Category	Copilot	ChatGPT	business GPT
Developer	Microsoft, leveraging OpenAI's GPT technology and Microsoft Graph data	OpenAI, built on proprietary GPT architecture (GPT-3.5, GPT-4o)	VectorMind, leveraging most global flagship commercial models (Llama, Claude, Grok, Gemini, Deepseek etc.)
Ethical AI with Content Guardrails	Not perfect but designed to refuse malicious requests and support ethical use.	Not perfect but designed to refuse malicious requests and support ethical use.	System **blocks harmful, inappropriate prompts**, like instructions on committing crimes or fraud. Includes traceability, personal information protection, and guardrails to prevent misuse within the company. Complete content safety
Integration	Deep integration with Microsoft 365 apps (Word, Excel, Teams, Outlook, PowerPoint), Microsoft Graph, Bing, Edge, and Windows	Standalone chatbot with API integrations; supports Zapier for 7,000+ apps; limited native integration with specific ecosystems	No external integrations: closed loop.
Key Features	Automates tasks in Microsoft 365 - Real-time web access via Bing - Security and compliance. Contextual responses using organisational data - Image generation	Versatile content generation (essays, code, emails, creative writing) - Multimodal capabilities (text, images, audio) - Customisable via API - Supports plugins - Advanced reasoning	Easy & secure login, confidential AI exploration, smart documentation interaction, mobile application available
Free Tier	Free version via Bing, Edge, and Windows; limited features. No Microsoft 365 integration	Free version with GPT-3.5. Limited GPT-4o access; ~15 messages every 3 hours during peak times	Not applicable (yet)
Paid Tiers	**Copilot Pro**: R355/month for individuals, includes Microsoft 365 app integration - **Copilot for Microsoft 365**: Enterprise plan	**ChatGPT Plus**: R355/month, GPT-4o, higher limits, & advanced features - **ChatGPT Enterprise**: Advanced admin controls, unlimited 4o access	R55 per user for 100 users
Security & Privacy	Enterprise-grade security with Microsoft 365 compliance - Does not use customer data to train models - Organisational access controls via Microsoft Graph	Improved privacy measures but uses public data for training unless opted out - Lacks Microsoft's stringent compliance certifications - Enterprise version offers enhanced security	Enterprise-grade security architecture. Isolated tenants & compute clusters., All LLM instances deployed in secured environments. User conversations, uploaded documents, system logs not exposed to model training. Strict data confidentiality, compliance & data protection standards

Category	Copilot	ChatGPT	business GPT
Use Cases	Best for businesses using Microsoft 365 for task automation, document creation, and collaboration - Ideal for professionals needing context-specific responses tied to organisational data	Best for creative tasks, brainstorming, general research, and coding - Suited for users needing a flexible, platform-agnostic AI assistant	Best for use in business or enterprise employees, uploading and analysing or summarising confidential materials. Ideal for corporate professionals who need vetted, compliant information
Strengths	Productivity and workflow automation within the Microsoft 365 ecosystem	General-purpose conversational AI for content creation and problem-solving	Closed-loop AI that never exposes company IP to the internet or expose employees to open AI risks
Weaknesses	Limited functionality outside Microsoft ecosystem - Free tier lacks full Microsoft 365 integration - Can be buggy or less accurate in some cases	Limited integration with specific business ecosystems - Potential for misinformation without web access - Less secure for sensitive corporate data unless using Enterprise plan	Cannot create images.
Performance	Excels in structured workflows and Microsoft app automation - May lag in creative tasks compared to ChatGPT	Strong in creative and open-ended tasks - Can struggle with contextual understanding in complex conversations	Excels in business related natural language interaction without exposing business IP
Recent Sentiment	Struggling to gain traction against ChatGPT in some markets, especially for consumer use - Gaining market share due to Windows and Microsoft 365 integration	More popular for general use and creative tasks - Higher hallucination rates reported, requiring caution	Secure internal business use, enterprise-grade security with isolated tenants & dedicated compute clusters. No cross-tenant data exposure. User interactions excluded from future model training. Business data remains protected. Reduces data leakage risks. Aligns governance, compliance, & security standards
Unique Selling Point	Deep integration with Microsoft 365 for seamless productivity and secure enterprise use	Versatile, platform-agnostic AI with strong creative and multimodal capabilities	Built-in Ethics & Content Guardrails, Data Security, Model as a Service, Traceability Report, More Affordable. Proudly South African.
Primary Focus	Productivity and workflow automation within the Microsoft 365 ecosystem	General-purpose conversational AI for content creation and problem-solving	General-purpose office & conversational assistant to support day-to-day admin & operational tasks, safely

