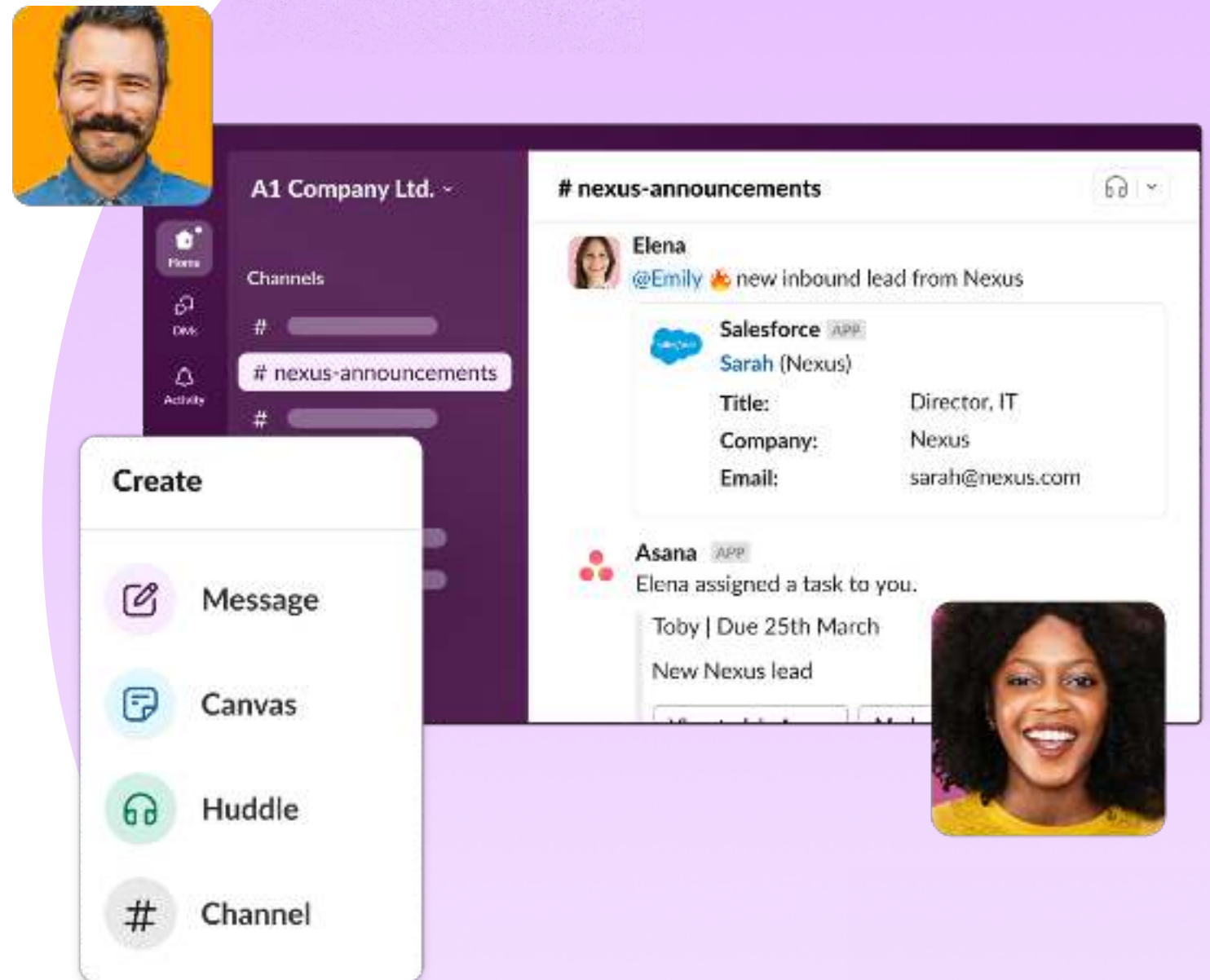




What is Slack?

An enterprise guide



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Foreword



Knowledge workers today are not set up for success.

Every executive I talk to is struggling to increase productivity among their teams. The challenge is, most companies are burdened by a sprawl of disconnected software – there are, on average, over 1,000 apps that make up the enterprise tech stack, and only 29% of them are connected across systems. In fact, 36% of employees switch between 11 and 26 apps per day just to try to get work done! The rise of AI and digital agents in the workplace could exacerbate this problem and make us less productive.

At Slack, we see a different future for enterprises. Our mission is a human-centric experience that makes work simpler, more pleasant and more productive. We're accomplishing this by offering a comprehensive work operating system that brings together all the essential components of work – your people, processes and data – into one conversational platform.

We've been hard at work building the technical components to deliver on this vision, and our satisfied customers – from IBM to Target to Capital One to OpenAI – are proof. But we won't stop there. We have an opportunity to help a new generation of customers with Slack solutions specially designed for the lines of business that directly affect a company's profitability and growth: sales, service, marketing, IT, finance and human resources.

Enterprise leaders no longer have to settle for analogue strategies in a digital world or fragmented tools that waste employees' time. With Slack, the future of work is available now.

Peter Doolan

Peter Doolan
Chief Customer Officer

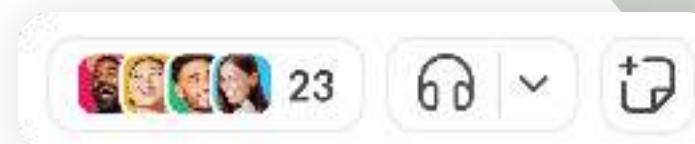
Slack is where work happens for millions of people.

Every day in Slack, people around the world send more than 700 million messages and run nearly three million workflows to get more work done, as organisations across all industries rely on our platform to grow.

The most innovative and fastest-growing companies choose to work in Slack and are using it to modernise mission-critical processes in ways that we never imagined when Slack started in 2014. For example, global technology innovator [IBM](#) runs on Slack for its 250,000-strong workforce, while closing deals faster thanks to a native [Salesforce](#) integration. [Inter](#), Brazil's first fully digital bank, leverages Slack's AI capabilities to offer cost-effective, efficient customer service.

And artificial-intelligence leader [OpenAI](#) built its popular generative AI technology, ChatGPT, using Slack to help its teams work faster and more efficiently.

In this e-book, you'll learn how Slack acts as a modern work operating system that unifies your people, processes, data, knowledge, apps and digital agents in a conversational platform that people love to use.



1

Slack 101



01

Let's get started

Slack is a powerful work operating system that brings together all the essential components of work into a single conversational platform. By integrating with top enterprise applications, Slack streamlines the access to an organisation's data and workflows in a unified location.

Slack can be broken down into the three components that make up every organisation: people, knowledge and tools.



After adopting Slack:



