

The background features a dark blue gradient with large, overlapping, semi-transparent shapes in shades of purple, pink, and orange, creating a modern, abstract design.

AWS re:Invent

NOV. 27 – DEC. 1, 2023 | LAS VEGAS, NV

AIM111 - S

SPONSORED BY ASANA

Humans & AI: How builders can architect the future of work

Neel Patel

(he/him)

Head of AI & Platform, Product Marketing

Asana



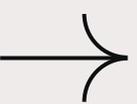
© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.

A  smarter way to

drive results
transform
automate

 work

collaborate
market
operate



Meet Neel

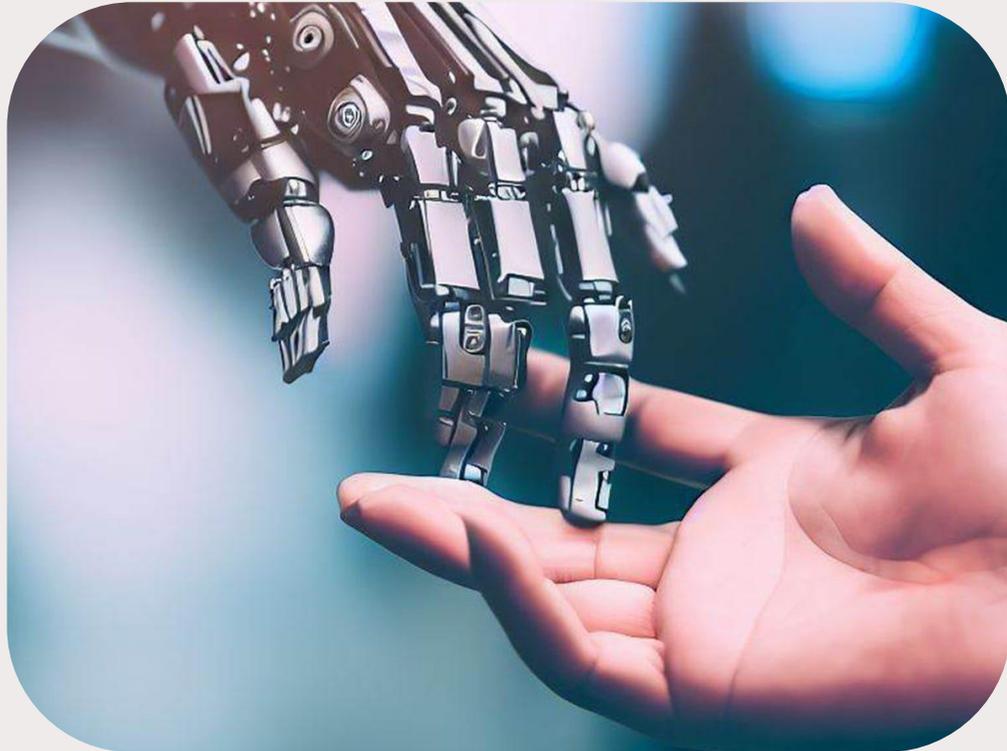


Neel Patel

Head of AI & Platform, Product Marketing

Asana

AI is promising to revolutionize work



~2X

Increase in developer
speed for coding tasks with
generative AI

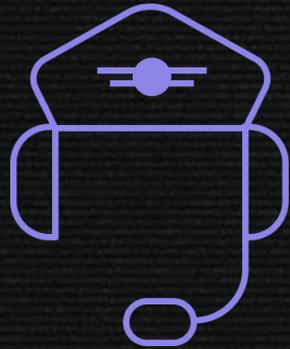
Quality work data matters





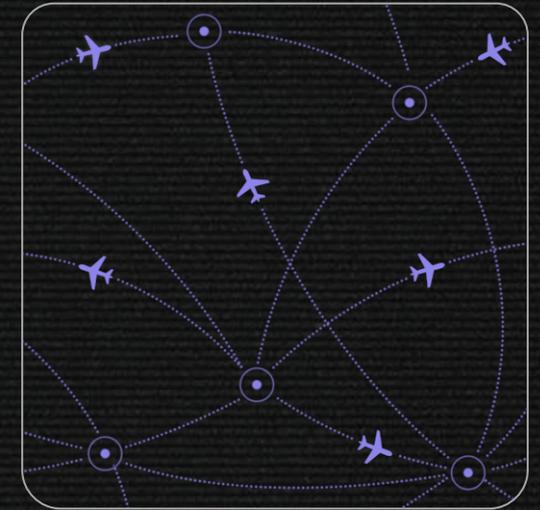
The Asana difference

Co-Pilot



+

Air Traffic
Control





Asana's Mission

Help humanity thrive
by enabling the world's
teams to work together
effortlessly.

