

Slack Platform

November 2020





**Work is better
in channels.**

**Faster.
More focused.
More aligned.
More human.**

CHANNELS

Channels are the place for work

“Slack is a critical communication tool for us. From posting important product updates to celebrating positive customer interactions to sharing customer feedback via social channels, Slack is how we stay in sync.”

Dan Henig
VP Customer Operations,
SurveyMonkey



Stay aligned as
priorities change



Work happens faster
than in siloed email



Employees can focus
their time and attention



Boost team culture
with open communication

Channels are a better way to work for everyone

Sales

- ↓ 13% Shorter overall sales cycle
- ↑ 0.2% Increase in annual revenue
- ↑ 5% More likely to win a deal

Engineering

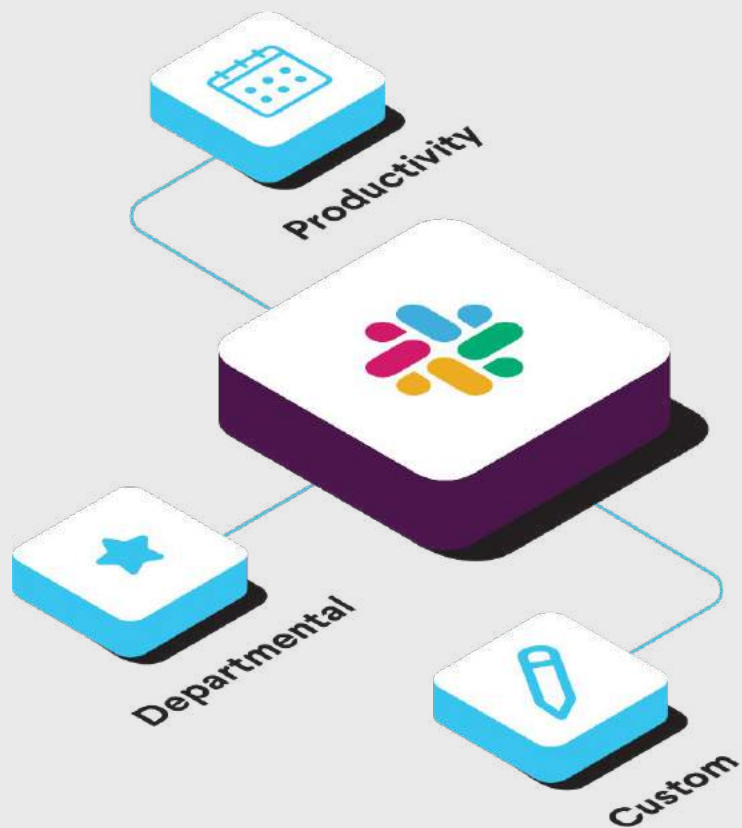
- ↑ 5% More output delivered
- ↑ 23% Faster time to market
- ↑ 24% Increase in features delivered on time

Marketing

- ↑ 8% More output per member
- ↑ 16% Faster execution of marketing campaigns
- ↑ 8% More marketing campaigns carried out per year

HR

- ↓ 3% Reduction in time to hire new employees
- ↑ 24% Faster to reach full employee productivity
- ↑ 10% Improvement in employee satisfaction



The Slack platform increases the ROI of your software

“We’d like to be the 2% of your software budget that is a multiplier on the other 98% of your budget.”

Stewart Butterfield
Slack co-founder and CEO

PLATFORM

Slack removes cross-functional silos

Slack apps, APIs and workflows allow secure connecting of services, information and teams

No additional licensing needed to connect your org

Slack integrations are mobile-ready

“Slack allows us to integrate with systems across all areas and sectors of the TD Ameritrade business.”

Mark Remollino, Digital Workplace Manager, TD Ameritrade



PLATFORM

Slack's ecosystem is rich because developers build for deeply engaged users

Apps share information among teams already working in Slack

Engaged users mean motivated developers

95% of app users say Slack increases the value of their company's existing software.¹