90% of users say that they **feel more connected** as a team



87% efficiently collaborate **as a team**



63% see improved ability to **quickly make decisions**



61% improve access to existing knowledge



60% connect more easily with those working at other companies

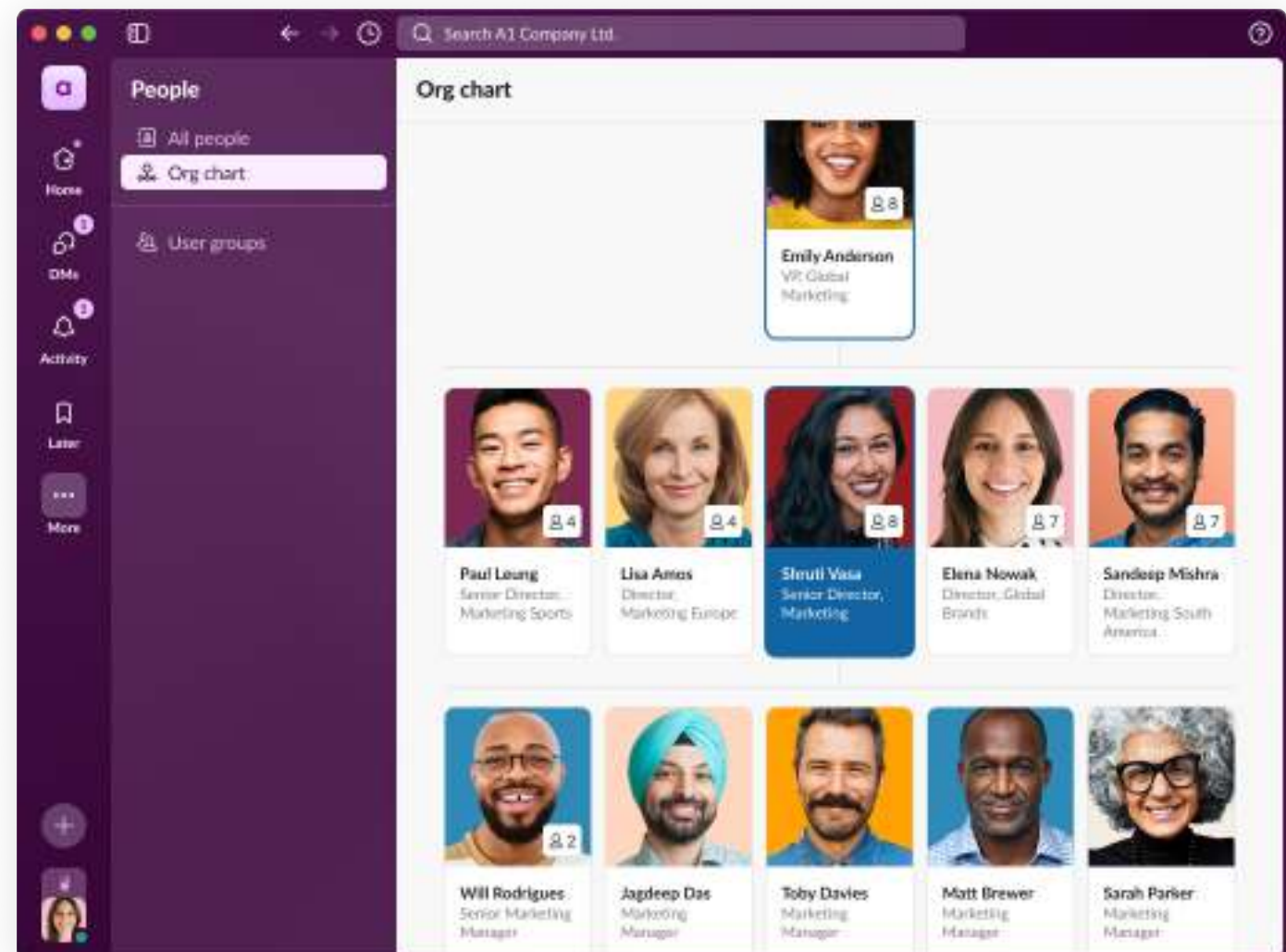
Source: FY25 Slack customer tracking survey

01

Your people

People lie at the heart of every organisation – aligned communication and vibrant culture are what enable small companies to grow and disrupt incumbents. But as start-ups scale into enterprise organisations, culture and communication are often the first to suffer, making it difficult for enterprises to innovate and respond quickly to market changes.

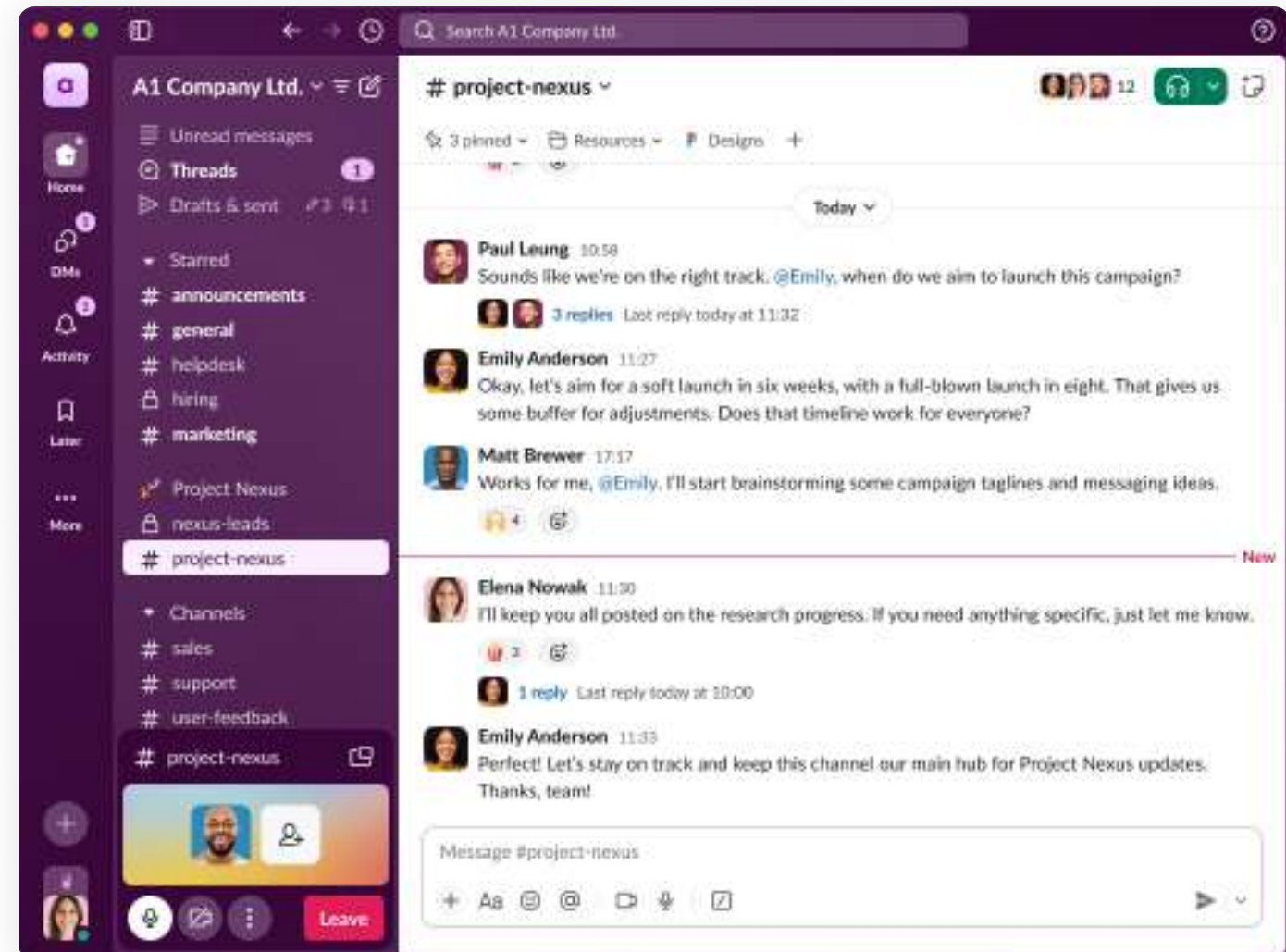
With Slack, communication at scale becomes seamless. Slack brings your whole organisation together in one [workspace](#). Within that workspace, teams collaborate in [channels](#), which can be public or private and based on projects, topics or teams. Channels are where people can chat in real time or asynchronously and access their day-to-day tools and data. As people work in channels, the conversations and files make up a searchable archive that gets more useful with time.



Slack brings together all the people and information that you need to collaborate effectively.

[Slack Connect](#) replaces the typical back-and-forth of email by allowing external organisations, such as vendors, partners and customers, to collaborate within a company's secure workspace. The result? Deeper, long-lasting relationships. In fact, Slack Connect users report 41% faster responses from customers, vendors and service providers.¹ And unlike collaborating via email – which leaves users open to the risk of spam and phishing – working in channels allows teams to receive messages and files only from verified members.

Slack also helps people to reclaim their time and focus from back-to-back meetings with more spontaneous and async options for connecting. For real-time collaboration and screen sharing, you can start a quick video or audio-only [huddle](#) with a colleague or your entire team. But if you prefer asynchronous collaboration, you can record a video or audio [clip](#) for your teammates to view at their convenience.



For quick, informal conversations, start an audio- or video-based [huddle](#) directly in Slack.