What are the blockers on
 Marketing Campaign
to meet our deadline?

 Generating analysis...



 Launch Planning 

▼ Planning ⚡

☑ Schedule kickoff

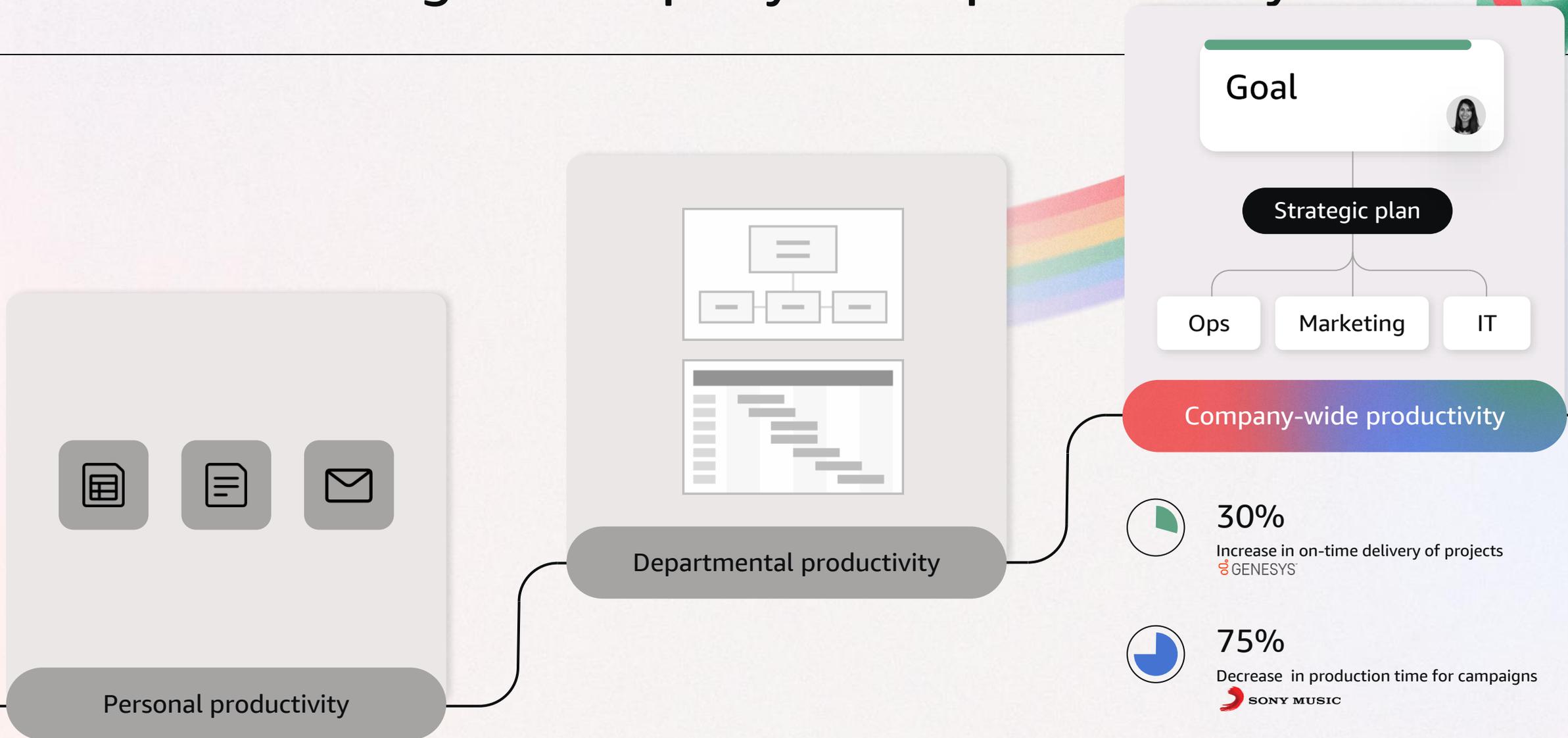
 Generated by AI

 Customize Fields

 Budget

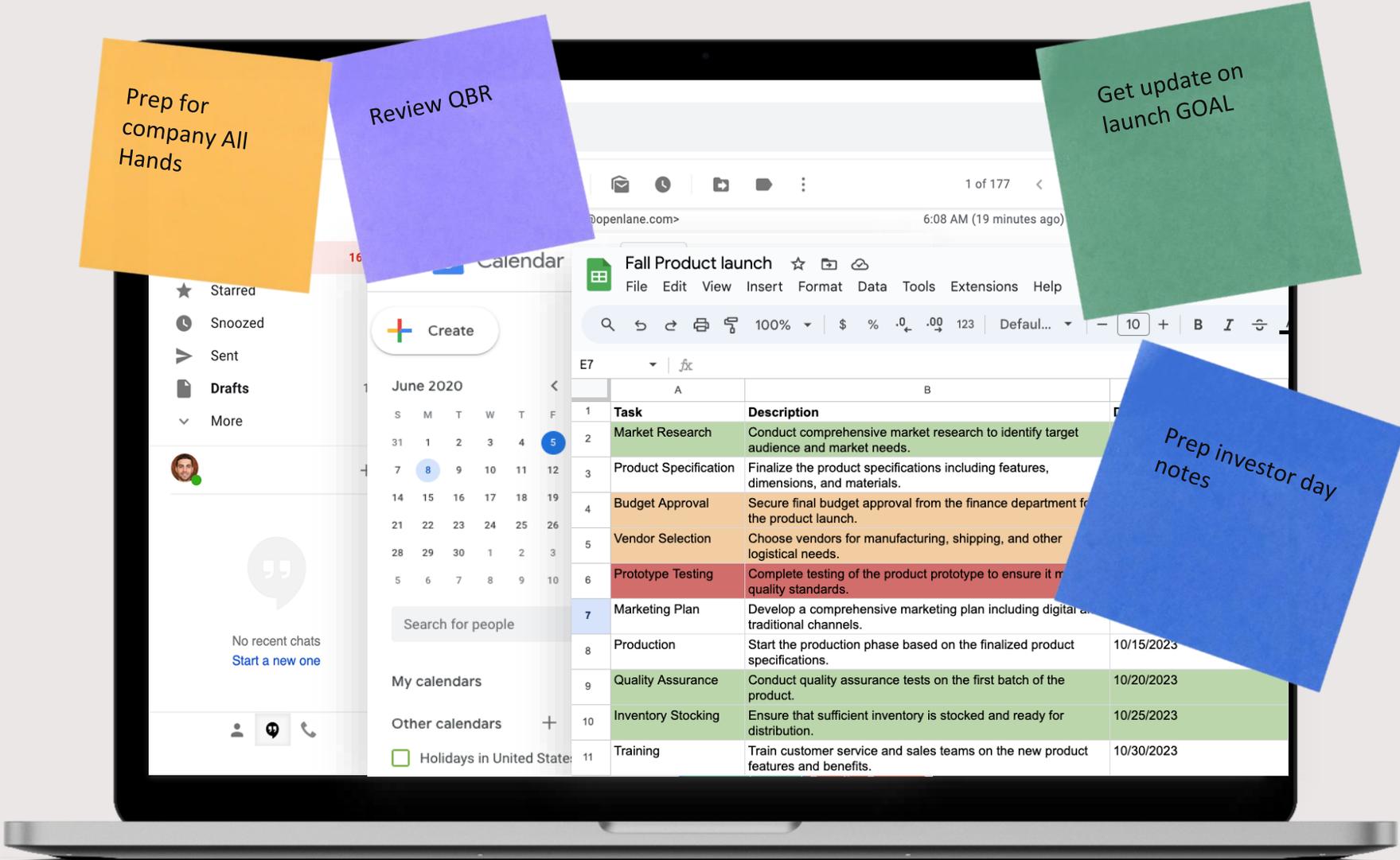
 Estimated scope

Focus is shifting to company-wide productivity



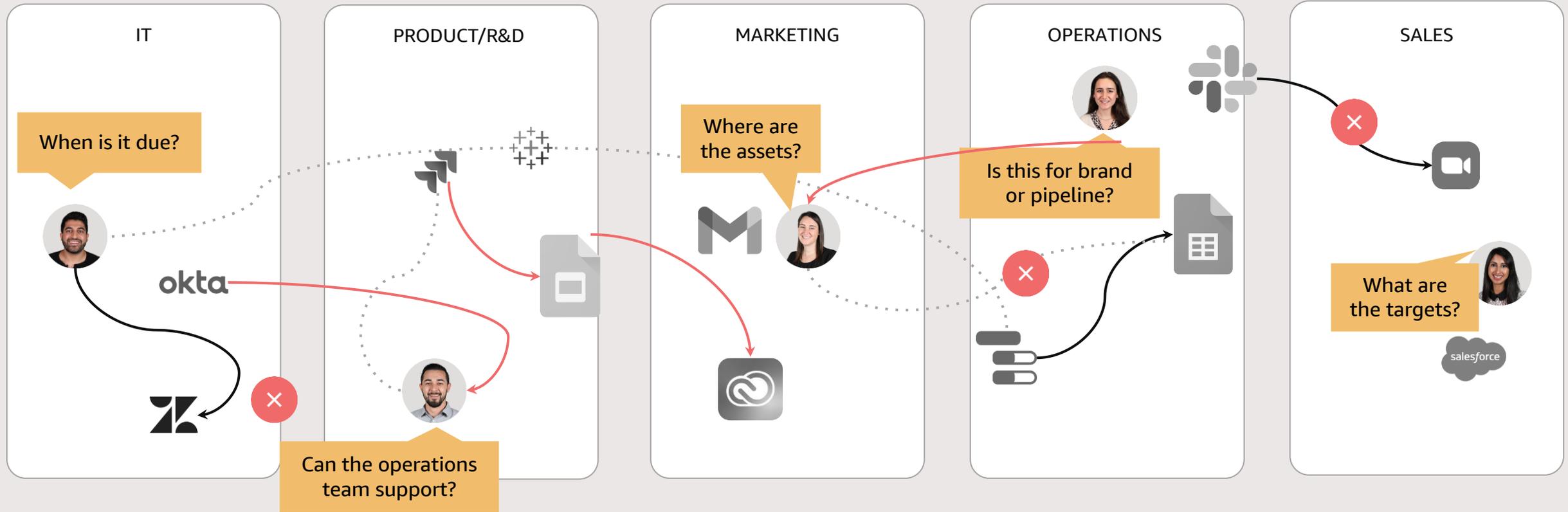
The way we work is broken

Nearly
3 days/week
wasted on busy work¹



¹Anatomy of Work Global Index, 2023

The culprit: Your teams and tools are disconnected



The **black box** problem

“How generative models could go wrong”

THE ECONOMIST (APR. 19, 2023)

“Beware the rise of the black box algorithm”

THE FINANCIAL TIMES (SEPT. 19, 2022)

The **black box** problem

“How generative models could go wrong”

THE ECONOMIST (APR. 19, 2023)

“Beware the rise of the black box algorithm”

Are these good recommendations?

The **black box** problem

How do I unpack these assumptions?

“How generative models could go wrong”

THE ECONOMIST (APR. 19, 2023)

“Beware the rise of the black box algorithm”

Are these good recommendations?

