

Ayraa vs Guru

Highlighting the differences between Ayraa and Guru, aiding you in making informed choices for your organization.

www.ayraa.io

FOUNDING

- Guru was founded in 2013 out of Philadelphia.
- Ayraa is a San Francisco Bay Area-based venture-backed startup founded in 2021.

MARKET

- Guru is geared towards mid-market companies with established processes, relatively static knowledge, defined subject matter experts, and dedicated knowledge managers.
- Ayraa focuses on fast-growth tech companies, where processes, knowledge, domain ownership, and managers are constantly in motion.

PERSONA

- Guru has focused on customer-facing teams exclusively.
- Ayraa provides organization-wide knowledge management covering all departments, including customer-facing teams, product, engineering, HR, and legal.

DEPLOYMENT

- Guru is designed for a top-down deployment only.
- Ayraa supports both top-down organization-wide deployment as well as individual & team use.

FLAGSHIP PRODUCT

- Guru's flagship product was Collections - curated & verified knowledge cards created and maintained in advance.
- Ayraa's flagship product was Scribe - a platform for broadcasting summarized cards for tacit knowledge, as it happens.
- Both Guru & Ayraa have picked up enterprise/workspace search to accelerate their vision and support their platforms.

VISION & ROADMAP

- Guru's focus on customer-facing roles in the app, UX, and vision leaves a significant gap in other dimensions of knowledge sources, flows & stakeholders across the organization. This limitation forces the organization to explore multiple tools across other teams & departments, creating cost inefficiencies & knowledge silos.
- Ayraa serves the entire organization, including customer-facing roles, product & engineering teams, HR, and legal. The app, UX, and vision align on an end-to-end coverage of knowledge sources & flows across the organization thereby consolidating knowledge capture & inference tools into a single platform and eliminating knowledge silos & cost inefficiencies.

PRICING

- Guru's 2024 pricing is \$10/u/mo, billed annually with AI-powered Answers & Assist to cost extra (pricing info unavailable).
- Ayraa is \$5/u/mo, billed annually for the entire platform.

PLATFORM

- Guru has marketed Collections, Wiki & Intranet & recently announced the beta availability of Enterprise Search for customer-facing teams.
- Ayraa's platform covers
 - Scribe (Publish tacit knowledge)
 - Collections (Curated & verified knowledge)
 - Search + Assist
 - Recall (Go Links)
 - Rewind (Work activity logs)
 - Meetings (Transcripts & summaries)
 - Browser AI (Summarize & query websites)
 - Deck (Announcements)
 - Discover (News & issues)
 - Learn (LMS) (Coming soon)
 - Advanced search (Future)
 - Sentiment scoring (stalled, urgent, etc.)
 - Classification (process, incidents, etc.)
 - News wall (last month's achievements, what's urgent today? etc)
 - Performance Management (Future)

ONBOARDING

- Guru's web app onboarding focuses on knowledge managers or experts designated to create and maintain the collection cards, wiki, and intranet for the rest of the organization. The product relies on identified Subject Matter Experts (SMEs), Editors, & knowledge managers.
- Ayraa's web app onboarding focuses on the average employee who will both contribute towards & benefit from knowledge sharing via Collections, Scribes, Recall links, etc. Ayraa democratizes knowledge creation, sharing, curation, & verification to engage the entire organization in knowledge management.

MAINTENANCE

- Guru places the onus of knowledge creation & curation onto a smaller cohort of knowledge managers.
- Ayraa democratizes knowledge creation & curation across the organization. Furthermore, Scribe replaces the Wiki & Intranet by providing a self-organizing platform where Scribe types, hashtags & search automatically keep the content organized without needing to maintain a hierarchical tree structure of folders & pages.

DIRECTIONALITY

- Guru primarily uses a pull model for knowledge sharing where knowledge is loaded onto Collections, Wiki, and Intranet, and employees pull this information as needed.
- Ayraa creates a bidirectional flow of knowledge where Scribes & Deck push information to the employees while Collections, Recall Links, and Search/Assist allow pulling it as needed. With the push mechanism, Ayraa enables publishing knowledge as-it-happens right to the employees wherever they are (Slack, Mobile, or Desktop apps).