~120 minutes

of active usage per day

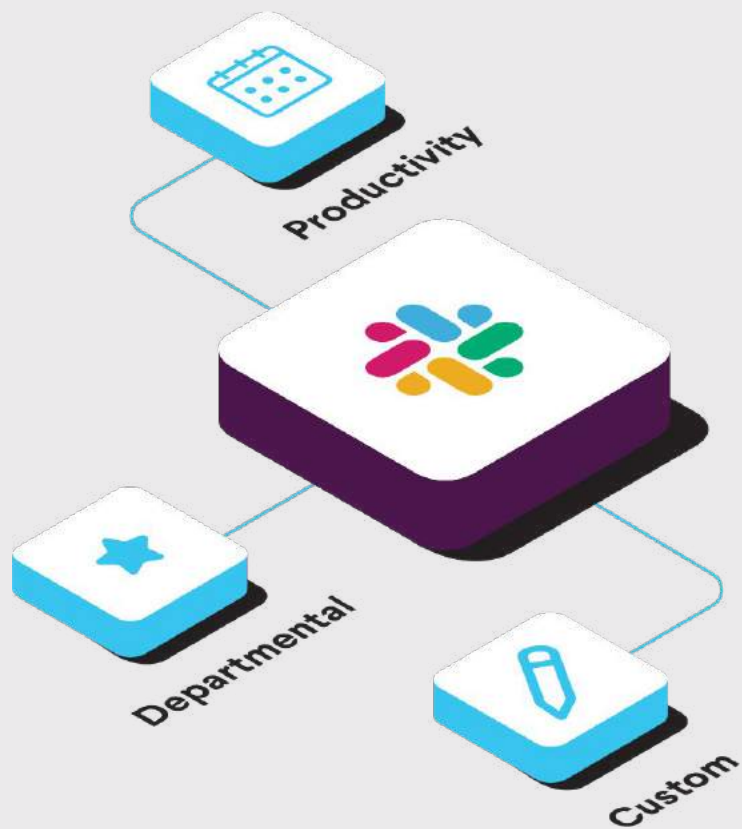
2,200+ apps

in Slack App Directory

790K+ developers

of custom apps for Slack

¹Source: "App Quality and the App Experience on Slack," Slack, 2019



Productivity tools



Departmental tools

2,200+ apps for specific uses



Custom tools

650,000+ custom apps



Productivity tools



Departmental tools

2,200+ apps for specific uses



Custom tools

650,000+ custom apps

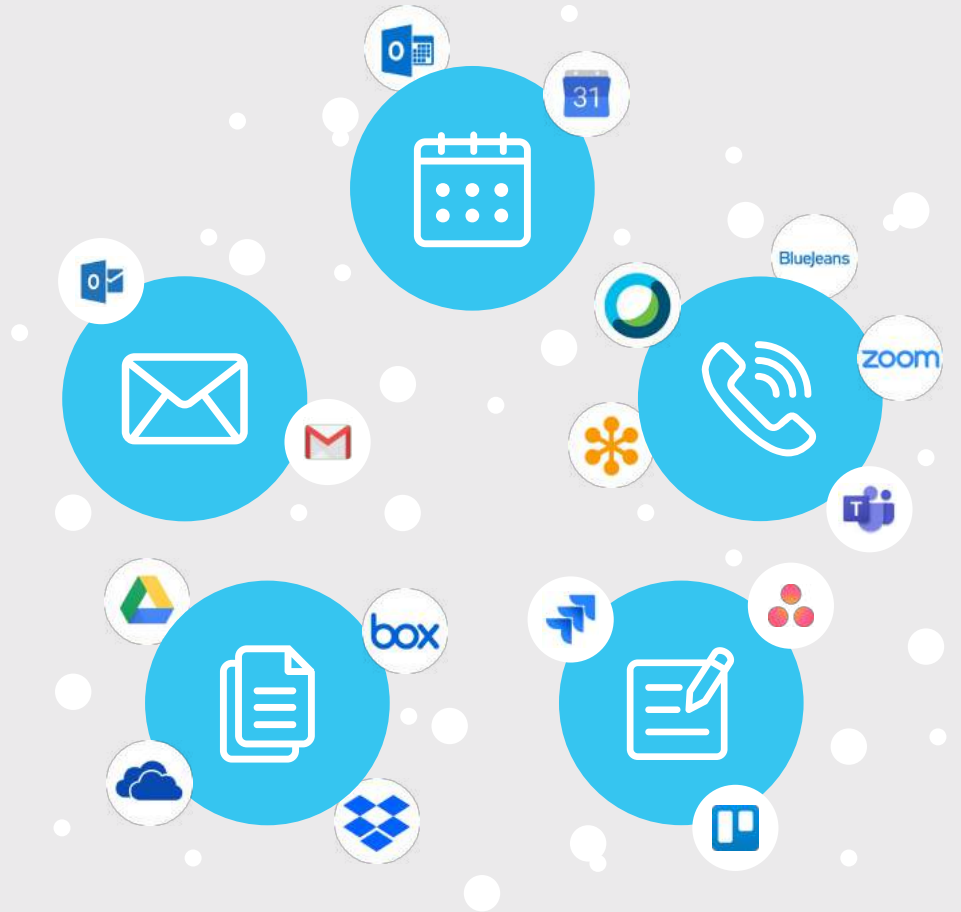
Your everyday tools, at your fingertips

Improve your productivity by connecting
your business-critical tools to Slack

Save time by streamlining daily tasks in
Slack, like joining video calls, managing your
calendar, and collaborating on files

