

Workplace by Facebook reaches over 2 million paid users

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Workplace is Facebook's corporate social network with the goal of connecting all employees in a business and helping employees work more closely together, sharing data, meeting, planning or internal communication. the set. Recently, in a blog post, Facebook has officially announced that the Workplace platform currently owns more than 2 million paid users, which can be considered a success as well as an important milestone of the Workplace project. by Facebook.

It is known that this is the first time Facebook has publicly shared information about the number of paid users for its business application, which was developed to compete directly with two "stunned" competitors, Slack and Microsoft Teams.



1. Facebook will have the feature to delete history this year

Previously, Facebook only shared that Workplace is used by more than 30,000 organizations and businesses worldwide, by the end of the last month of 2017, ie only a few months after the free trial program for businesses ended on September 30, 2017.

Making a small comparison, Slack currently owns 10 million daily active users and 3 million paid users, while Microsoft Teams said last fall that their group contact chat app was used by 329,000 organizations. Thus, it can be seen that the achievement of Workplace and the Facebook team is very remarkable, however, it is still relatively modest compared to competitors.

Of course Workplace is a fledgling foundation and still has a lot of potential for development. The advantage of Workplace is that it is possible to combine selected features from Facebook applications - such as live video, likes and News Feed - into its applications and services, and also support connecting with Popular public and SaaS cloud storage services such as Box, Google Cloud, Salesforce and HubSpot. In fact, in recent days, Facebook also seems to have changed the algorithm and how to organize the preferred display content on feeds, announcements, and is considered to bring a more positive experience.



1. AI engineer Facebook talks about deep learning, new programming languages ??and hardware for artificial intelligence

Going back to Facebook's announcement, the number of more than 2 million paid users will not include non-profit users or educational institutions that were offered free Workplace premium services last year.

In 2018, Facebook's Workplace introduced integration features with more than 50 SaaS providers, including Atlassian's Jira, ServiceNow and voice calling services such as Vonage, Blue Jeans and Zoom.

Since launching the Workplace platform in October 2016, Facebook executives have argued that their service is different from rival services because it allows organizations to communicate with each other rather than must be communicated between groups or individuals within an organization. Major customers of Workplace include Nestle, AstraZeneca and Delta Airlines.

To compete with similar services from Slack and Microsoft Teams in interoperability, last fall Workplace introduced a number of support features for multi-company chat and video calling groups. In addition, in July 2018, Facebook also acquired Redkix business chat application to integrate into Workplace.



1. People who work with creative content on online platforms have earned nearly \$ 7 billion

Currently, with the milestone of 2 billion users, Facebook's CEO announced the new message and mission of the largest social network on the planet: 'Empower people to build communities and bring the world back closer together ', let's see how Facebook will drive and improve the quality of its service platforms in the future.

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