¹ Slack customer tracking survey, FY22

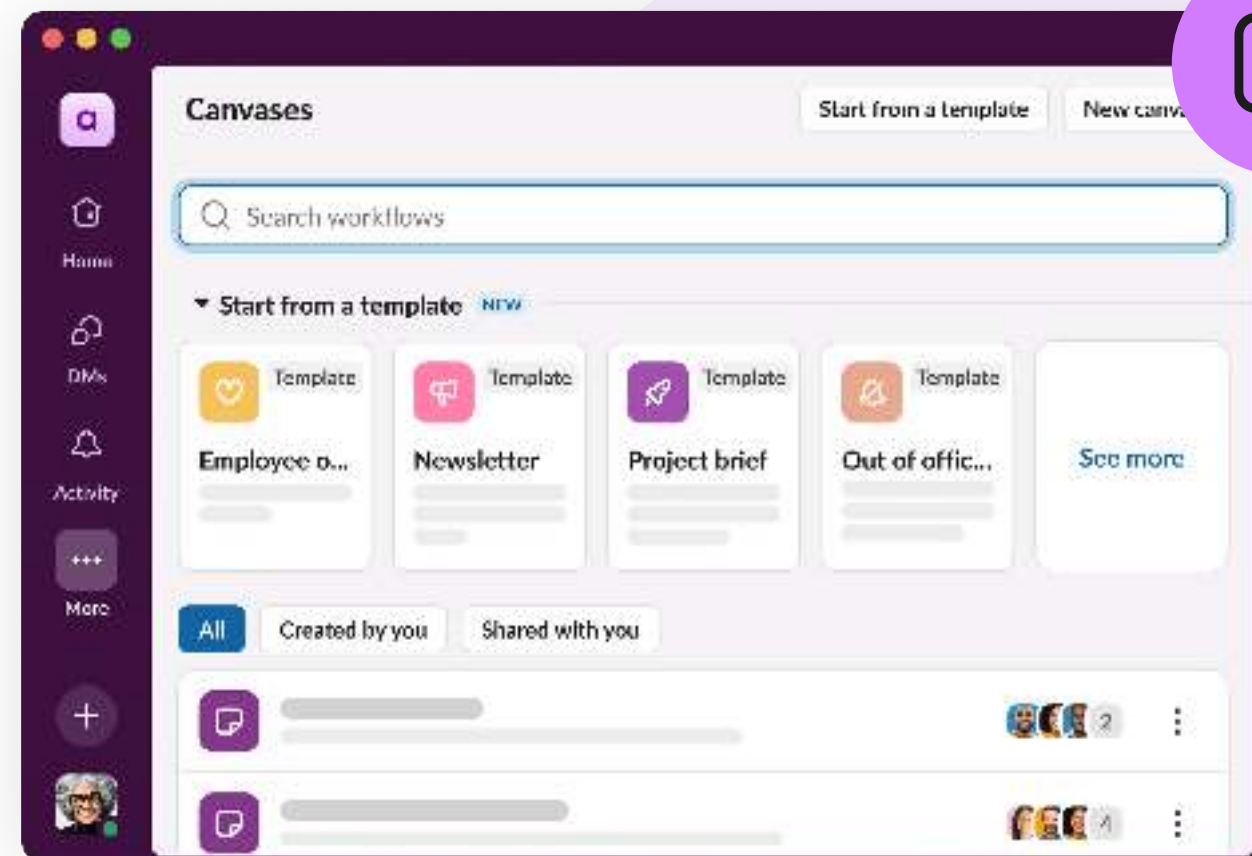
01

Your knowledge

When information is locked away in silos, employees end up wasting precious time just looking for the context that they need to do their work. Slack breaks down those silos by bringing all of your organisation's communication history into a searchable resource. Instead of figuring out who to ask for information every time you need it, you can simply search Slack for a phrase related to a previous conversation and instantly retrieve the details that you need.

Slack also offers dynamic ways to share knowledge and move work forwards.

[Canvas](#) is a flexible space where teams can create, organise and share important business resources. A canvas can contain text, files, apps, images, videos and data – such as customer data in your CRM – so you can see the most important information without switching apps.



[Canvas](#) is a flexible space in Slack where teams can create, organise and share important business resources.

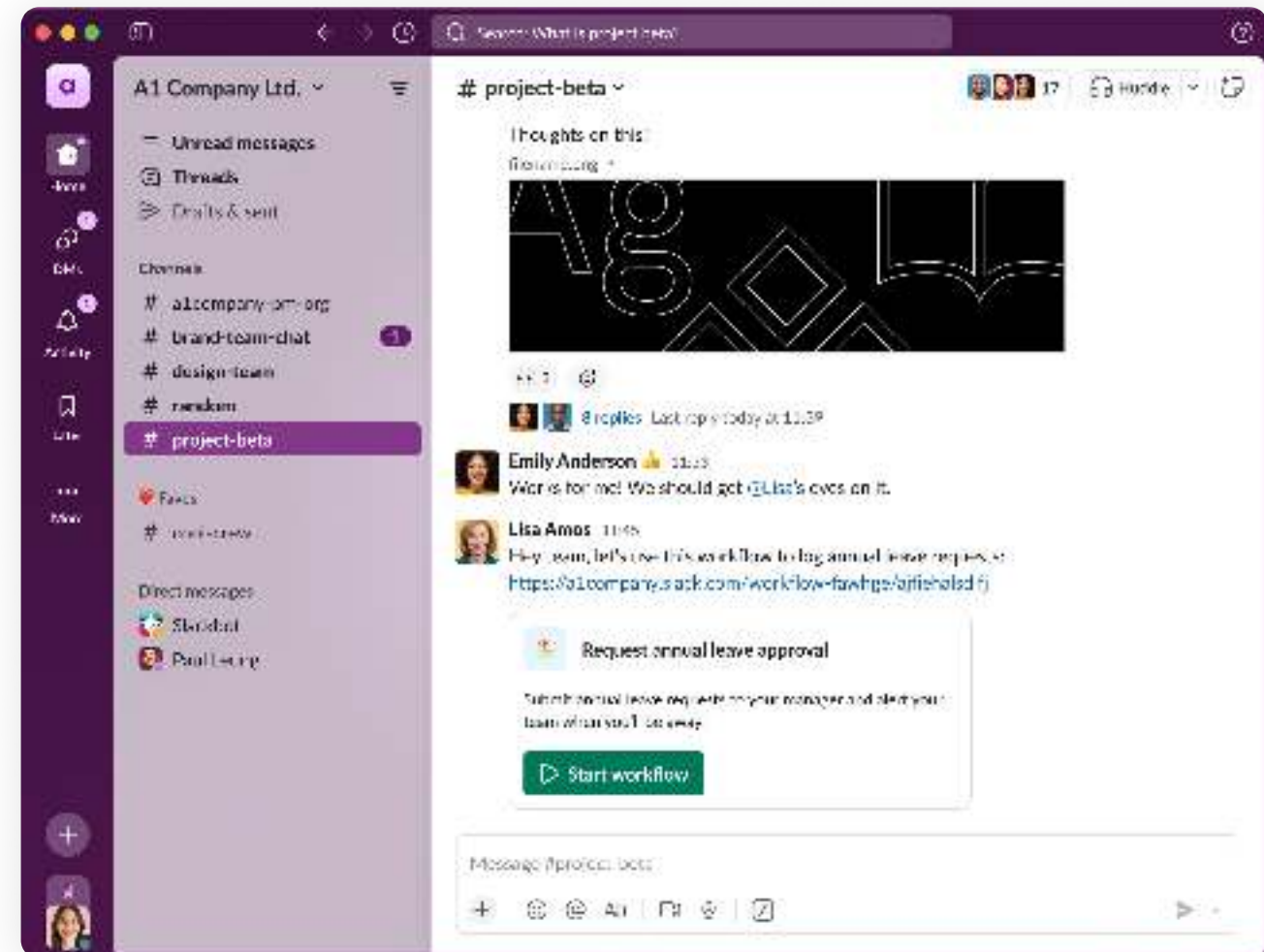
[Lists](#) allow you to manage your projects and tasks directly in Slack. You can track the progress of your projects and even bring in data from other sources, all without leaving Slack. When you're working in a list, you can start a conversation about any item and tag the people that you need to get answers from (in comparison, try getting someone's attention in an Excel spreadsheet!).

Your tools

Nothing zaps productivity more than disconnected systems.² In fact, the average enterprise uses over 1,000 apps, but only 29% of them are connected across systems. We've built Slack to be the conversational interface that connects all your enterprise tools, from yesterday's legacy apps to tomorrow's autonomous AI agents.

The [Slack Marketplace](#) features ready-made integrations with popular enterprise tools such as Microsoft Teams, Workday and Google Suite. Employees can interact with these apps directly in Slack without having to leave their workspace.

We've also made it our mission to make automation accessible to everyone. [Workflow Builder](#) is a no-code tool that lets anyone, including non-developers, automate routine processes directly in Slack. In fact, 80% of those who build workflows are non-technical.³ Slack provides a [modular template](#) for users to customise their own automated workflows, or you can create something from scratch. Workflow Builder gives teams the flexibility to automate common tasks such as triaging IT requests, running huddle meetings, getting feedback or onboarding new teammates.



Effortlessly manage repetitive tasks such as annual leave requests with [Workflow Builder](#).

