

COMPETITIVE COMPARISON

SignBrain vs. ShopVOX, CoreBridge, Mothernode & SignTracker

A practical comparison of sign-shop software across estimating, guided pricing, AI, workflow, fabrication, installation and profitability.

GUIDED PRICING WIZARDS

Price the sign by configuring the sign.

AI-NATIVE ARCHITECTURE

AI inside the operating workflow, not just beside it.

FULL WORKFLOW

Commercial scope through production, field work and closeout.

Positioning: Sign software has managed jobs for years. SignBrain is being built to understand them.

Comparison based on official public vendor materials reviewed August 19, 2026. "Not publicly identified" means a directly comparable capability was not found in the public materials reviewed; it is not a claim that the competing product is technically incapable of it.

AT A GLANCE

The differences that matter

All four competitors publicly describe estimating, quoting and workflow capabilities. SignBrain should not market the category as “we have it and they do not.” The stronger comparison is how pricing, approved scope, workflow and AI are modeled and connected.

Capability	SignBrain	ShopVOX	CoreBridge	Mothernode	SignTracker
Sign-industry focus	Built specifically for sign companies	Sign, print & apparel	Print, sign, graphics & apparel	Strong signage focus	Sign & wrap focus
Estimating / quoting	Yes	Yes	Yes	Yes	Yes
Guided sign-product pricing wizards	CORE DIFFERENTIATOR	Not publicly identified*	Not publicly identified*	Not publicly identified*	Not publicly identified*
Pricing formulas / templates	Yes	Yes	Pricing intelligence	Product / quote automation	Quote templates
CRM / opportunities	Yes	Available	Yes	Yes	Yes
Purchasing / vendors	Yes	Yes	Yes	Yes	Varies by workflow
Production / fabrication	Yes	Yes	Yes	Yes	Yes
Installation management	Yes	Yes	Yes	Yes	Yes
Configurable workflow	Deep + job-specific	Custom workflows	Workflow management	Custom product workflows	Job workflow
Approved-scope / change lineage	CORE ARCHITECTURE	Not prominently documented*	Not prominently documented*	Not prominently documented*	Not prominently documented*
AI capability	AI-native architecture	No comparable native AI prominently identified*	Cora AI	Node IQ external-AI integration	No comparable native AI prominently identified*
AI across operating workflow	Core design principle	Not publicly identified*	Data, actions & estimating	External AI in workflows	Not publicly identified*
Field / mobile	Simple field closeout design	Mobile capabilities	Mobile capabilities	Mobile / installation	Yes
Profitability	Direct + fully loaded design	Costing / BI	Profitability / BI	Job costing / analytics	Job costing

* Public-material qualifier; see methodology and sources on the final page.

Estimating software calculates. SignBrain helps you build the estimate.

The strongest defensible differentiator is not simply “estimating.” Every competitor in this comparison publicly offers estimating or quoting. SignBrain is being designed to guide the estimator through the real configuration of the sign and use those answers to build the price according to that shop's rules.

01 Describe the sign Select the product type and physical configuration being sold.	02 Answer sign-specific questions Letter height, mounting, materials, illumination, return depth, raceway, electrical requirements, installation conditions and more.	03 Apply the shop's rules Use labor, equipment, materials, vendor costs, margin targets and overhead logic instead of a generic price list.	04 Build structured price Translate the actual configuration into material, labor, cost and customer pricing with fewer missed components.
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A formula asks: “What numbers should I calculate?”

A SignBrain Pricing Wizard is designed to ask: “What are you actually building?” That is a materially different starting point for sign estimating.

Example: a channel-letter wizard can guide letter height, number of letters, font complexity, raceway vs. individual mount, face material, trim cap, return depth, illumination, LED requirements, mounting condition, electrical requirements and installation conditions - then use those answers with company-specific pricing logic.

There is a difference between adding AI and building around it.

CoreBridge now publicly offers Cora AI, and Mothernode offers Node IQ for connecting external AI providers. SignBrain should acknowledge those capabilities. The stronger positioning is that SignBrain is being designed from the beginning so AI works inside the sign-company operating context.

