



Asana Adds More Integrations to Streamline Collaboration and the Flow of Work

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IDC's Quick Take

To help streamline the flow of work and minimize application switching, Asana (NYSE:ASAN) [announced](#) new and improved integrations including those for Atlassian Jira, Slack, Microsoft Teams, and Zoom. As productivity hinges more on smooth collaboration, best-of-breed product integration is increasing insights, communication, and the actual flow of work. Also announced was a series of security updates, including encryption in motion and rest. Asana makes a good case for enterprise consideration. These new, combined capabilities are particularly important — if not vital — to organizations navigating the challenges of remote work and rapid shifts to digitization demanded by our "new normal" in the wake of the pandemic and moving forward into 2021 and beyond.

Product Announcement Highlights

Key announcements made by Asana include:

- **Connect Asana + Zoom** to keep track of meeting links and easily create Asana tasks for resulting action items. You can also attach call transcripts to tasks for quick reference or to give teammates further context about the task later.
- **Connect Asana + Microsoft Teams** to easily create Asana tasks directly within Microsoft Teams meetings, channels, and chats.
- **Connect Asana + Slack** more deeply with the ability to share Asana milestones, projects, and portfolios as unfurling links within Slack channels. This integration enhancement builds on the existing ability to create and assign tasks from Slack messages and now supports customers on both Slack Connect and Slack's Enterprise Grid plan.
- **Connect Asana + Jira** (Server Edition) so you can create and link Jira issues from directly within Asana tasks, and receive updates on open Jira issues, no matter if you're working in the cloud or on premises.
- **There are over 200 software integrations available** for Asana including that for G Suite (Google Workspace), Salesforce, and many others.

Coming Soon

- **Automate work happening across tools with Rules.** Asana will be launching new ways to surface and action third-party app data with Rules. With this new functionality, enterprise teams will reduce the amount of "organizational debt" they take on from manually managing work across a patchwork of technologies.
- **Make it easier to manage organizational data, enhanced security features, and admin controls.** This includes:

- **Best-in-class integrations** with identity providers like Azure AD, ADFS, Bitium, Google, LastPass, Okta, OneLogin, and SecureAuth for SAML authentication.
- **The ability to terminate Asana** sessions via the admin console if a device or account is compromised.
- **Encryption of all data** both at rest and in motion.

IDC's Point of View

Asana, newly debuted to the NYSE, has experienced solid growth over recent years. The pandemic accelerated the need to collaborate, and once enterprises are connected, they have the need to follow projects and the flow of work. Fortunately, Asana was prepared in a timely fashion to move forward on these key integrations and evolution of its product.

Asana is among the best-of-breed vendors that do not stray too far from their core competency, seeking instead to improve their product at a faster pace and integrate with others to extend their abilities. This translates into enabling integration with and use of other products for their benefits and key areas of broad adoption and execution such as Atlassian Jira for development, Slack for channel messaging, and Zoom for videoconferencing. While Asana integrates with Microsoft's and Google's offerings, IDC research shows this best-of-breed strategy has found favor with IT buyers and continues to increase. Our research also signals that collaborative workflow products like Asana will have continued success as digital transformation, spurred on by the pandemic, continues to change how and where we work.

The additional security components, coming to general availability shortly, are also key requirements that enterprises are seeking as they must increasingly protect their organizations from vulnerabilities in the wake of (too)-rapid shifts to remote and widely distributed workforces geographically and across home and other platforms. Encryption in motion and at rest is also a strong plus, now a frequent buying criterion.

Now that we are working from almost everywhere — okay, mostly from home — collaboration is vital, but it is not the whole story. There is a need to be able to discuss, assign, follow work, ideate, and redistribute work in real time and still be able to develop ideas during the process. This is part of the next normal.

We also increasingly see the need for governance and higher-end project, program, and portfolio management (PPM) capabilities, exemplified by recent acquisitions in this space. This PPM area offers additional opportunities for Asana as well from a partnering and integration perspective.

All in all, the new announcements from Asana exemplify the company's ability to pivot quickly with an adaptive and engaging product strategy as organizations must themselves respond with agility to a dynamically challenging world currently and moving forward.

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