



Analysis of an Internet Service: Slack

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Presentation Structure



- 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



Study of the organization and the structure of Slack

Technical and economical analysis

Impacts of the application

Associated problems

—

Technical

What is Slack and how does it work

Substitute of email

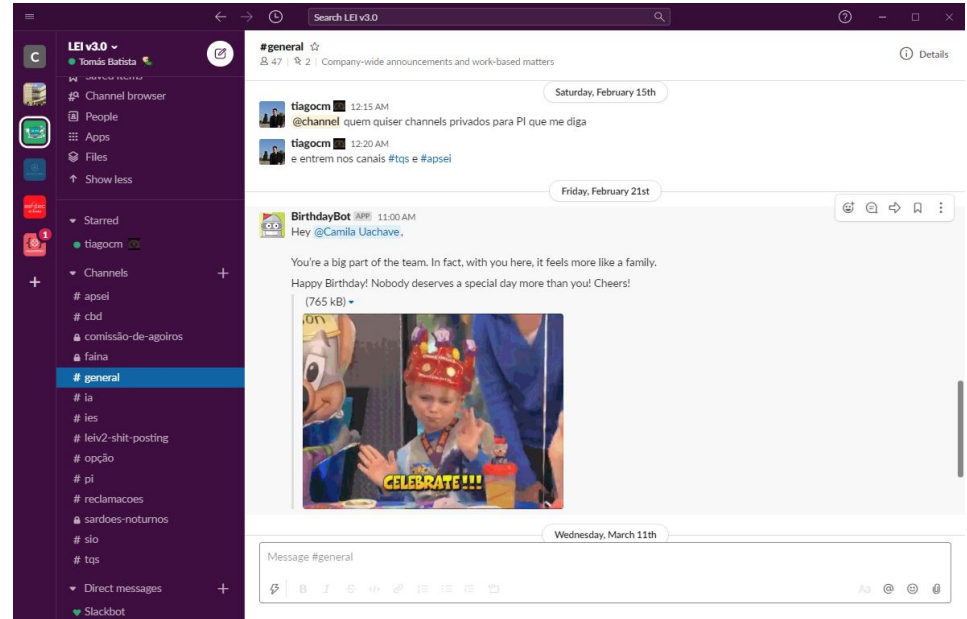
Promotes teamwork

Workspaces:

- Members (different privileges)
- Channels

Private messages

Integrated apps



Social

Economical

Ethical

Market target

Companies, Group projects, Teams, etc.

Clients:

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

DETI Slack

Fox Sports Digital

- Sara Parras

Channels

- # fox-sports
- # fox-channel
- # wc-help
- # highlights
- # wc-performance
- # wc-triage
- # digital-content
- # production

Direct Messages

- slackbot
- Artur Garcia
- Matias Brito
- Kai-Hao

#wc-performance



Sara Parras 9h40

How are Croatia vs. England highlights performing?



1



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 views

[See 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

@Kai-Hao

Status

New

Impact on people's way of living

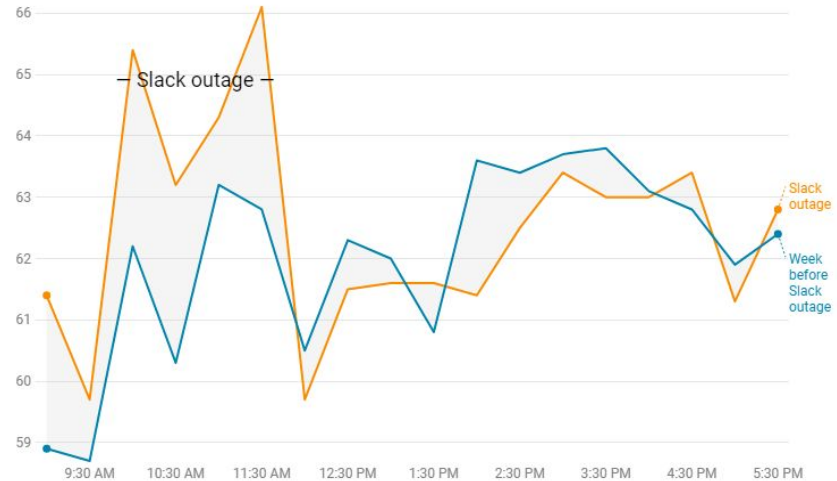
The good...

