ClickUp

# AI Sprawl: An Emerging Crisis and How to Solve It

*The staggering costs of fragmented AI tools and context—and how organizations can transform workplace productivity with Ambient AI.*

Artificial intelligence promised to revolutionize productivity and the very nature of work.

Instead, teams are facing a tangled web of disconnected tools, wasted effort, and growing skepticism. **This is the crisis of AI Sprawl—a silent, insidious threat undermining adoption, innovation, and the bottom line of every organization.**

Zeb Evans,
CEO and founder of ClickUp



# The emerging crisis of AI Sprawl



Nearly half of workers **switch between multiple AI tools** just to complete a single task, and almost 80% say **the effort outweighs the value.**

This report explores the true cost of AI Sprawl, why it's the defining challenge of the modern workplace, and how organizations can break free to **unlock the future of work with Ambient AI.**

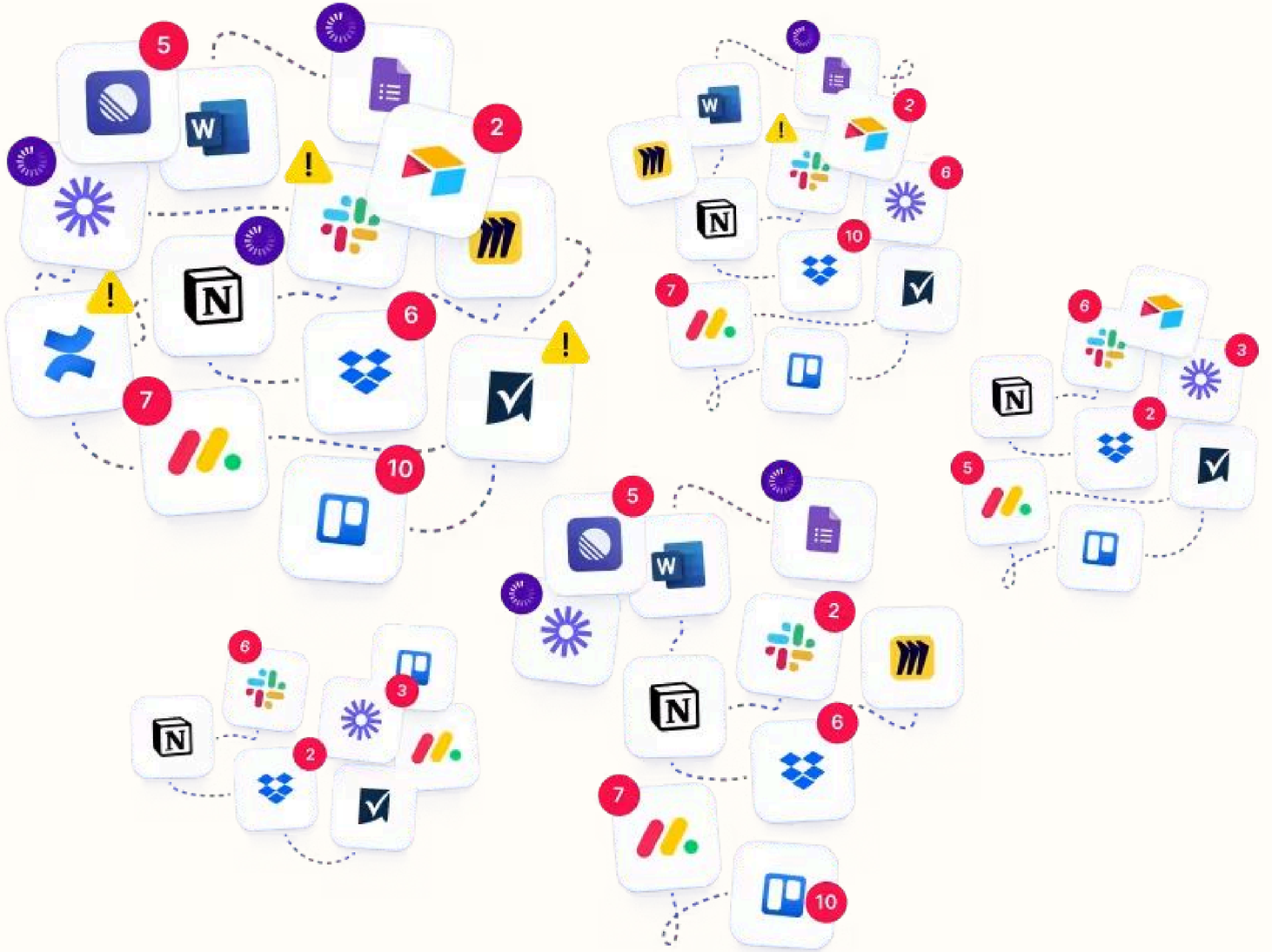
# Defining AI Sprawl

*What is AI Sprawl?*

**AI Sprawl is the proliferation of fragmented AI tools and workflows that erode productivity, increase risk, and leave teams feeling overwhelmed.**

Organizations are racing to adopt AI, but instead of unlocking value, they're left with a patchwork of point solutions—each solving a narrow problem, but together creating new silos and inefficiencies.

The result is a workplace where context is lost, collaboration is fractured, and the promise of AI is replaced by frustration.



