



Asana Recognized as a Leader in the 2023 Gartner® Magic Quadrant™ for Collaborative Work Management

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Asana Acknowledged as Furthest in Completeness of Vision

SAN FRANCISCO--(BUSINESS WIRE)--Dec. 14, 2023-- Asana, a leading enterprise work management platform, has been recognized as a Leader in the Gartner® Magic Quadrant™ for Collaborative Work Management. In the Magic Quadrant™, Gartner® positioned Asana as furthest in Completeness of Vision.*

"Today's enterprise leaders need tools that connect the work being done across individuals, teams, and departments to broader company goals in order to drive outcomes and revenue," said Anne Raimondi, Asana's Chief Operating Officer. "Companies globally are moving away from legacy tools and embracing AI-powered collaborative work management to transform the way they work. As a Leader in the first Gartner Magic Quadrant for Collaborative Work Management, we are honored to be recognized for our completeness of vision and ability to execute."

Gartner® Magic Quadrant™ reports are a culmination of rigorous, fact-based research, providing a wide-angle view of the relative positions of the providers in markets where growth is high and provider differentiation is distinct. Gartner defines the collaborative work management market as products that provide task-driven workspaces to enable end users to plan, coordinate, and automate their work.

What customers have to say about using Asana:

We started with Asana as a project management tool but now we truly use it as a work management tool. As an Enterprise customer we appreciate data hosting in Europe, the fast support, the great customer success manager and overall support that we've received from various roles within this company.

[VP Digital Innovation, Project and Portfolio Management](#)

We implemented Asana to track, manage and optimize our business initiatives to work more organized and be able to define clear actions and owners to our daily tasks and to improve accountability in order to improve our business results.

[Growth Lead, Media Industry](#)

Our experience with Asana has been fantastic! The ease of use of the software has led to greater user adoption in our organization. The training provided by Asana gave us a great jumpstart and the ability to add users has been seamless. Being a member of the Ambassador program has provided a valuable community experience and an opportunity to evaluate new features and provide feedback regarding future development. New features and functionality are regularly provided and customers have the opportunity to vote on what comes next.

[VP Strategy and Planning, Banking Industry](#)

You might find that Asana meets or exceeds your business needs, if you give it a try. The entire Asana organization has been great to work with! They are dedicated to customer success and provide quick support. The implementation of the tool was smooth and my team was able to quickly adopt the project management processes thanks to comprehensive onboarding. Overall, we are having a great experience using Asana!

[Associate Product Marketing Management, Marketing](#)

Asana was designed to help organizations around the world work smarter by helping leaders drive clarity and accountability, maximize impact, and scale with confidence. To learn more about Asana, visit <https://asana.com/go/demo>.

*Source: Gartner, "Magic Quadrant for Collaborative Work Management," Nikos Drakos, Joe Mariano, Lacy Lei, 11 December 2023.

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About Asana

Asana empowers organizations to work smarter. Asana has over 147,000 customers and millions of users in 200+ countries and territories. Customers like Amazon, Roche, and T-Mobile, rely on Asana to manage everything from goal setting and tracking to capacity planning, to product launches. For more information, visit www.asana.com.

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