

Confidential

Generation Digital

Generation Digital is an award winning consultancy that helps teams reimagine how they work through the power of enterprise AI tools.

As certified partners of multiple AI Products we help organisations unlock the full potential of AI-powered workplace tools, turning everyday systems into engines of efficiency and growth.

- Award-Winning Platinum Solutions Partner
- Global Client Base across Enterprise and Public Sector
- Experts in AI-assisted work, Collaboration, and Change Management



HM Government
G-Cloud
Supplier

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Personal

For one or two people managing personal projects.

Manage tasks and personal to-dos:

- ✓ 2 users
- ✓ Unlimited tasks
- ✓ Unlimited projects
- ✓ Unlimited messages
- ✓ Activity logs
- ✓ Unlimited storage, 100MB max per file
- ✓ List, board, and calendar views
- ✓ Basic search filters
- ✓ Status updates
- ✓ iOS and Android mobile apps
- ✓ Time tracking with integrations - [Learn more](#)
- ✓ 100+ free integrations with your favorite apps - [Learn more](#)

Starter

For growing teams that need to track their projects' progress and hit deadlines.

Everything in Personal, plus:

- ✓ Asana AI
- ✓ AI Studio (with additional credits for purchase)
- ✓ No user seat limits
- ✓ Timeline and Gantt view
- ✓ Workflow builder
- ✓ Project dashboards
- ✓ Universal reporting
- ✓ Advanced search
- ✓ Custom fields
- ✓ Forms
- ✓ Unlimited automations
- ✓ Start dates and times
- ✓ Custom project templates
- ✓ Admin console
- ✓ Private teams and projects
- ✓ Unlimited free guests

Advanced

For companies that need to manage a portfolio of work and goals across departments.

Everything in Starter, plus:

- ✓ Asana AI
- ✓ AI Studio (with additional credits for purchase)
- ✓ Goals
- ✓ Unlimited portfolios
- ✓ Portfolio workload
- ✓ Integrations with Salesforce, Tableau, and Power BI
- ✓ Forms branching and customization
- ✓ Approvals
- ✓ Proofing
- ✓ Lock custom fields
- ✓ Native time tracking
- ✓ Scaled security

Enterprise

For companies that need to coordinate and automate complex work across departments, without limits.

Everything in Advanced, plus:

- ✓ Asana AI
- ✓ AI Studio (with additional credits for purchase)
- ✓ Workflow bundles
- ✓ Resource management
- ✓ SAML
- ✓ Expedited user set up with SCIM
- ✓ Service accounts
- ✓ Guest invite permissions
- ✓ Mobile app controls
- ✓ Admin announcements
- ✓ Project admin controls
- ✓ Team membership admin controls
- ✓ Custom branding
- ✓ 24/7 support

Enterprise+

For companies that need to meet strict compliance requirements with flexible, precise controls.

Contact sales

Everything in Enterprise, plus:

- ✓ Asana AI
- ✓ AI Studio (with additional credits for purchase)
- ✓ Audit log API
- ✓ SIEM integration support
- ✓ Data loss prevention integration support
- ✓ eDiscovery integration support
- ✓ Archiving integration support
- ✓ Managed workspaces
- ✓ Data residency, [see requirements](#)
- ✓ Enterprise Key Management, [subject to eligibility](#)
- ✓ HIPAA compliance available, [see requirements](#)
- ✓ Trusted guest domains
- ✓ App management

Personal	Starter	Advanced	Enterprise	Enterprise +
£0	£9.49	£20.99	£25	£32

*Prices above are based off per user, per month.

Category	Basic	Paid: Plus	Paid: Pro
Price	Included with base plan	£1,200 per year	£14,560 per year
Terms	N/A	Annual / Co-Term	Annual / Co-Term
Included credits	Starter: 50K credits Advanced: 75K credits Enterprise & Enterprise+: 200K credits Per billing account, per month	100K credits / month (1.2M credits total)	5M credits / quarter (20M credits total)
Purchasing more credits	Upgrade to Plus	Additional units of Plus	£1,460 for 2.5M credits per quarter (recurring or non-recurring)

* All prices are quoted in GBP (£).

All pricing is based on annual billing.

Volume discounts may apply for Enterprise or high usage users.

Additional license types and pricing options are available upon request.

Additional extras available :

- AI Teammates

Add-On	Key Value	What's Included
Permissions Management	Granular permission control for enhanced operational security and compliance	Advanced permission settings for custom roles • Create global custom fields • Create company goals • Invite guests to Asana • Delete tasks • Create teams • Upload files • Additional controls for creation, sharing, deletion & invites Guest controls• Automatic guest removal• Trusted domains for guest invites App controls• Integration app management• Mobile Asana app controls
Compliance Management	Comprehensive audit capabilities with actionable insights for enterprise-level threat protection	Advanced audit, export & event APIs • SIEM integration • DLP integration • eDiscovery integration • Archiving integration • Organisation exports Domain access controls• CASB support (approved workspace management)• IP allowlisting

Add-On	Price (GBP)
Permissions Management	£5 per user / month
Compliance Management	£5 per user / month
Timesheets & Budget (TBAO)	£4.50 per user / month

*Add ons only available to Enterprise clients on organisation accounts