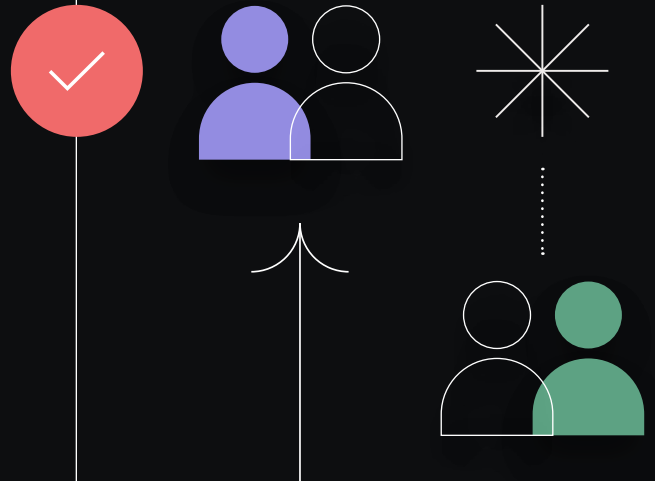
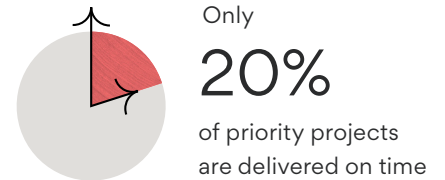
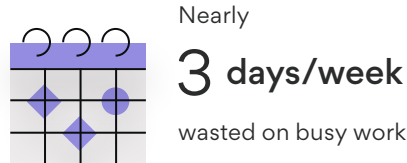


A smarter way to work



The way we work is broken

Today leaders are faced with a monumental challenge—aligning diverse teams, processes, and ideas to achieve results across their organization. Unfortunately, the way we work is broken. Spreadsheets are hitting their limit, and even the best collaboration tools are causing chaos. The result? Nearly 60% of workers’ time is spent on frustrating “work about work,” leading to burnout and missed deadlines.

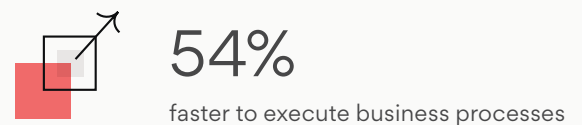
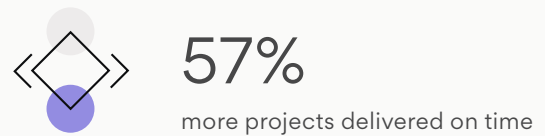


Source: Anatomy of Work Global Index, 2023



Work smarter with Asana

With Asana, you can drive unparalleled clarity and accountability, maximize impact, and scale with confidence. Align teams and departments by seamlessly connecting work to company-wide goals, empowering your whole organization to focus on what matters and make faster decisions. Increase efficiency by automating workflows and break down communication silos. And finally, scale your success with enterprise-grade security and control, and tap into over 500 technology and API solutions. Our customers see results:



Source: DC White Paper, The Business Value of the Asana Platform, Doc. #US50642023 — June 2023

| ✓ | Unlimited project management essentials | Personal | Starter | Advanced | Enterprise | Enterprise+ |
|---|---|----------|---------|----------|------------|-------------|
| | Unlimited tasks | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Unlimited projects | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Unlimited comments | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Unlimited activity logs | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Unlimited storage (100MB per file) | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Unlimited assignees | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Unlimited due dates | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Unlimited messages | ✓ | ✓ | ✓ | ✓ | ✓ |
| | iOS and Android mobile apps | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Recurring tasks | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Multi-select & bulk actions | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Multi-home tasks to projects | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Unlimited bundles | | | | ✓ | ✓ |
| ✓ | Asana Intelligence | Personal | Starter | Advanced | Enterprise | Enterprise+ |
| | Smart fields | | ✓* | ✓* | ✓ | ✓ |
| | Smart editor | | ✓* | ✓* | ✓ | ✓ |
| | Smart summaries | | ✓* | ✓* | ✓ | ✓ |
| | Smart answers | | ✓* | ✓* | ✓ | ✓ |
| | Smart status | | ✓* | ✓* | ✓ | ✓ |
| ✓ | Views | Personal | Starter | Advanced | Enterprise | Enterprise+ |
| | Project Overview | ✓ | ✓ | ✓ | ✓ | ✓ |
| | List | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Boards | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Calendar | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Timeline | | ✓ | ✓ | ✓ | ✓ |
| | Portfolios | | | ✓* | ✓ | ✓ |
| | Goals | | | ✓ | ✓ | ✓ |
| | Gantt | | | ✓ | ✓ | ✓ |
| ✓ | Workflows & Automation | Personal | Starter | Advanced | Enterprise | Enterprise+ |
| | 200+ free integrations, including Microsoft 365, Google Workspace, Slack, and other everyday apps | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Time tracking | | | ✓ | ✓ | ✓ |
| | Forms | | ✓ | ✓ | ✓ | ✓ |



