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# Analysis of na Internet Service: Slack

89296: Tomás Batista  
88887: Flávia Figueiredo

Work done under the framework of discipline APSEI of the course LEI  
Department of Electronics, Telecommunications and Informatics  
University of Aveiro

Supervision:  
Manuel de Oliveira Duarte

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# Presentation Structure

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- Objectives
- **Technical:**
  - What is Slack and how does it work
- **Social, Economical and Ethical:**
  - Market target
  - Impact on people's way of living
  - Economic implications
  - Business model
  - Ethical issues
  - Fair usage of the involved resources
- Questions?

# Objectives

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Study of the organization and the structure of Slack

Technical and economical analysis

Impacts of the application

Associated problems

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# Technical

# What is Slack and how does it work

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Substitute of email

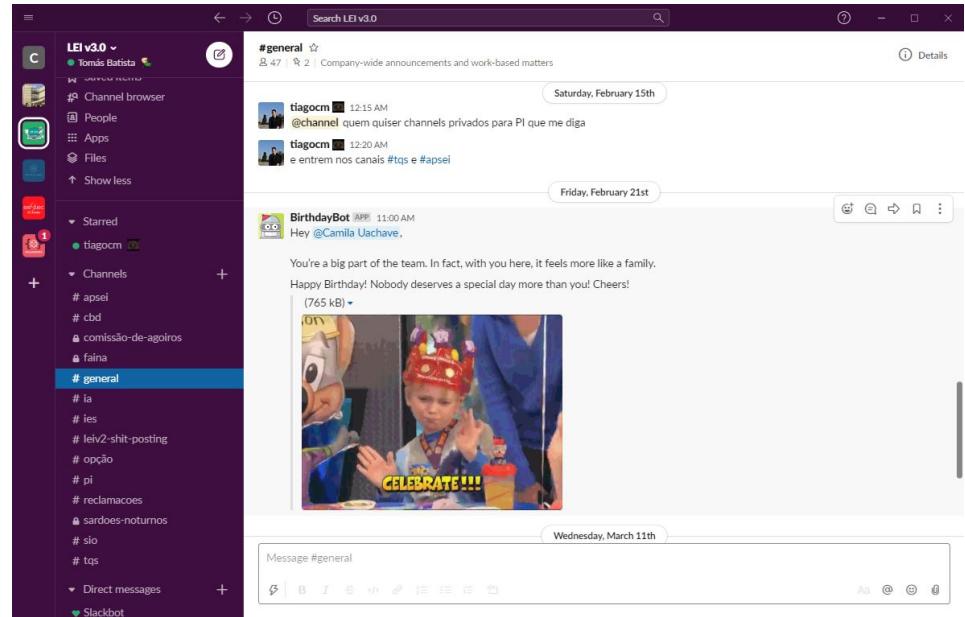
Promotes teamwork

Workspaces:

- Members (different privileges)
- Channels

Private messages

Integrated apps



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Social  
Economical  
Ethical

# Market target

Companies, Group projects, Teams, etc.

## Clients:

- Fox
- Oracle
- Vodafone
- and many more...

## DETI Slack

The screenshot shows a Slack interface with a dark theme. On the left, there's a sidebar with a list of channels and direct messages. The channels listed are: Fox Sports Digital, Channels, # fox-sports, # fox-channel, # wc-help, # highlights, # wc-performance, # wc-triage, # digital-content, and # production. Below these are Direct Messages with slackbot, Artur Garcia, Matias Brito, and Kai-Hao. The main area displays messages from several users and a bot:

- #wc-performance**  
Sara Parras 9h40: How are Croatia vs. England highlights performing?  
1 like
- Stats Bot APP**  
Here's how Croatia vs England Highlights performed:
  - Live TV: Average viewers: 5.5m
  - Web Stream: 830,000 unique views
  - Mobile App: 200,093 unique viewsSee More  
StatsBot | Sep 4th
- Matias Brito 8h23**  
That's fantastic. I know @Kai-Hao in sales has been working with AB InBev to expand their advertising with us. Get that in the system as a lead!
- Lead Bot APP**  
New lead created  
Anheuser Busch InBev N.V./S.A.  
Lead Created for Thursday NFL Ad Spot  
Assigned Status  
@Kai-Hao New

# Impact on people's way of living

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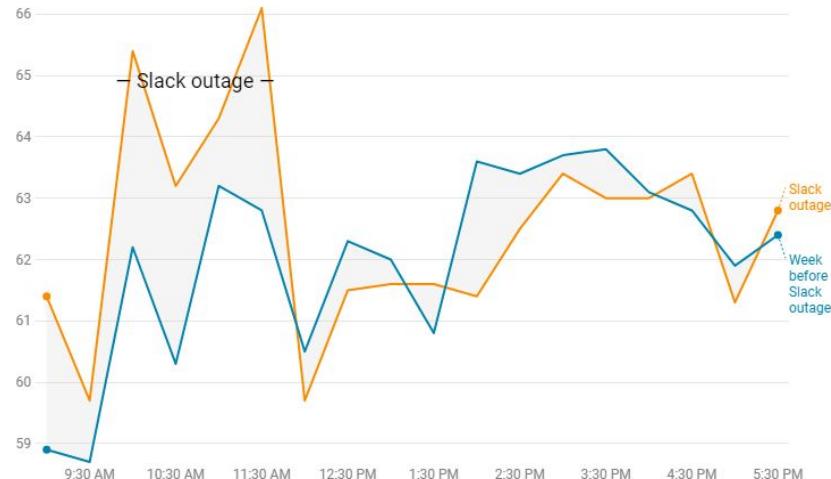
The good...

