# Anthropic accelerates global enterprise push with expanded workforce and new AI models



AI startup Anthropic is aggressively accelerating its enterprise growth strategy, driven by soaring international demand for its Claude large language models (LLMs). The company is planning a fivefold increase in its customer support staff and a tripling of its international workforce this year to better serve a rapidly expanding global client base. Over the past two years, Anthropic’s business customers have surged from fewer than 1,000 to more than 300,000 worldwide, according to company announcements. This expansion is underscored by the company’s growing presence in sectors ranging from financial services in London to manufacturing in Tokyo, where its AI models are increasingly embedded into mission-critical operations.

Anthropic’s international hiring spree includes adding over 100 new roles across key European hubs in Dublin, London, and a research-centric office in Zurich. It is also preparing to open new European offices and its first Asian office in Tokyo within the coming year. The global expansion is being led by Chris Ciauri, a seasoned enterprise executive recently appointed as Managing Director of International. Ciauri’s leadership aims to establish the necessary infrastructure and partnerships to support enterprise adoption in regions where nearly 80% of Claude’s usage now occurs, with particularly high per-capita adoption rates in countries such as South Korea, Australia, and Singapore.

In parallel with its workforce expansion, Anthropic has launched Claude Sonnet 4.5, an upgraded iteration of its flagship LLM designed to enhance employee productivity across various enterprise functions. This new model boasts improved capabilities in software coding, scientific reasoning, and financial tasks. Internal tests have demonstrated that Claude 4.5 can autonomously generate a working web app and deliver sustained coding output far beyond previous versions. Additionally, the model features safer guardrails geared towards regulated industries, emphasising reliability and risk reduction in professional environments. Microsoft recently announced that it will integrate Anthropic’s Claude models into Microsoft 365 Copilot, further embedding Anthropic’s technology into mainstream enterprise workflows and complementing Microsoft’s existing AI offerings.

Anthropic’s product strategy reflects a long-term enterprise focus that prioritises consistent, reliable AI performance over flashy demos. The company distinguishes itself by aiming to combat the common issue of "AI slop"—AI-generated content that is of insufficient quality to be useful—by producing outputs that get users substantially closer to their goals, enabling meaningful productivity enhancements. Mike Krieger, Anthropic’s Chief Product Officer, highlighted in an interview that Claude Sonnet 4.5 can generate professional-quality Word, Excel, and PowerPoint documents, extending AI utility beyond just coding to broader enterprise productivity tasks.

However, Krieger acknowledged ongoing challenges around enterprise AI adoption, noting that without appropriate tooling and support, many organisations risk disillusionment as initial AI enthusiasm wanes due to poor adoption or marginal productivity benefits. Furthermore, he addressed concerns about AI’s potential to displace human jobs. While noting that human roles involving relationship-building, trust, critical analysis, and strategic thinking remain vital, he conceded that labour shifts driven by AI automation are "almost inevitable." Anthropic’s approach, he said, involves designing tools that amplify uniquely human strengths in collaboration with AI rather than simply replacing human effort.

Enterprises are already reporting tangible improvements due to AI integration. For example, South Korea’s SK Telecom achieved a 34% increase in customer service quality, and the Commonwealth Bank of Australia halved customer scam losses through Claude-powered systems. In the United States, United Airlines used Claude to enhance personalised customer messaging and accelerate response times, illustrating the practical benefits of AI-driven customer experience improvements.

Anthropic's rapid enterprise traction contrasts with sceptical industry reports citing low returns on AI investments by many organisations. Data from MIT suggested that despite massive injections of capital into generative AI, most companies are not yet seeing significant productivity gains. Anthropic aims to defy that trend by focusing on meaningful, scalable applications of AI in business environments, supported by expanding teams dedicated to embedding AI into tailored workflows.

The $183 billion-valued company, backed by investors including Alphabet and Amazon, is fast becoming a formidable competitor to AI giants like OpenAI, Microsoft, and Google. Its aggressive international hiring and product release plans signal a decisive push to establish Claude as a foundational AI tool for enterprises worldwide, balancing innovation with pragmatic performance and user enablement.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.cxtoday.com/ai/anthropic-ramps-up-enterprise-push-with-support-expansion-and-new-ai-model/), [[4]](https://www.cnbc.com/2025/09/26/anthropic-global-ai-hiring-spree.html)
* Paragraph 2 – [[1]](https://www.cxtoday.com/ai/anthropic-ramps-up-enterprise-push-with-support-expansion-and-new-ai-model/), [[2]](https://www.reuters.com/business/world-at-work/anthropic-triple-international-workforce-ai-models-drive-growth-outside-us-2025-09-26/), [[4]](https://www.cnbc.com/2025/09/26/anthropic-global-ai-hiring-spree.html), [[5]](https://www.cnbc.com/2025/09/26/anthropic-global-ai-hiring-spree.html), [[6]](https://www.cnbc.com/2025/09/26/anthropic-global-ai-hiring-spree.html)
* Paragraph 3 – [[1]](https://www.cxtoday.com/ai/anthropic-ramps-up-enterprise-push-with-support-expansion-and-new-ai-model/), [[3]](https://www.reuters.com/business/retail-consumer/anthropic-launches-claude-45-touts-better-abilities-targets-business-customers-2025-09-29/)
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## Bibliography

