



Team Liquid scaled efficiency globally by 3x with ClickUp

Team Liquid, one of the largest esports brands, was experiencing massive growth, but when they realized the systems and workflows that got them to this point were actually slowing them down they knew they needed a solution ASAP.

About Team Liquid

On a mission to shape the future of esports – Team Liquid is a global enterprise with businesses in online properties, video production, influencer and campaign management.

Industry

Entertainment

Employees

250+

ClickUp Use Case

Project Management & Company-Wide Productivity

4+ tools consolidated in one central platform

100% org-wide adoption of ClickUp

10X company growth in 4 years

The problem

- ✓ **Too many tools led to disconnected teams** and inefficient workflows.
- ✓ **Siloed work led to miscommunication** and critical team members were left out of the loop.
- ✓ **Poor documentation led to missed deadlines** and duplicate work.



"I'm happy to say ClickUp has been easy for our teams to adopt. We've accomplished our goals to centralize work and unleash knowledge company-wide."

Jared Forker, Head of Global Operations

The solution with ClickUp

Flexible workflows to fit everyone's needs

- **Handles everything** from robust cross-departmental workflows to individual tasks.
- **Cross-functional teams work faster** with automations that scale workflows.
- *"ClickUp's flexibility and scalability would support everyone's needs in ways Asana couldn't."* – Jared Forkner

A single source of truth for work

- **Leadership has full visibility** into progress & performance with Dashboards.
- **Collaboration is effortless** with Wikis, SOPs, and communication living in one place.
- *"The best part is all of the documentation is connected to where work actually happens – in ClickUp – so workflows and tasks go from ideas to execution seamlessly."* – Jared Forkner

Professional services accelerate value

- ClickUp professional services **made the migration from Asana simple**
- **Partnering at each step** to optimize and build ideal workflows.
- *"[Pro Services] was a delight to work with and her knowledge of change management was incredibly valuable."* – Jared Forkner