Our co-founders were inspired to start Asana after experiencing the growing problem of work about work firsthand. Instead of spending time on work that generated results, they were spending more time in status meetings and long email threads trying to figure out who was doing what. They recognized this pain was universal to teams that need to coordinate their work effectively to achieve their objectives. As a result of that frustration, they were inspired to create Asana to solve this problem for the world’s teams.

Reduces work about work

According to IDC, the adoption of collaboration technologies accelerated by almost five years in early 2020. With the worldwide collaborative applications market growing at a five-year CAGR of 18%, there is a need to securely and effectively connect every worker to each other and their work.

Helping humanity thrive by enabling the world’s teams to work together effortlessly.

According to IDC, the adoption of collaborative technologies accelerated by almost five years in early 2020. With the worldwide collaborative applications market growing at a five-year CAGR of 18%, there is a need to securely and effectively connect every worker to each other and their work.

Asana is a work management platform that helps teams orchestrate work, from daily tasks to cross-functional strategic initiatives. With Asana, organizations have a living system of clarity where everyone–regardless of where they're located–can see, discuss, and execute their team's priorities.

More than 119,000 paying customers and millions of teams around the world, from small businesses to large enterprises, rely on Asana to manage everything from company objectives to digital transformations to product launches and marketing campaigns.

Our customers

Minor that 75% of the world’s largest companies are using Asana to manage anything from digital transformations to product launches and marketing campaigns.

Our Platform

Asana’s platform can be customized to integrate with customer’s existing systems like spreadsheets, project management tools, and even calendars, so every task and workflow is connected and easy to track.

Our customers

More than 119,000 paying customers and millions of teams around the world, from small businesses to large enterprises, rely on Asana to manage everything from company objectives to digital transformations to product launches and marketing campaigns.