“Integrations were always important to building the
Slack ecosystem. It results in better user productivity.”

Wayne Kurtzman, Research Director, IDC





Productivity tools



Departmental tools

2,200+ apps for specific uses



Custom tools

650,000+ custom apps

Integrate your team's tools to improve productivity

Slack apps deliver value by bringing actionable information to your fingertips

Using interactive apps to get more work done in Slack means less context switching

Most software providers use Slack, which informs how they build high-quality integrations

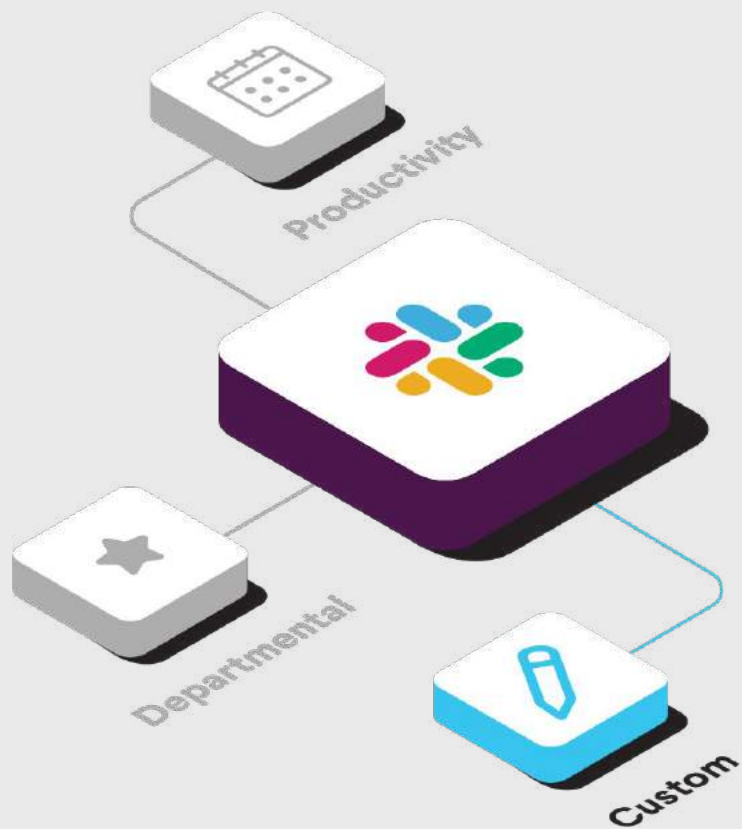
“One thing that helped differentiate Slack from other tools in the collaboration space was the sheer number of third-party integrations available.”