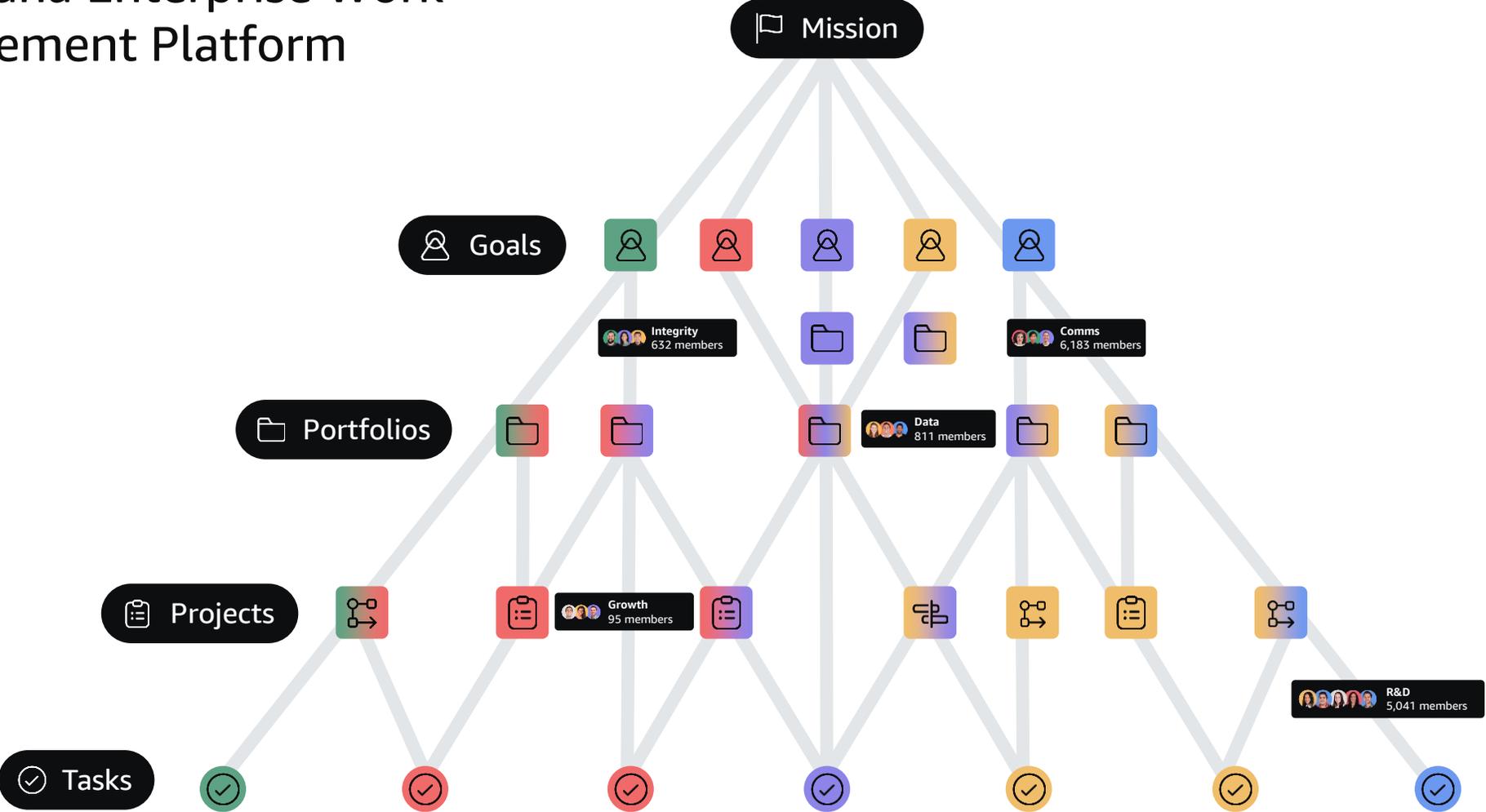
The **black box** problem

How do I unpack these assumptions?

How do I trust this will help our teams make good decisions?

Are these good recommendations?

