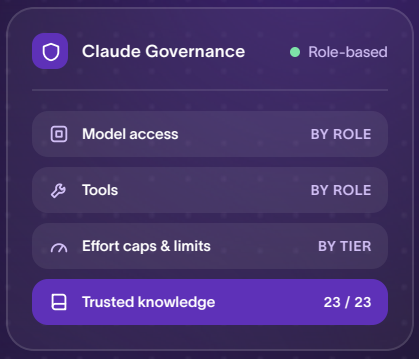
NEWROCKET

CASE STUDY · ENTERPRISE AI

Research Software & AI Company

Scaling Enterprise AI with the Right Controls in Place

How a research software and AI company strengthened Claude governance, established trusted product knowledge, and turned AI into a practical resource for Sales teams.



CUSTOMER	INDUSTRY	LOCATION	CLAUDE OFFERING
Research Software & AI Company	Scientific Research Technology	USA	Enterprise AI Governance & Sales Enablement

THE CUSTOMER

Software and AI for Scientific Research

The customer's platform helps enterprise R&D teams and academic institutions discover and use scientific research. As Claude Enterprise usage grew, it needed an operating model for access and spend, and a dependable knowledge foundation for AI-generated product answers.

THE CHALLENGE

Keeping Governance and Business Use in Step

Teams had different requirements for models, tools, and usage. Before the engagement:

39% of spend went to older model versions

43 members had Fable access

38 individual limit overrides

There were no tier-based effort caps, and product information in Claude was stale, with no clear owners or review dates.

THE SOLUTION

Connecting AI Governance with Practical Business Use

NewRocket designed the engagement around both sides of enterprise AI adoption: the controls to manage Claude responsibly, and practical capabilities employees could use.

WHAT NEWROCKET DELIVERED

01 Role-Based Claude Governance
Aligned model access, tools, effort caps, and limits to employee roles, with named exception groups for specialized requirements.

02 Structured Spend Controls
Established usage-based group limits and an additional-usage process with a one-business-day response standard.

03 Trusted Product Knowledge
Created a curated knowledge base with page ownership, review dates, controlled updates, and supported answers.

04 Applied AI for Sales
Built product Q&A and customer-deck capabilities, then equipped Sales and Customer Success leaders with reusable training materials.

THE RESULTS

Greater Control. Trusted Answers. Faster Sales Content.

SPEND
39%
of prior spend had gone to older model versions, now turned off so usage moved to current models

FABLE ACCESS
43 → 6
members, narrowed to named specialists alongside built-in Owner and Admin access

KNOWLEDGE BASE
23 / 23
knowledge-base test questions produced supported answers

SALES CONTENT
~1 min
to generate a first-draft customer PowerPoint

- **Every user** placed within the new tier structure, with zero members left without a group.
- **Zero members blocked** and zero member-days lost at the documented measurement point.

Scaling Enterprise AI Without Losing Control of Access, Spend, or Trusted Knowledge?

NewRocket helps organizations assess their AI environment, establish role-based governance, and connect trusted information to practical employee workflows.

Explore Claude Services →

newrocket.com/claude-services