

COMPETITOR REVIEW



<https://www.glean.com/>

OBJECTIVE: The objective of this task is to conduct a detailed competitor analysis of the Glean platform. This analysis aims to identify and evaluate the key features, strengths, weaknesses, and unique selling propositions (USPs) of Glean. Additionally, it will assess Glean's market positioning, user experience, and provide a comprehensive overview of the competitive landscape. The findings will be supported by screen recordings to visually demonstrate the features and user interactions with the platform. The ultimate goal is to offer strategic recommendations to enhance competitive advantage and address any identified gaps.

Date: 20 March 2024

Report Owner - [Pranay Kayarkar](#)

OVERVIEW OF GLEAN

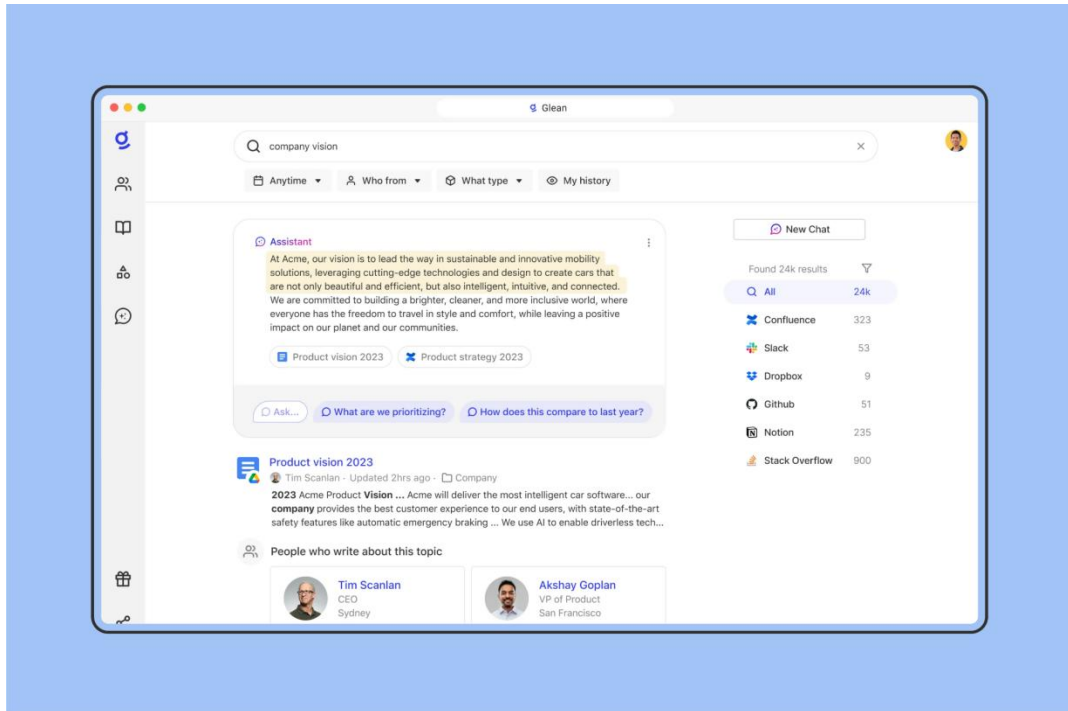
Brief History:

1. Glean is an American technology company specialising in enterprise-grade artificial intelligence (AI) and search capabilities.
2. Glean Technologies was founded in 2019 by Arvind Jain, T. R. Vishwanath, Tony Gentilcore, and Piyush Prahladka in Palo Alto, California.
3. The company quickly made strides in the AI and enterprise search domain, raising \$15 million in Series A funding in March 2019, followed by a \$40 million Series B round in March 2021.
4. By May 2022, Glean had secured \$100 million in Series C funding, achieving a \$1 billion valuation and unicorn status.
5. In February 2024, Glean raised over \$200 million in Series D funding, pushing its valuation to \$2.2 billion.

