



# The Business Value of Asana

IDC's research demonstrates the substantial impact that Asana has on interviewed organizations' ability to **free up employees to focus on higher-value project work and customer delivery**. As a result, study participants reported not only **higher employee productivity, but delivering more projects on time and ensuring higher customer satisfaction**.

## KEY BUSINESS RESULTS



**5.5%**  
net productivity  
gain, daily  
Asana users

**>2.5 weeks**  
of additional productive  
time per year, daily  
Asana users



**437%**  
3-year ROI



**6 months**  
payback  
period



## Day-to-Day Efficiencies

**79% more** time creative/innovative work, **7 hours**  
of additional time per week per daily Asana user

**34% less** administrative work, **saving almost**  
**3 hours per week** per daily Asana user

**33% less** time on emails, **saving more than 3 hours**  
of additional time per week per daily Asana user

**55% less** time searching for information, **saving 2.5**  
**hours of additional time per week** per daily Asana user

### CUSTOMER QUOTE

“Asana actually allows everyone to see what work needs to be done. Before we never even had any objectives or key results outlined. With the use of Asana, we have literally cut out 50% of each day on meetings and other communications.”



## Project and Process Automation Efficiencies

**13% faster** completion of projects, completing  
**one week faster** on average

**34% more** ontime projects

**42% faster** to execute business processes, **saving**  
**almost 2 hours per week** per daily Asana user

**40% more** business processes

### CUSTOMER QUOTE

“Asana has allowed our tech teams to grow by almost three times. . . Every team knows instantly what each team is working on, and what are the next steps, and the next features that are going to be put out.”



## Business and Operational Gains

**11% higher** client/customer satisfaction

**72% higher** employee satisfaction

**\$808,900 total** 3-year discounted benefits per  
100 Asana users

### CUSTOMER QUOTE

“The most beneficial thing of Asana is having real-time collaboration and transparency for everyone because we are working all in the same tool. It gives you a lot of efficiency in the organization because we're all on the same page.”