong. Projects keep files and history together	Strong on anything stored in Drive	Projects, Drive and connected tools
Admin and security	Managed with the rest of Microsoft 365	Business and Enterprise plans add admin controls	Business and Enterprise plans add admin and compliance controls	Managed in the Google Workspace admin console	Business plan adds central admin. Enterprise adds single sign-on
Watch for	Heavier tasks use Copilot Credits, billed on top	Not as deep in Outlook and Teams as Copilot	Microsoft connection needs your admin to switch it on	Features depend on your Workspace plan	Newest business offering of the five
Free version	Copilot Chat, included with Microsoft 365. Web answers only	Limited Sonnet usage that can run out quickly. Budget users end up on Haiku	Light model only	Free Gemini app with a personal Google account. Business Starter (A\$9.90) has only limited Gemini	Free plan, limited usage
Business plan, per user a month	+A\$14.20 on top of Business Standard (A\$35.20 all-in). +A\$15.00 on top of Business Premium (A\$47.90 all-in). E3/E5 add-on A\$44.90	A\$30.91 Team seat. Premium seat A\$154.55. Minimum 2 seats. Heavy users need Max	A\$28 Business seat (US\$20). Premium seat A\$140 (US\$100). Minimum 2 seats	A\$19.80 Business Standard, A\$30.90 Business Plus (whole suite, Gemini included)	US\$30 Business seat, paid for in US dollars. Token cost is so low you can use it almost endlessly

Prices are per user per month on annual billing, checked October 2026. Microsoft, Google and Claude are Australian prices ex GST (Anthropic quotes its Australian prices with GST, so we've taken the GST off). ChatGPT's A\$ figures are OpenAI's own Australian-site prices, based on US\$20 and US\$100. Grok has to be paid for in US dollars. Paying month to month costs about 20% more for Microsoft and Google, and about 25% more for Claude and ChatGPT. Copilot is shown as the extra cost on top of the Microsoft 365 plan you already have. Google prices cover the whole Workspace suite, not just the AI.

Microsoft 365 Copilot

If your team lives in Outlook and Teams, this is where you start.

■ WHY YOU'D PICK IT

- It's inside the apps your staff already open every morning: Outlook, Teams, Word, Excel, PowerPoint, SharePoint and OneDrive.
- It can read across your emails, meetings and files, so "what did we agree with the client last Tuesday?" gets a real answer.
- Same logins, same permissions, same admin tools as the rest of Microsoft 365. Nothing new to manage.
- **Claude and OpenAI engines included.** For the extra A\$14 to A\$15 a user, your staff can use models from both OpenAI and Anthropic, including a generous amount of Claude Sonnet. That's a lot of capability for the price.
- **Cowork in Copilot.** Copilot now has its own Cowork mode for longer, more hands-on jobs. You pay for Copilot separately on top of your Microsoft 365 subscription, but the models behind it, from OpenAI and Anthropic alike, are all included. You get a lot more functionality without paying a lot more: about A\$14 to A\$15 a user a month on top of what you already pay.

■ WHAT TO KNOW

- The licence covers everyday use. Some heavier work, particularly in SharePoint, uses Copilot Credits, which are charged on top.
- Copilot sees whatever each person is allowed to see. If files have been shared too widely over the years, it will dig them up. Tidy your permissions before you switch it on.
- It's not the only AI that works with Microsoft. ChatGPT and Claude connect too. Copilot just goes deeper.
- It's built for research, writing documents and summarising, even with those engines. It isn't good at working with other applications yet, and anything it builds, like a PowerShell script, means a lot of copying and pasting by hand. Microsoft launched a new Copilot in September 2026 with a Code tab that builds apps from a description, and we've been told Copilot version 4 is due around February 2027. We haven't tested either, so treat the building side as unproven until you've tried it.

What it costs

If you're already on Business Standard or Business Premium, moving to the matching "with Copilot" plan is the cheapest way to get full Copilot. You pay only the difference.

