



AI Tool Comparison Chart - Which Company Does What

How to read this chart

Each row is one of the 10 major AI companies from our companion slash-command reference; each column is a common use case. ●●● = leading, flagship-level offering. ●● = solid, capable option. ● = limited or basic support. – = no meaningful product in that category today. Reflects general positioning as of mid-2026; this space moves fast, so treat it as a starting point, not a final word.

Company	Writing	Coding	Image	Video	Research	Automate
OpenAI (ChatGPT)	●●●	●●●	●●●	● [1]	●●●	●●●
Anthropic (Claude)	●●●	●●●	–	–	●●	●●●
Google (Gemini)	●●●	●●●	●●●	●●●	●●●	●●●
Microsoft (Copilot)	●●●	●●●	●●	●	●●	●●●
Meta (Meta AI)	●●	●	●●	● [2]	●	●
xAI (Grok)	●●	●●	●●●	●●●	●●●	●
Perplexity	●	●	–	–	●●●	●
Mistral AI (Vibe)	●●	●●●	●	–	●●	●●
Amazon (Q / Bedrock)	●●	●●●	●● [3]	●● [3]	●	●●●
DeepSeek	●●	●●●	●	–	●	● [4]

[1] Sora was discontinued as a standalone product in 2026. [2] Meta's video tools (Movie Gen / Vibes, and the newer Muse Video) aren't yet broadly available like its image tools. [3] Delivered via Amazon Bedrock using Amazon's own and partner models (e.g., Stability AI, Luma), not a single flagship product. [4] DeepSeek is building agent/coding-workflow tooling but has no mature general-automation product yet.

Quick picks by use case

Writing: OpenAI, Anthropic, and Google are all strong, general-purpose choices; Microsoft is the natural pick if your writing already happens inside Word or Outlook.

Coding: Anthropic (Claude Code), Microsoft (GitHub Copilot), Mistral AI, Amazon (Q Developer), and DeepSeek are all genuine strengths here — the right pick often comes down to your existing toolchain (AWS, GitHub, or a standalone assistant) more than raw capability.

Image generation: Google, OpenAI, and xAI currently lead; Meta's newer Muse Image is a solid free option for casual, consumer-facing image creation.

Video generation: Google (Veo) and xAI (Grok Imagine) are the clearest leaders today; this is the fastest-moving category on the chart, so it's worth rechecking the current landscape before committing to a workflow.

Research: Perplexity remains the specialist here, built specifically around cited, sourced answers; xAI and Google are strong alternatives if you want research bundled into a broader assistant rather than a dedicated tool.

Automation: Google, Microsoft, Amazon, and Anthropic offer the most mature options — Microsoft and Amazon lean toward enterprise workflow automation, while Google and Anthropic lean toward agent-based and developer-facing automation.

A note on how fast this changes

Every row on this chart can shift within a matter of months — a new model launch, a product rebrand, or a discontinued feature can move a company up or down a category quickly (this chart itself already reflects two mid-2026 changes: OpenAI's Sora being discontinued, and Mistral rebranding Le Chat to Vibe). Use this as a fast starting point for narrowing down options, and confirm current capabilities directly with the provider before making a decision that depends on a specific feature.

Let us find the right AI for you!

This chart should help you quickly narrow down which company to try first, but the right fit still depends on your specific workflow and existing tools. If you are ready to go further and match the right AI tools to your business, we are here to help.

Contact us today through email or on our website to schedule your free 30-Minute Introduction Call to see what AI can do for you!

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