# The human costs of AI Sprawl

Missed Expectations

## Workers get poor outputs

**79.3% of workers believe the effort required** to prompt AI tools outweighs the value of the output.[1]

The Toggle Tax

## Point solutions create more work

**46.5% of workers switch between multiple AI tools** to complete a single task—leading to frustration and burnout.[2]

Adoption Failure

## Teams are abandoning their tools

**44.8% of teams have abandoned AI tools** adopted within the past year, citing lack of integration and real value.[3]

# The organizational costs of AI Sprawl

Time Wasted

## Broken context drains efficiency

**34.4% of employees use AI tools that are not integrated** into their core work areas, leading to duplicated effort and wasted time.

Morale Drained

## Fragmentation erodes engagement

**77.5% of workers would feel indifferent or relieved** if half their AI tools were removed—showing a lack of attachment and trust.

Investment Burned

## Budgets are wasted on shelfware

**Organizations spend millions on AI licenses that go unused** or are quickly abandoned due to poor adoption and integration.[5]

# The compliance and risk costs of AI Sprawl

Security Gaps

## Disconnected tools increase risk

**Multiple, siloed AI tools heighten the risk of data leaks** and unauthorized access, exposing organizations to compliance failures.[7]

Redundant Licenses

## Fragmentation leads to oversight

Redundant AI licenses and fragmented workflows **make it harder to track compliance across the organization.**

Audit Challenges

## Sprawl creates compliance risk

**When data and decisions are scattered,** it becomes difficult to audit processes and prove compliance during regulatory reviews.[9]

**Unchecked, AI Sprawl threatens not just today's productivity, but tomorrow's innovation and competitiveness.**

The future belongs to those who can break the cycle of fragmentation and create environments where AI is not just present, but truly empowering.

Zeb Evans,
CEO and founder of ClickUp



# The Vicious Cycle of Sprawl

**Why more AI tools isn't the answer**

Each new tool adds complexity, increases the risk of data silos, and makes it harder for teams to collaborate or for leaders to gain visibility.

**Fragmentation compounds:**

- **Data scatters**, making insights unreliable
- **Risks multiply** for security and compliance
- **Employees disengage** as workflows become more convoluted



1

Workers spend hours toggling between apps, duplicating data, and losing context. This is the new normal for too many teams.

2

Breaking this cycle calls for *Convergence*—**not more tools.**

# The four pillars of work sprawl

## App Sprawl

**Teams adopt disconnected tools** to solve immediate problems, creating digital chaos.

Workers switch between apps 1,200 times daily—nearly 4 hours weekly spent reorienting[5]—while less than 28% of tools integrate, forcing constant data re-entry and duplication.

## Process Sprawl

**Inconsistent workflows emerge** from tool fragmentation, scattering critical information across systems.

64% of employees say meetings require follow-up because next steps weren't clear[8], while executives waste 30+ minutes writing post-meeting action items

## Context Sprawl

**Knowledge becomes scattered** and inaccessible when processes fragment across platforms.

Teams spend 2.5 hours daily searching for information across fragmented systems[9], with 21% of work time wasted recreating information that already exists.

## AI Sprawl

Without context, **AI tools produce fragmented results** that disappoint teams.

44.8% of teams abandoned AI tools adopted within the past year[11], while 79.3% believe AI prompting effort outweighs the value received.

# Work isn't working for most companies

The Toggle Tax

## Employees are distracted

**Workers toggle between apps 1,200 times a day**—nearly 4 hours a week in attention resetting, or 9% of workers' annual work time.

Fragmented Context

## Teams waste time on busywork

**60% of a team's time** is spent sharing, looking for, and updating information between one tool and another. (HBR)

Compounding Inefficiencies

## Organizations lose revenue

**Minor inefficiencies compound across** our teams, tools, and work—costing organizations by up to 30% of their annual revenue.

## The Solution: Convergence

**The future of work isn’t about more tools—**it’s about creating a unified, intelligent workspace where everything connects and AI becomes *ambient*.

We’re building this future by converging tools, processes, context, and AI into a single platform. To eliminate sprawl, unlock ambient intelligence, and help every team achieve more with less.

Zeb Evans,
CEO and founder of ClickUp



# Convergence and the path to Ambient AI

Convergence is the foundation for everything that's next. It's how you turn chaos into clarity—and set the stage for true AI transformation.

## Workflows & Solutions

200+ Workflows

- Project Execution
- Strategic Initiatives
- Onboarding
- Services
- Campaign Execution
- Agile Development
- Bug Resolution
- Product Roadmap Execution
- +more

## AI Tools & Agents

100+ Agents



- Search & Ask
- AI Projects


- AI Meetings
- AI Create

## Apps

20+ Work Apps

- Tasks
- Dashboards
- Board view
- Gantt
- Docs
- Whiteboards
- Wiki
- Forms
- Chat
- SyncUp
- Inbox
- Clips

