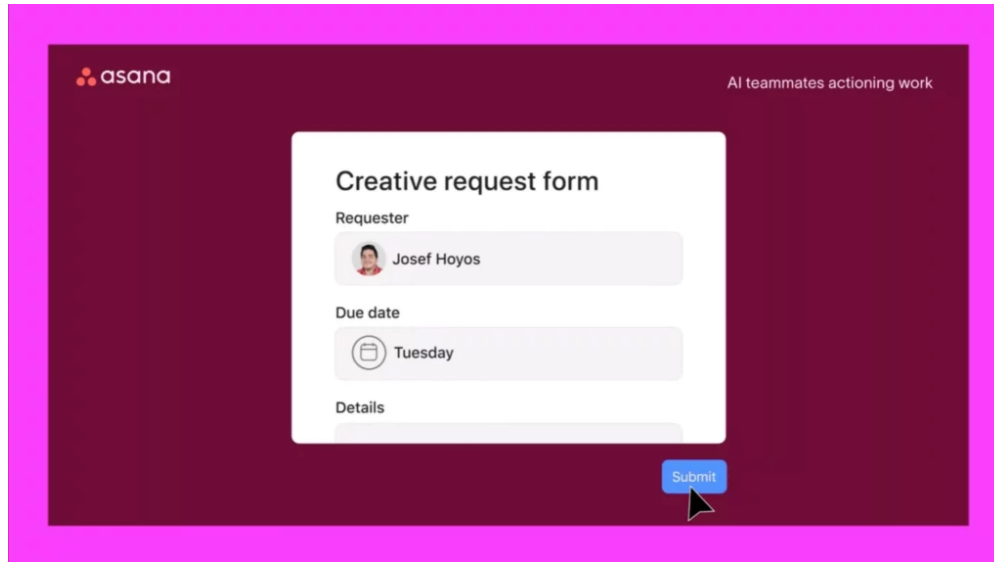# Asana Unveils Groundbreaking AI Teammates to Supercharge Work Management

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Asana, a leading AI work management platform, has unveiled a new feature: Asana AI teammates. These intelligent AI collaborators empower teams to streamline complex workflows, achieve goals faster, and maximise their overall impact.

Asana AI teammates offer customizability, adapting seamlessly to the unique working styles of individuals and teams. They act as proactive advisors, surfacing potential risks and offering valuable insights to help teams focus on priorities. Beyond advice, AI teammates take action, automating tasks, triaging requests, and assigning work efficiently.

"The future of work hinges on seamless collaboration between humans and AI," declared Dustin Moskovitz, Asana's co-founder and CEO. "Asana stands out by building on the Work Graph®, a data model that structures workflows and links them to organisational objectives. This empowers AI teammates to collaborate effectively, leveraging context and acting in accordance with established rules."

Unmatched Flexibility and Control

Asana AI teammates are infinitely adaptable, tailoring workflows to every role, process, and industry. Crucially, humans remain in complete control, overseeing every step of the AI's actions. This transparency fosters trust and ensures optimal outcomes. Teams can even leverage a "multi-player" mode, enabling real-time collaboration between humans and AI on the same tasks.

Businesses are already embracing Asana AI teammates to tackle critical workflows. Applications range from product launches and strategic planning to new hire onboarding and creative production. Here are some inspiring examples:

- **Creative Agencies:** A leading UK advertising agency utilises AI teammates to streamline the creative request process, allowing in-house teams to focus on creative flow and design. AI teammates handle tasks including triaging requests, gathering missing information, assigning work based on context, and assisting with initial client research.
- **Marketing Teams:** A global cybersecurity firm leverages AI teammates to accelerate project and campaign execution, freeing up valuable time for strategic focus. These AI collaborators generate custom, on-brand marketing content, translate content using internal brand language libraries, highlight key information within requests for efficient prioritization, and enforce naming conventions for seamless cross-tool compatibility.

Asana further bolsters its AI offerings with the launch of a new AI chat interface. This intelligent conversational assistant empowers workers to complete tasks with greater efficiency. Users can simply ask questions like "What are the potential roadblocks threatening this goal?" or "Who in the company has expertise in this area?" The AI teammate then assists in creating plans and assigning work, all under human oversight.

"Research is already showing us that 89% of workers who use AI on a daily basis experience productivity gains," says Alex Hood, Chief Product Officer at Asana. "Pairing humans with AI has dramatically boosted our collective productivity. Customers are thrilled, and we're uncovering endless new use cases as people delegate tasks to their Asana AI teammates, freeing them to focus on high-impact work."

" At Palo Alto Networks, we see a future where AI becomes an integrated teammate working alongside our employees to unlock new levels of productivity, drive innovation, and deliver results, " says Meerah Rajavel, CIO at Palo Alto Networks. " Asana's AI capabilities have the potential to help us realize our vision of becoming an AI-powered workforce, redefining what's possible for the future of work and strengthening our position as the cybersecurity partner of choice. "

" At Anthropic, we envision a future where trusted AI is developed and used responsibly to empower workers, enhance human capabilities, and benefit society as a whole," says Dianne Penn, Product Manager at Anthropic. "By prioritizing transparency, trust, and collaboration between humans and AI, we can create systems that serve as supportive teammates, augmenting human intelligence rather than replacing it. We have the opportunity to unlock newfound realms of productivity, creativity, and potential – ultimately building a future where cutting-edge technology and human ingenuity combine to help us all reach new heights. "

Asana has consistently delivered on its AI roadmap over the past year, leveraging cutting-edge models from leading AI labs like Anthropic and OpenAI.

To learn more about AI adoption within enterprises, including the challenges and opportunities facing UK businesses, explore Asana's 2024 State of AI at Work report.

Asana AI teammates are currently in beta testing with select enterprise customers across the UK. Discover more at Asana's Work Innovation Summit San Francisco and join the waitlist at asana.com/ai.