AI Assistants Compared

Claude Enterprise · ChatGPT Enterprise · Microsoft 365 Copilot

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Agenda:

AI Assistants Compared

Claude Enterprise · ChatGPT Enterprise · Microsoft 365 Copilot

- Platform Overviews
- Feature Stacks & Security
- Native Agents & Experiences
- Security & Data Handling
- Data Protection & Governance
- Why Governance Comes First
- Integrations & Compliance
- Convergence & Roadmap
- Best-Fit Scenarios

Why This Matters Now

Enterprise AI adoption is accelerating — the stakes for choosing the right platform have never been higher.

88%

Of organizations use AI in at least one business function

McKinsey Global Survey, Nov 2025

3×

Fortune 500 enterprise LLM deployments tripled in one year

Enterprise AI Adoption Study, 2025

~⅔

Of enterprises have not yet scaled AI beyond pilots

McKinsey Global Survey, Nov 2025

$2.5T

Global AI spending forecast for 2026 — up 44% YoY

Gartner, January 2026

Adoption is surging, but most organizations are still piloting.
Choosing the right platform now is critical to scaling successfully.

The Landscape: Three Distinct Approaches

Claude Enterprise

Anthropic

- Philosophy: Constitutional AI — safety and alignment from the ground up
- Approach: Best-in-class standalone reasoning with open connector architecture (MCP)
- Target: Analytical, research-heavy, code-intensive teams
- Differentiator: Open ecosystem — any tool connects via MCP
- Market: $30B round at $380B valuation; enterprise = 80% of revenue

ChatGPT Enterprise

OpenAI

- Philosophy: General-purpose AI with broadest capability set
- Approach: All-in-one platform with unlimited usage and largest user base
- Target: Diverse orgs needing varied creative + analytical use cases
- Differentiator: 700M+ weekly users — brand recognition, talent familiarity
- Market: OpenAI Frontier tier launching above Enterprise for agentic work

Microsoft 365 Copilot

Microsoft

- Philosophy: AI woven into apps you already use — not separate, an upgrade
- Approach: Multi-model (OpenAI + Claude) with governance baked in from day one
- Target: Microsoft 365 organizations needing AI with compliance and identity controls
- Differentiator: Only AI natively integrated with Purview, Defender, Entra, Intune
- Market: 430M+ Microsoft 365 users, 15M+ paid Copilot seats, 90% of Fortune 500

Claude Enterprise

Anthropic's enterprise AI platform.
Deep reasoning, safety-first design, API-native architecture

CONTEXT WINDOW

Up to 1M token context window (GA on Opus 4.6 & Sonnet 4.6). Industry-leading for long-document analysis.

ZERO-DATA-RETENTION

ZDR applies to API endpoints & Claude Code with enterprise credentials only. Does not cover web/desktop interface.

VPC ISOLATION

Available via AWS Bedrock & GCP Vertex AI for API deployments. Separate from Anthropic-hosted product.

CONSTITUTIONAL AI

Anthropic's alignment framework ensuring safe, honest, and controllable AI behavior across all interactions.

COLLABORATION

Projects for team knowledge sharing, Skills for custom workflows, connectors for Google Drive, GitHub, and more.

Claude Enterprise

Feature Stack & Security

AI CAPABILITIES

Opus 4.6 & Sonnet 4.6 models, extended thinking, vision, code generation, artifacts, MCP support.

COLLABORATION TOOLS

Projects for persistent team context, Skills for reusable custom workflows, connectors for external data sources.

SECURITY ARCHITECTURE

ZDR for API & Claude Code only; web/desktop uses standard retention. SOC 2 Type II certified. HIPAA eligible (API).

IDENTITY & ACCESS

RBAC with 4 roles (Primary Owner, Owner, Admin, User). SAML 2.0/OIDC SSO. SCIM provisioning. Domain Capture enrollment.

AUDIT & COMPLIANCE

30-day audit log retention. JSON/CSV export. SIEM integration (Splunk, Datadog, Elastic). Logs: sign-ins, API usage, file events.