Data

- salesforce
- Google Drive
- HubSpot
- Figma
- Zapier
- +1000

# Defining Convergence

***What is Convergence?***

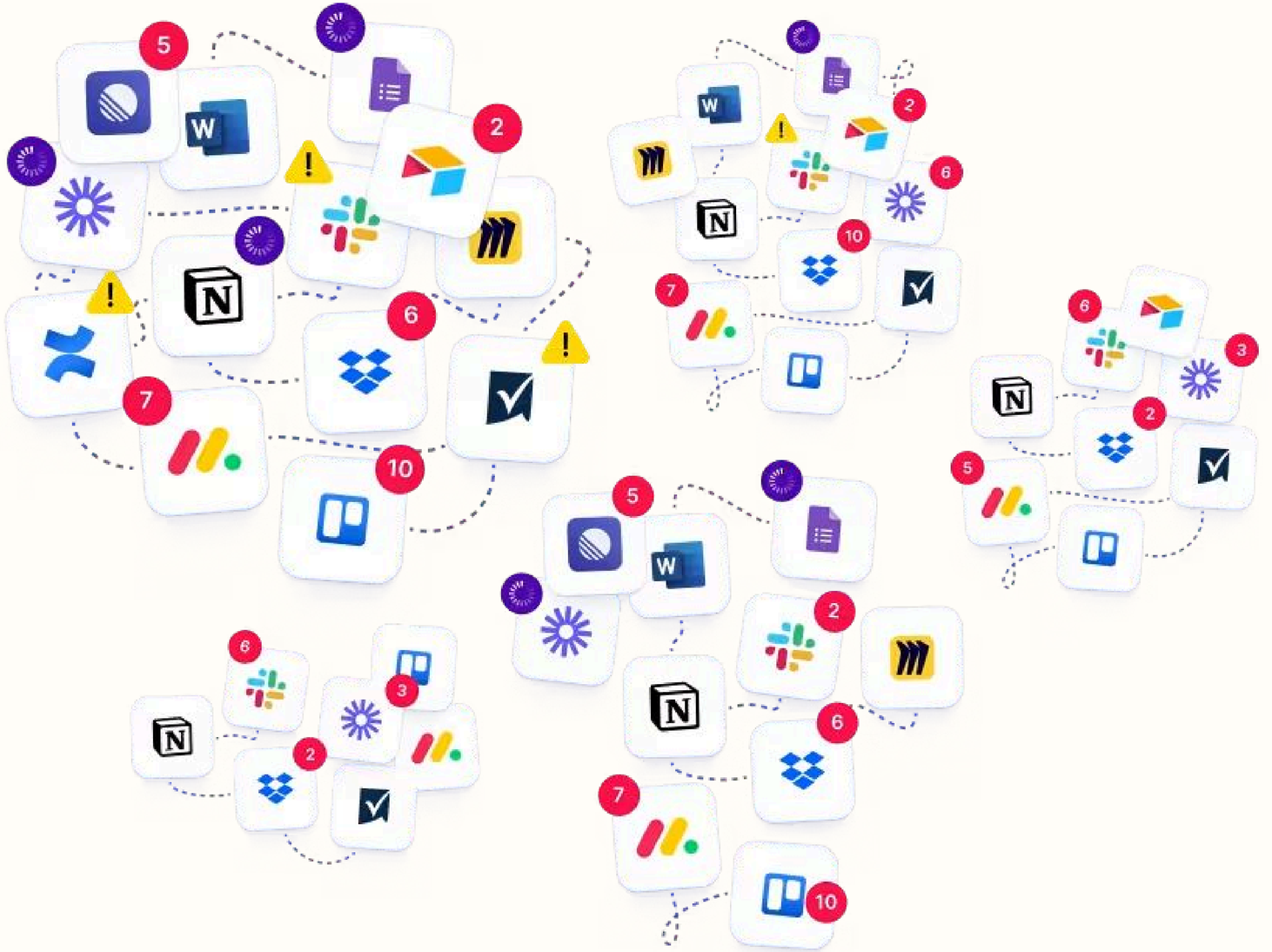
Convergence means unifying tools, workflows, and data into a single, intelligent workspace.

It's not just "bundling" apps together—it's creating a seamless environment where context flows naturally, and every part of the organization is connected.

**True convergence delivers:**

- **Shared context** across all work
- **Seamless orchestration** of tasks, data, and communication
- **A foundation for AI** to operate with full organizational awareness

When convergence is achieved, teams move faster, leaders gain real-time visibility, and AI can finally deliver on its promise.



# Convergence *is* the future of work

## Unifies all work

Convergence brings all tools, data, and workflows into a single, integrated platform—eliminating silos and digital chaos.

## Centralizes all processes

Seamless integration means every process flows together. Teams spend less time switching, searching, and duplicating work—and more time driving results.

## Connects all context

All information and context are accessible in one place, so teams never lose track of what matters.

## Unlocks ambient AI

AI becomes proactive and helpful—surfacing insights, automating tasks, and connecting the dots—because it finally has the full context of your work.

# AI is at the heart of the convergence transformation

By unifying your tools, data, and collaboration in a single, converged workspace, you create the foundation for Ambient AI to operate in the background.

