

MARKET NOTE

Asana Future Event Brings AI, Goals to Collaborative Work

Wayne Kurtzman

EXECUTIVE SNAPSHOT

FIGURE 1

Executive Snapshot: Asana Future Event Brings AI, Goals to Collaborative Work

This IDC Market Note reviews recent "Future of Asana" announcements. Asana has upgraded its marketing message to support expanding its enterprise footprint. New features support that goal. The Asana Huddle feature creates meetings and agenda, transcribes content, and assigns agenda items. The Asana Goals feature enables organizations to align visibility and track progress of work and tie directly to outcomes. This document evaluates these and more recent updates.

Key Takeaways

- Asana Goals attaches goals and metrics within Asana to create a source of measurable goals that create their own progress reports.
- Asana Huddle feature creates short meetings (huddles) that transcribe the conversation and assign action items.
- Asana for Microsoft integration was announced to be added to the collaborative workflow platform.
- Asana Work Graph provides interesting AI options for future releases.

Source: IDC, 2020

IN THIS MARKET NOTE

This IDC Market Note reviews recent "Future of Asana" announcements. Asana has expanded its marketing message to better support expanding its organizational footprint. These new features support that goal. The Asana Huddles feature creates meetings and agenda, transcribes content, and assigns agenda items. The Asana Goals feature enables organizations to align visibility and track progress of work and tie directly to outcomes. This research evaluates these and other recent updates.

Asana had a series of summer announcements, including its first Future of Asana event. Some of the announcements at the event and soon after are:

- **Asana Huddles:** It helps quick sync meetings using the now-enhanced collaboration features within Asana. A virtual assistant will schedule the huddle and create an agenda. During the huddle, Asana will automatically transcribe the conversation and assign action items so that next steps and responsibilities are clear.
- **Workflow Store:** It is an app-like store that gets workflows from Asana and the community designed to tackle workflows.
- **Asana Goals:** It is a solution that, within the Asana workflow, enables companies and departments set, track, and tie goals directly to outcomes. Asana Goals:
 - Provides a single source of truth for goals
 - Makes goals measurable with metrics
 - Provides progress updates
 - Connects work and projects to goals
 - Provides progress/status reports that write themselves

Asana executes this by creating a goals system that directly ties to its work management and collaboration solution. For example, where there are specific objectives and key results (OKRs), Asana follows the formula: "We will [objective] as measured by [key results]." For example, to grow loyalty, a marketing function, the objective may be to grow a rewards program by a certain amount. Then the tasks that make up that goal are in Asana and tie to goals to create seamless reviews, visible at any time.

This feature can be used as a companywide system for goals or a team-based system.

Earlier this summer, Asana for Microsoft integration was also announced, to add an Asana structure layer to less structured teams.

IDC'S POINT OF VIEW

The New Announcements

The announcements are progressive and very in tune with evolving enterprise needs. It will help Asana be considered and grow the product line, both where it is the work system of record and where it is not. Supporting deep and effective integrations with other leading application enhances its case. Further:

- **Asana Huddles** is a cool feature that dynamically calls for a quick videoconference meeting with stakeholders, creates an agenda, transcribes the call, and assigns action items. Asana is still exploring who will power the videoconferencing experience (build versus partner). The potential here is strong, as it is sitting within the flow of work. While adoption may be a

challenge, the work-from-anywhere world paired with a virtual assistant suggestion makes this an intriguing and potentially valuable feature.

- **Asana Goals** is a unique addition for a collaborative application, but it makes sense for Asana. It adds a core functionality that can provide a service and save businesses money while growing the footprint with the Asana client. Translate that to more paid users with more use cases. The key challenge is, like it always was, when a business chooses to measure the wrong metric for success – something many of us have stories about already.

Very subtly, Asana also announced its Work Graph that connects team members to relevant units of work, details about the work, and how it fits together. This should be the core of some interesting future announcements around organizational navigation, better alignment, and accountability.

It has been a busy year for Asana, adding approvals, Power BI and Microsoft Teams integrations, and more enhancements to existing integrations around the corner.

Asana focuses on task-based work, and some workers still have trouble picturing their work as an element of a larger project. Some challenge that there is enough flexibility in even the best systems. That said, IDC believes Asana is both on the right track and executing well to the challenge.

LEARN MORE

Related Research

- *Worldwide Team Collaboration Applications Market Forecast, 2020–2024: The (Big) COVID-19 Bump* (IDC #US45918020, forthcoming)
- *Worldwide Team Collaboration Applications Market Shares, 2019: Benefits Drive Double-Digit Growth and Adoption* (IDC #US45918420, August 2020)
- *Worldwide Collaborative Applications Forecast, 2020-2024: Connectedness Driven by COVID-19* (IDC #US45917820, July 2020)
- *Survey: Collaboration Spending Impact Due to COVID-19* (IDC #US46254720, May 2020)
- *IDC's Annual Collaboration Study, 2020: The Benefits Emerge* (IDC #US43486518, March 2020)

Synopsis

This IDC Market Note reviews recent "Future of Asana" announcements. Asana has expanded its marketing message to better expand its footprint within organizations. These new features support that goal. The Asana Huddle feature creates meetings and agenda, transcribes content, and assigns agenda items. The Asana Goals feature enables organizations to align visibility and track progress of work and tie directly to outcomes. This document evaluates these and other recent updates.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

Global Headquarters

5 Speen Street
Framingham, MA 01701
USA
508.872.8200
Twitter: @IDC
idc-community.com
www.idc.com

Copyright Notice

This IDC research document was published as part of an IDC continuous intelligence service, providing written research, analyst interactions, telebriefings, and conferences. Visit www.idc.com to learn more about IDC subscription and consulting services. To view a list of IDC offices worldwide, visit www.idc.com/offices. Please contact the IDC Hotline at 800.343.4952, ext. 7988 (or +1.508.988.7988) or sales@idc.com for information on applying the price of this document toward the purchase of an IDC service or for information on additional copies or web rights.

Copyright 2020 IDC. Reproduction is forbidden unless authorized. All rights reserved.