Claude Enterprise

Native Agents & Experiences

Native Agents:

Claude Cowork — Research Preview
Outcome-driven, agentic task execution for knowledge work with persistence and scheduling

Claude Code — GA
Autonomous coding agent with IDE and terminal access for end-to-end software development

Extended Thinking (Opus / Sonnet) — GA
Long-form, multi-step reasoning mode optimized for complex analytical and research tasks

Computer Use (Desktop Control) — Research Preview
Agentic interaction with local files and applications (macOS only)

Core Experiences

Projects — GA
Persistent team workspaces with shared files, instructions, memory, and long-running context

Claude Artifacts — GA
Structured, editable outputs rendered as first-class objects instead of chat text

Interactive Visualizations — GA
Inline charts, tables, and visual outputs generated directly from data and documents

Scheduled Tasks — Research Preview
Time-based or recurring task execution (paired with Cowork and browser/desktop control)

Workflow & Skill System:

Claude Skills — GA
Reusable, modular instruction + workflow units scoped to Projects and teams

Cowork Plugins — Research Preview
Action extensions used by Cowork to operate across files, apps, and services

Browser, Desktop & App Integrations

Claude for Chrome — Preview
Browser agent that can read pages, click, fill forms, extract data, & run multi-tab workflows

Claude Code + Chrome Integration — Research Preview
Developer workflows where Claude builds in IDE/CLI and validates directly in the browser

Claude for Excel — Preview
Add-in for Excel that can read, analyze, modify, & build workbooks with cell-level citations

Claude for PowerPoint — Research Preview
Add-in for PowerPoint that builds, edits, & structures slides while using templates & slide masters

Model Context Protocol (MCP) — GA
Open protocol for connecting tools, APIs, data sources, & execution environments to AI agents

ChatGPT Enterprise

OpenAI's all-in-one enterprise platform — broadest capabilities, unlimited usage, largest user base

MODEL ACCESS

Full suite: GPT-4o, o1, o3-mini & latest reasoning models. Unlimited usage with higher rate limits and priority access.

CUSTOM GPTS

Build and deploy internal GPTs for specific workflows. GPT Store for organization-wide distribution and sharing.

DATA HANDLING

Data not used for training by default (commercial terms). Opt-in feedback available. SOC 2 Type II certified.

ADVANCED ANALYSIS

Code Interpreter for in-chat Python execution, file processing, and data visualization — no setup required.

WORKSPACE CONTROLS

Enterprise admin console with role-based permissions, group management, feature toggles per team, and domain-approved GPT actions.

ChatGPT Enterprise

Feature Stack & Security

AI CAPABILITIES

Full model suite (GPT-4o, o1, o3-mini, reasoning models), Custom GPTs, Canvas, Advanced Data Analysis, vision, DALL-E, web browsing.

SECURITY

SOC 2 Type II certified. AES-256 at rest, TLS 1.2+ in transit. Data not used for training by default; opt-in feedback available.

COMPLIANCE LOGS

Compliance Logs Platform: Admin Audit, User Auth, Codex Usage logs. JSONL export. 8 eDiscovery partners.

ADMIN CONTROLS

Role-based permissions, group management, feature toggles, SCIM provisioning (Okta, Entra ID, Google Workspace, Ping). SSO support.

eDISCOVERY & DLP

8 integration partners: Relativity, Smarsh, Forcepoint, Global Relay, Microsoft Purview, Netskope, Palo Alto Networks, Zscaler.

ChatGPT Enterprise

Native Agents & Experiences

Native Agents:

ChatGPT Agent (Agent Mode) — GA
Autonomous, multi-step task execution that combines reasoning, web interaction, file handling, and tool use inside a sandboxed workspace

Codex Agent — GA
Autonomous software engineering agent for code generation, debugging, refactoring, and repository exploration

Advanced Data Analysis (Code Interpreter) — GA
In-chat Python execution for data analysis, modeling, visualization, and file transformation

Apps, Connectors & Extensibility:

Apps (formerly Connectors) — GA
Enterprise integrations to SharePoint, OneDrive, Google Drive, Box, GitHub, Jira, Slack, and more

