

Generation Digital

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

As certified partners with **Asana**, **Miro**, **Notion**, and **Glean**, 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
- 3x Asana Partner of the Year 2023, 2024, 2025
- Global Client Base across Enterprise and Public Sector
- Experts in AI-assisted work, Collaboration, and Change Management





Supplier: Generation Digital Ltd

Contact: hello@gend.co

Service Model: Software as a Service (SaaS)

Data Residency: EU/EEA

Asana Work Management and Collaboration Platform

Asana is a cloud-based work management platform that helps organisations plan, organise, and deliver work—from daily tasks to strategic initiatives. It connects teams, projects, and goals in one secure workspace, providing visibility and accountability across departments.

Used by more than 100,000 organisations and millions of users globally, Asana enables teams to coordinate workflows, automate processes, and track progress in real time. The platform supports collaboration across devices through desktop and mobile applications, ensuring teams can stay aligned anywhere.

Asana empowers teams to move faster, work smarter, and achieve measurable results.

Generation Digital is an award-winning consultancy that helps public and private sector teams reimagine how they work through the power of enterprise AI tools. Our mission is to make technology feel effortless — enabling projects to move faster, communication to feel clearer, and knowledge to flow seamlessly across the organisation.

Generation Digital provides both the software licences and the accompanying advisory and enablement services that help public sector teams deploy and adopt enterprise tools effectively.

Software Licensing Features

- Access to Asana's full suite of project and work management tools, including task tracking, automation, and reporting.
- Flexible licensing for Advanced, Enterprise, and Enterprise+ tiers, billed in GBP and compliant with UK procurement.
- Secure, enterprise-grade platform with SSO, encryption, and detailed admin permissions.
- Integrations with 300+ apps including Microsoft 365, Slack, ServiceNow, and Google Workspace.
- Continuous updates and innovation delivered via Asana's secure cloud infrastructure.

Services Features

- Expert onboarding and setup tailored to organisational goals and structure.
- Workflow design, automation, and integration with tools like Teams, Jira, and Salesforce.
- Change management and user adoption programmes focused on long-term engagement.
- End-user, admin, and leadership training to embed best practice and effective use.
- Ongoing customer success management and performance optimisation.

Key Benefits

- **Unified Work Management:** Centralise all projects, tasks, and communications in one platform for complete visibility across teams.
- **Improved Collaboration:** Break down silos between departments with shared timelines, dependencies, and progress tracking.
- **Increased Productivity:** Automate routine actions, approvals, and updates so teams can focus on high-value work.
- **Data-Driven Decision Making:** Real-time dashboards and workload reporting provide clarity on performance and resource utilisation.
- **Enhanced Governance and Security:** Maintain enterprise-level control over data access, permissions, and audit trails.
- **Faster Time-to-Value:** Expert onboarding and guidance from Generation Digital accelerate adoption and ROI.
- **Sustainable Change:** Behaviour-led training and customer success management embed Asana into daily operations.
- **Seamless Integration:** Connect Asana with the wider tool ecosystem for a unified digital workplace experience.
- **Scalable Platform:** Asana's flexible architecture supports growth from individual teams to full enterprise rollouts.
- **AI-Enabled Efficiency:** Use Asana Intelligence to summarise updates, predict workload risks, and recommend automation opportunities.

Service Options, Delivery & Support

Standard Support (included):

Available Monday to Friday during business hours. We aim to respond to all enquiries within one business day (24 hours). Standard support includes email assistance, best-practice guidance, and access to help articles and onboarding resources. *Note: Standard support covers functional queries, configuration guidance, and usage advice. It does not include on-site work, product customisation, or advanced integration without a Professional Services engagement.*

Customer Success Manager (included):

A dedicated Customer Success Manager acts as a long-term partner, providing strategic coaching, offline support, adoption guidance, and regular review sessions to ensure your goals are met.

Onboarding Plans (additional cost):

Work directly with an expert on a structured onboarding plan, including setup, migration, and configuration. This ensures your environment is built for success and ready to scale.

Professional Services (additional cost):

Available for complex deployments, following a tailored framework of Blueprint, Onboarding, Adoption, Growth, and Support. Services include advanced training, workflow design, and rollout assistance. Virtual and on-site sessions available. Note: Pricing is based on hourly or daily rates, purchased in minimum 10-hour blocks.

Ongoing Support (additional cost):

Provides continued access to a Customer Success Manager beyond onboarding. Billed annually and structured by the frequency of calls or sessions (weekly, biweekly or monthly) to maintain adoption, optimisation, and alignment with business objectives.