Your plan	Copilot costs you	All-in	Plan alone
Business Standard	about A\$14.20 extra	A\$35.20	A\$21.00
Business Premium	about A\$15.00 extra	A\$47.90	A\$32.90
Business Basic (A\$10.50), or a few people	A\$31.40 add-on, or A\$26.91 for year one if ordered by 31 December 2026 (existing customers only)	–	–
Microsoft 365 E3 or E5	A\$44.90 add-on	–	No discounted bundle

Per user per month, ex GST, 12-month commitment. The bundles cost less than half the add-on and are for up to 300 users. Copilot Chat stays free with any plan but only answers from the web.

Claude

Our pick for heavy reading, writing and technical work.

■ WHY YOU'D PICK IT

- Very good with long documents. Give it a stack of contracts, tenders or policies and it will tell you what's in them and what's different.
- Strong at technical work: scripts, documentation and troubleshooting.
- Has add-ins for Word, Excel and PowerPoint, connectors for other business systems, and is now available inside some of Microsoft's own AI tools.
- For building web apps, Python tools or almost any kind of code, it is comfortably the best of the five, provided you use Sonnet or Opus.
- The desktop agent features are excellent. In our experience, nothing else comes close.
- It is also the fastest of the five on real, substantial jobs.

■ WHAT TO KNOW

- The Office add-ins work well, but Copilot is still more tightly built into Outlook and Teams.
- Outlook support is still rolling out, so Word, Excel and PowerPoint are where it's most useful today.
- Hooking it into your own systems is a proper IT job, and someone needs to own it afterwards.
- It is expensive and burns the most tokens for similar work.

ChatGPT

The all-rounder. If you want one AI that's good at nearly everything, this is it.

■ WHY YOU'D PICK IT

- Writing, research, spreadsheets, data and code. It handles all of it well.
- Connects to Outlook, Teams, SharePoint and OneDrive, so it can work with your Microsoft content.
- Projects keep the files, instructions and history for a client or a recurring job in one place, so nobody starts from scratch each time.

■ WHAT TO KNOW

- Your IT admin has to approve the Microsoft connection before it works.
- Connected doesn't mean it can do everything. You choose what it can read and what it can change.
- Buy the Business or Enterprise plan. Personal accounts give you no admin control, and you don't want company data sitting in staff members' private accounts.

Gemini

Copilot's equivalent for businesses that run on Google.

■ WHY YOU'D PICK IT

- Built into Gmail, Docs, Sheets, Slides, Drive, Chat and Meet.
- Works with your Google content straight away. No add-ins, no extra setup.
- Managed from the Google Workspace admin console, where you can turn it on or off app by app.

■ WHAT TO KNOW

- For a Microsoft business, Gemini makes little sense. You'd be working against your own systems.
- Which features you get depends on your Workspace plan. Business Starter has only limited Gemini (Gmail and the Gemini app), so most businesses will want Business Standard or above.
- It's at its best with Google Docs and Sheets. If your clients still send you Word and Excel files all day, test those in the trial.

Grok

From xAI. Unbeatable for live news and social media, and brilliant at coding.

■ WHY YOU'D PICK IT

- **Live news and social media are its superpower.** It pulls from social media and the web as things happen, which makes it ideal for marketing, social sentiment, market research and keeping an eye on competitors.
- **Brilliant at coding.** Writing code and building applications are real strengths.
- Business and Enterprise plans include Google Drive access and connectors to other business tools.
- Enterprise plans include central admin, single sign-on and automatic setup of user accounts.

■ WHAT TO KNOW

- It has far fewer business customers than Microsoft, Google or OpenAI, so there's less of a track record to go on.
- Its connections back to Microsoft 365 and the Office apps are thinner than the bigger players'.
- If live news and social media aren't central to your business, judge it on how it handles your everyday work.

Our technical view

What we've found using these tools every day as the technicians at Commonsense Consulting.

The sections above describe what each product is designed to do. This is what we've actually seen in practice. It's our opinion, based on our own day-to-day use, and it will change as the products do.

Gemini and ChatGPT: the genuine all-rounders

We've put these two together because, in our experience, they're much the same: good, cheap, generous with usage and capable across most everyday jobs.

