

SPROUT SOCIAL SAVES \$180,000 ANNUALLY WITH TEAMWORK COLLECTION

How Sprout Social saved \$180,000 and hundreds of hours per year with Teamwork Collection plus Rovo

\$180,000

Annual savings by consolidating with Teamwork Collection

80%

Tickets from new hires answered by a Rovo Agent, freeing up IT staff and accelerating onboarding

By consolidating separate Atlassian apps into Teamwork Collection and upgrading to JSM Premium, Sprout Social is saving \$180,000 and thousands of hours each year.



SPROUT SOCIAL

“Atlassian is having a massive impact on the way we work – not only helping us to get more efficient as we scale, but also to create a more competitive company.”

MASON PROUD

Director of IT, Sprout Social

SPROUT SOCIAL

Sprout Social, a global leader in social media management and analytics software, empowers approximately 30,000 brands to deliver smarter, faster business impact with comprehensive social media management solutions, including publishing and engagement, customer care, influencer marketing, advocacy and AI-powered business intelligence.

INDUSTRY

Software

NUMBER OF USERS

1,400

Location

United States

CHALLENGE

As they faced tool sprawl and rising costs, Sprout Social – a leading social media management and analytics software provider – needed to consolidate to save money and unlock new efficiencies.

SOLUTION

The company adopted Atlassian's System of Work by upgrading to Teamwork Collection and Jira Service Management Premium, all supercharged by Rovo.

IMPACT

Sprout Social saved significant time and money each year with Teamwork Collection, Rovo and Assets in Jira Service Management. Reinvesting in higher-value work is helping Sprout's teams optimize operations, wow customers, and grow their bottom line.

PRODUCTS USED



Jira

Flexible project management



Confluence

Knowledge, all in one place



Jira Service Management

High-velocity service delivery



Rovo

Transform teamwork with AI



Loom

Quick, async video updates

Consolidation, acceleration, and innovation through one System of Work

Tool sprawl is an all-too-common challenge for fast-scaling businesses like Sprout Social, an industry-leading provider of social media management and analytics software. Following years of rapid growth, Sprout's teams had accumulated a multitude of systems to deliver constant product innovations to 30,000 customers worldwide.



Employees needed good tooling to move their work forward. Initially, Sprout's leaders set out to consolidate tools and cut costs with Teamwork Collection. They didn't realize just how much it would transform their teams' connection, execution, and innovation too.

By unifying Jira, Confluence, and Loom with Teamwork Collection, Sprout Social cut \$180,000 in annual costs and connected teams across the company – enabling them to focus on higher-value work, launch faster, and deliver stellar customer support. With Rovo in Teamwork Collection and Assets in Jira Service Management, Sprout's teams further supercharged their workflows for higher efficiency and even better service. The result: smarter operations, happier customers, and a bottom line that keeps growing.

Unlocking new savings and supercharged features with Teamwork Collection

Sprout Social's teams have long relied on Jira, Confluence, Loom, and Jira Service Management. With Teamwork Collection, they consolidated contracts and instances into a connected platform, while gaining access to Rovo for AI-powered search and automation.

"Teamwork Collection helped us consolidate our tools, which saved \$180,000 annually, simplified administration, and integrated the apps seamlessly. We also got access to exciting features that we really wanted, like Rovo," says Director of IT Mason Proud.

Boosting speed and satisfaction by connecting Jira, Confluence, Loom, and Rovo

Mason says unifying Sprout Social's Atlassian apps with Teamwork Collection has made day-to-day work noticeably faster and easier – especially with meetings, where time and information often get lost.

For example, teams use Loom's AI notetaker to capture meeting notes, auto-publish those notes to the right Confluence pages, and instantly create Jira tickets for action items discussed in the meeting. This workflow not only frees up hours of manual work, but also ensures nothing falls through the cracks and makes the information easy to find with Rovo's AI-powered search.

Mason says improvements like these have sped tedious project management work. "I would spend about two hours every week adding meeting notes to Confluence and creating tickets in Jira. Now Teamwork Collection does it automatically, and I spend maybe five minutes just making little tweaks. That's been a game changer for me and for people across the organization."

Sprout used Loom to streamline new hire onboarding too. IT replaced live, two-hour setup sessions – often scheduled on nights and weekends to accommodate different time zones – with Loom videos that employees watch on their own schedule, at their own pace. IT also built a Rovo Agent to answer common questions in Sprout's New Hire channel on Slack.

"Moving from live onboarding sessions to Loom videos and building a Rovo Agent that's answering 80% of new hire questions has freed up more than 360 hours of work every year. We're seeing both faster ramp-up for employees and dramatically less IT burden during those critical first weeks," Mason says.

Automation and Assets: a powerful pair enabling faster, better service at scale

Gaining access to Rovo plus Assets in Jira Service Management (now part of Atlassian's Service Collection) opened the door for Sprout Social to improve efficiency and service with AI and automation.

After upgrading to Jira Service Management Premium, the team unlocked Assets, which they implemented to track and automate employee data, hardware, and access management. IT then used Rovo to make these workflows easier and more efficient.

"People are using Rovo quite a bit, especially since it's built into our Atlassian ecosystem," Mason says. "We can ask questions to understand status or surface information quickly, and we're creating agents to speed up resolution times across all service desks from days to hours. Rovo is helping us take our efficiency to another level."

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Director of IT

Sprout Social

Sprout is also using Jira Service Management's native integration with Workday to seamlessly sync employee data with its ITSM solution daily, ensuring IT can do their work faster and with greater accuracy. If a change is needed, such as updating a laptop's software for compliance or provisioning access for a new hire, automations create a Jira ticket pre-populated with the latest, most relevant information.

IT quickly built Rovo Agents to serve as their AI teammate and handle tedious but important parts of the process, like triaging tickets, drafting responses, running quality assurance with confidence rating benchmarks, and recommending documentation to fill gaps. "In under an hour, I can easily build a Rovo Agent that's 80% ready to deploy to a team's service desk," Mason says. "With Jira Service Management and Rovo, we're offloading repetitive tasks, getting back thousands of hours a year, and working toward an autonomous Level 1 service desk. Those efficiency gains free up teams to solve harder problems, do work they enjoy, and upskill to move to the next level."

Planting seeds to continue accelerating and advancing

Sprout Social has been using Atlassian as their collaboration hub for more than 10 years. Now they're scratching the surface on what they'll accomplish in the next 10+ years with a more connected, AI-powered platform.

Teams are particularly excited to continue exploring what they can do with Rovo within Teamwork Collection, Jira Service Management, Goals, and integrations with their other daily tools, like Slack. Mason's vision is to continue expanding their Atlassian System of Work and eventually make it the single point of entry for employees, where they can ask a question and find the right person, place, or agent to answer it.

Consolidation may have been Sprout Social's catalyst for unifying their Atlassian apps, but the opportunities it has uncovered are proving just as powerful as the time and cost savings. Mason says, "Atlassian is having a massive impact on the way we work – not only helping us to get more efficient as we scale, but also to create a more competitive company."

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Mason Proud

*Director of IT
Sprout Social*

Try Teamwork Collection

Consolidate scattered tools to plan, create, communicate, and scale.

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