***Ambient AI* surfaces insights, automates routine tasks, and proactively supports your team's goals.**



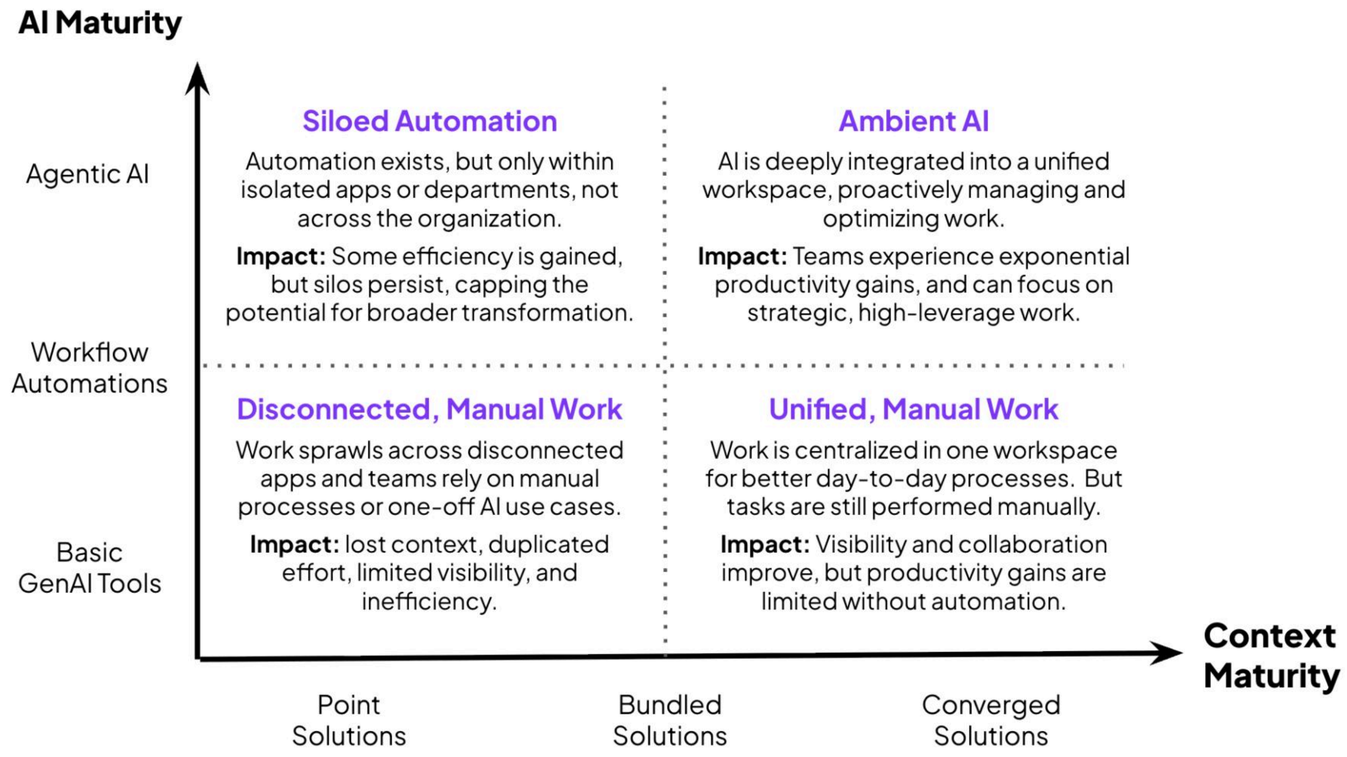
# The AI Transformation

**By deeply integrating AI into every layer of work—tasks, docs, conversations, and goals**—ClickUp enables information, context, and action to flow seamlessly and proactively.

Unlike basic automation or isolated AI tools, ambient AI in a converged platform anticipates needs, optimizes workflows, and delivers insights exactly when and where they're needed.

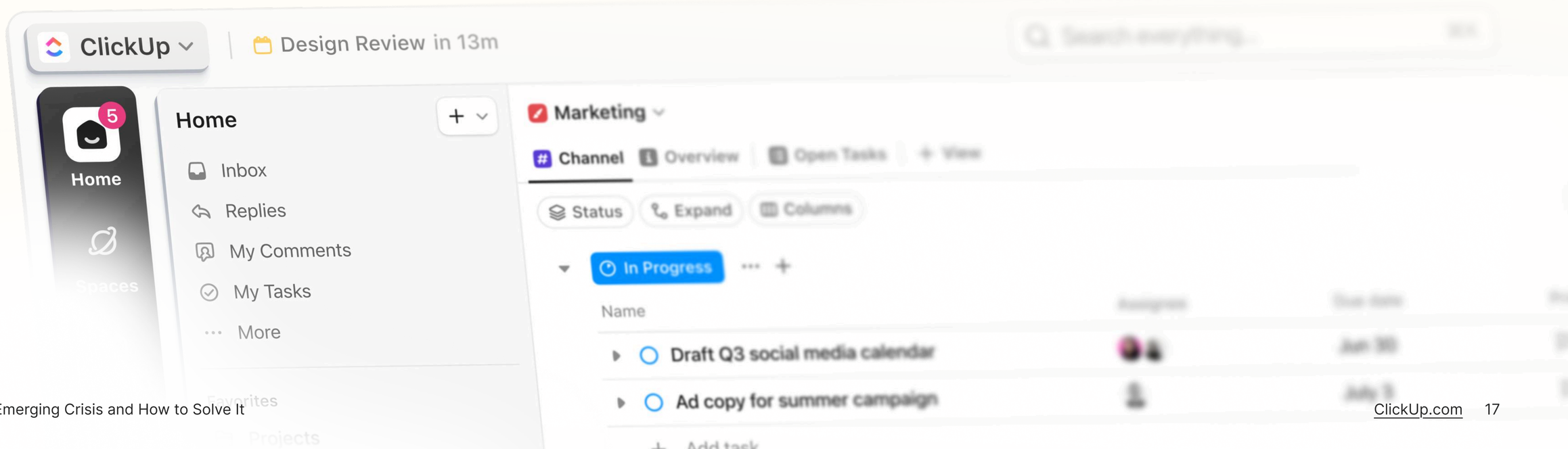
This shift turns work from a series of manual tasks into a dynamic, self-optimizing system—freeing teams to focus on creativity, strategy, and high-leverage impact.