The Asana Enterprise Work Management Platform



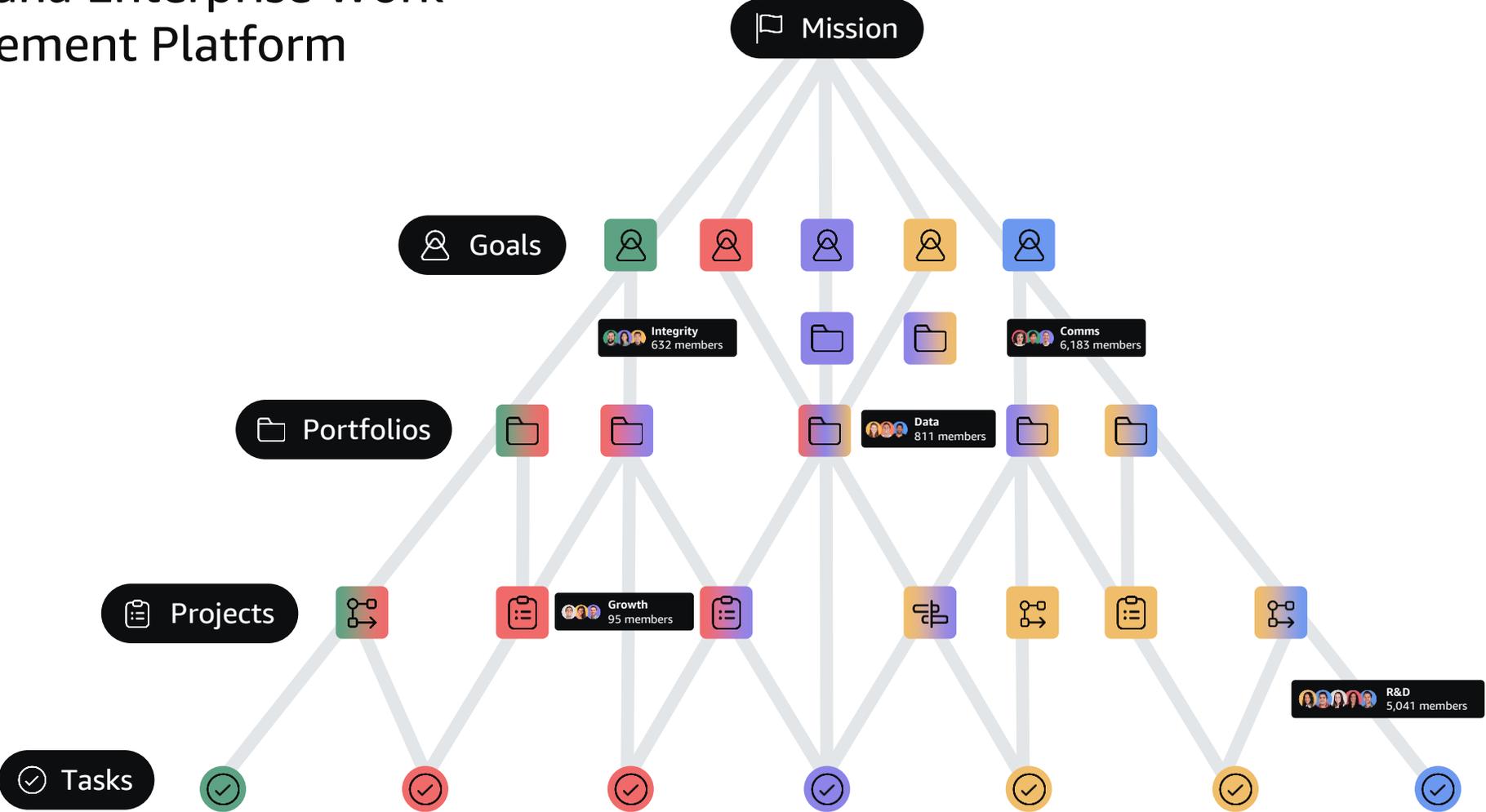
Teams

- Marketing
- Operations
- IT
- Sales
- Product

AI Automation Integrations Reporting Resource Management Security Workflows

Powered by The Asana Work Graph Data Model

The Asana Enterprise Work Management Platform



Teams

- Marketing
- Operations
- IT
- Sales
- Product

AI Automation Integrations Reporting Resource Management Security Workflows