1. <https://www.cxtoday.com/ai/anthropic-ramps-up-enterprise-push-with-support-expansion-and-new-ai-model/> - Please view link - unable to able to access data
2. <https://www.reuters.com/business/world-at-work/anthropic-triple-international-workforce-ai-models-drive-growth-outside-us-2025-09-26/> - Anthropic plans to triple its international workforce and expand its applied AI team fivefold in response to rising global demand for its Claude AI models. Nearly 80% of Claude's consumer usage originates outside the U.S., with countries like South Korea, Australia, and Singapore demonstrating higher per-capita usage than America. The company, valued at $183 billion and backed by Alphabet and Amazon, has seen significant business growth due to the strength of its AI models, particularly in coding capabilities. Claude's business user base has surged from fewer than 1,000 to over 300,000 in two years, and company revenue skyrocketed from $1 billion to over $5 billion in just eight months of 2025. As part of its global expansion, Anthropic will hire over 100 new staff in Dublin, London, and Zurich, and open its first Asian office in Tokyo. These efforts are being led by new International Managing Director Chris Ciauri. Additionally, a recent partnership with Microsoft will integrate Claude models into Microsoft’s Copilot assistant, a notable move away from exclusive reliance on OpenAI's models.
3. <https://www.reuters.com/business/retail-consumer/anthropic-launches-claude-45-touts-better-abilities-targets-business-customers-2025-09-29/> - Anthropic has announced the release of its latest AI model, Claude 4.5, highlighting significant improvements in coding, scientific reasoning, and financial tasks. Backed by Alphabet and Amazon, Anthropic is continuing its push into the enterprise AI space, focusing on delivering powerful and reliable tools for business users rather than consumer-focused trends. During internal tests, the new Sonnet 4.5 model built a web app from scratch, and one client used it for 30 hours of autonomous coding—an improvement over the previous model’s seven-hour limit. Claude 4.5 demonstrates enhanced performance in operating-system-related tasks, scoring 60% on relevant benchmarks, compared to 40% by previous versions. Designed for professional environments, the model features guardrails to limit risky outputs and is tailored for use in regulated industries. Microsoft also announced the integration of Anthropic’s models into Microsoft 365 Copilot, bringing features like “Agent Mode” in Excel and Word, and introducing an “Office Agent” for broader application. Anthropic's strategy emphasizes long-term, dependable AI performance over quick demos, positioning Claude 4.5 as a practical and robust tool for enterprise use.
4. <https://www.cnbc.com/2025/09/26/anthropic-global-ai-hiring-spree.html> - Anthropic is stepping up its global enterprise ambitions. The $183 billion artificial intelligence startup has grown its business customer base from under 1,000 to more than 300,000 in just two years, as demand for Claude's models accelerates across industries and regions. On Friday, the company announced it will triple its international workforce and expand its applied AI team fivefold in 2025, as it scales beyond the U.S. and intensifies competition with OpenAI, Microsoft and Google. That expansion comes as international demand increasingly drives the company's momentum. Claude's global usage has reached an inflection point: nearly 80% of activity now comes from outside the United States. On a per-person basis, adoption in countries like South Korea, Australia and Singapore has already surpassed that of the U.S. In an exclusive interview, Chief Commercial Officer Paul Smith told CNBC that Anthropic's international growth is outpacing even their most ambitious forecasts, with major customers coming online well before boots hit the ground. "What is amazing is we haven't, up until recently, had significant human presence in Europe, in Japan, in our international markets, and yet we already have a very, very significant business over there," said Smith. He pointed to rapid adoption in sectors like life sciences and sovereign wealth management. At Novo Nordisk, the Danish pharmaceutical giant behind Ozempic, Claude helped compress what's typically a three-month analysis and reporting phase at the end of a drug development cycle into just a few days. Smith said Anthropic is now ramping up hiring across its priority global markets. The company is set to recruit country leads for India, Australia and New Zealand, Korea, and Singapore, with broader expansion underway across the U.K., northern and southern Europe, Germany, Austria, and Switzerland. As part of its international push, Anthropic is opening its first Asia office in Tokyo and scaling operations across Europe — including more than 100 new roles in Dublin and London and a research-focused hub in Zurich. Additional locations are expected to follow in the coming months. The global expansion is being spearheaded by Chris Ciauri, who recently joined Anthropic as managing director of international. A longtime enterprise veteran, Ciauri previously served as CEO of Unily and held senior roles at Google Cloud and Salesforce, where he worked alongside Smith and helped grow Europe, the Middle East and Africa revenue from $200 million to more than $3 billion.
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