## The AI Transformation Matrix

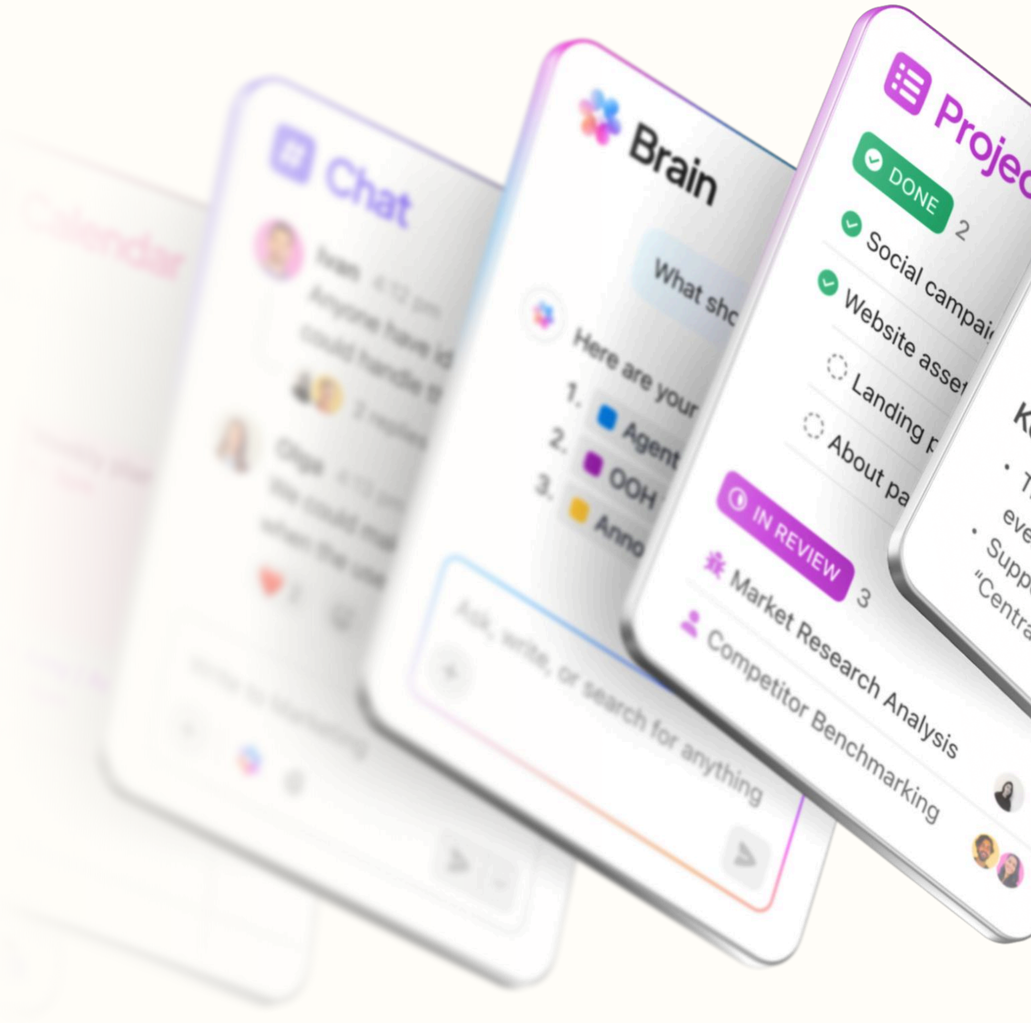


# How ClickUp enables Convergence

ClickUp was designed from the ground up to solve work sprawl through complete convergence—transforming each type of sprawl into its connected solution where everything just clicks.



