



Asana Named a Leader in Collaborative Work Management Tools, Q2 2025 Evaluation

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Scored highest in the Strategy category; Highest possible scores in Vision, Innovation, and Roadmap criteria

SAN FRANCISCO--(BUSINESS WIRE)--Jun. 3, 2025-- [Asana](#). Inc. (NYSE: ASAN) (LTSE: ASAN), the leading work management platform for human + AI coordination, today announced it has been named a Leader in [The Forrester Wave™: Collaborative Work Management \(CWM\) Tools, Q2 2025](#). Asana secured the top score in the Strategy category and achieved the highest possible scores in nine Wave criteria, including Vision, Innovation, Roadmap, Enterprise Work Management, and Usability and CX.

This recognition comes as enterprises seek to maximize productivity and compete effectively in an AI-driven economy. Asana's position stems from its strategic focus on effective human + AI coordination – including innovations like [AI Studio](#) and [Smart Workflow Gallery](#) – that addresses organizations' need for tools that deliver both transparency and results.

"Work today flows not just between people, but between people and AI. Yet most organizations are still juggling disconnected tools that bury context and make it hard to answer the basics - who's doing what, by when, how, and why," said Dustin Moskovitz, co-founder and CEO of Asana. "Asana fixes that by connecting all work to the goals it serves and by bringing AI directly into the workflow, so that progress is transparent and everyone moves in the same direction.

"Simply bolting AI onto yesterday's systems just automates the chaos. Real transformation happens when AI has the right scaffolding and context to act with purpose. Our Work Graph is a living map of every goal, task, and dependency. Powered by purpose-built AI, it turns strategy into synchronized execution—translating vision into action, surfacing risks before they escalate, and aligning every team around shared outcomes, at any scale. That's the future of human + AI coordination, and it's the future Asana is delivering."

Asana believes the Forrester report reinforces the company's strategic direction. Margo Visitacion of Forrester Research writes, "Asana's vision for CWM aims to empower teams of humans and AI to work together seamlessly, transforming ideas into impact." The report also states that Asana "...leverages intelligent automation and purpose-built AI agents and enhances productivity while reducing manual effort."

Asana's key highlights in the report include:

- **Strategy:** Asana received the highest score in the Strategy category. The report acknowledges Asana's vision for CWM, which aims to empower teams of humans and AI to work together seamlessly. Forrester cited Asana's roadmap emphasis on "smart work" that supports customer workflows and the continued enhancement of its Work Graph to interrogate data and surface complex patterns.
- **Enterprise Readiness and Capabilities:** Asana received the highest possible score in the Enterprise Work Management criterion. The company's solution is "designed to be flexible and scalable," proven with over 200,000 users in a single deployment.
- **Future-Proofing through Innovation:** Asana also received the highest possible scores in the Vision, Innovation, and Roadmap criteria. [Asana AI](#) enhances work, scales best practices via the [Smart Workflow Gallery](#), and enables designing custom AI workflows with [AI Studio](#). This allows AI to do things like triage requests, categorize work, and assign priorities directly in the workflow.

For more information on Asana's position as a Leader in The Forrester Wave™: Collaborative Work Management Tools, Q2 2025, visit: <https://asana.com/resources/forrester-wave-collaborative-work-management-2025>.

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About Asana

Asana is the leading work management platform for human + AI coordination. Over 170,000 customers like Accenture, Amazon, Anthropic, Morningstar, and Suzuki rely on Asana to align teams and accelerate organizational impact. Whether it's managing strategic initiatives, cross-functional programs, or company-wide goals, Asana helps organizations bring clarity to complexity—turning plans into action with AI working alongside teams every step of the way. To learn more, visit www.asana.com.

¹ Forrester Research, The Forrester Wave™: Collaborative Work Management Tools, Q2 2025, Margo Visitacion, 3 June 2025

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