Vijay Sankaran, CIO, TD Ameritrade



2,200+ providers build publicly available apps for Slack





Productivity tools



Departmental tools

2,200+ apps for specific uses



Custom tools

650,000+ custom apps

Customize Slack to fit your team's unique work style



Develop custom apps with Slack APIs

Build deep solutions that connect your organization's internal tools to Slack



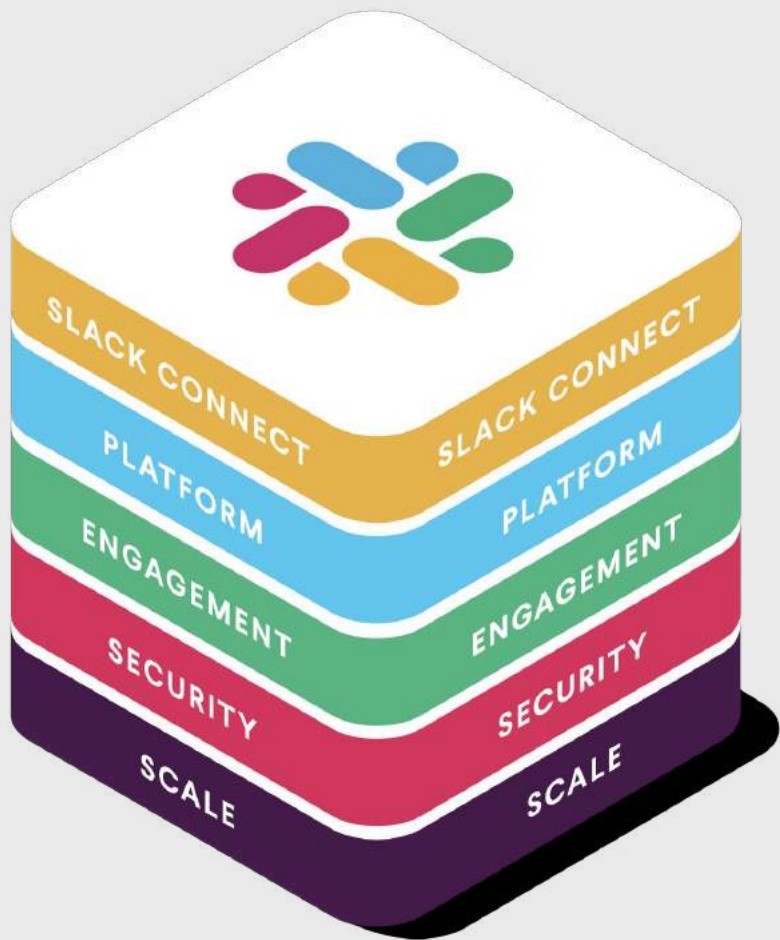
Automate daily tasks with custom workflows

Free your teammates from the hurdles that get in the way of doing their best work in Slack