- **Good value, and they don't burn through tokens.** You get a very generous amount of usage for the price, so staff can work in them all day without running out.
- **Very good at research.** Searching the web, pulling information together and answering questions is where they shine.
- **Good at building applications, just slow.** They get there, but a job Claude finishes in about 25 seconds can take ChatGPT five or six minutes.
- **They can reach your data and work in a browser.** ChatGPT's desktop app can work with files and folders on your computer and has its own built-in browser. Gemini can work with local files on a Mac. A Windows app arrived in September 2026, but Google says local file access for it is still to come. It doesn't have its own browser, but it works with Chrome without any problems, and you can hand it jobs to run in the background while you get on with something else.
- **Fewer refusals.** Claude and Copilot are more cautious about what they'll do. Gemini and ChatGPT are far less likely to say no to ordinary requests.
- **Gemini gets straight to the point.** ChatGPT and Copilot tend to pad their answers with friendly chat, apologies and hand-holding. Gemini gives you the answer and stops. If you want the answer without the fluff, Gemini is the better option. ChatGPT is still good for bouncing questions off.
- **Gemini can make videos.** Video generation is built in. It's a bit slow, but it works. ChatGPT can't do it at all since OpenAI shut down its Sora video tool earlier this year.

Where they fit: if your business runs on Google Workspace, Gemini is really the only choice. It comes included, and it's the only one that properly talks to your Google data. For everyone else, ChatGPT is a fantastic all-rounder. You can use it all day, you get a huge amount of usage to play with, and it's cheap.

Microsoft 365 Copilot

- **The app itself is very poor.** The part your staff actually type into is clunky and frustrating, and well behind Claude and ChatGPT.
- **Poor at building anything, so far.** It can write PowerShell scripts, but getting one to work means copying and pasting back and forth between Copilot and your screen, over and over. Don't buy it today for anyone who wants to create applications or tools. Microsoft's new Copilot adds a Code tab that builds apps from a description. We haven't tried it yet.

- **It can't work on your computer.** Copilot only works inside Microsoft 365, SharePoint and OneDrive. Unlike Claude and ChatGPT, it can't open files and folders on your hard drive and has no browser of its own to work in. Microsoft has talked about letting Copilot work with local files in the coming months. There's no firm date, we haven't seen it working, and who knows how well it will work or when it will arrive. Microsoft is usually late to this kind of thing and its first attempts rarely work well, so we wouldn't count on it.
- **Roughly half the price of the others.** If you're already on Business Standard or Business Premium, full Copilot costs about A\$14 to A\$15 extra a user a month. A separate Claude or ChatGPT business seat costs about twice that.
- **It isn't locked to one engine.** Copilot can use OpenAI's models and Anthropic's Claude models, including a good amount of Sonnet, all within the same price. You just can't get them to build anything without a lot of manual copying and pasting.
- **A new Copilot is on the way.** Microsoft launched a new Copilot in September 2026, with a Code tab and an Autopilot agent, and we've been told Copilot version 4 is due around February 2027. As advanced Microsoft 365 users, we expect early access through Microsoft's Frontier program. We've been told it fixes many of these problems and is fully integrated into Microsoft 365, but we haven't seen it yet.
- **Our honest view:** Microsoft hasn't been quick to get this kind of product right in the past. We expect the first six months after release to be spent making it work properly.

Who to buy it for: knowledge workers. The staff who write, research and summarise all day, who work in one fairly narrow area, and who want an assistant beside them. Copilot is for people who want to research, document and improve their written word, not for people who want to build things. For them, it's good value, and it already sits where their work lives.

Claude

Claude is our favourite, and the one we use every day for almost everything. But which engine you're running makes all the difference.

- **Haiku, the light engine, is frustrating.** It's very cheap, very generic and not very capable. It gets stuck in loops, doesn't get much done, and we struggle to think of jobs we'd give it. The catch is that it's where most free and budget users end up. On the free plan you can run out of Sonnet after only a few questions, and Haiku is the only cheap part of Claude.
- **Sonnet, the everyday engine, is fantastic.** Websites, research, documentation and summaries all come back beautifully laid out and formatted. Opus is better again.
- **Claude Desktop works on your own computer.** It can open files on your hard drive, sort out folders, run systems and write applications. Point it at a web page with an application on it, ask it to build you one like it, and it will.
- **It has its own browser.** It will fill in online forms for you, like requests for quotes or insurance applications. Save your details in a skill and it will go off and do the job.
- **It's quick.** In our experience it gets through the jobs we give it faster than the others.
- **Copilot can use Claude's engines too, but only in a limited way.** Nothing like what Claude Desktop can do on your computer.