Slack provides a [modular template](#) for users to customise their own automated workflows, or you can create something from scratch. There are many incredibly innovative uses for Workflow Builder, such as triaging IT requests, running huddle meetings, getting feedback or onboarding new teammates.

² Source: Salesforce State of IT (2023)

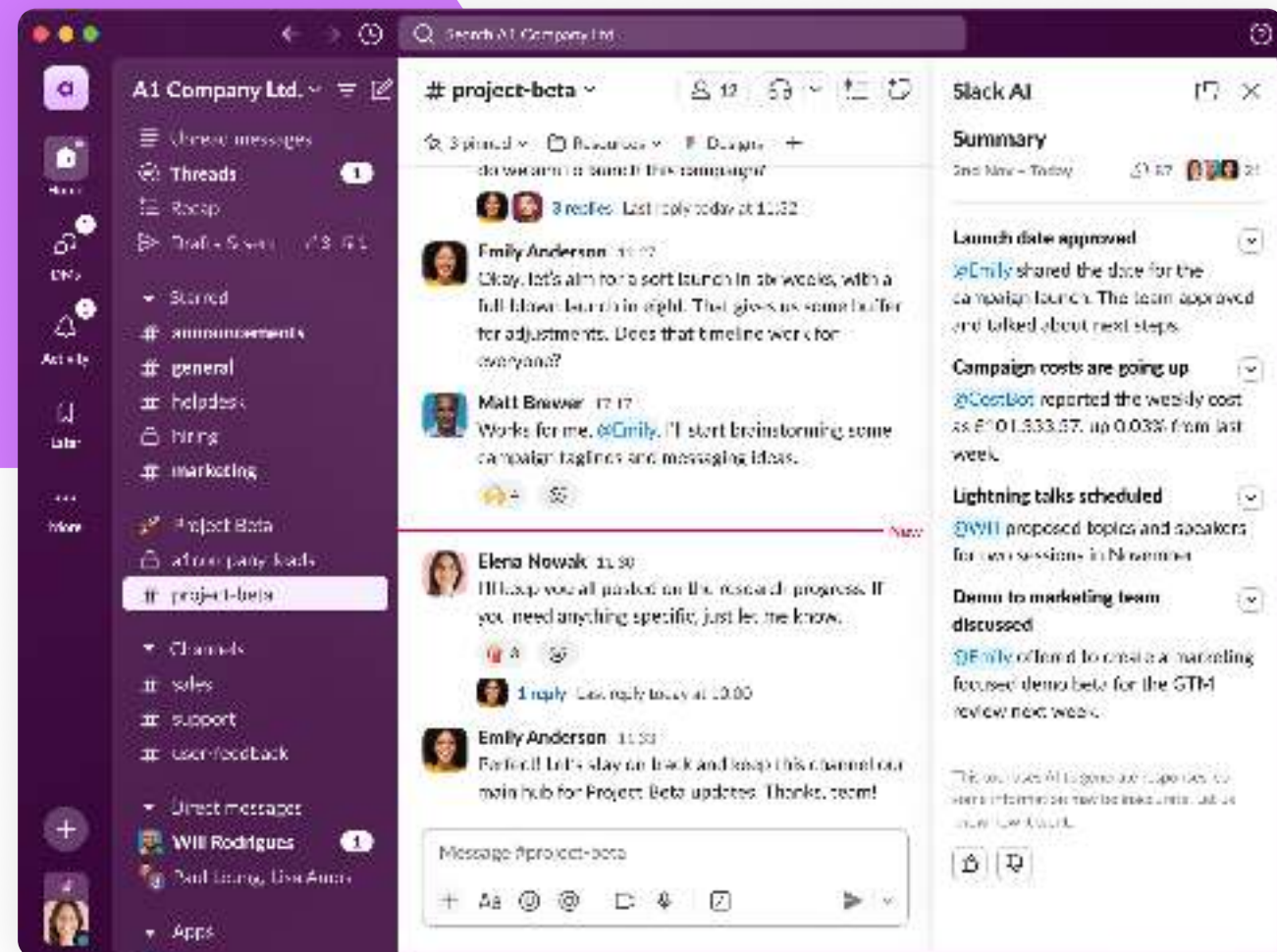
³ Slack internal data

Accelerate your work with generative AI

When selecting a work operating system, it's important to choose one that can evolve with your business for the long haul. Slack's conversational interface and customisable platform make it the natural home for artificial intelligence.

[Slack AI](#), a separately purchased feature, helps workers to stay on top of knowledge flowing through their workspace. It includes generative features such as conversation summaries, daily recaps and intelligent search. Our pilot users saved an average of 97 minutes per week with Slack AI.⁴

Slack also deeply integrates with [Salesforce Einstein](#), which brings CRM insights and intelligent actions directly into Slack. And of course, you can connect third-party AI assistants through the [Slack Marketplace](#).



[Slack AI's](#) channel summaries help you to stay up to date on information flowing through Slack.

Soon, every enterprise app will have some form of an [AI assistant](#), and eventually they will even have AI digital agents capable of acting autonomously. We're building Slack to act as the orchestration layer for all your enterprise apps and systems where your teams are already working together, ensuring transparency and accountability in processes that involve both human and digital work.

⁴ Based on an internal analysis during the pilot of Slack AI features (channel recaps, thread summaries and AI search answers)

01

Work confidently with enterprise-grade security

Our entire ecosystem adheres to the highest standards of enterprise-grade security and compliance.

By default, all communications and data in Slack are encrypted at rest and in transit. Our [Enterprise Key Management](#) empowers customers to control their encryption keys, giving our most security-conscious customers the autonomy to revoke access whenever you choose. Our governance and risk-management capabilities address any need, from global retention policies to legal holds and support for e-discovery.

We also protect your data with audit logs and native data loss prevention (DLP), as well as support for third-party DLP providers. And you don't just have to take our word for it; our compliance is with recognised standards such as HIPAA, FINRA, FedRAMP and SOC 2, all of which have been [audited by third-party industry experts](#).

How different lines of business improve with Slack:



Sales teams see a **36% average increase in win rate**



Service teams **resolve cases 32% faster**



Marketing teams **make decisions 37% faster**



IT teams **increase employee productivity by 38%**



Finance teams see **37% higher employee productivity**



HR teams achieve **36% higher employee engagement**

Now that you have an overview of Slack, let's dive into specific examples of how Slack improves performance and efficiency across teams.

Source: Salesforce, FY24 Customer Success Metrics

2

Slack for service



Turn support into a competitive advantage

Customers today have high expectations of service and support teams: they expect quick response times, clear communication and the ability to resolve issues quickly without having to jump from agent to agent. When these expectations aren't met, customer loyalty suffers.

Slack connects dispersed teams around a single view of the customer, giving them all the context that they need to quickly resolve issues and deliver excellent customer experiences.

Clear cases faster with swarming

Customer service teams that use Slack resolve cases 9.3%⁵ faster because they can connect support agents with experts across the organisation and [swarm together to solve problems](#) – all without putting the burden on customers to explain and repeat their issue. This not only increases customer satisfaction, it shortens the average time it takes to handle and resolve cases, reducing escalations across the board.



Swarming is the cornerstone of IBM's customer service model. It's particularly effective in critical incidents, where knowledge from multiple technical areas is required and time is of the essence.

Hosting the incident response process in one contextual channel is the key, as Bob McDonald, the Vice President of CRM Experiences at IBM, explained:

We can open up a Slack channel and link it to the case and bring all the right expertise to that case almost instantaneously to drive a faster time to resolution.

Bob McDonald
VP of CRM Experiences, IBM

IBM's service workspace is fully integrated with apps, bots and services such as [Tableau](#), and [workflows](#) have had a profound impact on helping agents to harness these tools as efficiently as possible. This connected network allows for real-time alerts, up-to-date information and collaborative document sharing with version control – all of which drive the fastest possible results both internally and to customers.

⁵ 'The Total Economic Impact™ of Slack for Service Teams', a commissioned study conducted by Forrester Consulting on behalf of Slack, November 2023. Results are for a composite organisation representative of interviewed customers.

One example is the [PagerDuty](#) integration. When an incident causes a major outage, it sends an alert to the IT agents on call and prompts them to complete a Slack workflow that assigns a first responder and point of contact.

If an incident requires real-time problem solving, Slack's [huddle](#) feature simplifies spontaneous discussions. Teammates can quickly connect in a huddle, making conversations more agile and reducing the need to juggle multiple communication platforms.