SLACK SEARCH

- Guru neither integrates with Slack's Discover API nor uses Slack's user-token scopes. This approach requires employees to invite the Guru Slack bot to the dozens of channels already existing in the workspace or created every few weeks to access the tacit knowledge inside them. This requirement dramatically eliminates the utility of Guru's Enterprise Search functionality for Slack.
- Ayraa avoids the Discover API as it is prohibitively expensive for most startups & even mid-sized companies. Instead, Ayraa uses Slack's user-tokens to give its bot the same level of search visibility as the user without requiring any per-channel invitations.

DATA & ACCESS

- Guru attempts to replicate & emulate the permissioning of each user and app. Guru also duplicates the content of these apps onto its servers to perform searches. These steps expose your app to risks of accidental security issues as both the data and its access-control mechanisms are now maintained in two places.
- Ayraa uses the user's native OAuth tokens and leverages the native search for each app. This lightweight model is the gold standard in (Retrieval Augmented Generation) RAG security by being stateless (no data is retained on Ayraa's servers) & using each app and user's existing access control and token instead of duplicating it.

SEARCH APPROACH

- Guru uses semantic search, which is unreliable and rarely seen on the market.
- Ayraa first uses an advanced, multipass keyword search that aligns with the user's expectations and then only uses semantic search in scoring results found. This approach limits the issues with semantic search while still benefiting from it.

CRAWLING DELAY

- Guru uses crawling to replicate data and permissioning of each app. This approach introduces delays in when search becomes available during onboarding. Crawling for years of Slack, JIRA or Google Docs can take hours if not days. Any transient failures in crawling for long periods can also lead to gaps in knowledge.
- Ayraa leverages each app's native search API whenever available. This approach eliminates crawling delays & makes search available instantly & keeps it up to date in real-time.

DESKTOP & MOBILE

- Guru delivers most of its via the web app, Slack-bot & browser extensions. There's no native app for Mac & Windows desktops. The mobile app is limited in functionality & not available for Android.
- Ayraa has a web app, Slack-bot & browser extensions as well. However, it also provides feature-rich Windows, Mac, iOS, and Android apps to ensure organization-wide ease of use & real-time knowledge publication. No one visits Wikis and Intranet websites daily anymore - and knowledge is best pushed to employees as it happens.

Key Point	Guru	Ayraa
Founding	2013	2021
Market	Mid-market with static knowledge	Fast-growth companies
Persona	Customer-facing teams	Entire organization including customer-facing, Product, HR & Legal teams
Deployment	Top-down heavy	Top-down, team-wide, or individual
Flagship Product	Collections	Deck & Scribe (announcements & tacit knowledge streaming)
Vision & Roadmap	Limited	End-to-end knowledge platform
Pricing	Over \$10/user/mo	\$5/user/mo
Platform	Collections, Wiki, Intranet, Search	Collections, Scribe, Search, Recall (Go Links), Rewind (Work logs), Meetings, Browser AI, Discover, Learn (MS - coming soon), Advanced Search (future), Performance Management (future)
Onboarding	Heavy. For knowledge managers.	Light & organic. Designed for entire organization.
Maintenance	Heavy. For designated experts.	Organic. Democratized.
Directionality	Pull-only (Collections, Search)	Pull (Collections, Search, Recall) & Push (Scribe, Deck, Mobile Apps)
Slack Search	Impractical. Needs bot invitations to all channels.	Replicates users' visibility for search without any extra effort
Data & Access	Insecure (duplicate data & permissioning)	Native-search. Secure. (stateless, no duplication)
Search Model	Semantic search (unproven on the market)	Advanced, multi-pass, native keyword search followed by semantic scoring
Crawling Delay	Hours or days before historical searches possible	Native-search enables immediate historic searches. Always up to date.
Desktop & Mobile Apps	Limited. Only iPhone.	Desktop (Mac, Windows) & Mobile (iPhone, iPad, Android) to enable real-time knowledge publication

Key Point	Guru	Ayraa
Tacit Knowledge	X	✓
Organization-wide	X	✓
Flexible Deployment	X	✓
End-to-end Knowledge Platform	X	✓
Organic, Light Onboarding	X	✓
Democratized Maintenance	X	✓
Push Knowledge As-it-happens	X	✓
Out-of-the-box Slack Search	X	✓
Data & Permissioning - Deduplication	X	✓
Native, Stateless Search	X	✓
Instant Historical Searches	X	✓
Always Up-to-date	X	✓
Desktop & Mobile Apps	X	✓