Product Overview:

1. Glean is an AI Enterprise Search tool designed to be the universal search for all your tools, documents, and conversations. It connects to the different tools, documents, and conversations within your team's digital workspace. By removing information silos and creating a central knowledge centre, Glean helps your employees find the answers they need, when they need them, no matter where the information is stored.
2. The reason why people love it is - it creates a search engine-like UI for you to Google on your company

knowledge.



Mission of Glean:

1. Glean Technologies aims to revolutionise enterprise search and AI capabilities by providing tools that streamline access to critical data across various platforms.
2. The company focuses on enhancing productivity through innovative AI-driven solutions, such as their assistive search tool, generative AI search capabilities, and enterprise-grade chat assistant, Glean Chat.

Product Description:

1. Centralised AI Platform:

- Integration: Glean connects various enterprise data sources into a single, unified platform.
- Security: Ensures that all data is securely managed.
- Indexing: Efficiently indexes data to make it easily searchable.
- Understanding: Uses advanced AI to understand and categorize data.

2. Personalised, Permissions-Aware Answers:

- Knowledge Graph: Builds a unique knowledge graph for each company, capturing the relationships and context of data.
- Permissions: Ensures that answers respect data permissions, providing only the information users are authorised to see.

3. Semantic Understanding:

- Vector Search: Employs vector search powered by deep learning-based large language models (LLMs).
- Natural Language Queries: Supports natural language queries, making it easier for users to find information.

4. Generative AI:

- Custom AI Apps and Agents: Allows companies to build custom AI applications and agents tailored to their specific needs.
- Workflow Automation: Automates workflows to improve efficiency.
- Responsible AI Usage: Ensures AI is used responsibly within the organisation.

5. Custom AI Experiences:

- No-Code AI Agents: Enables the creation of AI agents, assistants, and chatbots without coding.
- Glean APIs: Provides APIs for building custom AI applications, allowing for extensive customization.

6. Knowledge Management:

- Verified Answers: Facilitates the management of company knowledge with verified answers.
- Curated Collections: Allows the creation of curated collections of information for easy access.
- Go Links: Simplifies navigation with Go Links, making it easier to find and share information.

7. Data Governance:

- Sensitive Data Discovery: Helps discover and manage sensitive data within the organisation.
- Compliance: Assists in complying with regulations like GDPR and CCPA.
- User Access Review: Enables regular reviews of user access to ensure data security.

8. Security:

- Enterprise-Grade Security: Designed with enterprise security, privacy, and compliance as foundational principles.
- Data Protection: Ensures that all data is protected against unauthorised access.

KEY FEATURES OF GLEAN

1. Great Search:

- Glean's AI-powered search goes far beyond just matching keywords or document titles. It understands what your documents are really about. This means you'll get the most relevant information at the top of your results, even if you don't use the exact words that are in the document.

2. Contextual Relevance:

- Glean learns about how your team works and communicates. It uses this understanding to personalise your search results, taking into account your own work patterns and the relationships within your team. This ensures you get the information that's most likely to be helpful to you.

3. Integrations with 100+ inter-app connectors:

- Glean easily connects to many popular tools like Google Drive, Slack, Jira, and Salesforce. This lets it quickly gather and organise information from different sources. Importantly, it also understands who should have access to what – so only the right people can see the right files and conversations.
- Glean simplifies the task of searching for old documentation, which was previously a tedious and time-consuming activity. While it's time consuming to connect everything to get Glean's full usage, it's definitely worth it.

4. AI App Builder

- This feature lets you create custom Q&A chatbots that can be used within tools like Slack. This gives your team a quick way to get answers from your company's knowledge base, saving time and making them more efficient.

5. API Access

- Glean's Chat API lets developers easily add Glean's search capabilities to any application. This opens up a wide range of possibilities for creating custom tools and experiences powered by your company's collective knowledge.

6. Extended AI Access

- Glean's Tools SDK takes things further, empowering developers to use its AI search for even more complex and automated tasks. Imagine Glean not only finding the answer to your question but also initiating follow-up actions based on the information it retrieved. This could include sending emails, generating reports, opening support tickets, or even updating project management boards

- saving your team valuable time and streamlining workflows.

PRICING PLAN

Glean doesn't offer a free plan or a public pricing structure. This means you won't be able to try the full range of their features without a demo and discussion with their sales team.