Resolve incidents faster

When it comes to incident resolution, speed is everything. First responders can solve problems and resolve downtime more quickly by using Slack, where teams can access notifications and monitoring tools.

[Workflow Builder](#) is central to [Wayfair's incident management system](#). The company's #major-incident-updates channel is a hub for automated, real-time updates during critical incidents, and it keeps everyone on the same page while IT specialists coordinate to resolve incidents promptly.

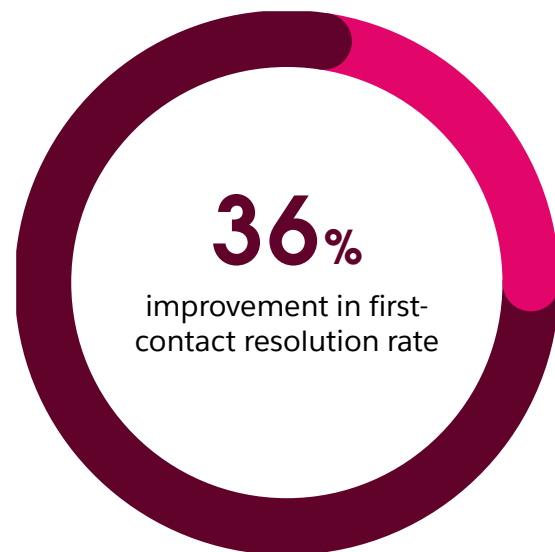
But here's where the magic happens: Wayfair also connected the [PagerDuty](#) and [Datadog](#) integrations to its workspace, so the IT team can spring into action at a moment's notice.

The team can also trigger an automation that updates a Google Sheet and compiles all relevant data on each incident from the Slack channel. As a result, Wayfair has a centralised, easily accessible spreadsheet with direct links to each Slack report, removing the need to scroll and search through multiple threads in a channel to piece information together.

As a result, Wayfair's IT team has reduced the mean time that it takes to resolve end-user incidents by 20% (from 27 to 21 hours) and is achieving a first-assignment resolution of more than 85% through quick interactions such as calls and chats. Most impressively, it's been able to accomplish this while reducing its spending on employee tech software by 7%.

Connect faster with people outside your company

[Slack Connect](#) helps companies to scale excellent customer support by capturing a team's collective expertise and allowing service reps to solve problems with customers directly in Slack. When using Slack, support teams respond to more tickets faster, streamline agent onboarding and improve their first-contact resolution rate by 36%.



Slack Connect has enabled artificial-intelligence leader [OpenAI to move conversations](#) with customers out of overstuffed inboxes and into interactive channels. Since becoming a Slack customer in 2018, the company has created more than 170 Slack Connect channels and has sent more than five million messages. Collaborating within channels empowers OpenAI to find faster, more accurate solutions for customer needs.

Slack Connect is a huge part of our customer experience... What I love about working in Slack is it removes me as a bottleneck. It gives me the ability to bring in my colleagues when a customer has a question that is outside of my purview, or I think someone else can answer more effectively or more quickly than I can.

Anna Tiff
Account Manager, OpenAI

3

Slack for sales

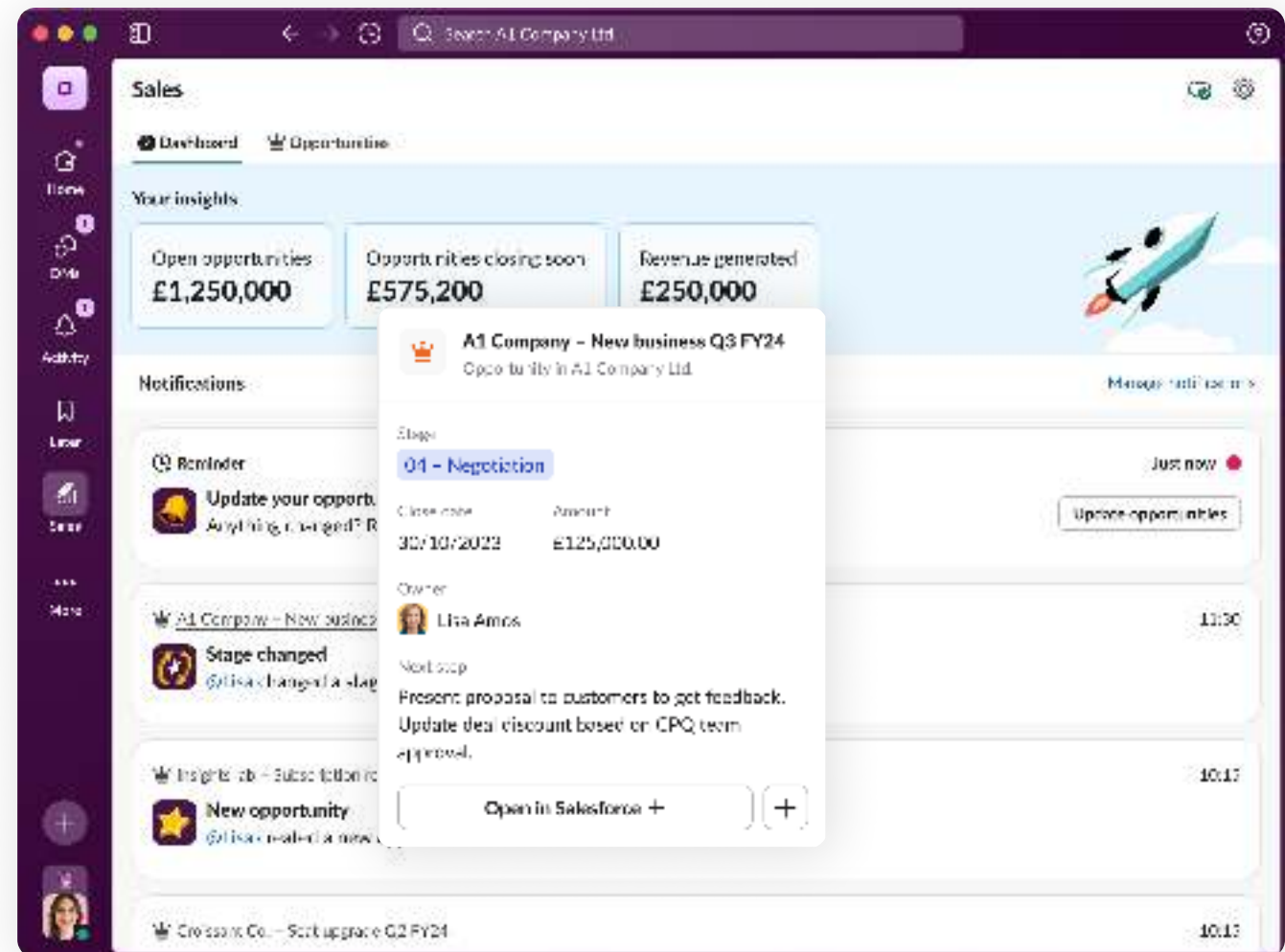


03

Give your reps the power to sell as a team

Sales teams face numerous internal obstacles that can slow down deal cycles or cause missed opportunities. For example, sales reps spend [72% of their time](#) on tasks other than selling (including an average of 5.9 hours a week spent on reporting!). Additionally, most reps use an average of ten different tools just to close a deal.

[Slack Sales Elevate](#) deeply integrates Sales Cloud and other sales tools with Slack, simplifying CRM management while bringing accurate data and notifications into the channels where sales teams work. It's an entirely new way to sell. Here's a closer look at how our sales customers use Slack to accelerate deals.



[Slack Sales Elevate](#) sends Salesforce account and opportunity record data into Slack channels.

Manage your pipeline and update opportunities on the go

To keep your sales machine running smoothly, your pipeline needs to be accurate. Slack Sales Elevate saves time and improves pipeline accuracy by allowing reps to update CRM data inside Slack, which automatically syncs back into Sales Cloud. That means less data entry for sellers, and the data stays clean and accurate.



Daily tasks took longer to do before [Rochester Electronics adopted Slack](#). Administrative tasks, communication gaps and having to manually pull insights from [Sales Cloud](#) into other siloed tools prevented the sales team from doing more high-level work. Sales representatives needed a smoother way to collaborate on deals and act on opportunities. Leaders needed better visibility into real-time deal movement.

With [Slack Sales Elevate](#), sales reps, managers and leaders can easily stay updated on deal movements, team wins and pipeline changes in real time – right from Slack. Sales Elevate reduces context switching because it integrates Sales Cloud with Slack to bring teams powerful, real-time Salesforce CRM insights directly into Slack, where workers spend most of their time.