Custom Apps (Internal Integrations) — GA
Organization-built apps that securely connect ChatGPT to internal systems and data sources

ChatGPT Atlas (AI Browser) — Preview
Standalone AI-native browser with built-in Agent Mode for web automation and research; out of scope for some Enterprise compliance controls

Core Experiences:

Custom GPTs — GA
No-code creation of internal assistants with instructions, tools, and curated knowledge

GPT Store (Enterprise Workspace) — GA
Organization-scoped marketplace for discovering, reusing, and standardizing Custom GPTs across teams

Deep Research — GA
Multi-source research workflows with citations, synthesis, and long-form analysis for strategy, legal, and knowledge work

Memory & Workspace Context — GA
Persistent conversational context and user-controlled memory within the enterprise workspace

Multimodal Reasoning — GA
Native understanding of text, images, PDFs, spreadsheets, and structured files

Microsoft 365 Copilot

AI-powered productivity embedded across the Microsoft 365 ecosystem with full governance stack

DEEP MICROSOFT 365 INTEGRATION

Embedded natively in Word, Excel, PPT, Outlook, Teams, OneNote, Loop, SharePoint, and OneDrive.

AI ENGINE

Powered by OpenAI models via Azure OpenAI Service with Prometheus orchestration and Microsoft Graph grounding.

ENTERPRISE SECURITY

Inherits the full Microsoft 365 security, compliance, and privacy stack. Data stays within the M365 compliance boundary.

SENSITIVITY LABELS

Microsoft Purview sensitivity labels enforced across all Copilot interactions, controlling access to classified content.

EXTENSIBILITY

Copilot Studio for custom agent and workflow development. Power Platform integration. Graph API connectors.

Microsoft 365 Copilot

Feature Stack & Security

AI CAPABILITIES

GPT-4o via Azure OpenAI, Prometheus orchestration, Microsoft Graph grounding. Multi-modal (text, voice, vision) with Copilot agents.

SECURITY STACK

Inherits M365 security: Entra ID, Conditional Access, MFA. TLS 1.2/1.3 in transit. AES-256 at rest. Tenant-level isolation.

COMPLIANCE & PURVIEW

Purview DLP auto-applies to Copilot. Sensitivity labels enforced. Data Security & Posture Management (DSPM) for AI. Communication Compliance. eDiscovery.

ADMIN CONTROLS

Microsoft 365 Admin Center, Entra ID Conditional Access, Privileged Identity Management. SharePoint Advanced Management for agent data scope.

DATA HANDLING

Data stays within Microsoft 365 compliance boundary. Not used for training foundation models. Sensitivity labels enforced across all interactions.

Microsoft 365 Copilot

Native Agents & Experiences

Native Agents:

Researcher — GA
Deep research for multi-step web & enterprise queries

Facilitator — GA
Meeting facilitation and follow-ups in Teams

Project Manager — Preview
Task planning, tracking & Planner integration

Skills Agent — Retired
Retired Mar ’26; merged into other agents & core experience

Agents in Channels — Preview
Agent experiences in Teams channels

App Builder — Frontier
Transform your idea into an app, no coding required

Learning — Frontier
Upskill in AI and other areas with personalized learning

Workflows — Frontier
Build agent flows with natural language, no code needed

Analyst — GA
Data analysis, visualization & Python code execution

Interpreter — GA
Real-time speech translation across 9 languages

Employee Self-Service — Preview
HR and IT helpdesk automation

AI in SharePoint — Preview
Rebranded Mar ’26; Anthropic reasoning model, skills

SharePoint List Agent — GA
Transform Microsoft 365 Copilot context in SharePoint Lists

SharePoint Page Agent — GA
Transform conversation results into SharePoint Pages

Surveys — GA
Automate survey creation, distribution, & analysis

Workforce Insights — Frontier
Org structure, staffing, & skills-based planning

Experiences & Building Tools:

Agent Mode — GA
Orchestrates multi-step tasks across Microsoft 365 apps

Copilot Pages — GA
Collaborative AI canvas for team editing

Copilot Notebooks — GA
Long-form AI workspace

Copilot Voice — GA
Natural voice interaction with Copilot

Copilot Search — GA
AI search across Microsoft 365 & connected data sources

Copilot Memory — GA
Personalized responses based on user context & preferences

Agent Builder — GA
No-code agent creation for makers

Copilot Studio — GA
No-code/Low-code/Pro-code agent platform

Capability Comparison

Capability	Claude Enterprise	ChatGPT Enterprise	Microsoft 365 Copilot
Flagship Model(s)	Opus 4.6 / Sonnet 4.6	GPT-5.4 Thinking & Instant	Multi-model (OpenAI + Claude)
Max Context	1 Million tokens (Opus 4.6 beta)	1 Million Tokens (GPT-5.4)	Not Publicly Specified Model-Dependent + Retrieval Grounded
Agentic Automation	Cowork (multi-step) Claude Code (CLI agent)	Codex Agent (autonomous) Custom GPTs + Assistants API	Copilot Cowork (Claude-powered) Agent mode in Word/Excel/PPT Copilot Studio
Built-in Agents	Chrome (browse) Excel (sheets)	Deep Research (250/mo) Sora (video), DALL-E (images)	Facilitator, Researcher, SP Agent, Project Mgr
Agent Builder	Private plugin marketplace MCP server development	Custom GPT Builder Assistants API + tools	Copilot Studio (low/pro code) Agent 365 registry (May '26)
Connectors	50+ MCP connectors (open) Slack, Jira, GitHub, Google	60+ built-in apps Slack, Drive, SharePoint	1,400+ Microsoft 365 Graph Connectors 100+ Copilot Connectors + MCP support
Code Generation	Claude Code (agentic CLI) Agent Teams parallel work	Codex Agent Code interpreter	Copilot in VS Code + Studio GitHub Copilot (separate)
Voice / Video / Images	Voice (native), Image Analysis (OCR/Vision), No native video or image generation	Advanced voice, Sora video, DALL-E images, vision input	Teams voice, Designer (images) Clipchamp (video editing)

Integrations

Integration ecosystems and extensibility

Claude Enterprise

API-First Architecture
Messages API, Batch API, Token Counting API

MCP Support
Model Context Protocol for tool & data integration (primarily via Claude Code & API)

Built-in Integrations
Google Drive, GitHub, GitLab, Notion, Jira, Confluence, Asana, Linear, and more

Cloud Partners
AWS Bedrock, GCP Vertex AI

Skills
Custom workflow automation

Vendor-neutral ecosystem
Designed to integrate beyond Microsoft or Google stacks, making it well-suited for heterogeneous enterprise environments

ChatGPT Enterprise

Custom GPTs with Actions
REST API integrations for tailored workflows

GPT Store
Organization-wide GPT distribution

Native Connectors
Google Drive, SharePoint, OneDrive, Box, Dropbox, Confluence, Salesforce, and more

MCP Support
Model Context Protocol support (added 2025)

Advanced Data Analysis
In-chat Python/code execution & visualization

Web Browsing & Files
Web browsing, file upload & analysis

Compliance Logs Platform
8 DLP/eDiscovery vendor integrations

Microsoft 365 Copilot

Native Microsoft 365 Integration
Word, Excel, PowerPoint, Outlook, Teams, SharePoint, OneDrive, Loop, OneNote, Planner, Viva

Copilot Studio
Custom agents and connectors (pro/low-code). MCP Support.

Copilot Connectors
Formerly Graph connectors — ingest external data into Microsoft Search & Copilot

Power Platform
Power Automate, Power Apps integration

Microsoft Graph API
Organizational data access & grounding

Microsoft Foundry
Pro-code AI agents built in Foundry surface into M365 Copilot via Copilot Studio; enables custom model orchestration, multi-agent workflows, and MCP interoperability