Here's why understanding Glean's pricing might be a bit tricky.

Glean seems to tailor its pricing based on the size of your organisation, specific needs, and the features you require. This customised approach can be beneficial if you need a solution that fits your company's unique knowledge structure and workflows.

Moreover, since the pricing isn't transparent, there's likely room for negotiation.

MARKET POSITION AND COMPETITORS

Glean began by targeting fast-growing technology companies, based on the founding team's previous experiences. This initial customer segment of companies with a workforce of 500 to 2K employees was chosen because of their propensity to move fast and be "willing to experiment", according to Jain.

According to an interview with Outreach, a customer of Glean, Glean adds the most value to organisations that have passed an initial setup phase and are now entering into a growth phase with ~100 employees and more. The product is used by end users like engineers, account executives, support agents, and sales engineers.

As of February 2024, Glean serves 200 enterprise customers, including Duolingo, Grammarly, Webflow, Confluent, and Sony. As of March 2024, Glean was seeking to expand its customer base in industries like financial services, retail, and manufacturing. In February 2024, Citi Ventures confirmed that the bank “will do a pilot evaluation and might end up as a customer”.

Business Model

Glean earns its revenue through a per-user monthly fee, based on annual subscription contracts. The company has not made its pricing model public. As of February 2024, Jain said the custom pricing is dependent on the number of employees using the product each month. One interview indicated that early customers of Glean like Outreach paid a flat rate of ~\$50K per year, regardless of the number of employees using the software.

Traction

Glean's annualised revenue reached \$39 million in January 2024, a ~4x increase from the \$10 million recorded in 2023. As of February 2024, Glean served 200 enterprise customers, including Duolingo, Amplitude, Databricks, Plaid, and Vanta. As of March 2024, the company had 337 employees.

In February 2024, Jain announced plans to use \$200 million in Series D funding to double the number of employees to 700 by the end of the year. Other plans for the capital infusion included improving the product and “building out a robust go-to-market motion.”

Glean announced a partnership with NVIDIA in March 2024, enabling its customers to use NVIDIA's NIM microservices for Glean Assistant. Along with Glean's retrieval system, this will allow users to choose from a variety of large language models and build their own AI-based assistants.

Valuation

In February 2024, Glean announced a \$200 million Series D at a \$2.2 billion valuation. The company has raised a total of \$358.2 million in funding as of May 2024. The Series D was co-led by existing investors Kleiner Perkins and Lightspeed Venture Partners and also included General Catalyst, Sequoia Capital, ICONIQ, and Citigroup. Its valuation at its Series D represented a 2.2x increase from the \$1 billion valuation in May 2022 when Glean raised a \$100 million Series C led by Sequoia.

KEY COMPETITORS

1. Slite (<https://slite.com/>)

Slite is a popular AI Knowledge Base that helps you put Knowledge Management on autopilot. Slite comes in a sleek look with a WYSIWYG editor for collaborative knowledge creation. Secondly, it has an AI-powered Search - Ask - that instantly answers your questions based on verified company information. Like Glean, Slite also has a Search API, Slack integrations, and ability to index information from external sources like Slack, Google Drive, Linear, etc.

But the biggest reason to use Slite is that Slite is the only tool that helps you keep your Knowledge Base up-to-date with its Knowledge Management Panel and doc verification features.

2. Guru (www.getguru.com)

Guru is another established player in the knowledge management space. It emphasises capturing knowledge directly within the tools you already use via browser extensions. Guru prioritises information verification, which can be a major pain point if your company struggles with outdated documents or conflicting information.

While its content creation tools are robust, they may feel a bit more structured compared to Glean's emphasis on connecting a wide variety of existing sources.

3. Coveo ([Coveo: AI-Search & Generative Experiences](#))

Coveo is a mature enterprise search platform capable of indexing information beyond what's just within your company. It can connect to external sources like industry websites, research databases, and libraries. This flexibility makes Coveo a good option for organisations that need to incorporate a vast range of internal and external knowledge into their search solution.

However, its focus on a wider range of information might make it less suitable for companies primarily struggling with managing internal knowledge.

