

# Anthropic adds collaboration tools for interdepartmental AI adoption

Article

**The news:** Anthropic overhauled its developer program to add more collaboration tools to help non-developers—such as product managers and quality assurance (QA) specialists—get

involved in AI deployment.

**Anthropic's** console updates include shareable prompts and model optimization, which lets users select which prompts require deeper reasoning and when the models can think more simply.

That solution allows users to mitigate costs since advanced models are more expensive and aren't always necessary for the task at hand. Case in point: Inputs for OpenAI's **GPT-4.5** cost 30 times more than its **GPT-4o** predecessor and 25 times more than **Claude 3.7 Sonnet**.

**Why it matters:** As more **enterprises adopt AI**, challenges with integration are emerging. Anthropic said in a blog post that, without shareable prompts, teams may copy and paste prompts between documents or chat conversations to collaborate, which can result in control problems and operational silos.

Increasing access to tools that were traditionally meant for developers could ensure AI initiatives are applied safely and consistently across the enterprise. **It will also expand the ways different departments can deploy AI**—such as in copywriting and image generation for marketing and summarizing meeting and conference notes for internal teams.

**Our take:** Many AI companies are focused on who can create the biggest and most powerful model, but **Anthropic is prioritizing practical accessibility of its current models**. By improving collaboration tools, businesses could more easily integrate AI across various departments.