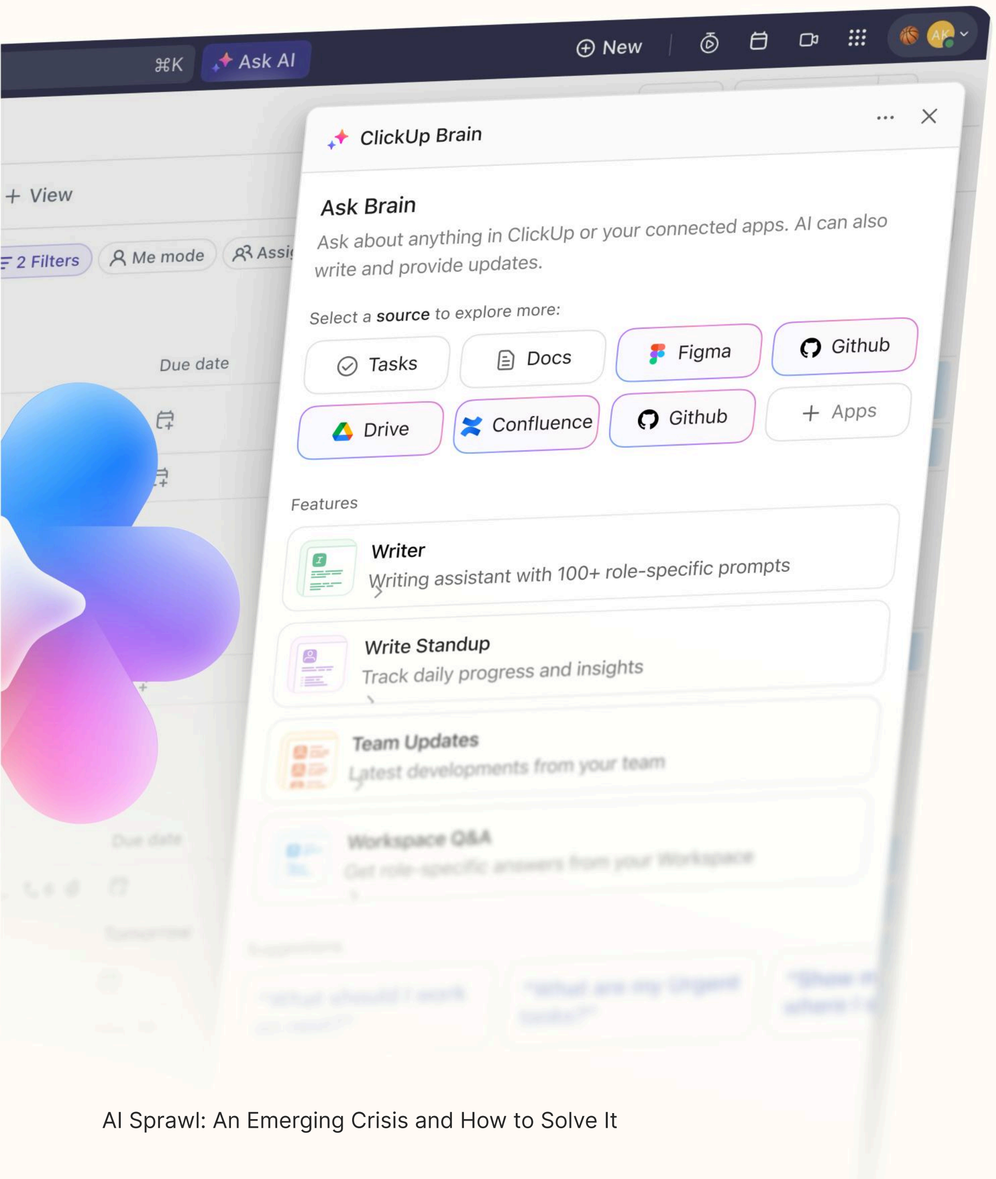
# ClickUp unifies your work tools




ClickUp's Converged AI Workspace brings tasks, docs, and communication together, eliminating the need for scattered apps.

AI intelligently links and organizes all work, so teams never waste time switching tools or duplicating efforts.

This unified workspace ensures everyone collaborates in one place, solving app sprawl and driving true alignment.




# ClickUp centralizes your processes

ClickUp uses AI to automate, standardize, and optimize workflows across the organization.

Every process is mapped and managed in one system, with AI surfacing inefficiencies and suggesting improvements.

Teams execute faster and more consistently, breaking down process sprawl and enabling seamless, accountable operations.

