

REGION FOCUS: WORLDWIDE

The Business Value of the Asana Platform

IDC's research demonstrates how Asana helps organizations **ensure collaboration, leverage automation**, and better **focus on priorities**. As a result, study participants have achieved **day-to-day efficiencies and more effective business operations**, increasing employee productivity, **delivering more projects on time, and ensuring higher customer satisfaction**.

Key Results

33%
faster completion of
digital transformation initiatives

214%
1-year ROI

5 months
payback period

Business and Operational Gains

5.5% net productivity gain, daily
Asana users

82% higher employee satisfaction with
collaboration tools

14% higher client/customer satisfaction

\$906,500 total 3-year discounted benefits
per 100 Asana users*

CUSTOMER QUOTE:

"We win more business with Asana because we have access to historically what worked and what didn't ... Our sales team is gaining information from other teams to help close deals and they are providing client information to the teams that can then execute on that information."

*Total benefits realized from using Asana include: higher net productivity for employees, staff time savings and efficiencies, net revenue gains, and operational cost savings.

Project and Process Automation Efficiencies

129% more active projects per team

57% more projects delivered on time

54% faster to execute business processes

41% more business processes handled

CUSTOMER QUOTE:

"It's all about scaling for us with Asana. When we started with Asana, our team and revenue were much smaller. As the company has grown, we've depended on Asana on help us scale our business to keep up with that growth."

Measurable Work Efficiencies

>3x more priority work and tasks
completed on time

>2x more time, creative and
innovative work

21% fewer meetings

35% less email and other administrative tasks

CUSTOMER QUOTE:

"The efficiency with Asana is really the biggest benefit for us, and the ability to automate a lot of the work that needs to be done ... Automation allows tasks to move through their processes and cuts out a lot of the manual work. Asana makes updates automatically in real time and everyone can see those updates, which keeps us on track."