

pipIQ or ChatGPT?

How to Know What's Right for Your Business



Millions of people use ChatGPT and other public AI tools every day. But are they actually a fit for what your business needs to drive productivity, embrace creativity, and improve efficiency? Read on to see how a private intelligence platform changes what's possible.

PROBLEM	ChatGPT	pipIQ
Privacy: Who Really Sees Your Data?	ChatGPT and other public AI platforms store your files and process your prompts on shared servers. Future models can be trained on content from free and basic paid accounts; even on higher tier plans, your company's information may still be logged, cached, or exposed to systems outside your control.	pipIQ keeps every interaction private, fully contained within your company's isolated workspace. Files never leave your organization's setup, sensitive information is always protected, and your admins have control over access, audit logs, and compliance. pipIQ delivers the control and assurance public AI can't provide.

The bottom line: ChatGPT is open by default; pipIQ is private by design.

PROBLEM	ChatGPT	pipIQ
Knowledge: Who Understands Your Company?	ChatGPT draws on information from its training data: large-scale public text, code, and documents gathered from the internet. That makes it a powerful generalist...but it also doesn't know the details that define your business. Every answer starts from general knowledge, not your unique needs.	pipIQ is built on your company's private knowledge base: policies, procedures, templates, and training materials. Outputs are aligned with your standards, and supplemented with outside information as needed. Instead of starting from generic public information, pipIQ starts from your company's truth.

The bottom line: ChatGPT brings general knowledge; pipIQ applies your knowledge.

PROBLEM	ChatGPT	pipIQ
People: Who Is This Platform For?	ChatGPT is designed primarily for individual use. It excels at helping one person create, analyze, and experiment...but each user works in their own silo. There's no shared context, consistent oversight, or alignment across a team. Every user's experience—and every result—depends on how they personally use the tool.	pipIQ is built for organizations. Every employee works in the same private AI workspace, connected to a shared knowledge base and governed by the same privacy settings. Teams collaborate with consistent information and standards. No more "bring your own AI" or working in the shadows; pipIQ makes AI adoption companywide from day one.

The bottom line: ChatGPT serves individuals; pipIQ empowers teams.

PROBLEM	ChatGPT	pipIQ
Cost: How Does This Fit Your Budget?	ChatGPT is priced for individuals or small teams. Most plans charge by the seat or include usage limits that can make costs unpredictable as your team grows and uses it more. It's easy to start small, but hard to budget when every new user or heavier workload adds to the bill.	pipIQ uses one flat, companywide rate, no per-user or per-message surprises. Every employee can access the same private workspace, so IT never has to ration licenses, and your finance team always knows what to expect. Simple, predictable pricing means you can focus on results, not monitoring usage.

The bottom line: ChatGPT costs can grow with use; pipIQ stays predictable.

A recent MIT study found that 95% of AI pilots failed to deliver ROI, often because of unclear goals, uneven adoption, or hidden costs. pipIQ is built to solve those exact challenges, so you can be the 1 in 20 that succeeds.

Ready to see what private AI feels like?

Scan to learn more or book a demo!