- Facilitate team interactions
- Numerous applications
- Organize work, keep information up-to-date...

... and the bad

- Message overload
- Lower productivity
- Remote workers show

Productivity rating during a Slack outage



# Economic implications

Freemium Software

4 different plans

Different features associated with different plans

- Unlimited messages
- Unlimited Video chat
- Assistance
- Improved security

Free	Standard	Plus	Enterprise Grid
<p>For small teams trying out Slack for an unlimited period of time</p> <p>€0/mth</p> <p><a href="#">GET STARTED</a></p>	<p>For small and medium-sized businesses</p> <p>€6.25/mth*</p> <p><a href="#">GET STARTED</a></p> <p>All the benefits of Free and:</p>	<p>For larger businesses or those with additional administration needs</p> <p>€11.75/mth*</p> <p><a href="#">GET STARTED</a></p> <p>All the goodness of Standard and:</p>	<p>For extra large businesses or those in regulated industries</p> <p><a href="#">CONTACT SALES</a></p> <p>All the greatness of Plus and:</p>
<ul style="list-style-type: none"><li>✓ Access to 10,000 of your team's most recent messages</li><li>✓ 10 integrations with other apps like Google Drive, Office 365 and many more</li><li>✓ 1:1 voice and video calls between teammates</li></ul>	<ul style="list-style-type: none"><li>✓ The full context of your organisation's message history at your fingertips</li><li>✓ Timely info and actions in one place with unlimited integrations</li><li>✓ Face-to-face communication with group voice and video calls of up to 15 teammates</li><li>✓ Secure collaboration with outside organisations or guests from within Slack</li></ul>	<ul style="list-style-type: none"><li>✓ Advanced identity management through SAML-based SSO and real-time Active Directory sync with OneLogin, Okta and Ping</li><li>✓ Compliance requirements met with corporate exports for all messages</li><li>✓ Around-the-clock teamwork and assistance with 99.99% guaranteed uptime and 24/7 support with a four-hour response time</li></ul>	<ul style="list-style-type: none"><li>✓ Peace of mind with enterprise-grade security and compliance, including enterprise key management and HIPAA support</li><li>✓ Large scale collaboration and alignment with support for up to 500,000 users</li><li>✓ Streamlined administration with centralised controls and customisable policies</li><li>✓ Tailored support with a designated account and customer success team</li></ul>
<p><a href="#">Learn more</a></p>	<p><a href="#">Learn more</a></p>	<p><a href="#">Learn more</a></p>	<p><a href="#">Learn more</a></p>

# Business model

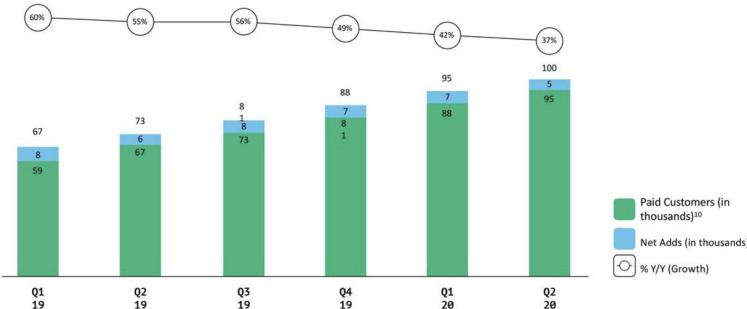


Freemium Base Membership

Key Resources, Partners and Activities

Unicorn Startup

A large and rapidly growing customer base



(10) Paid Customers at beginning of period presented.

## 2018 User Momentum



# Ethical issues

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Blurred boundaries between work and play

Stress and Anxiety

People are meaner on Slack

Slack AI

The screenshot shows a Slack workspace for "Happy Campers Inc". The sidebar lists channels like "#announcements", "#finance", and "#sales". A message in the "#announcements" channel from "Zach Lu" at 9:10 AM reminds US-based folks to submit benefits information by the end of the week. Another message from "Rosemarie Bilyeu" at 11:11 AM informs users about a power outage. A message from "Lucy Day" at 11:31 AM reminds users about a national holiday in Canada. The bottom of the screen shows a search bar and a smiley face emoji.

**#announcements**  
8,223 | 8:22 | office news and culture

**Zach Lu** 9:10 AM  
Just a reminder for the 🇺🇸 US-based folks, that you'll need to submit your benefits information by the end of this week.  
How do you do that? I'm glad you asked!

- First go to the Happy Campers online employee portal
- Click into the section that says *benefits*
- Make your selections from there

Questions? More info can be found in the #benefits channel.

**Rosemarie Bilyeu** 11:11 AM  
For those of you in offices that just experienced a brief power outage -- electricity has now been resumed.  
This is also a good time to remind you that if something like this happens in the future, you all have emergency kits underneath your desks, that include a flashlight, some freeze dried food, and a bottle of water - after all, we are a camping company!

**Lucy Day** 11:31 AM  
Next Monday is a national holiday in Canada, so just a friendly reminder that our 🇨🇦 teams will be off. That is all.

+ Message #culture

# Fair usage of the involved resources

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- Security Concerns
- Issues with Privacy Policies



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# Questions?