

# Commercial developers

## Guidance for building a custom copilot

### Start with Copilot Studio if you want...

- Low-code generative AI powered chat using Azure OpenAI, RAG and plugins.
- Fully managed, hosted SaaS service
- Built-in analytics with security and governance controls
- Deployment to chat channels like web, apps, social channels & Teams
- Control over dialog management and conversational orchestration

### ...and use Azure AI Studio when you need

- Pro-code generative AI powered technology with Azure OpenAI Service integration, a full catalog of foundation models and hosted-fine tuning capabilities for single or multi-modal experience
- PaaS services with full developer control over your cloud infrastructure (optional)
- Evaluations engine to test app performance, reliability, scalability, and safety with built-in responsible AI practices
- Publication to the web, custom apps, and services
- Control over prompt & model orchestration