Automatic alerts and personalised reminders help to increase employee engagement and speed up customer response times. Sales reps get access to key metrics immediately, empowering them to build quotes and make informed decisions faster with cross-functional teams. And because Sales Elevate improves visibility from any device, leaders are better positioned to anticipate and act on opportunities.

‘I can view metrics from bookings to billings to on-time deliveries on my phone, and that helps me run a global business... Having Slack Sales Elevate in my pocket has been a game-changer.’

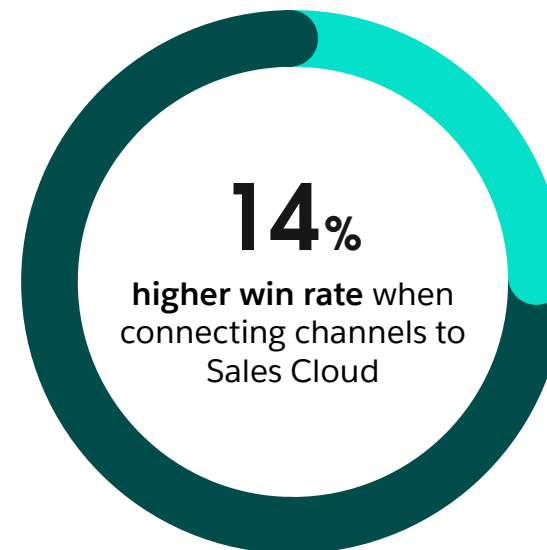
COLIN STROTHER
EXECUTIVE VP OF ROCHESTER ELECTRONICS

Achieve a higher win rate when you sell together

Team selling is more effective when the right people, CRM insights, opportunities and automated workflows unite in Slack channels. We call these ‘deal rooms’. Our customers save time from reduced context switching, so their teams can move deals forwards with more accurate information. This has resulted in a 14% higher win rate.⁶

Before Slack, [the sales team at Lyft](#), which coordinates closely with local market managers, lacked a place to easily come together and collaborate on creating a custom offering for key accounts.

Collaboration is a core requirement for members of the Lyft Business sales team, which often works closely with the wider marketing and IT departments as it looks to sign up new customers.



You need to be able to work cross-functionally and understand what teams you can leverage to create a comprehensive partnership package for clients... With the ability to create channels and groups in Slack, we're able to actually learn about what other people are doing and increase the velocity of the work we're doing.

Tyler Lefeberr
Senior Strategic Account Executive, Lyft

⁶ 'The Total Economic Impact™ of Slack for Sales Teams', a commissioned study conducted by Forrester Consulting on behalf of Slack, November 2023. Results are for a composite organisation representative of interviewed customers.

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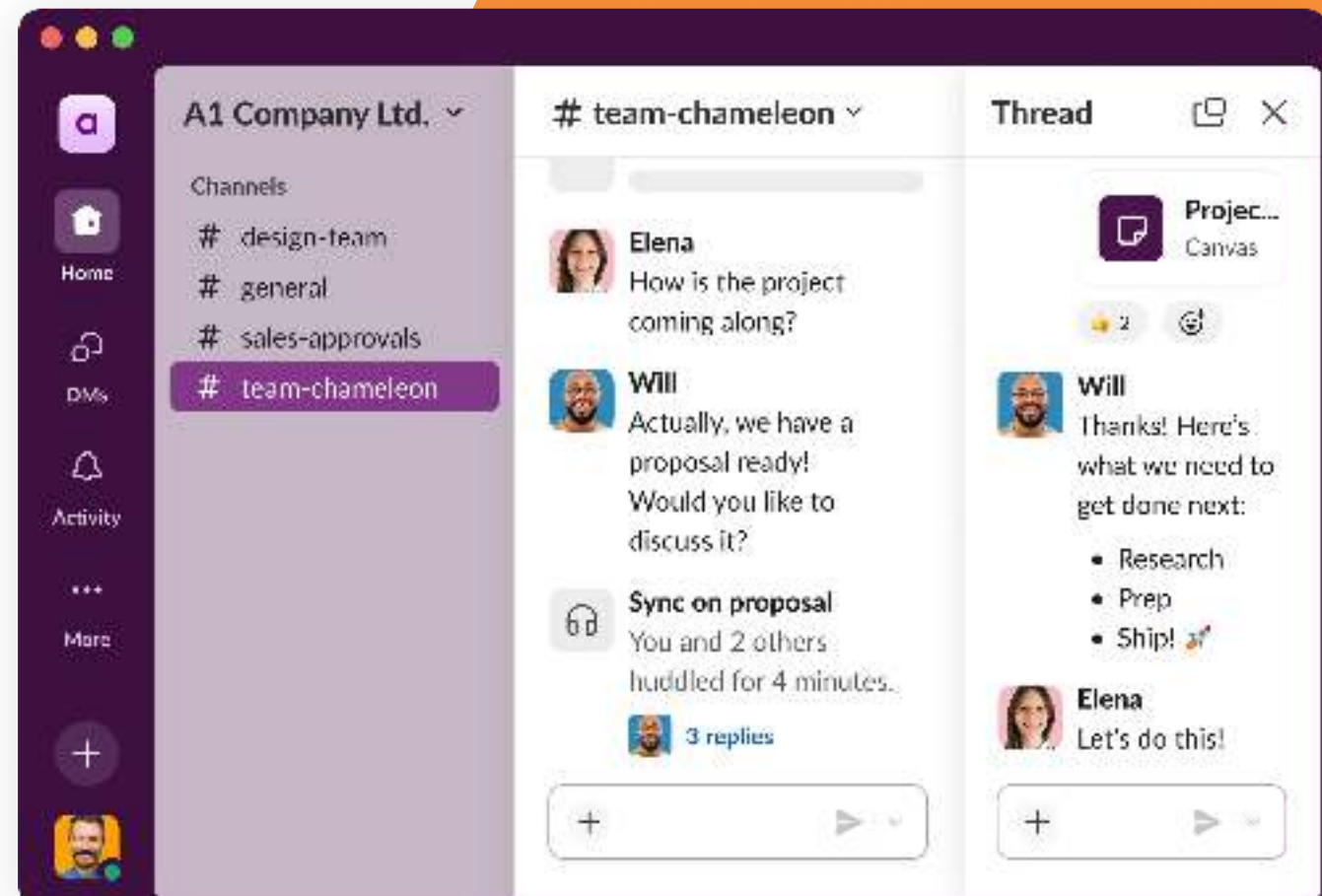
Slack for marketing



Bring winning strategies to life faster

Marketing teams are under constant pressure to respond to market dynamics and execute strategies that overcome future ones. Although marketers have access to more data than ever before, it's often dispersed, out of date or simply an afterthought for teams.

Slack brings together the right people, data and tools needed for marketing teams to make smart decisions and ultimately get to market faster. Slack does this by integrating with popular marketing apps such as HubSpot, Asana and Salesforce Marketing Cloud. Marketers can also work more efficiently with no-code automated workflows, and collaborate with external agencies via Slack Connect.



Make data-driven campaign decisions

With Slack, you can plan and execute campaigns more efficiently by bringing stakeholders, conversations and campaign data into one place. Teams can brainstorm, take data-driven action together and access historical learnings across Slack's archive, with its AI-powered search.



[Grammarly's marketing team](#) uses dedicated Slack channels to align on leads in real time. Marketing works with other departments, such as sales, customer success and product management, to act on leads faster. Integrations with [Tableau](#) provide Grammarly with real-time customer data, giving cross-functional teams full context so that they can make informed decisions.

Our marketing and sales teams have seen better alignment and increased efficiency in lead management and our speed to lead quotas.

Kelli Meador
Senior Manager of Marketing Operations, Grammarly

Grammarly uses [Marketing Cloud Account Engagement](#) to identify key accounts with the highest likelihood to purchase. When a new lead comes in from a key account, it's automatically shared in a Slack channel between the marketing and customer success teams, empowering everyone to respond quickly.

With the combined power of Slack and Salesforce, Grammarly's lead opportunity conversion has improved from between 60 and 90 days to just 30 days on average.

Make data-driven campaign decisions

Approvals, requests and handoffs exist in almost every aspect of marketing production, which often leads to delayed project or campaign launches.

Slack streamlines campaigns by automating routine processes directly in Slack. Anyone can build a workflow that automates tasks such as budget approvals and feedback collection. They can connect third-party apps to workflows to accelerate processes.



Leveraging Slack and the Salesforce Sales Cloud integration, Spotify Advertising deploys more than 20 workflows to streamline each stage of the process, from first pitch to campaign completion. These workflows integrate data across email, Google Suite and Salesforce.