Powered by The Asana Work Graph Data Model

A smarter way to work

Introducing the Asana Enterprise Work Management Platform, powered by the Work Graph™

✓ Drive clarity and accountability

Connect teams' work to company-wide goals

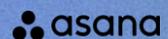
✓ Maximize impact

Automate work to drive efficiency

✓ Scale with confidence

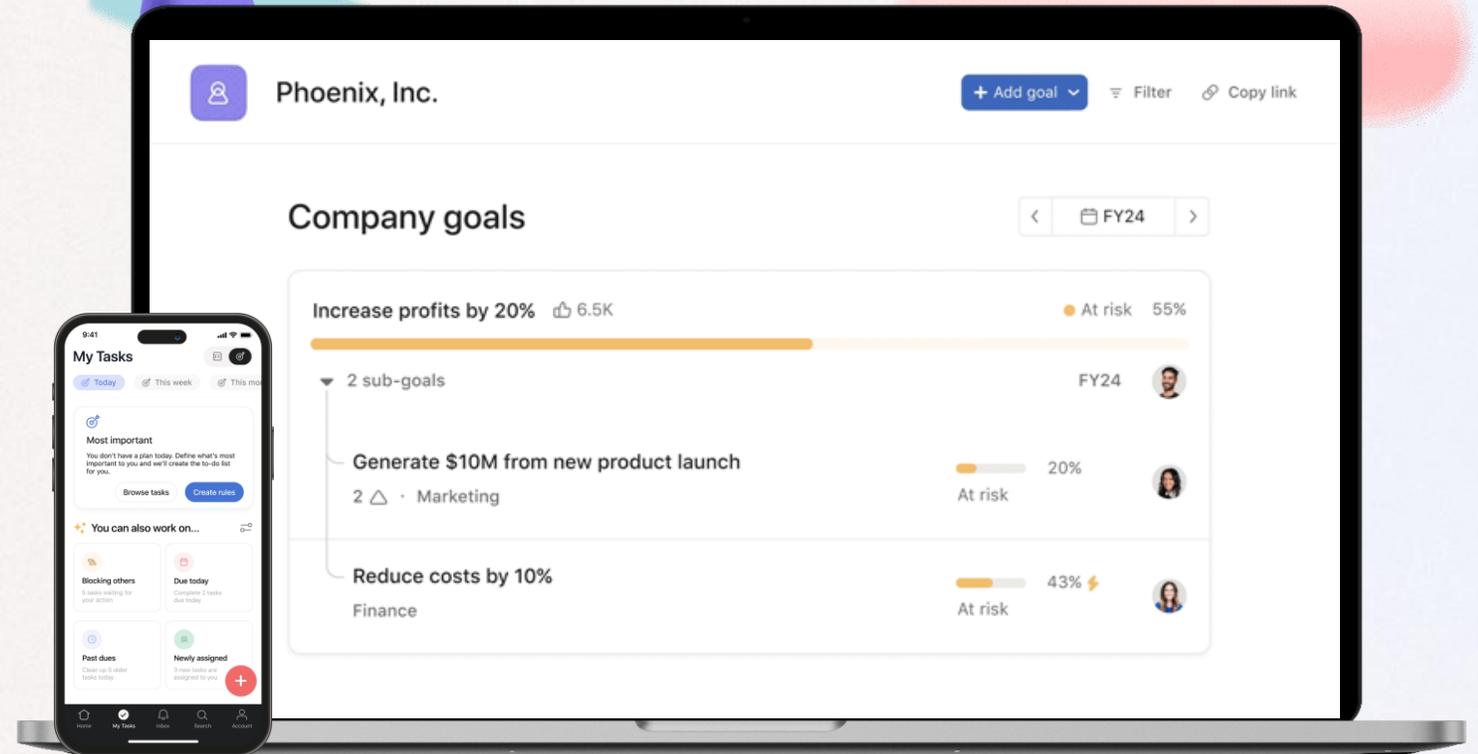
Support 200K+ users with enterprise security

