



Asana Announces Enhanced Enterprise Workflows Integration with ServiceNow

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New offering brings together the power of Asana and ServiceNow for distributed teams

SAN FRANCISCO--(BUSINESS WIRE)-- Today [Asana, Inc.](#) (NYSE: ASAN), a leading work management platform for teams, announced a [new integration with ServiceNow](#), boosting visibility and collaboration between process management and operational teams. With Asana's integration with ServiceNow, cross-functional teams can move fast and work together more effortlessly, no matter where they are located.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210526005337/en/>



Asana's integration with ServiceNow helps reduce manual work for teams and limits app switching. It enables actions to take place by automatically triggering tasks in Asana directly from a ServiceNow Flow. (Graphic: Business Wire)

Distributed work continues to pose a challenge for teams and organizations around the world. According to the [Anatomy of Work Index 2021](#), more than one-third of workers say that actions and messages are missed when switching between apps. In a world of distributed work, it's more important than ever for organizations to create seamless workflows that enhance effective cross-functional collaboration and visibility.

"With our ServiceNow integration, distributed teams can now integrate workflows across teams, departments and tools," said Billy Blau, Head of Business and Corporate Development, Asana. "We're thrilled to be collaborating with ServiceNow to deliver enhanced enterprise workflows that our customers need today. By integrating the enterprise's most essential tools, we're enabling the world's teams to have greater impact, with less effort."

Asana's integration with ServiceNow helps reduce manual work for teams and limits app switching. It enables actions to take place by automatically triggering tasks in Asana directly from a ServiceNow Flow. For example, IT can trigger a workflow that automatically creates a task for customer-

facing teams in Asana whenever a performance issue is logged in ServiceNow. With all the real-time, pertinent information in the Asana task, teams can easily prepare appropriate response communications and report on customer sentiment.

This new offering makes it easy to:

- Create connected workflows between Asana and ServiceNow to reduce manual work and limit the need for app switching
- Trigger task creation in Asana directly from a ServiceNow workflow to expedite responses and help ensure key stakeholders have the context they need to take action fast
- Enhance cross-functional and platform visibility to enable distributed teams to work together more effortlessly

To learn more about Asana's integration with ServiceNow, visit: [ServiceNow Store](#)

Asana Partners: Connecting Distributed Teams

As a single platform for clarity and accountability, Asana breaks down the barriers that prevent distributed teams from doing their work, their way. The recently launched [Asana Partners](#), an ecosystem of over 200 essential work tools and strategic channel partners across 75 countries, augments the power of Asana so that teams can spend less time communicating and more time creating.

By integrating the essential tools of the enterprise, including ServiceNow, Asana eliminates information silos and helps organizations coordinate their work with clarity. Asana also recently announced the addition of seven new languages, its largest market expansion to date, delivering more ways for knowledge workers to access Asana in their native language. For more information on [Asana Partners](#), visit asana.com/partners.

About Asana

Asana helps teams orchestrate their work, from small projects to strategic initiatives. Headquartered in San Francisco, CA, Asana has more than 93,000 paying organizations and millions of free organizations across 190 countries. Global customers such as Accenture, Japan Airlines, Sky and Viessmann rely on Asana to manage everything from company objectives to digital transformation to product launches and marketing campaigns. For more information, visit www.asana.com.

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