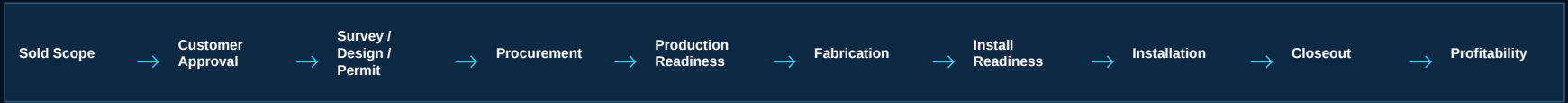
UNDERSTAND CONTEXT Customer, estimate, scope, specifications, vendors, project history, fabrication requirements and installation conditions.	SURFACE EXCEPTIONS Missing approvals, unresolved specifications, purchasing risks, scope changes and readiness blockers.	HELP MOVE WORK Structured assistance inside estimating, PM, procurement, fabrication, installation and closeout - not only Q&A.;
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The goal is not “ask the software.” The goal is “have the software understand what is happening.”

CoreBridge: Cora AI is publicly described as a built-in assistant that can navigate CoreBridge, surface data, complete tasks and assist with estimating/pricing. **Mothernode:** Node IQ is publicly documented as an orchestration/pass-through layer that connects Mothernode with third-party AI services such as OpenAI, Claude and Gemini. **ShopVOX / SignTracker:** no comparable native AI capability was prominently identified in the official public product materials reviewed.

A workflow is more than a job board.

Modern sign-management platforms already offer job boards, tasks, statuses, production stages and scheduling. SignBrain should differentiate on how workflow is connected to the commercial promise and how the platform understands prerequisites, approvals and downstream consequences.



Required • Optional • Parallel • Skipped • Outsourced • Approval-gated

A simple vinyl job should not need the same process as a large monument, digital display, service call, install-only project or multi-location program. SignBrain is designed so the workflow can follow the sign while preserving the controls that matter.

TRADITIONAL MODEL: TRACK THE JOB Create a quote Convert to order Move across a board Schedule production/install Report status and job cost	SIGNBRAIN MODEL: UNDERSTAND THE WORK Guide how the sign should be priced Preserve what the customer approved Connect scope changes downstream Know what is blocking production/install Use AI to surface exceptions Connect completion to profitability
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Compare the architecture, not just the checklist.

Recommended public message:

“Shop management software can track a quote, move a job across a board and tell you what is scheduled. SignBrain is designed to understand what you are selling, how it should be priced, what was approved, what must be purchased, what has to be fabricated, what must happen before installation, what changed along the way and whether the project ultimately made money.”

That is the difference between tracking work and building an intelligent operating system for a sign company.

OFFICIAL PUBLIC SOURCES REVIEWED

- ShopVOX - Sign Shop Software - <https://shopvox.com/sign-shop-software/>
- ShopVOX - Sign Quoting Software - <https://shopvox.com/sign-shop-software/sign-quoting-software/>
- CoreBridge - Platform - <https://www.corebridge.net/>
- CoreBridge - Cora AI - <https://www.corebridge.net/cora-ai>
- Mothernode - Platform - <https://www.mothernode.com/>
- Mothernode - Node IQ setup - <https://support.mothernode.com/knowledge-base/node-iq-and-how-to-setup-mothernodes-ai-integration-services/>
- Mothernode - Node IQ policy - <https://support.mothernode.com/knowledge-base/node-iq-policy/>
- SignTracker - Platform - <https://www.sign-tracker.com/>

Methodology note: This comparison is based on public vendor materials, not private product access. Vendor capabilities change, and customized implementations may differ. “Not publicly identified” and “not prominently documented” are intentionally narrower than “does not exist.” ShopVOX, CoreBridge, Mothernode and SignTracker are trademarks or product names of their respective owners. SignBrain is not affiliated with or endorsed by those companies.