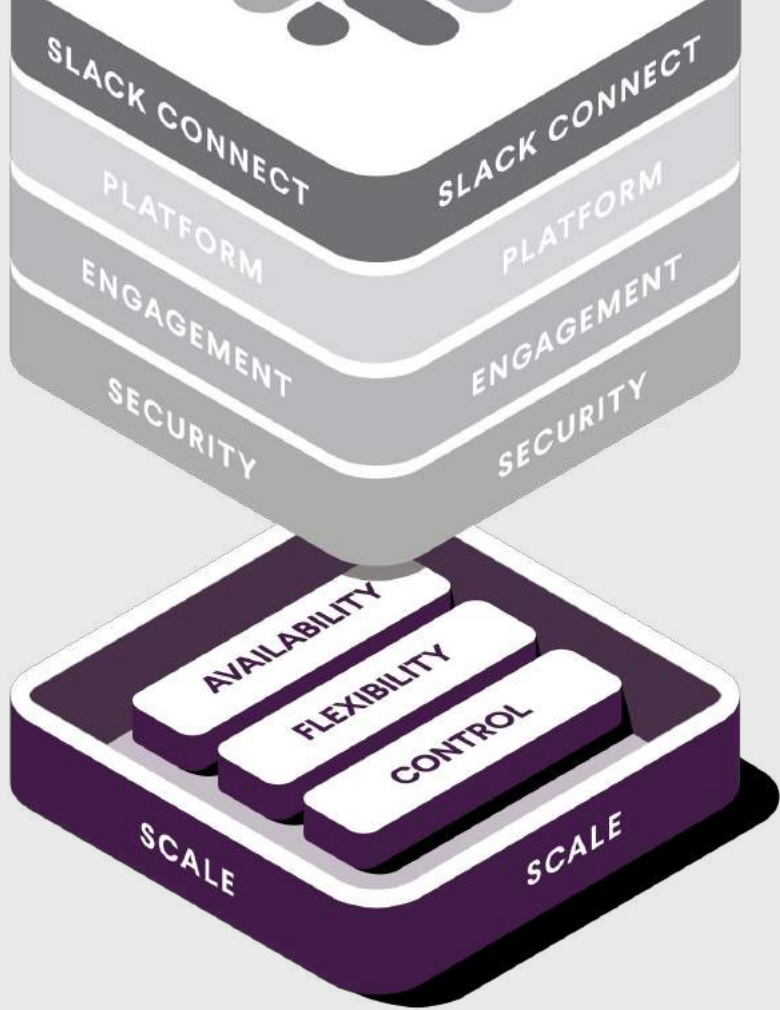
Millions of workflows
used monthly

650,000+ custom apps
used by teams weekly

790K+ developers
building custom apps on Slack



**Built for the
enterprise**



Slack is built to help organizations of all sizes run their businesses faster

SCALE

Built to handle the demands of global enterprises



Availability

99.99% uptime SLA

Globally distributed architecture

Secure replication of customer data



Flexibility

Maps to your organization

Conversations that scale

Customize to reflect business priorities



Control

Centralized administration and governance

Role granularity

Message engagement

“With our teams working remotely at this scale, we’ve leaned on tools like Slack more than ever. We use Slack channels to share frequent reminders such as what equipment to bring home, the latest policy announcements from local and national officials, and helpful tips for staying safe.”

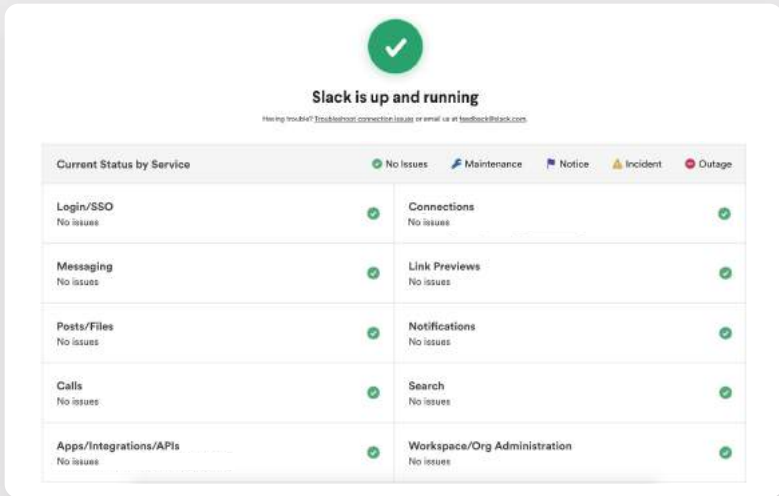
Kristin Geyer,
Global Head of
Internal Communications, Wayfair



Slack is available and reliable

99.99% uptime SLA

No more than 4.3 minutes of downtime per month



Slack is up and running
Having trouble? [Troubleshoot connection issues](#) or email us at feedback@slack.com

Current Status by Service ● No Issues 🔧 Maintenance 📢 Notice ⚠ Incident 🛑 Outage

Login/SSO No issues	●	Connections No issues	●
Messaging No issues	●	Link Previews No issues	●
Posts/Files No issues	●	Notifications No issues	●
Calls No issues	●	Search No issues	●
Apps/Integrations/APIs No issues	●	Workspace/Org Administration No issues	●

Server and performance status transparency

Globally distributed architecture

Secure replication of customer data

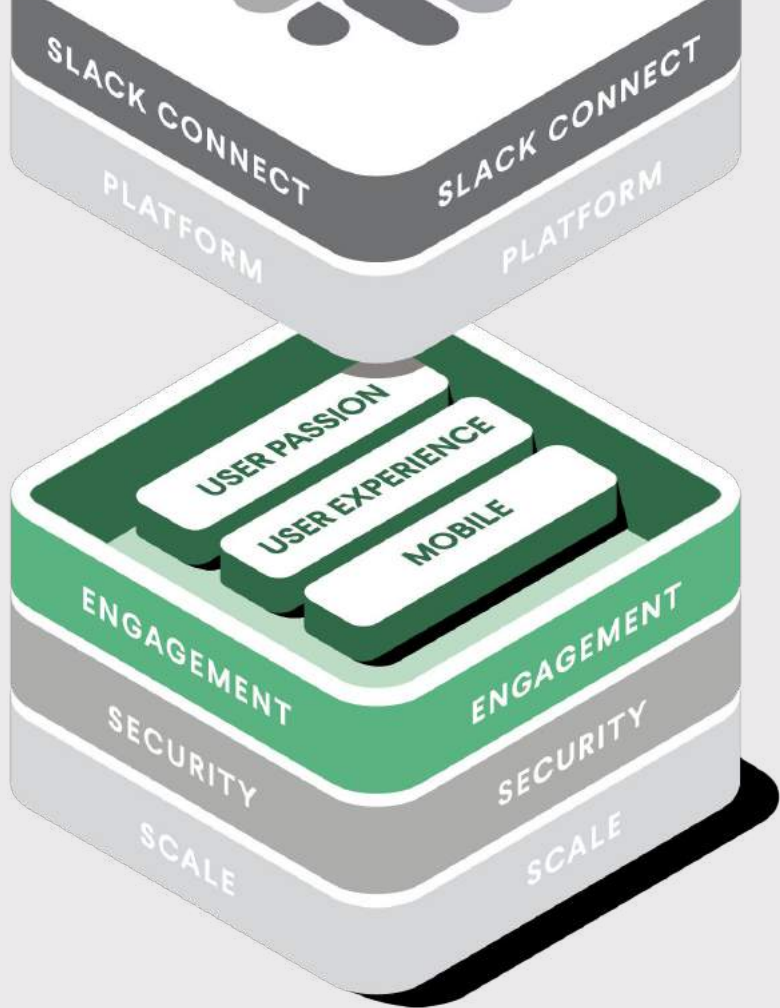
Disaster recovery and business continuity plans

