Major AI Vendors and Platforms Primer

Premier Consulting Partners

Artificial intelligence (AI) is technology that helps computers perform tasks that normally require human thinking, such as understanding language, recognizing patterns, problem-solving or answering questions. Now, access to AI-powered chatbots powered by large language models (LLMs) is becoming increasingly common. LLMs cover the broad concept of machines performing tasks that typically require human-like language. Employers are leveraging these LLMs' chatbots, as well as solutions integrated via API keys, in their workflows. As more workplaces adopt AI, it's increasingly necessary to understand the major platforms behind these tools.

Each vendor offers its own style of chatbot, with different strengths, features and use cases. Knowing the key players not only helps you choose the tools that fit your needs but also makes it easier to understand how AI is evolving and where the technology around you comes from.

These vendors frequently release new models of their LLMs (e.g., ChatGPT 5.2 or Claude Opus 4.6), some of which require payment or a subscription and others which are free to the public (with daily use limits).

The following is an overview of today's leading AI vendors, current platforms and what sets each one apart:

OpenAI

LLM: Chat GPT

OpenAI is one of the most well-known companies in the AI space, largely because of ChatGPT, its flagship product. ChatGPT is a conversational AI tool that can answer questions, write content, explain complex topics and help with brainstorming. ChatGPT became one of the first AI assistants that truly felt like talking to a person, which helped AI gain mainstream popularity. It's known for creative writing, problem-solving and giving clear explanations for everyday questions. OpenAI offers numerous models that employers integrate with.

Anthropic

LLM: Claude

Anthropic is the company behind Claude, an AI assistant designed with a strong emphasis on safety, accuracy and reliability. Claude is especially good at reading and summarizing long documents, writing detailed explanations, assisting with research and handling business-oriented tasks. Many people choose Claude when they want a tool that provides careful, thoughtful answers and maintains a calm, professional tone.

Google

LLM: Gemini

Google's AI platform, Gemini, is deeply integrated into Google's products. Because of Google's massive ecosystem, Gemini is especially good at handling files, images, documents and emails stored in Google Workspace. It works behind the scenes to help draft emails, summarize documents, generate images and assist with research.

Microsoft

LLM: Copilot

Microsoft's main AI platform is Microsoft Copilot, an AI assistant that helps people work faster, stay organized, draft content, analyze information and automate everyday tasks. It uses large language models and your existing documents, emails and files to give you personalized help right where you're already working. Microsoft's approach focuses heavily on productivity, business use and deep integration with the tools people use at work every day. Workplaces that use Microsoft tools for day-to-day functions often find Copilot easy to integrate.

xAI

LLM: Grok

Grok is the AI assistant created by xAI, the parent company of X (formerly Twitter). What makes Grok unique is its ability to pull in real-time information, giving it a very up-to-date awareness of current events and online conversations. Grok's LLM personality is intentionally more humorous and edgy compared to other AI assistants, aiming to feel more conversational and "human." It's designed to respond quickly, comment on trending topics and offer concise summaries of what's happening in the world.

Other common AI models include **Llama (from Meta), Granite (from IBM)** and **Sonar (from Perplexity)**. As AI technology grows more capable and widespread, knowing the major vendors and their platforms helps you navigate the tools shaping modern work. With each model offering distinct benefits, selecting the right one can make AI a powerful and effective part of your workflow.

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