

VKTR Profiles Steve Morris, Founder and CEO of NEWMEDIA.COM, on GPT-5, Grok, and the Future of Enterprise AI

DENVER, CO, UNITED STATES, October 9, 2025 /EINPresswire.com/ -- In a recent feature on VKTR, a premier publication focused on enterprise artificial intelligence and forward-thinking AI leadership, [Steve Morris, acclaimed Founder & CEO of NEWMEDIA.COM](#), is spotlighted for his nuanced assessment of GPT-5 versus Grok and his broader vision for how businesses should approach AI adoption.

In the article, Morris weighs in on key dimensions of AI chatbot performance: safety, traceability, creativity, reliability, and practical integration into enterprise workflows. He highlights how GPT-5's design and guardrails give it a comparative advantage in regulated, scale-sensitive environments.

"GPT 5 wins here by a pretty wide margin, at least for enterprise-grade writing," Morris states. "We've done tests on technical writing, executive elevator pitches, and client messaging; GPT-5's lower hallucination rate and nuanced instruction-following are real differentiators."

Morris also notes, "Grok struggles more with moderation; it occasionally goes off policy with offensive content. Enterprises will want GPT-5's safety features if they're in regulated industries."

Morris is one of several prominent experts' voices in the piece, and his contributions serve not only as technical commentary but as a signal of NEWMEDIA.COM's established position at the

VKTR.com

GPT-5 vs Grok: Which AI Chatbot Is Best for Enterprise Use?

Steve Morris's Commentary



SAFETY AND RELIABILITY

GPT-5 wins here by a pretty wide margin, at least for enterprise-grade writing. Lower hallucination rates and better instruction-following are real differentiators."



CONTENT MODERATION

Grok struggles more with moderation; it occasionally goes off-policy with offensive content. Enterprises will want GPT-5's safety features if they're in regulated industries.



ENTERPRISE SUITABILITY

GPT-5 provides the better combination of reliability, traceable outputs, and versatility in enterprise settings."

NEWMEDIA.COM

AI-DRIVEN SOLUTIONS FOR LEADING BUSINESSES

GPT-5 vs Grok - Which AI Chatbot is Best for Enterprise Use

intersection of AI, technology strategy, and business growth in an AI-enabled world.

Read the full article here:

<https://www.vktr.com/ai-technology/gpt-5-vs-grok-which-ai-chatbot-is-best-for-enterprise-use/>

Why This VKTR Feature Matters

VKTR is not a casual blog; it's part of the Simpler Media Group family, alongside CMSWire and Reworked, and is read by enterprise decision-makers, AI practitioners, and tech leaders. This feature highlights:

- Authority on Enterprise AI: Morris's expertise in the analysis of GPT-5 and Grok places him at the forefront of the conversation alongside AI researchers, CTOs, and innovation leads.

- Pragmatic, not speculative: The article doesn't frame AI as a futuristic novelty. Morris's input is grounded in side-by-side testing and measurable trade-offs (e.g., hallucination risk, moderation, tone consistency), which is exactly what enterprise buyers need.

“

GPT 5 wins here by a pretty wide margin, at least for enterprise-grade. In tests on client messaging GPT 5's lower hallucination rate and nuanced instruction-following are real differentiators.”

Steve Morris, Founder and CEO of NEWMEDIA.COM

on the cutting edge.

The graphic features a blue silhouette of a human head in profile, facing right. Inside the head is a circuit-like pattern with a central node. To the left of the head are two interlocking gears. Below the head is a vertical line with several circular nodes. To the right of the head, the text "AI SOLUTIONS FOR BUSINESS GROWTH" is written in a bold, sans-serif font. Below this text, a smaller line of text reads "Steve Morris discusses the best AI chatbots for enterprises in VKTR Magazine". At the bottom right, there are three icons: a bar chart with an upward arrow, a circle with a dollar sign, and a laptop. At the bottom, a dark blue horizontal bar contains the text "NEWMEDIA.COM" in white, bold, sans-serif font. Below this bar, the text "AI Solutions for Business Growth" is written in a smaller, dark blue font.

AI SOLUTIONS FOR BUSINESS GROWTH

Steve Morris discusses the best AI chatbots for enterprises in VKTR Magazine

NEWMEDIA.COM

AI Solutions for Business Growth

- Bridge between business and AI: The feature reiterates NEWMEDIA.COM's unique ability to not just talk about AI, but to help companies adopt it responsibly, integrate it into workflows, and extract real value.

- Reinforcement of AI as core competence: This article is a timely reminder of NEWMEDIA.COM's position not as just another digital marketing agency dabbling in AI, but as a serious AI-enabled agency working with enterprise clients

About NEWMEDIA.COM

NEWMEDIA.COM is a [full-service digital performance and strategy agency](#) serving the convergence of marketing, AI, and infrastructure. With offices in Denver, CO; New York, NY; Chicago, IL; and presence in 25 cities across North America, the firm collaborates with enterprise and high-growth clients to deliver AI-augmented visibility, secure system architectures, and data-driven growth.

Specializing in:

- Enterprise AI strategy, integration, and governance
- [Search, content ecosystems, and AI search optimization](#)
- Secure, scalable web and application architecture
- UX / CX, digital performance, and infrastructure resilience

Steve Morris, Founder and CEO, is regularly invited to speak and write at the intersection of AI, business, and growth, combining technical insight with strategic clarity.

To learn more, visit <https://newmedia.com>

Media Relations

NEWMEDIA.COM

+ +1 212-220-6200

pr@newmedia.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/856584522>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.