| | Personal | Starter | Advanced | Enterprise | Enterprise+ |
|---|----------|-----------------------|-----------------------|------------|-------------|
| Pre-set rules | | ✓* | ✓* | | |
| Custom templates | | ✓ | ✓ | ✓ | ✓ |
| Start dates and times | | ✓ | ✓ | ✓ | ✓ |
| Task dependencies | | ✓ | ✓ | ✓ | ✓ |
| Workflow Builder with limited pre-set rules, forms, custom templates, and advanced integrations | | ✓ | ✓ | ✓ | ✓ |
| Critical path | | | ✓ | ✓ | ✓ |
| Forms with branching logic | | | ✓ | ✓ | ✓ |
| Rules | | 250 actions per month | 25k actions per month | ✓ | ✓ |
| Proofing | | | ✓ | ✓ | ✓ |
| Custom rules with unlimited rules and unlimited actions | | | ✓ | ✓ | ✓ |
| Proofing | | | ✓ | ✓ | ✓ |
| Approvals | | | ✓ | ✓ | ✓ |
| Integration with Jira Cloud (two-way sync) | | | ✓ | ✓ | ✓ |
| Workflow bundles | | | | ✓ | ✓ |
| Reporting | Personal | Starter | Advanced | Enterprise | Enterprise+ |
| CSV and PDF export | ✓ | ✓ | ✓ | ✓ | ✓ |
| Status updates | ✓ | ✓ | ✓ | ✓ | ✓ |
| Custom fields | | ✓ | ✓ | ✓ | ✓ |
| Project dashboards | | ✓ | ✓ | ✓ | ✓ |
| Charts customization | | ✓ | ✓ | ✓ | ✓ |
| Charts template library | | ✓ | ✓ | ✓ | ✓ |
| Advanced search | | ✓ | ✓ | ✓ | ✓ |
| Milestones | | ✓ | ✓ | ✓ | ✓ |
| Formulas | | | ✓ | ✓ | ✓ |
| Advanced reporting metrics | | | ✓ | ✓ | ✓ |
| Goals | | | ✓ | ✓ | ✓ |
| Portfolios | | | ✓* | ✓ | ✓ |
| Portfolio Workload | | | ✓ | ✓ | ✓ |
| Integrations with Salesforce, Tableau, and Power BI | | | | ✓ | ✓ |
| Universal Workload | | | | ✓ | ✓ |



| Privacy & Security | Personal | Starter | Advanced | Enterprise | Enterprise+ |
|---|----------|---------|----------|------------|-------------|
| User limit | 10 | 500 | 500 | N/A | N/A |
| SOC 2 Type II | ✓ | ✓ | ✓ | ✓ | ✓ |
| Multi-factor authentication | ✓ | ✓ | ✓ | ✓ | ✓ |
| 256-bit encryption at rest & in-transit | ✓ | ✓ | ✓ | ✓ | ✓ |
| Cross regional backups | ✓ | ✓ | ✓ | ✓ | ✓ |
| Data deletion | ✓ | ✓ | ✓ | ✓ | ✓ |
| Google SSO | | ✓ | ✓ | ✓ | ✓ |
| Private teams | | ✓ | ✓ | ✓ | ✓ |
| Private projects | | ✓ | ✓ | ✓ | ✓ |
| Unlimited free guests | | ✓ | ✓ | ✓ | ✓ |
| Admin console | | ✓ | ✓ | ✓ | ✓ |
| Comment only projects | | ✓ | ✓ | ✓ | ✓ |
| Lock custom fields | | | ✓ | ✓ | ✓ |
| SAML | | | | ✓ | ✓ |
| Managed Workspaces | | | | ✓ | ✓ |
| Custom branding | | | | ✓ | ✓ |
| Admin announcements | | | | ✓ | ✓ |
| App management | | | | ✓ | ✓ |
| User and group provisioning & deprovisioning (SCIM) | | | | ✓ | ✓ |
| Guest invite controls | | | | ✓ | ✓ |
| Audit Log API (built to support SIEM) | | | | | ✓ |
| SIEM Integration (Splunk) | | | | | ✓ |
| Data Loss Prevention (DLP) Integration (Nightfall) | | | | | ✓ |
| eDiscovery Integration (Exterro, Hanzo) | | | | | ✓ |
| Archiving integration (Theta Lake) | | | | | ✓ |
| Project controls via Project Admin | | | | ✓ | ✓ |
| Team membership controls via Team Admin | | | | ✓ | ✓ |
| Data export | | | | | ✓ |
| Service accounts | | | | ✓ | ✓ |
| Enterprise Key Management | | | | | Opt-in |
| Health Insurance Portability and Accountability Act (HIPAA) | | | | | Opt-in |



| | Personal | Starter | Advanced | Enterprise | Enterprise+ |
|--|----------|---------|----------|------------|-------------|
| Data residency (EU, AU, Japan) | | | | Add-on | Opt-in |
| Multi-org deployment | | | | | Opt-in |
| Customer Service | Personal | Starter | Advanced | Enterprise | Enterprise+ |
| Asana Forum | ✓ | ✓ | ✓ | ✓ | ✓ |
| Asana Academy | ✓ | ✓ | ✓ | ✓ | ✓ |
| Asana Webinars | ✓ | ✓ | ✓ | ✓ | ✓ |
| Asana Guide | ✓ | ✓ | ✓ | ✓ | ✓ |
| Asana Support | ✓ | ✓ | ✓ | ✓ | ✓ |
| Asana Developer Guide | ✓ | ✓ | ✓ | ✓ | ✓ |
| Customer Success Options (conditions apply, learn more here) | | ✓ | ✓ | ✓ | ✓ |
| 24/7 support | | | | ✓ | ✓ |
| 2 Hour Response Time SLA | | | | ✓ | ✓ |
| 99.9% Uptime SLA | | | | ✓ | ✓ |
| Weekend Support for Complex Data Migrations | | | | ✓ | ✓ |