Category	business GPT	Copilot	ChatGPT	Claude	Google Gemini (Free Version)	Bothale AI	PrivateGPT
	Business GPT	**Copilot Chat (Free)**	**Free Version**	**Free Version**	**Free Version**	**Free Option Only**	**Free Version**
Type	Enterprise-grade AI platform with SaaS and self-hosted options	Basic Enterprise assistant in Microsoft 365	Web/app-based assistant using OpenAI chat UI	Open-source app with CLI, Docker, local deployment	Enterprise SaaS and cloud-based LLM	WhatsApp & web-based South African AI	Open-source app with CLI, Docker, local deployment
Free Tier	X No - BUT is included in VectorMind Subscription	✓ Yes	✓ Yes	✓ Free	✓ Limited trial	✓ Yes (Full access on WhatsApp)	✓ Free
Paid Tier	✓ Yes	X NO	X NO	X NO	X NO	? Unknown — no premium details yet	X NO
Data Security	✓ POPIA compliant, Closed loop system, Entra ID protection	✓ Commercial data protection with **Entra ID** (no data used for training)	X Not enterprise-secure. May be used for training (Opt-out only available in Plus version R355)	✓ 100% local control, no built-in encryption	Enterprise-grade Google Cloud security	⚠ Unknown — likely not enterprise	✓ 100% local control X No built-in encryption
Containerisation	✓ Fully containerised	X Not containerised; runs on Microsoft cloud	X None	✓ Docker & Kubernetes supported	Google Cloud container support	X Hosted in public cloud	✓ Docker & Kubernetes supported
Content Guardrails	✓ Built-in filters & policy control	✓ Default safety filters, Microsoft content policy	✓ Moderation API + GPT-4o safety tuning	X Not built-in; requires tools like Guardrails AI - manual moderation via staff	Enterprise-grade guardrails and safety policies	⚠ Manual moderation via staff	X Not built-in; requires tools like Guardrails AI

Category	Business GPT	Copilot Chat (Free)	ChatGPT Free Version	Claude Free Version	Google Gemini (Free Version)	Bothale AI Free Option Only	PrivateGPT Free Version
Traceability	✓ Full usage logs & audits	⚠ Limited logging; some visibility through Microsoft admin portal	✗ No audit trail	⚠ Basic log support (optional via custom setup)	⚠ Unclear	✗ Not publicly documented	⚠ Basic log support (optional via custom setup)
Languages Supported	✓ All 11 South African languages	⚠ Multilingual (GPT-4o), but not localised for SA slang	✓ Multilingual (GPT-4o supports 50+ languages)	⚠ English only unless LLM supports multi-language	Multilingual support, Google Translate integration	✓ All 11 South African languages	⚠ English only unless LLM supports multi-language
Local Relevance	✓ Built for SA business use	✗ No specific adaptation for local (e.g., South African) context	⚠ No SA slang/dialect tuning	✗ Not tuned for SA or local context	Limited local adaptation currently	✓ South African audience	✗ Not tuned for SA or local context
Ease of Deployment	✓ Plug & play	✓ Instant access via Edge or Bing with M365 login	✓ Instant access via browser or app	⚠ Requires technical knowledge (CLI, Docker, env config)	Google Cloud setup required	✓ WhatsApp link access	⚠ Requires technical knowledge (CLI, Docker, env config)
Pricing	R55/user/month	✓ Free with Microsoft 365 and Entra ID	✓ Free	✓ Free	✓ Free	✓ Free (as far as we know)	✓ Free