Security & Data Handling

Head-to-head comparison across all three platforms

Security & Data Handling

Comparing enterprise security posture

Dimension	Claude Enterprise	ChatGPT Enterprise	Microsoft 365 Copilot
Data Training	Not used by default (commercial terms); opt-in	Not used by default; opt-in feedback available	Not used for training foundation models
Encryption	AES-256 at rest TLS 1.2 in transit	AES-256 at rest TLS 1.2+ in transit	AES-256 at rest TLS 1.2/1.3 in transit
Data Retention	ZDR for API & Claude Code; web/desktop standard retention	Configurable retention windows	Within M365 compliance boundary; Purview policies
Certifications	SOC 2 Type II, HIPAA (API)	SOC 2 Type II, CSA STAR, GDPR	SOC 1/2/3, ISO 27001/27017/27018, FedRAMP High, HIPAA, GDPR, CCPA
Network Isolation	VPC via Bedrock / Vertex AI (API deployments only)	Dedicated enterprise instances available	Azure commercial cloud with data residency options
HIPAA-Ready (BAA)	Yes (API + Enterprise)	Yes	Yes (E5)
BYOK Encryption	Coming H1 2026	Not announced	Customer Key available

Data Protection Compared

Encryption | DLP | Isolation | Residency

Category	Claude Enterprise	ChatGPT Enterprise	Microsoft 365 Copilot
DLP Capabilities	ZDR for API & Claude Code only; API-level content filtering, custom guardrails	Compliance Logs Platform + 8 DLP integration partners	Purview DLP, sensitivity labels, Communication Compliance, Insider Risk Management
Network Isolation	VPC via AWS Bedrock / GCP Vertex AI (API deployments only)	Dedicated enterprise instances available	Entra ID Conditional Access, tenant-level isolation
Data Residency	US / EU region options (API)	Regional data processing	Multi-geo with contractual data residency commitments
Data Residency	US / EU region options (API)	Regional data processing	Multi-geo with contractual data residency commitments

Data Governance Compared

Category	Claude Enterprise	ChatGPT Enterprise	Microsoft 365 Copilot
Admin Controls	Admin Console with 4 roles (Primary Owner, Owner, Admin, User). Domain Capture for auto-enrollment. Feature-level access toggles.	Admin Console with role-based permissions, group management, feature toggles, domain-approved GPT actions.	M365 Admin Center, Entra ID Conditional Access, Privileged Identity Management, SharePoint Advanced Management.
Audit & Monitoring	30-day audit logs. JSON/CSV export. SIEM integration (Splunk, Datadog, Elastic).	Compliance Logs Platform: Admin Audit, User Auth, Codex Usage logs. JSONL export. 8 eDiscovery partners.	Unified Audit Log, Purview DSPM for AI, Defender for Cloud Apps, Insider Risk Management.
Usage Analytics	Usage dashboards (WAU, utilization, spend by model). Analytics API for programmatic access. CSV spend export.	Workspace analytics, adoption metrics, per-user data.	Copilot Dashboard (Viva Insights) with adoption metrics. Admin Center readiness/usage reports. Power Platform analytics.
Access Governance	RBAC with 4 roles. SAML 2.0 / OIDC SSO. SCIM provisioning.	Org-wide GPT policies, custom instruction templates. Compliance Logs Platform for DLP export.	Entra ID SSO/MFA. Sensitivity labels control Copilot file access. Purview governs agent data scope.
Policy Enforcement	API-level content filtering. Custom guardrails via system prompts.	Org-wide GPT policies, custom instruction templates. Compliance Logs Platform for DLP export.	Purview DLP auto-applies to Copilot. Sensitivity labels enforced. Insider Risk alerts on AI usage patterns.

Why Data Governance Must Come Before AI

AI doesn't create new data risks — it amplifies existing ones.

The Governance Challenge

The Oversharing Problem

If users already have access to data they shouldn't, Copilot and other AI tools will surface that data faster. AI doesn't check permissions — it trusts the access it's given.

Stale & Ungoverned Content

Outdated documents, orphaned SharePoint sites, and unclassified files become AI training ground. Without lifecycle management, AI produces answers from wrong or obsolete data.

Shadow AI Risk

Employees using consumer AI tools (free ChatGPT, Gemini) to process firm data creates uncontrolled data egress. You need Conditional Access, app governance, and approved-tool strategies.