The catch: Claude is the most expensive to run, and it burns through tokens faster than anything else we use. When it first came out, our own team alone was getting through almost A\$200 a week in tokens. Today we pay for Claude Max, plus a separate ChatGPT subscription for research, because we can't afford to have Claude do it all. Heavy users will need Max too, or they'll keep running out. If you use Claude, expect to run out of tokens and plan for it.

Where it fits: middle management. The person who wants to build their own tools and reports, summarise their day and get it under control by pulling information together in a logical way. For them, Claude is fantastic.

Grok

Don't write Grok off because of who owns it. It's one of the most surprising tools we use, and one of the cheapest to run.

- **Live news and social media.** It pulls straight from social media and the news as things happen. Its DeepSearch is excellent at reading social sentiment and pulling the live web together into one answer. If your marketing lives on social media, nothing else comes close.
- **Very cheap for what you get.** The Business seat is US\$30 a month (it has to be paid for in US dollars), but the token cost is so low you can use it almost endlessly without running out.
- **Turn up the reasoning for the best answers.** Like the others, it has several engines, and xAI calls the step up "reasoning". On the higher settings, the information you get back is excellent.
- **Brilliant at coding.** Writing code and building applications are both excellent, and it works well with plenty of other tools. Its connections back to Microsoft 365 and the Office apps are thinner than the bigger players', though.
- **The best images of the five.** In our view its image generation beats the rest, and like Gemini it can make video from almost anything.
- **It rarely says no.** Grok will take on almost any request, including the images, video and other multimedia that Claude and Copilot knock back. If the others keep refusing, Grok is worth a try.
- **It's fun to use.** You can talk to it and it talks back, a bit like Jarvis in Iron Man. It feels strange saying that about business software, but it's genuinely good.

Where it fits: anyone who lives in live news and social media, anyone doing serious coding, people who like an unfiltered tone, and anyone who wants wide-open brainstorming. Ask it for a thousand ideas and it will happily give you them. A lot of it comes down to personality, and if Grok suits yours, it's a great pick.

Our star ratings

Everything above, boiled down. One star means it struggles. Five stars means it's the best of the five at that job.

Category	Copilot	Claude	ChatGPT	Gemini	Grok
Research and writing	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Coding and building apps	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Speed on big jobs	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Works with Microsoft 365	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Works on your computer (files and browser)	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Live news and social media	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Images and video	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Fewer refusals	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Easy and enjoyable to use	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Value for money (price and usage)	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★

These ratings are our opinion from day-to-day use on paid business plans, not lab benchmarks. They'll shift as the products change.

What “it works with Outlook” actually means

Every vendor says it connects. The question is how.

Every vendor says their AI works with Outlook and Teams. Technically, they're all telling the truth. What they leave out is how. There are five ways an AI can connect to your systems, from tightest to loosest:

1	Built in	Part of Microsoft 365 or Google Workspace. Nothing to install, managed with everything else. This is Copilot and Gemini.
2	Add-in or connector	The AI company has built a plug-in. Works well, but needs admin approval and comes with its own settings.
3	Automation	Your IT provider wires it together with tools like Power Automate, Zapier or Make. Flexible, but it's custom work that someone has to maintain.
4	MCP	A newer standard that lets an AI plug straight into your own systems. Powerful, and very much an IT project.
5	Copy and paste	Staff upload files or paste text in. It works. It just isn't integration.

When a salesperson tells you their AI integrates, ask them what it can read, what it can change, and who you call when it stops working.

How to judge them

Seven questions, weighted for most businesses.

After the trial, score each tool against these seven questions. The weightings are where we'd start for most businesses. Adjust them to suit yours.

