

EASYVISTA™

AIROPS VS JASPER



Strategic positioning



AirOps

- AI *orchestration* platform built for workflow automation and content operations at scale.
- Helps teams design repeatable, custom workflows combining AI + data + systems.
- Focused on **process automation**, SEO optimization, and data-driven outputs

Jasper

- AI *writing* platform focused on content generation and templates for marketing copy.
- Best suited for teams that need to *produce text quickly*.
- Not an automation/workflow backbone.

Value distinction

- Jasper = *write faster*.
- AirOps = *build systems that reliably produce outcomes*.
EasyVista needs the latter, not just raw content. (context from your test + workflows built)

Feature comparison



Slide 3 — Feature comparison

Capability	AirOps	Jasper
AI workflow automation	Yes (no-code engine)	No
Integration with data sources	Yes	Limited
SEO content planning & insights	Built-in	Limited
Custom pipeline & automation	Yes	No
Brand voice & templates	Yes	Yes
Team collaboration	Yes	Yes

Key takeaway: AirOps supports **operational systems**, Jasper focuses on **isolated writing tasks**

Pricing reality check: Jasper Business vs AirOps

Jasper Public reference point:

Marketing teams: Business (custom, starts ~\$900/month)

Reality check for an enterprise team like EasyVista

The ~\$900/month figure represents a **minimum entry price**, not a realistic enterprise scenario.

When accounting for:

- Multiple active users (global marketing team)
- Advanced features (brand governance, agents, workflows)
- Higher usage volumes and priority support
- Enterprise security and integrations

Realistic Jasper Business cost estimate:

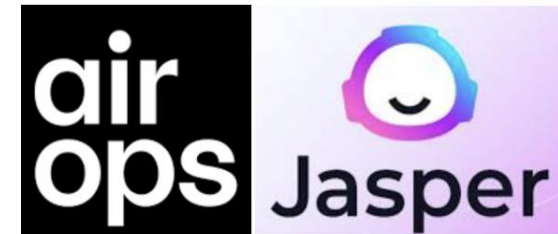
- ~\$1,700 – \$1,800 per month
- **\$20k+ per year**, depending on team size and usage

Key takeaway

At enterprise level, **Jasper Business pricing converges with — or exceeds — the AirOps enterprise proposal.**

AirOps offers:

- A **fixed \$20k/year contract**
- Pricing decoupled from seat count
- Higher strategic and operational value





Why AirOps fits EasyVista

Built for teams like ours

- We already completed a **proof of concept and live workflows** in AirOps.
- Internal skills and processes are aligned with **workflow-oriented automation**.
- AirOps empowers us to define *how work gets done*, not just *generate text*.
- Switching to a tool like Jasper now would mean:
 - re-training teams on a *different paradigm*,
 - losing investment from our AirOps implementation,
 - shifting back to a tool that **doesn't scale workflows**.

Bottom line

AirOps is not just another AI writer — it's strategic infrastructure for content and automation excellence.