Classification as Foundation

Sensitivity labels, DLP policies, and information barriers must be in place before AI deployment — not after. Retroactive governance is exponentially harder once AI is live.

Data Governance Readiness: Before You Deploy AI

1

Inventory & Classify

Map sensitive data. Apply Sensitivity Labels across M365. Identify overshared sites and files.

2

Enforce Least Privilege

Audit SharePoint/OneDrive permissions. Remove org-wide access. Implement site access reviews.

3

Implement DLP Policies

Define DLP rules for financial data, PII, health records. Extend DLP to Copilot interactions.

4

Lifecycle & Retention

Archive or delete stale content. Implement retention policies via Purview Data Lifecycle Mgmt.

5

Monitor & Iterate

Enable DSPM for AI dashboards. Track Copilot interactions with audit logs. Run reports continuously.

Microsoft Purview: AI Control Plane

The governance backbone for secure Copilot adoption — applicable to all AI tools.

DSPM for AI

Centralized dashboard to discover how sensitive data flows through Copilot and third-party AI apps, with one-click policy recommendations.

DLP for Copilot

Extend DLP policies to Copilot Chat and apps. Detect, warn, or block when sensitive info appears in AI prompts/responses.

Sensitivity Labels

Labels travel with content through Copilot. Encrypted/labeled docs maintain protection when referenced by AI.

Oversharing Remediation

Identify overly permissive sites/files. Run access reviews. Restricted Content Discovery hides overshared content from Copilot.

Audit & Compliance

All Copilot interactions in Unified Audit Log. Communication Compliance detects AI misuse and sensitive data sharing.

eDiscovery & Retention

Copilot interactions discoverable via Purview eDiscovery. Retention policies apply to AI content. Critical for SEC/FINRA.

Governance Gap: Standalone vs. Embedded AI

Microsoft 365 Copilot (with Purview)

- Native Purview DLP covering AI interactions
- Sensitivity Labels enforced in Copilot responses
- Oversharing reports + automated remediation
- Copilot interactions in Unified Audit Log
- eDiscovery support for AI-generated content
- Communication Compliance for AI misuse
- Information Barriers respected by Copilot
- Conditional Access via Entra ID (native)

Claude & ChatGPT Enterprise

- No native DLP — third-party or manual controls
- No sensitivity label enforcement in AI outputs
- No built-in oversharing detection for AI data
- Audit logs available but outside Purview ecosystem
- API export required for eDiscovery workflows
- No native communication compliance scanning
- Information barriers not natively supported
- Conditional Access via SAML/OIDC (variable)

Microsoft 365 Copilot inherits your compliance stack.
Claude and ChatGPT require you to build governance around them.

Considerations for Regulated Industries

Data Sovereignty & Residency

Microsoft 365 Copilot: broadest multi-region via Azure. Claude: AWS Bedrock/Vertex for VPC isolation. ChatGPT: US & EU. Verify residency meets your regulatory requirements.

DLP & Information Barriers

Only Microsoft 365 Copilot natively enforces Purview DLP and Info Barriers in AI interactions. Claude/ChatGPT: third-party DLP or manual prompt governance — significant gap for Chinese wall requirements.

Regulatory Audit Trails

Microsoft 365 Copilot feeds into Purview UAL, eDiscovery, and Communication Compliance. Claude/ChatGPT require API export — extra effort for SEC/FINRA retention and litigation holds.

Shadow AI & App Governance

Use Entra Conditional Access + Defender for Cloud Apps to block unauthorized tools. Purview DSPM detects third-party AI usage. Establish approved AI tool list at network/identity layer.

The Convergence: Claude Inside Copilot

Multi-Model by Default

Copilot selects the best model for the task — OpenAI for some workflows, Claude for complex reasoning. Users can also select Claude directly in Copilot Chat.

Copilot Cowork = Claude Cowork

Microsoft built Copilot Cowork in partnership with Anthropic. The agentic, multi-step execution in Microsoft 365 is powered by Claude's technology.

Governance Preserved

Even when using Claude models inside Copilot, all M365 governance controls (Purview DLP, Sensitivity Labels, Audit, Conditional Access) still apply.