24/7 support

“Slack is a critical business tool to millions, and we commit to a commensurate level of availability and reliability. The demands on our infrastructure do not change when employees shift away from working together in the same office; there is no difference in load on our systems whether people are connecting from their office, a cellular network or their home.”

Cal Henderson,
Co-Founder and CTO, Slack





Engagement, not installations, is how real work gets done

“People told us they would quit if we took away their Slack.”

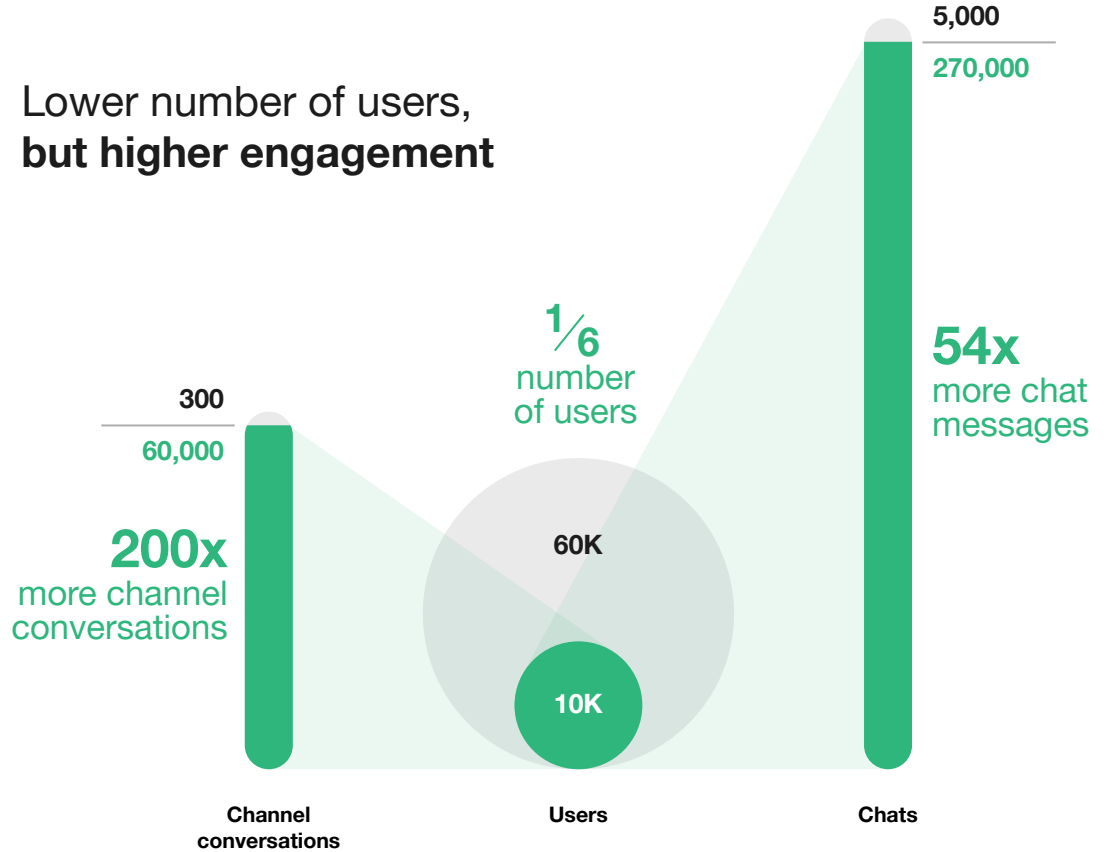
VP of Corporate Applications
Fortune 100 company