As a result, the team has cut down on meetings and email traffic, boosted ad-sales revenue and increased its campaign delivery rate from 97% to 99% to deliver its best year yet. What's more, thanks to centralised communications and improved knowledge sharing, the team is stronger and more empowered than ever.

Automation has really improved our team's performance and productivity; people save countless hours by no longer doing manual tasks that weren't adding value to their work. Now they can focus on innovation and on our customers.

Alexis Lopez
Senior Manager of Business Operations and
Technology Operations, Spotify

04

Manage the customer journey effectively

When a customer engages with content, they enter the marketing funnel as a marketing-qualified lead (MQL).

When sales reps get real-time alerts the moment a lead becomes qualified, they can act immediately. The result? Responses to leads five times as quickly, and significantly higher conversion rates.

Peter Vanderhaak is Box's Senior Director of Go-to-Market Processes and Systems. [His team uses](#) Sales Cloud to track deals, quote approvals and sales leads. Thanks to a custom Salesforce integration leveraging [Workato](#), a workflow automation tool, Vanderhaak's team can track and respond to leads much faster.

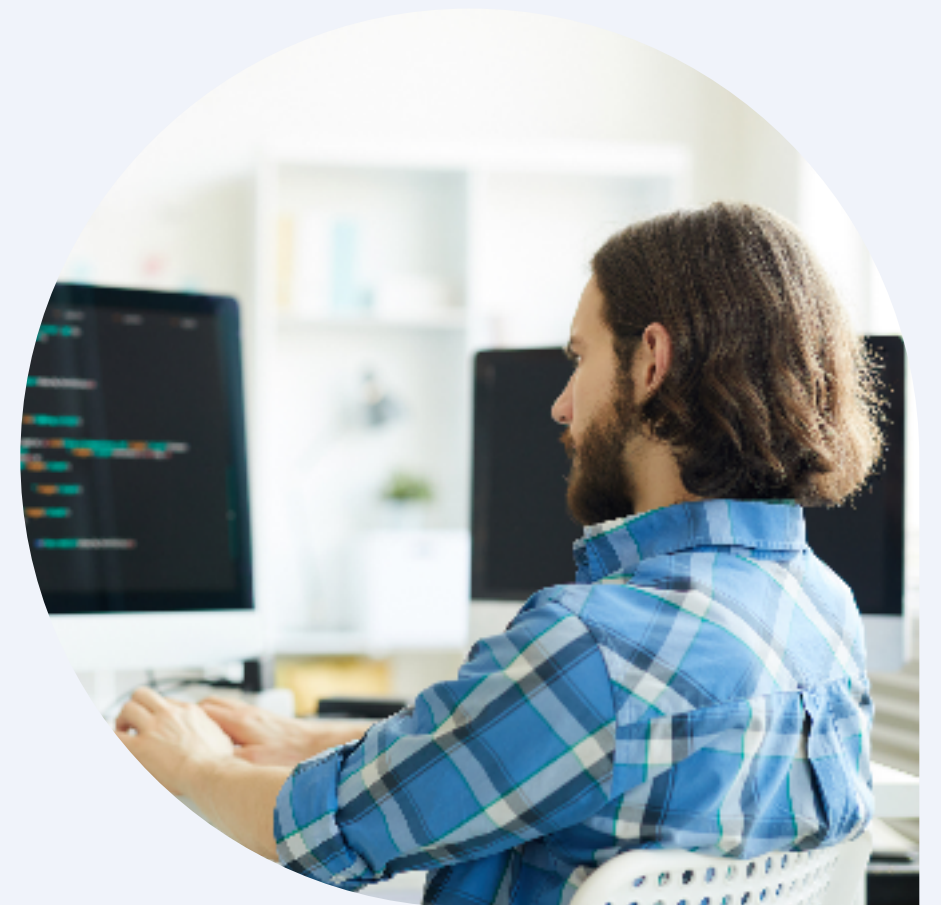
His reps receive MQL notifications in the Slack channels **#accounts** and **#opportunities**. From there, account executives can update Salesforce CRM data without leaving Slack. Before Box's sales teams began working in Slack, the time between getting an MQL and crafting a service-level agreement (SLA) was generally about two weeks. Thanks to Slack, they've now got their turnaround time down to two days.

‘When we relied primarily on email, nobody knew who took ownership,’ Vanderhaak said. ‘With Slack, we’ve dramatically increased our speed when it comes to converting MQLs from open status to working status.’

PETER VANDERHAAK
SENIOR DIRECTOR OF GO-TO-MARKET PROCESSES AND SYSTEMS, BOX

5

Slack for IT



05

Deliver mission-critical services more efficiently

IT teams are the unsung heroes who keep workspaces up and running securely. But even the most streamlined systems face their share of hurdles, whether it's managing the cost per ticket, minimising tech disruptions or unifying the employee experience in increasingly distributed work environments.

Slack helps IT teams by connecting the right people with the right information at the right time. In doing so, our customers have been able to significantly cut costs, improve response times and deliver an employee experience that scales across entire organisations.

Resolve incidents faster

At many companies, IT requests are scattered across different places, such as email, ticketing systems, chat and other channels. This leads to teams spending precious time tracking down issues and performing tedious, manual tasks. In addition, they often have to log in to and out of different applications just to resolve a simple issue.

Slack streamlines help desk management by centralising conversations and workflows in Slack. This is coupled with third-party app integrations, AI-powered bots, automated ticket creation and tracking, as well as collaborative escalation processes. Teams can also free up valuable resources with automated ticket deflection, powered by intelligent answers found by [Slack AI](#).

According to Salesforce's FY24 Customer Success Metrics, IT teams saw 38% faster decision-making and a 36% increase in time saved as a result of process automation after implementing Slack. IT teams also reduced cost per ticket by 16% on average.

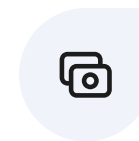
IT teams experienced:



38% faster
decision-making



36% increase
in time saved
due to process
automation



A 16% reduction
in cost per ticket
on average

Decrease the time needed to resolve incidents

Resolve incidents and downtime faster with monitoring tools that are integrated directly into your Slack workspace. By working in channels, you can enrich your pool of collective knowledge so that you can diagnose, troubleshoot and resolve incidents up to 19% more quickly.



To monitor and escalate customer-facing events, [Vodafone's IT teams use the PagerDuty integration](#). When an incident occurs, the integration notifies the right team – and the right individual – instantly, all within Slack. Before Slack, it would have taken 15 to 20 minutes to find the root cause.

We've reduced the mean time to resolution to under five minutes... It's been phenomenally successful in a very short period of time.

Paul Whyte
Head of Engineering, Vodafone UK

Slack also lets Vodafone executives see into new workflows. 'We're able to give transparency to our business leaders and let them see how technology projects are going,' said Matt Beal, Vodafone's Director of Technology Strategy and Architecture. And that streamlined process ultimately results in a better product, faster.

With Slack, Vodafone aims to empower its developer teams across the globe to adopt new ways of working. The ability to connect quickly, work cohesively and share knowledge widely has helped the company to deliver new and improved service experiences to millions of customers worldwide.

Unify your employee experience

IT leaders play a vital role in creating a smooth work experience for employees. When employees can collaborate effectively – and can self-serve with workflows, custom bots and well-organised help channels – it reduces the need to contact IT teams. This leads to a jump in adoption and usage of the entire tech stack, which can be measured with admin app management and analytics. All of this adds up to a 302% average ROI on your Slack investment over three years, according to Forrester.⁷

⁷ 'The Total Economic Impact™ of Slack for Technical Teams', a commissioned study conducted by Forrester Consulting on behalf of Slack, November 2023. Results are for a composite organisation representative of interviewed customers.

Paramount

Paramount, the renowned media company, [prioritises its employee experience](#) by leaning heavily on the Slack Marketplace to bring external tools directly inside its workspace. As a result, almost 65% of its users are active in Slack every week, and 75% of employees actively use one of 391 integrated apps to reduce context switching.

Slack was the first tech tool that was rolled out company-wide following our 2019 merger... It doesn't matter what part of the company someone works in, they know they can reach them in Slack. It's the centre of our collaboration, community, projects, internal communication and culture.

Sheetal Saha
Director of Product Management, Paramount

The company also hosts more than 1,400 [Slack Connect](#) channels for 430 external organisations that include valued partners, vendors and clients. By moving conversations out of siloed email threads and into the same place they're already working, teams can quickly respond to prospective customers, build high-quality relationships and work better as a team.