What This Means for You

You may not need to choose between Claude and Copilot — you can get Claude reasoning within Microsoft's governed environment. Trade-off: standalone Claude offers deeper customization via MCP.

Where Each Platform Shines

Identifying the ideal fit for your organization's needs

Claude Enterprise

Best For

- Deep research & long-document analysis (1M token context)
- Code development and technical workflows
- API-first architectures and developer teams
- Organizations prioritizing Constitutional AI safety
- Complex reasoning and extended thinking tasks

Ideal for R&D, engineering, and legal teams

ChatGPT Enterprise

Best For

- Broad workforce enablement across all departments
- Creative content generation and brainstorming
- Custom GPT ecosystem for internal tools
- Teams wanting a familiar, intuitive chat UX
- Rapid prototyping and general-purpose AI

Ideal for marketing, sales, and cross-functional teams

Microsoft 365 Copilot

Best For

- Organizations already invested in Microsoft 365
- Compliance-heavy industries
- Deep Office app integration and workflow automation
- Large-scale enterprise deployment with governance
- Teams needing sensitivity labels and Purview controls

Ideal for regulated enterprises and M365-native orgs

Key Insight: Many enterprises adopt 2+ platforms. Evaluate per department, not just organization-wide.

Decision Framework

5 key considerations for choosing the right platform for your firm

1	**EXISTING TECH STACK** If Microsoft-centric, Microsoft 365 Copilot offers the deepest native integration. If API-first, Claude Enterprise fits developer workflows.
2	**COMPLIANCE REQUIREMENTS** Microsoft 365 Copilot leads with FedRAMP, sovereign clouds, and Purview. Claude and ChatGPT are strengthening compliance tooling.
3	**PRIMARY USE CASES** Long-document analysis → Claude. Broad workforce enablement → ChatGPT. Office productivity → Microsoft 365 Copilot.
4	**DEPLOYMENT MODEL** Claude offers API + hosted product. ChatGPT offers hosted workspace. Microsoft 365 Copilot is embedded in your existing tenant.
5	**MULTI-PLATFORM STRATEGY** Many enterprises will adopt 2+ platforms for different teams and use cases. Evaluate per department, not just organization-wide.

What's Coming Next — 2026 Roadmap

Claude Enterprise

- BYOK encryption support (H1 2026)
- Expanding MCP ecosystem and third-party tools
- Enhanced Claude Code for dev teams
- PwC partnership: regulated industry plugins
- Deeper M365 connector expansion
- Multi-agent orchestration and agentic workflows

ChatGPT Enterprise

- OpenAI Frontier: agentic platform tier
- Expanded Codex Agent capabilities
- GPT-5.4 Pro reasoning improvements
- Flexible credits-based pricing rollout
- Operator for agentic web browsing
- Enhanced GPT Store and enterprise distribution

Microsoft 365 Copilot

- Agent 365 GA (May '26): registry, RBAC
- Microsoft 365 E7 Frontier Suite ($99 all-in)
- Copilot Cowork: broader GA rollout
- Work IQ APIs for extensibility
- Security Copilot for all E5 customers
- New DSPM experience (GA April 2026)

Key Takeaways

1. Data governance is the prerequisite, not an afterthought. Clean permissions, classify data, and implement DLP before deploying any AI tool at scale.
2. The lines are blurring. Claude is now inside Microsoft 365 Copilot. The choice isn't always either-or, but governance must wrap around all of them.
3. Microsoft 365 Copilot + Purview is the strongest option for regulated firms needing native DLP, eDiscovery, Sensitivity Labels, and Information Barriers.
4. Claude Enterprise excels at standalone reasoning, open integration (MCP), and customization. Its connector ecosystem and private plugin marketplace are differentiators.
5. Cost is more than the license. Factor in Microsoft 365 base licensing, Purview enablement, permissions remediation, change management, and training. Claude and ChatGPT bill for deep reasoning, skills, gpts, and advanced workflows.
6. Review your AI strategy quarterly. All three platforms are shipping major updates every few months. What's true today will shift by Q3 2026.

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