Question	Weight	How you find out
Does it do your three most important jobs well?	25% 	Real staff doing real work on real files
Are the answers right, and can you check them?	20% 	Fact-check the results and look at the sources it quotes
How well does it connect to your systems?	15% 	Watch it read and update your actual email and files
Can you control it?	15% 	Admin settings, activity logs, where your data is stored and what the vendor does with it
Will staff actually use it?	10% 	Jobs finished, training needed and what people said about it
What does it really cost?	10% 	Licences, extra usage charges, setup and ongoing support
Is the vendor a safe bet?	5% 	Quality of support, stability, and how hard it would be to leave

Put them to the test

A seven-step trial that gives you a straight answer.

1	Pick three jobs Things your team does every week that you can measure. Replying to client emails, writing proposals, turning a meeting into an action list, making sense of a spreadsheet, writing up a site visit.
2	Use real examples Pick ones where you already know what a good answer looks like. Leave out anything sensitive.
3	Set it up properly The right licences, the connections switched on, clear limits on what it can touch, and a cap on extra usage. This is the bit we do for you.
4	Same test for every tool Same job, same files, same people judging the results. Otherwise you're comparing apples with oranges.
5	Keep score How long it took, how much needed fixing, what it got wrong, whether staff trusted it, and what it cost to run.
6	Decide team by team Most businesses end up with one main AI for everyone. Sometimes a specialist team earns a second one.
7	Look again in twelve months These products, and their prices, move quickly. Re-run the test when something big changes.

Where we'd start

Our suggestion for each type of business.

If you're a...	Start here
Microsoft business	Start with Copilot. If some of your people do heavy writing, analysis or technical work, put ChatGPT or Claude in the trial as well.
Google business	Start with Gemini. Trial ChatGPT or Claude for any specialist teams.
Accountants, lawyers and consultants	Claude and ChatGPT first, because the work is mostly reading, writing and analysis. Add Copilot or Gemini if most of your client work lives in email and shared files.
IT and technical teams	Claude, ChatGPT and Grok for coding, scripts, troubleshooting and documentation. Add Copilot if it's clearly saving time inside Microsoft 365.
Research and market watching	Run ChatGPT, Gemini, Claude and Grok side by side and check where their answers come from. Sounding confident and being right are not the same thing.
Marketing and social media	Start with Grok. Nothing else reads live social media and the news as well.
Finance, health and other regulated businesses	Compliance comes first. Write down your requirements for audit trails, where data is stored and contract terms, then only shortlist the platforms that meet them.

Our advice

Pick one, set the rules, review in a year.

Pick one AI for the whole business and make it the default. Set simple rules on what it's used for and what data goes into it. Allow a second tool for a particular team only when they can show it earns its keep.

Letting everyone use whatever they like is how you end up with company data scattered across a dozen personal accounts, nobody sure who's paying for what, and no way to shut it off when someone leaves.

The right AI is the one that fits your systems, does your work well in a real trial, and costs what you expected it to. We'll help you find it.

Let's talk

An invitation.

AI covers an enormous amount of ground, so a useful conversation has to start with what your people actually want to do. There's no point spending an hour on timesheets and calendars when the room wants to make marketing material and automated tools.

Before a session, we can send your staff a short questionnaire so we know where their time goes, what slows them down and what they'd like AI to help with.

■ HOW WE RUN IT

- **Keep each session targeted.** Bring together people with similar work and similar goals, rather than a mixed group that all wants different things.
- **Run separate sessions where it makes sense.** We might spend an hour with your knowledge workers, another with middle management, and then have a separate conversation with the people making the decisions.
- **Use the questionnaire to set the agenda.** The session is built around the jobs your staff actually want to improve, whether that's research, writing, reporting, coding, automation or getting control of their day.
- **Make it practical.** We'll demonstrate the tools against relevant work and give everyone a set of prompts they can take away and use in their day-to-day jobs.

YOU'RE INVITED

Give us a call, or invite us to a 30-minute or one-hour Teams session.

We've been using these tools for a long time. We can show your people what's relevant to them, answer their questions and help speed up your AI adoption, without it turning into a sales pitch.

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