Asana Named a Leader in the 2024 Gartner® Magic Quadrant™ for Adaptive Project Management and Reporting

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SAN FRANCISCO--(BUSINESS WIRE)--Sep. 12, 2024-- Asana (NYSE: ASAN)(LTSE: ASAN), the #1 AI work management platform, has been named a Leader in the Gartner® Magic Quadrant™ for Adaptive Project Management and Reporting (APMR). Asana was recognized for its Ability to Execute and Completeness of Vision among the 13 evaluated vendors.

Today, every company is looking for a smarter way to manage work and collaborate more effectively across teams. Asana's work management capabilities, underpinned by its proprietary Work Graph® and advanced AI features, are scalable, adaptable, and easy to use allowing companies of any size to prioritize, execute, and track their most important work.

"Project managers and business leaders are constantly under pressure to improve agility while also ensuring teams are prioritizing the most important strategic initiatives. They need to find solutions that are easily adopted across teams, and report in real-time on how *all* work is bringing value to the business," said Anne Raimondi, COO and Head of Business at Asana. "These challenges are virtually impossible to address unless you have teams working together in a platform that's easy to use and connects all work across an organization - from the goals set at the top to the strategic portfolios you have in place to achieve those goals, down to the cross-functional projects and individual tasks that support those strategies."

Regardless of whether organizations are in office, hybrid or remote, Asana's AI-powered enterprise work management platform allows business leaders and PMOs to:

- Easily manage complex projects - Implement hybrid management practices and promote continuous collaboration
- Resource projects effectively - Manage and allocate team members to projects based on priorities and ensure balanced workloads
- Automate workflows - Leverage AI and automations to reduce manual work and increase accuracy and speed
- Standardize process and prioritization - Use automated intake processes and AI suggestions to improve workflow efficiency and prioritization
- Get visibility into work progress - Use custom charts, dashboards, and real-time insights to monitor progress, identify risks, and update executives

Customer feedback is vital to Asana's product innovation. Below are anonymized reviews of the company's APMR capabilities, as captured on Gartner Peer Insights™:

"Extremely flexible and scalable collaboration from the individual to team to department to company level."
President & CEO – Government

"*The product has helped us to consolidate our project management data to one solution instead of being spread across four separate tools."*
Senior Manager Of IT Portfolio And Services - Manufacturing

"Asana has increased our ability to collaborate across the organization. The new AI features have also helped to speed up work processes and save time across the company."
Operations Manager - Software

To learn more, download the 2024 Gartner® Magic Quadrant™ for Adaptive Project Management and Reportinghere.

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Gartner, Magic Quadrant for Adaptive Project Management and Reporting, Kevin Rose, Sean Bankston, and Peter Clegg, 4 September 2024.

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About Asana

Asana, the #1 AI work management platform, is where work connects to goals. Over 150,000 customers like Amazon, Accenture, and Suzuki rely on Asana to manage and automate everything from goal setting and tracking to capacity planning to product launches. To learn more, visit asana.com.

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Asana Communications
Alexandra Tadeu
press@asana.com

Source: Asana, Inc.