GLEAN LIMITATIONS

1. Only Search-Focused

Glean's core mission is to help you find the information you need quickly. It excels at digging through your existing documents, conversations, and tools. If your team already has a way to create documents, meeting notes, and detailed manuals, Glean will integrate seamlessly and help you find those resources much more easily.

2. Limited Knowledge Creation

You can't write docs or do note taking within Glean. It doesn't have the same in-depth editing features or a WYSIWYG editor. Think of Glean as the expert librarian who knows where your knowledge is stored, rather than the primary author creating new books. If your team needs a central place for extensive document creation and collaboration, you'll likely need to use a dedicated tool alongside Glean.

3. Evolving AI Search

Glean's AI search is impressive but still in very early stages. It has trouble processing specific industry terminology, different languages, etc. With time and additional data, Glean can get smarter, but don't expect it to magically understand everything from day one. You'll need to really use the inter-app connectors to integrate all your company information

GLEAN VS HANA

Key Features of Glean:

1. **AI-Powered Search:** Glean excels in AI-driven search capabilities, offering contextual relevance and integration with over 100 popular tools.
2. **Personalised Answers:** Utilises a knowledge graph and permissions-aware answers.
3. **Generative AI:** Allows custom AI apps and workflow automation.
4. **Knowledge Management:** Offers verified answers, curated collections, and Go Links.

5. **Data Governance:** Sensitive data discovery, compliance, and user access review.
6. **Security:** Enterprise-grade security and data protection.

Key Features of Hana:

1. **Comprehensive Integration:** Deep integration with Google Workspace APIs.
2. **Task Management:** Can create tasks, reminders, and manage calendar events.
3. **Document Handling:** Reads and summarises Google Docs, PDFs, and images.
4. **Communication:** Participates in group discussions, takes daily standup updates, and sends anonymous messages.
5. **Customization:** Offers various plans with different levels of interaction and context handling.
6. **Security:** Secure SSL, Google Cloud Platform infrastructure, and GDPR compliance.

Strengths of Glean:

1. **Advanced Search Capabilities:** Superior AI search with semantic understanding and vector search.
2. **Custom AI Solutions:** Enables creating custom AI applications and no-code AI agents.
3. **Extensive Integrations:** Connects with a wide range of tools and platforms.
4. **Enterprise Focus:** Strong focus on enterprise-grade security and compliance.

Strengths of Hana:

1. **Google Workspace Integration:** Seamless integration with Google Workspace, enhancing collaboration.
2. **Versatile Functionality:** Handles tasks, reminders, document management, and communication.
3. **User-Friendly Plans:** Offers various plans catering to different user needs and budgets.
4. **Security and Compliance:** Strong emphasis on security, data protection, and compliance.

Weaknesses of Glean:

1. **Limited Knowledge Creation:** Focuses primarily on search rather than document creation.
2. **Complex Setup:** Requires significant effort to connect all tools for full functionality.
3. **Evolving AI:** AI search is still in early stages and may struggle with specific industry terminology.

Weaknesses of Hana:

1. **Limited to Google Workspace:** Primarily designed for Google Workspace, which may limit its appeal to non-Google users.

2. **Interaction Limits:** Interaction limits in lower-tier plans may restrict usage for larger teams.
3. **Dependency on Google Ecosystem:** Heavy reliance on Google services may be a drawback for some users.

APPENDIX

[Glean aims to help employees surface info across systems \(techcrunch.com\)](#)
[Glean Introduces First Enterprise-Grade Generative AI Search Capabilities | Business Wire](#)
[The Ultimate Work AI Platform: Why We're Excited to Back Glean | Sapphire Ventures](#)
[Glean : Reviews, Use cases, Core features, Alternatives - AiAiList.com](#)
[Report: Glean Business Breakdown & Founding Story | Contrary Research](#)
[Glean Review - Should it be your Enterprise Search tool? \(slite.com\)](#)
[glean ai - Review, Pricing, Alternatives, Pros & Cons – AI StartUps Product Information, Reviews, Latest Updates \(cheatsheet.md\)](#)