

# Slack Launches Revolutionary New Product

## Slack

**\*\*FOR IMMEDIATE RELEASE\*\* \*\*Slack Announces Deeper Integration with Atlassian Jira, Streamlining Project Management Workflows\*\* SAN FRANCISCO, CA – October 26, 2023 – Slack Technologies, Inc., today announced enhanced integration capabilities with Atlassian Jira, aimed at further streamlining project management workflows and improving cross-functional team collaboration. The upgraded integration allows users to create, update, and track Jira issues directly within Slack channels, eliminating the need to switch between applications and fostering a more efficient and transparent project management process. The deepened integration provides several key improvements, including richer Jira issue previews within Slack, allowing users to quickly understand the context and status of a task. Users can now also trigger Jira actions directly from Slack, such as assigning issues, changing priorities, and adding comments. Furthermore, customizable notifications within Slack ensure that team members are immediately alerted to important Jira updates, minimizing delays and ensuring timely responses. This integration builds upon existing Slack functionality, leveraging the power of channels to create dedicated spaces for project-specific communication and collaboration. “At Slack, we’re constantly striving to make work simpler, more pleasant, and more productive,” said Tamar Yehoshua, Chief Product Officer at Slack. “This deeper integration with Atlassian Jira is a significant step forward in achieving that goal. By seamlessly connecting these two essential platforms, we’re empowering teams to collaborate more effectively, stay aligned on project goals, and ultimately deliver better results, faster.” Slack is a channel-based messaging platform transforming business communication. It is a place where people can connect to the information they need, clarify priorities, and move work forward. Millions of people around the world use Slack to build stronger relationships with their teams, unify their systems, and drive their business forward. Slack is a product of Slack Technologies, Inc. (now a Salesforce company). Contact: support@slack.com**