¹ IDC Business Value White Paper, sponsored by Asana, The Business Value of the Asana Platform, Doc. #US50642023, June 2023



Get nearly

2 days/week back
increased productivity¹



Report



THE WORK INNOVATION LAB

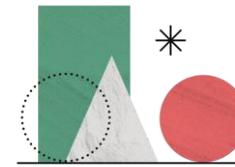
BY  asana

36%



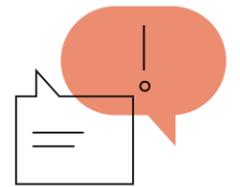
Using AI as part of
their day-to-day job
at least weekly

52%



Believe AI will have a
positive impact on
their work

92%



Have some concern
that people will use AI
unethically

Our five guiding principles for human-centered AI

An ethical approach to AI that empowers teams to work together more effectively and efficiently



1

AI should help people achieve their goals

2

We design for human and AI teams

3

People are accountable for decisions

4

Commitment to safety—in the short and long run

5

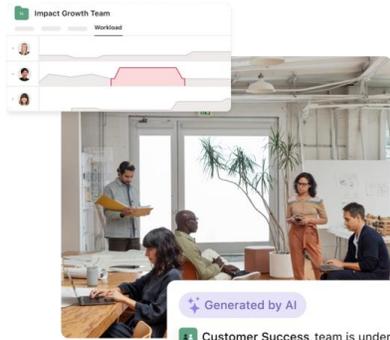
Transparency, in practice and product

Meet Asana Intelligence



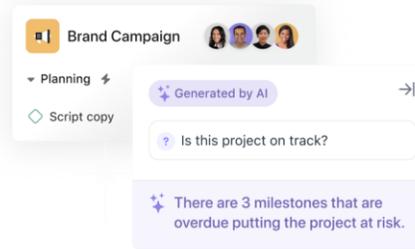
AI has joined the team, powered by the Work Graph[®]

Drive clarity



 Generated by AI
 Customer Success team is understaffed, consider reallocating resources to hit your goal.

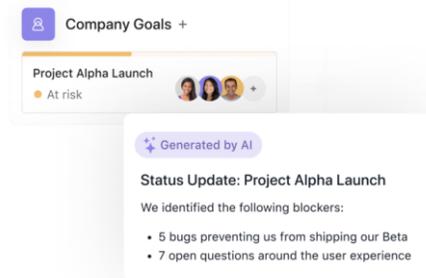
Maximize impact



 Generated by AI
Is this project on track?

 There are 3 milestones that are overdue putting the project at risk.

Scale with confidence



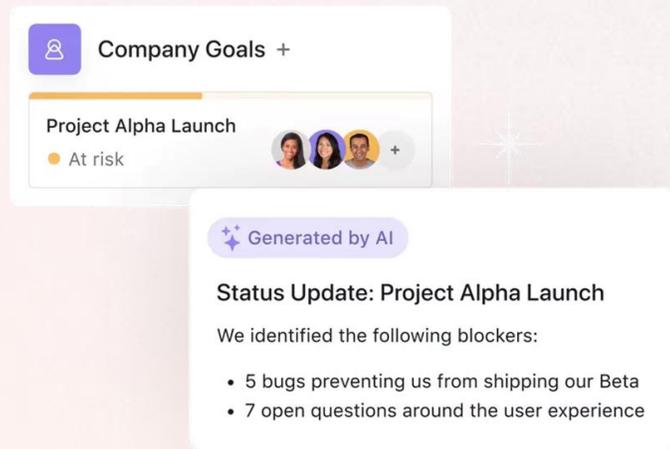
 Generated by AI
Status Update: Project Alpha Launch
We identified the following blockers:

- 5 bugs preventing us from shipping our Beta
- 7 open questions around the user experience