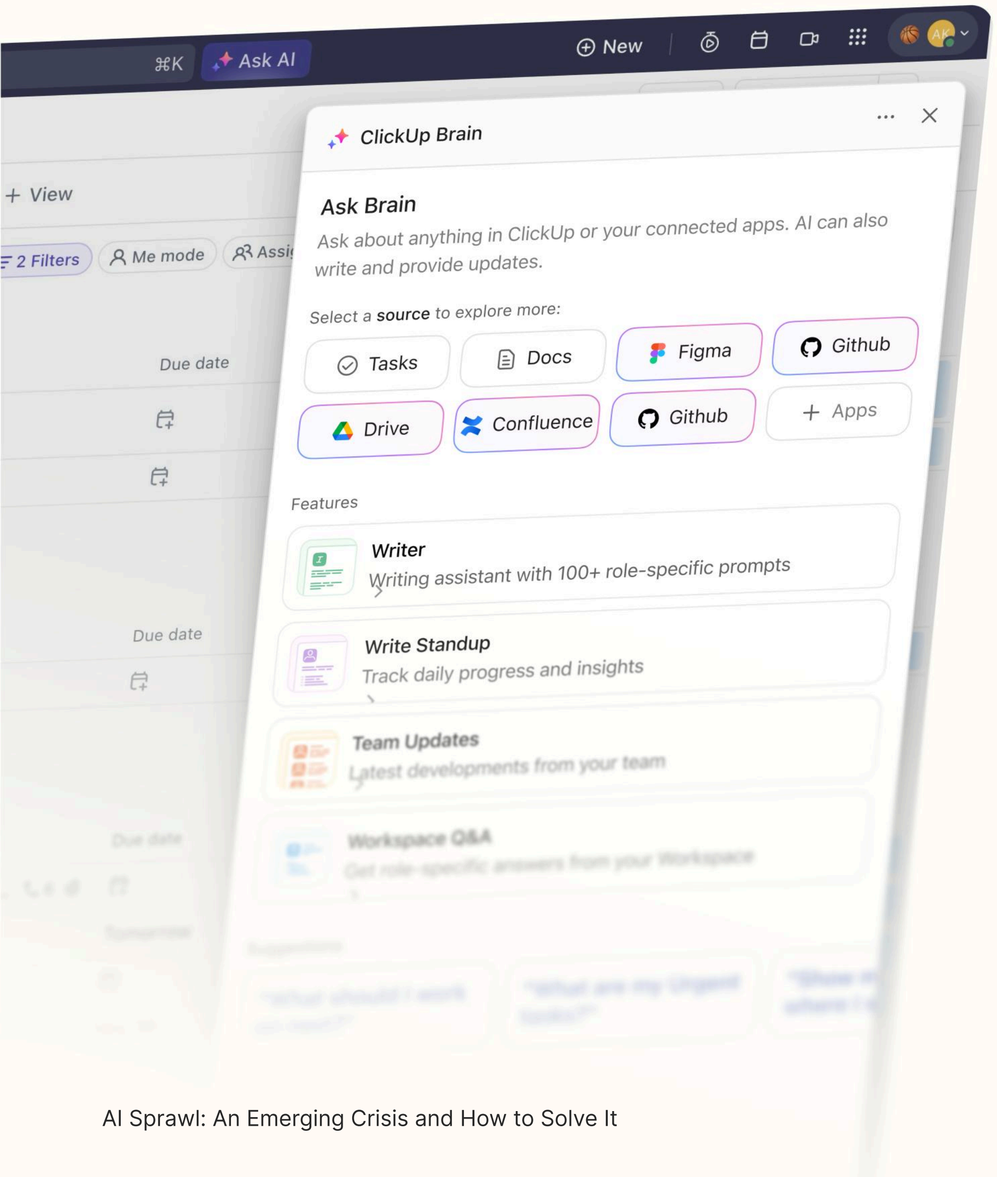
# ClickUp connects all of your work context

ClickUp connects all knowledge, docs, and conversations to the work itself, with AI weaving context into every project.

AI surfaces relevant information and history exactly when it's needed, so nothing gets lost or overlooked.

This connected context eliminates silos, solves context sprawl, and empowers teams to make smarter, faster decisions.






# ClickUp empowers your teams with Ambient AI

ClickUp's AI is deeply embedded—proactively automating tasks, surfacing insights, and recommending next steps within the flow of work.

AI adapts to each user and project, ensuring intelligence is always available and never fragmented across tools.

With ambient, context-aware AI, teams unlock the full value of automation and insight, solving AI sprawl for good.

**The future of productivity is about converging all work context and engagement into one place, where AI operates *ambiently*.**

Ambient AI seamlessly integrates into users' lives by leveraging context and engagement to anticipate needs, provide insights, and deliver value without requiring explicit prompting.

Zeb Evans
Founder and CEO at ClickUp



# A Call to Action

The question isn't whether to act—it's whether you'll lead the transformation or watch competitors pull ahead.

**Organizations that solve work sprawl first will dominate AI adoption.** Ambient AI requires unified context—companies still trapped in sprawl can't access AI's full potential.



1

As AI accelerates change, organizations that cling to fragmented systems and siloed context **will struggle to keep up.**

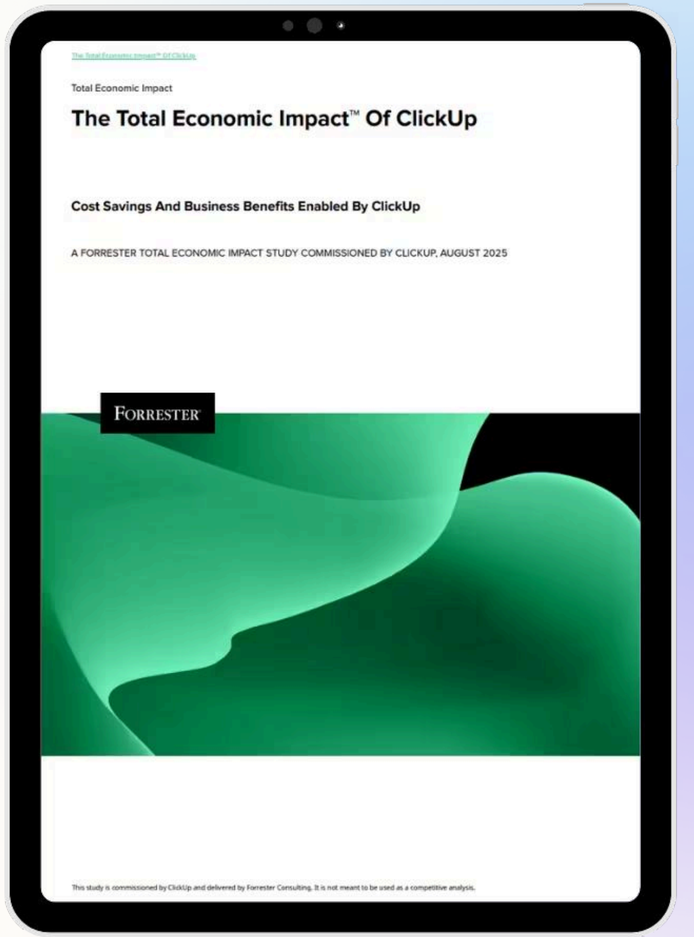
2

Organizations that embrace Convergence and Ambient AI **will unlock a new era of productivity, innovation, and resilience.**

# The Total Economic Impact™ of ClickUp

Forrester conducted a *Total Economic Impact* analysis of our Converged AI Workspace and found that **ClickUp drove 384% ROI for organizations** over the span of three years.