Engagement, not installations, is how real work gets done

A Fortune 100 global retailer
evaluated user engagement
of Slack vs. another
collaboration solution

 Slack  Other solution

Lower number of users,
but higher engagement



Engaged users get work done faster and produce better results

Sales

- ↓ 13% Shorter overall sales cycle
- ↑ 0.2% Increase in annual revenue
- ↑ 5% More likely to win a deal

Engineering

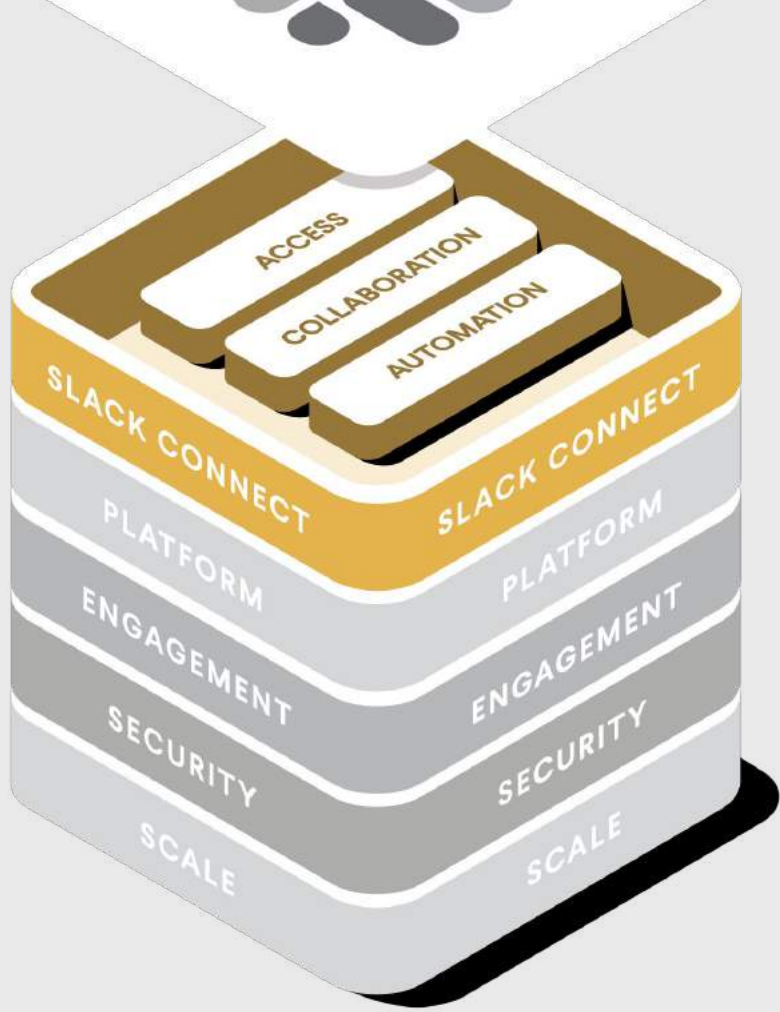
- ↑ 5% More output delivered
- ↑ 23% Faster time to market
- ↑ 24% Increase in features delivered on time

Marketing

- ↑ 8% More output per member
- ↑ 16% Faster execution of marketing campaigns
- ↑ 8% More marketing campaigns carried out per year

HR

- ↓ 3% Reduction in time to hire new employees
- ↑ 24% Faster to reach full employee productivity
- ↑ 10% Improvement in employee satisfaction



**Slack helps
organizations
work securely with
customers, vendors
and partners at
unprecedented speed**

Bring the benefits of channels to work happening outside of your organization



Securely connect to external organizations

Slack makes it easy to find, access, and connect with anyone you need to work with, while making sure your data is protected

- Connect to trusted partners
- Maintain visibility and control
- Adhere to data and compliance policies



Work more quickly alongside partners

Simplify all the ways you communicate and work with other organizations by bringing everything and everyone in one place

- Get work done faster
- Stay agile and adapt quickly
- Scale and drive efficiency



Build stronger and more valuable relationships

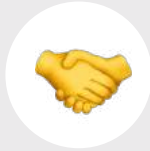
Break down silos and stay close to partners to keep them engaged, develop trust, and build stronger business relationships