AI that improves and optimizes over time

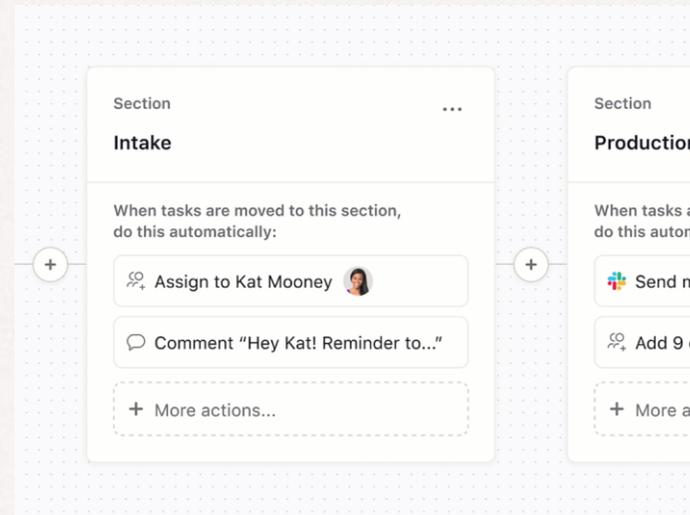
Navigation Systems for Organizations

Intelligent Co-Pilot



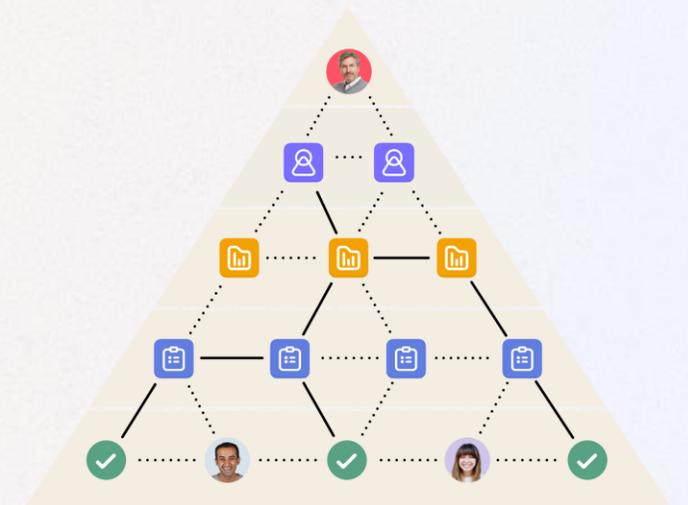
Helps you create, prioritize, and accomplish work with the context you need

Collaboration Radar



Aligns the work of disparate teams, optimizing workflows and resource utilization

Air Traffic Control



Accelerates an enterprise's progress toward top-level goals, even as changes occur

Connect teams and tools with **Asana + AWS AppFabric** to unveil AI-powered insights that drive greater productivity



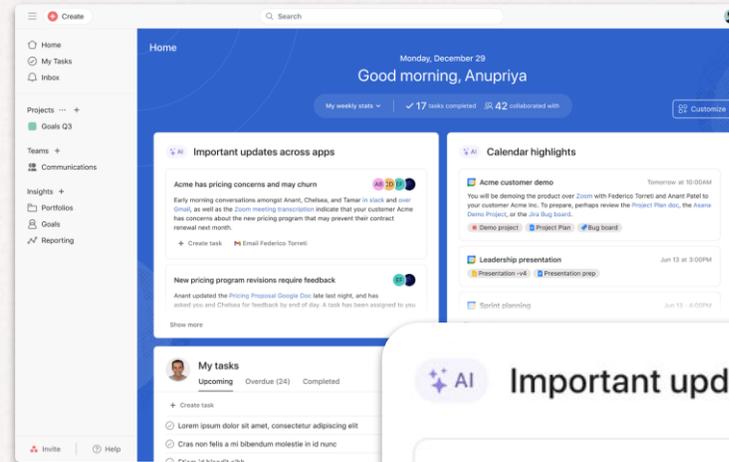
Get an AI-powered snapshot of your work and important updates



Get timely insights across connected tools in one place



Understand how to move work forward with recommended next steps



Important updates across apps

Acme has pricing concerns and may churn



Early morning conversations amongst Anant, Chelsea, and Tamar in [slack](#) and [over Gmail](#), as well as the [Zoom meeting transcription](#) indicate that your customer Acme has concerns about the new pricing program that may prevent their contract renewal next month.

+ Create task Email Federico Torreti

New pricing program revisions require feedback



Anant updated the [Pricing Proposal Google Doc](#) late last night, and has asked you and Chelsea for feedback by end of day. A task has been assigned to you

Show more

Three key takeaways for builders leveraging AI



One

Get your data in order

Effective AI requires the right data model to deliver true productivity gains.



Two

Put humans at the core

AI that puts humans at the center of work will help organizations achieve their goals.



Three

Outcomes over outputs

Focus on AI that drives outcomes for your business vs. more outputs.

It's time for Q&A





Thank you

**See Asana in action
at our booth!**

Booth # 188

**Learn more about our
approach to AI**

Visit asana.com/ai



Thank you!

Neel Patel

 [linkedin.com/in/neelptl](https://www.linkedin.com/in/neelptl)



Please complete the session survey in the mobile app