FORRESTER®



# Real organizations, unreal results

## 92,400 Hours Saved Annually

By Year 3 through automation and AI—that's 12 hours per employee per month.

## $3.9M Revenue Enabled

Teams reallocated saved time to revenue-driving projects and new client acquisition.

## 7× Output Increase

One gaming company went from 12 to 84 games per year after implementing ClickUp.

## 60% Legacy Tool Costs Cut

Organizations retired expensive point solutions as ClickUp consolidated their workflows.

**Download Study**



“

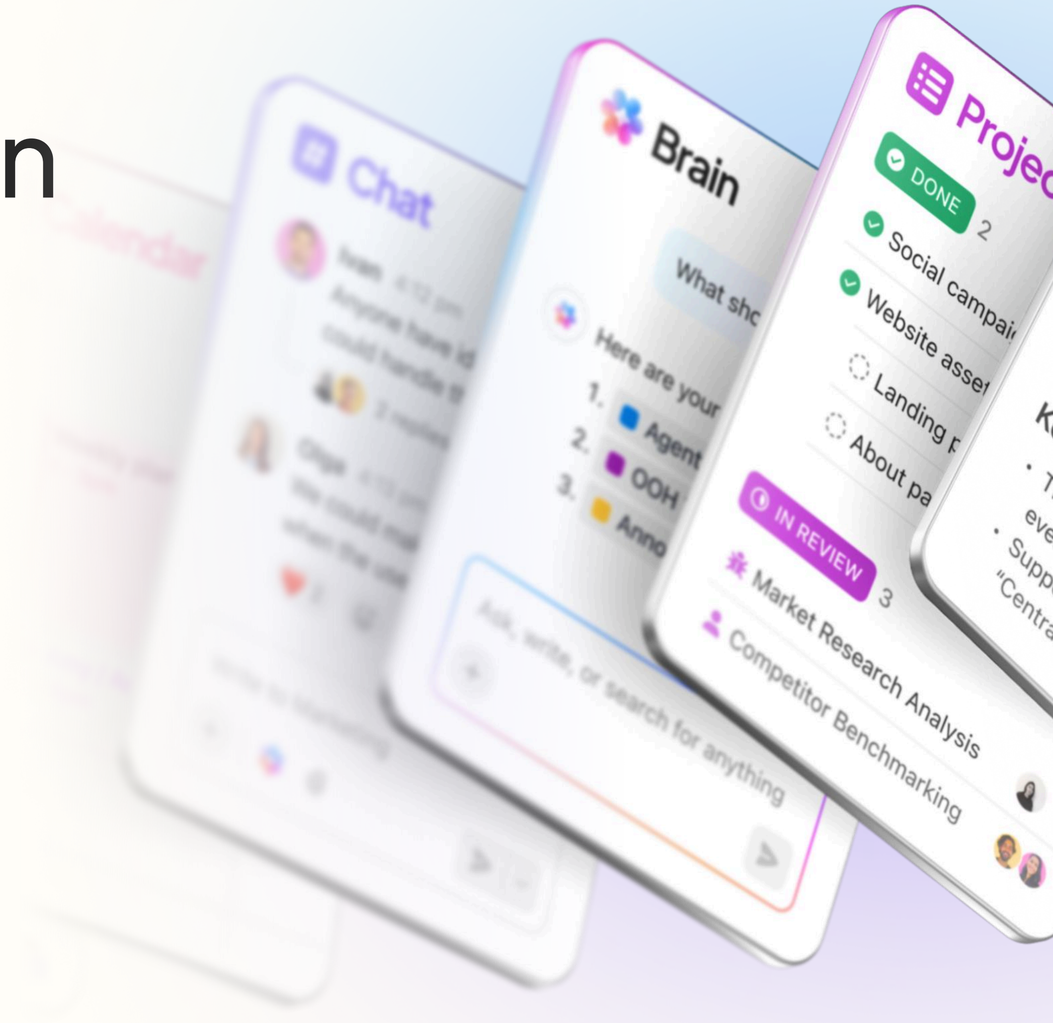
The glue of what every organization does is workflow management. I see now the opportunity goes through sales, legal, product, engineering, and commercial. It's all one workflow in one tool, with everybody looking at the same thing. **We could not achieve these results without ClickUp.**

CTO and Managing Director,
Gaming Company

”

# Ready to converge and win in the age of AI?

The future belongs to organizations that unify their work.
The tools are here. The transformation opportunity is now.



# Next Steps

## Download Forrester TEI Study

Get detailed methodology, financial analysis, and customer insights proving how convergence transforms productivity and profitability.

Download

## Book Your Free ClickUp Consultation

Our experts will analyze your current tool stack and show you exactly how much productivity and revenue you're losing to fragmentation.

Get Started

## Create Your ClickUp Workspace

Experience convergence firsthand. See how unified work transforms your team's productivity in days, not months.

Free Workspace