6

Slack for finance



Combine efficiency with security

Finance can be a slow-moving corporate function because of its complexity and the high number of approvals involved. Inefficiencies can delay decision-making and increase the workload for finance teams, lowering productivity and potential gains.

Slack unifies the right internal and external teams, data and workflows in a secure platform, creating the most efficient way for finance teams to support business needs.

Improve financial reporting for faster, more accurate forecasting

Accurate and timely reporting is critical for finance teams but is often hampered by the complexity of the data and the systems in use. Many enterprise software solutions lack the necessary integrations and automation, leading to time-consuming manual processes that slow down the reporting cycle and increase the likelihood of errors. According to Gartner, 73% of finance teams report facing significant pressure to improve their operational efficiency and reduce reporting delays.⁸

Slack enhances financial reporting by bringing together relevant people, automated workflows and data in one secure workspace. Teams can collaborate over the same real-time data views, thanks to integrations with key third-party apps. This lets them quickly reconcile data and ensures more accurate forecasting.



⁸ Gartner, ['The Need for Speed'](#), 2018

06

Close M&A deals faster

Mergers and acquisitions (M&A) is a fast-paced initiative that requires hundreds of documents, external partners and many internal teams working in unison to close a deal. But a lack of integrated data, siloed communication systems and complex approval workflows can create significant delays that can put the entire transaction at risk. Slack streamlines the process by bringing all parties and data into a secure space.

Leadership can align and keep sensitive information private with Slack Connect and [private channels](#). [Slack AI](#) creates channel recaps and thread summaries, so everyone can stay up to speed during these fast-paced negotiations. [Huddles](#) enable teams to quickly hop on video calls to work through issues. And [Workflow Builder](#) lets people automate manual tasks such as asking for approvals, keeping deals moving.

[Spotify relied on Slack Connect](#) to communicate with partners across multiple channels. All parties involved in the process of due diligence could chat and exchange files. With Slack as a single source of truth for communication, Spotify nurtures a more inclusive work environment for those who join the company through M&A efforts.

Approve budgets and expenses like clockwork

The requirement for multiple approvals can become a major bottleneck in finance processes. Manual tasks such as expense approvals can be some of the most time-consuming, yet they deliver the lowest value. Slack helps you to streamline the approval process with automation and AI so that your finance team can focus on higher-return strategic priorities. When these pieces are aligned, you can identify and resolve issues 21% faster⁹ and operate with better consistency.

For example, the finance team at Canva, one of the world's fastest-growing software companies, previously spent an average of 1.5 hours per week in stand-up meetings. Since integrating Slack's Workflow Builder, [Canva employees save the equivalent of one person's entire working week, making time for more impactful work](#).

‘With Workflow Builder, the finance team saves 63.75 hours a week, which we’re able to spend focusing on the impactful projects that add value for our team and community around the globe.’

CHANTAL PLANK
LEADERSHIP OPERATIONS, CANVA

⁹ IDC, ‘The Business Value of Slack’, 2017

Slack: Where humans and AI work together

Slack future-proofs modern organisations by creating a work operating system that's optimised for the era of AI-powered work. Here's what that looks like in practice:

- A beloved conversational interface that anchors where people work
- A platform that's connected to all your apps and data
- A single hub where people work together with AI assistants and agents to move faster, with full transparency, trust and accountability

Ultimately, our customers rely on Slack to achieve greatness together. We see this in our user surveys: 90% feel satisfied with their Slack experience, 67% would be unhappy if Slack were taken away and 90% feel more connected as a team.¹⁰ Knowledge is only powerful when used. With Slack, companies can create knowledge and turn that into action, leading to higher productivity and efficiency.

Ready to put Slack to work for you?

[Get in touch with our sales team](#) today, or take a look at our [solution guides](#).



¹⁰ Slack customer tracking survey, FY25

Frequently asked questions

How much does Slack cost?

We offer two subscriptions for larger organisations, depending on their needs. [Business+](#) provides advanced security and compliance features. [Enterprise Grid](#) is our most robust offering for large companies that need a full range of collaboration, automation, administration, security and support features. [Pricing for these subscriptions](#) is based on a per-user, per-month basis. The exact cost varies depending on the number of users and the selected subscription, with discounts available for annual billing. Get in touch with our [sales team](#) for detailed pricing information.

Is Slack secure?

Enterprise-grade security is built into every aspect of how users collaborate and get work done in Slack, without sacrificing usability, so that you can get the most value out of Slack and do your best work. By default, all communications and data in Slack are encrypted at rest and in transit. Our [Enterprise Key Management](#) empowers customers to control their encryption keys, giving our most security-conscious customers the autonomy to revoke access whenever they choose. Our governance and risk-management capabilities address any need, from global retention policies to legal holds and support for e-discovery.

We also protect your data with audit logs and native data loss prevention (DLP), as well as support for third-party DLP providers. Our compliance is with recognised standards such as HIPAA, FINRA, FedRAMP and SOC 2, all of which have been [audited by third-party industry experts](#).

The same product values that make us a secure communication platform for work also guide our decision-making for Slack AI. Slack AI is a separately purchased add-on that upholds the robust security practices and compliance standards that customers expect from our core product. Slack AI uses large language models (LLMs) but does not train those LLMs on customer data. The LLMs that we use are hosted directly within Slack's Amazon Web Services infrastructure, so customer data isn't shared with any LLM provider. This ensures that customer data stays in that customer's control.

How do Slack and Salesforce work together?

Slack is the conversational user interface for all Salesforce experiences. It's the front door to the Salesforce platform and a natural home for third-party digital agents. Slack is where knowledge workers can easily complete complex workflows and automations. It helps them to deliver on the tasks and results that matter. Slack also allows workers to have insightful data-driven, AI-powered conversations with their teams, customers and partners. This helps them to build, run and grow their businesses.

Integrations between Salesforce and Slack allow users to access Salesforce data in Slack channels. This brings real-time Salesforce data and critical account context directly into conversations in Slack (think faster deal cycles, incident resolution times and relationship building).

All of this is possible thanks to a unified view of customer data and insights, while alerts and notifications ensure timely communication of important updates. Automated workflows enhance productivity, streamline processes and improve communication within organisations.

How is Slack different from email or texting?

Email and text messaging don't keep everyone in the loop. When the exchange is done, all context and knowledge are trapped in disparate, unorganised inboxes forever. If you're late to a conversation, it's almost impossible to find what you need. Slack solves these problems by becoming a single source of truth. It's where people talk, access their day-to-day tools and make decisions with context that's archived and searchable.



How is Slack different from Microsoft Teams?

Similar to Zoom, Microsoft Teams is a best-in-class tool for voice, video and meetings. It's one of many popular tools in the Office 365 suite, along with Outlook, SharePoint, Word, Excel and PowerPoint.

In fact, beyond voice and video, many Teams features are built on a legacy backend of these Microsoft point solutions. This results in a really complicated architecture. Users need to understand those interdependencies to effectively use Microsoft Teams outside of basic voice, video and direct messaging. It's difficult to find the information that you need in Teams. It's difficult to bring your work, apps and automation into conversations. It's also difficult to create automated workflows in Teams without a deep understanding of the Microsoft Power Platform and Teams architecture.

On the other hand, Slack is a comprehensive operating system with no legacy backend. It can easily integrate with any of the best-in-class point solutions, and users can build workflows using those apps with little to no code.

In fact, Slack and Teams complement each other. For instance, when companies centralise all their [Office 365](#) tools in Slack, they can start a Teams meeting from Slack with one click. Slack customers get the huge advantage of high engagement and productivity in Slack – and it's worth noting that 76% of our largest customers use Microsoft too!

Why do customers choose Slack?

Slack is more than the sum of its features – it's a better way to work now and in the future. That's why millions of people and more than 200,000 organisations around the world use it to:

- Integrate their entire technology stack into one consumer-grade interface
- Make their work easier and more efficient with no-code automation
- Accelerate work and growth with secure, easy-to-use AI

And unlike most traditional enterprise software, Slack drives culture and connection: 90% of users say that Slack helps them to stay more connected as a team and build community within their organisation.¹¹ We take great pains to design the best experience out there – one that lets people participate in all the nuances of human connection.

¹¹ Slack customer tracking survey, FY25



The preceding information is intended for informational purposes only, and not as a binding commitment. Please do not rely on this information in making your purchasing decisions. The development, release and timing of any product, features or functionality remain at the sole discretion of Slack, and are subject to change.

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