Service Summary:

All services are delivered in accordance with the G-Cloud Call-Off Contract terms and Generation Digital's standard service delivery framework. Engagements are typically delivered remotely but may include on-site sessions by agreement. All consultants operate under **strict confidentiality and data protection standards** compliant with UK GDPR and ISO/IEC 27001 principles. Detailed schedules and deliverables are confirmed during project initiation to ensure alignment with customer timelines and objectives.

Pricing & Commercials

Generation Digital provides transparent, flexible pricing aligned with the G-Cloud 15 framework. All rates are published in accordance with Crown Commercial Service (CCS) guidance, ensuring clarity and compliance for public sector buyers.

Licensing

- Software licence pricing is determined by the vendor's public sector rate card and published transparently within the relevant G-Cloud listing.
- Prices may vary based on edition (Standard, Advanced, Enterprise), user volume, and contract term.
- Generation Digital may offer discounts for multi-year agreements, bulk purchases, or combined licence and services packages.
- All licences are billed in GBP (£) and include standard vendor support as defined within their Service Level Agreements (SLAs).

Professional Services

- Consultancy, onboarding, training, and integration services are available on a time-and-material or fixed-price basis.
- Engagements are scoped to align with customer requirements, typically ranging from a few days of enablement to multi-phase transformation programmes.
- Daily rates are published within the G-Cloud rate card and include planning, delivery, and reporting components.
- Optional success management retainers are available for continued optimisation and strategic support.

Commercial Terms

- All purchases are governed by the Crown Commercial Service (CCS) G-Cloud Call-Off Contract Terms and Conditions.
- Pricing includes all applicable taxes, unless otherwise stated.
- Payment terms follow CCS standard 30-day payment cycles.
- No minimum order quantities or licence volumes apply unless specified within a vendor's own terms.
- Generation Digital provides a dedicated account manager for all contracts to ensure clarity on invoicing, renewals, and ongoing requirements.

Service Metrics

- Administrators can access performance insights through Asana Insights, showing usage trends, adoption levels, and team engagement.
- Metrics include active users, new teammates added, and the most active members by projects created, invites sent, and collaborations.
- Enterprise plans include advanced analytics for tracking engagement over time and detailed project-level dashboards for task completion, workload, and progress reporting.
- These metrics help organisations monitor adoption, improve efficiency, and measure outcomes.

Data Management

- **Data Export:**
Customers can export data at any time in JSON or CSV formats through the Admin Console or via the Asana API.
- **End-of-Contract Data Extraction:**
Data can be exported prior to contract termination in text-based formats (CSV or JSON).
- **End-of-Contract Process:**
At contract end, customers may renew or terminate. Data retention and deletion follow Asana's data-protection policy.
- **Data Residency:**
Customer data is hosted securely in the EU/EEA.

Technical & Security Information

- **Hosting:** Cloud-hosted by Asana in the EU/EEA using secure AWS infrastructure.
- **Compliance:** SOC 2 (Type I & II) certified; data encrypted in transit and at rest.
- **Access Control:** Role-based permissions, SSO, and MFA for privileged users.
- **Configuration & Change Management:** Code changes managed via Git, tested, reviewed, and deployed through staging environments.
- **Vulnerability Management:** Quarterly vulnerability scans, annual penetration testing, and remediation tracking.
- **Protective Monitoring:** Continuous monitoring with Amazon CloudWatch; automated scans detect anomalies or unauthorised activity.
- **Incident Management:** Documented Incident Response Plan ensures timely detection, triage, and resolution; external forensics partners engaged when required.
- **Access Restrictions:** Privileged access reviewed quarterly; terminated users' access immediately revoked.

Service Availability & SLA's

- For Enterprise plan customers, Asana provides 24/7 English-language support and guarantees a Service Level Agreement (SLA) of 99.9% uptime.
- Customer support enquiries submitted via asana.com/support receive an initial response within two (2) business hours of receipt, excluding public holidays in the United States, Ireland, and Australia.
- Planned maintenance windows are limited to no more than 360 minutes per fiscal quarter.
- Customers are provided with three (3) days' notice for scheduled maintenance and at least 60 minutes' notice for unplanned or emergency maintenance.

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Termination Terms

At contract end, customers can renew or terminate service.

If terminated, data remains accessible for export prior to closure and is then deleted per Asana's retention policy. No additional fees apply for termination.

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