- Keep stakeholders engaged
- Leverage shared insights
- Build trust and rapport

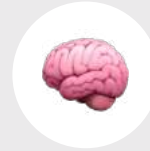
Ideas to get your team started



Work on a project or launch



Manage ongoing partnerships



Share expertise with colleagues



Strengthen customer relationships



Bring together portfolio companies

Extend channel benefits to your business partners

Sales and Customer Success

Directly connect with prospects

Negotiate and close a contract

Build customer relationships

Customer Support

Quickly triage issues with customers

Scale support efforts across the team

Proactively share important updates

Supply Chain and Logistics

Immediately share updates with partners

Triage complex issues with the right people

Optimize operations in real-time

41K+
Organizations

100K+
Channels shared across organizations



Collaborate across organizations

Simplify the way you work with other organizations by bringing everything and everyone together in one place

- **Share channels with up to 20 organizations**

Work across company boundaries in external channels to send messages and files

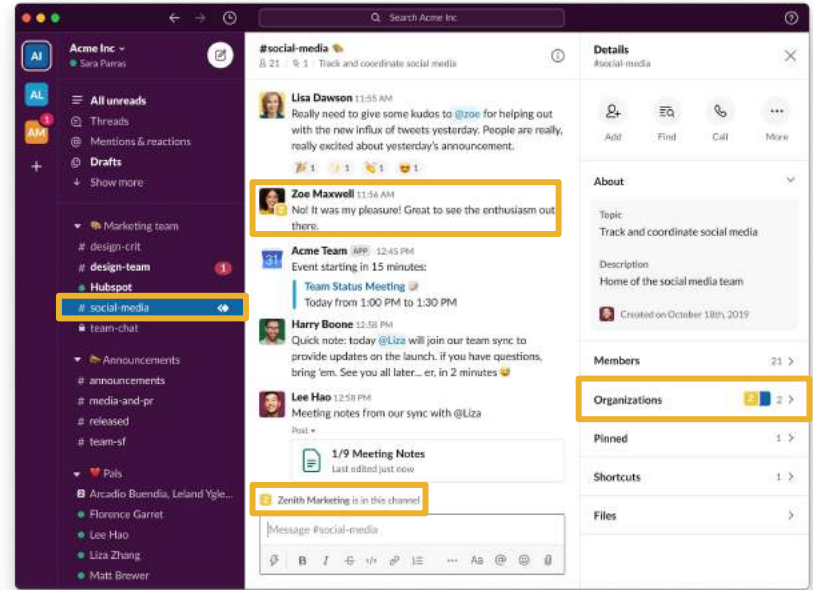
- **Direct messaging**

Directly message anyone, inside or outside your organization, in real time

PLANNED

- ➔ **Easy Onboarding**

Those invited can stay in email, create a new Slack account or link to an existing account



“With the support team transitioning to shared channels with our enterprise customers, we saw a 30% reduction in workload.”

Andrew Baylis, Head of Liveops and Support, Stuart



Scale knowledge and processes to work more efficiently

- **Platform apps**

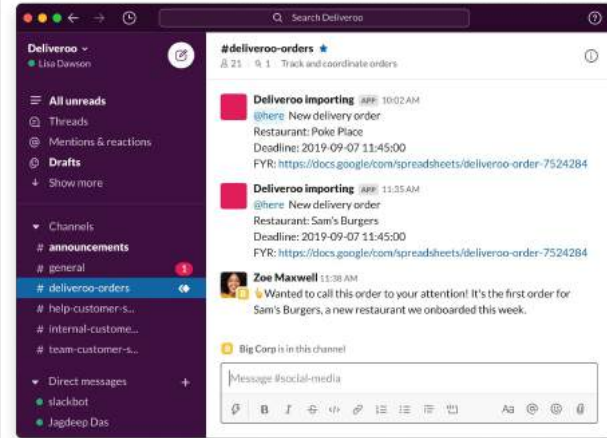
Leverage apps and channels with partners to reduce context switching and increase speed and transparency of work

- **Workflow Builder**

Create new cross-company workflows to drive more efficient processes and automate routine tasks across teams

“Having the shared channels, I can just catch up on the conversations and what happened, rather than me implementing something and following up with the vendors all the time.”

Carmen Suen, Global Project Associate, Deliveroo



Thank you!