- 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

For small teams trying out Slack for an unlimited period of time

€0/mth

GET STARTED

- ✓ Access to 10,000 of your team's most recent messages
- ✓ 10 integrations with other apps like Google Drive, Office 365 and many more
- ✓ 1:1 voice and video calls between teammates

[Learn more](#)

Standard

For small and medium-sized businesses

€6.25/mth*

GET STARTED

All the benefits of Free and:

- ✓ The full context of your organisation's message history at your fingertips
- ✓ Timely info and actions in one place with unlimited integrations
- ✓ Face-to-face communication with group voice and video calls of up to 15 teammates
- ✓ Secure collaboration with outside organisations or guests from within Slack

[Learn more](#)

Plus

For larger businesses or those with additional administration needs

€11.75/mth*

GET STARTED

All the goodness of Standard and:

- ✓ Advanced identity management through SAML-based SSO and real-time Active Directory sync with OneLogin, Okta and Ping
- ✓ Compliance requirements met with corporate exports for all messages
- ✓ Around-the-clock teamwork and assistance with 99.99% guaranteed uptime and 24/7 support with a four-hour response time

[Learn more](#)

Enterprise Grid

For extra large businesses or those in regulated industries

CONTACT SALES

All the greatness of Plus and:

- ✓ Peace of mind with enterprise-grade security and compliance, including enterprise key management and HIPAA support
- ✓ Large scale collaboration and alignment with support for up to 500,000 users
- ✓ Streamlined administration with centralised controls and customisable policies
- ✓ Tailored support with a designated account and customer success team

[Learn more](#)

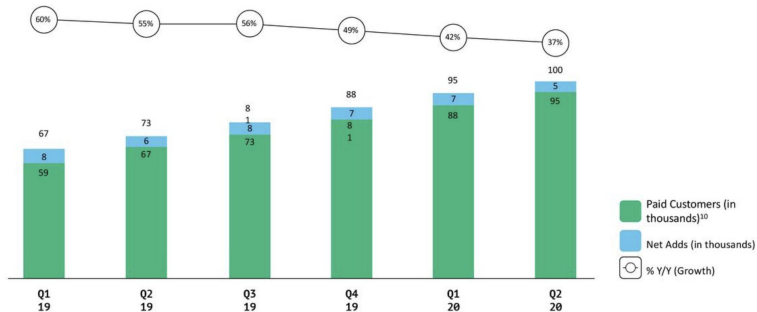
Business model

Freemium Base Membership

Key Resources, Partners and Activities

Unicorn Startup

A large and rapidly growing customer base



(1) Paid Customers at beginning of period presented.



2018 User Momentum



8+ MILLION
Daily Active Users

In more than
100
countries

3+ MILLION
Paid users

70,000+
Paid teams

500,000+
organizations
use Slack

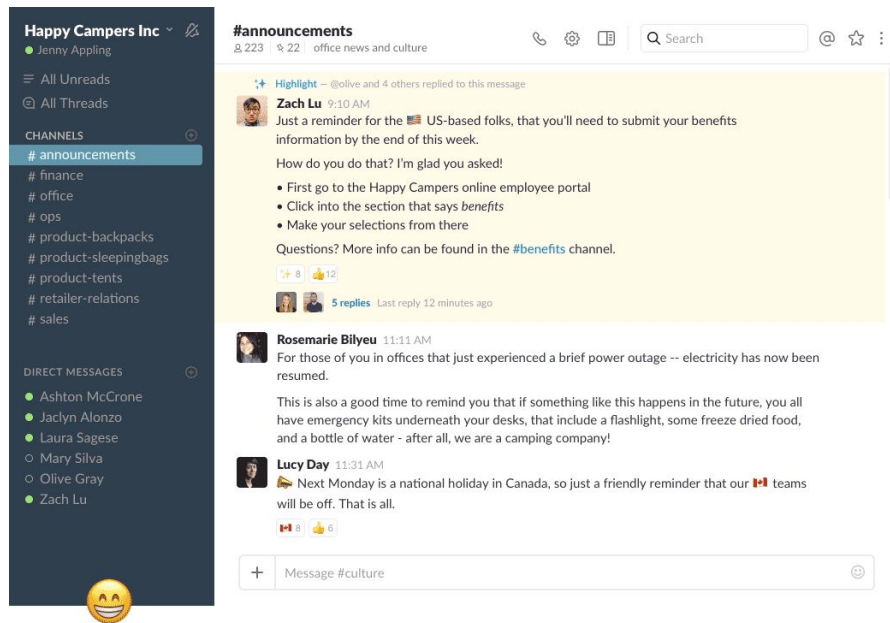
Ethical issues

Blurred boundaries between work and play

Stress and Anxiety

People are meaner on Slack

Slack AI



Fair usage of the involved resources

- Security Concerns
- Issues with Privacy Policies



Questions?