# Generation Digital joins Asana Partners

**Wednesday 14 April, 2021**

- **Generation Digital becomes an Asana Channel Partner delivering solutions for remote work.**
- **The digital transformation consultancy is working closely with the work management platform to deliver solutions for distributed work.**
- **The partnership positions Generation Digital as a leading UK Asana specialist for large enterprises and the public sector.**

[LONDON, UNITED KINGDOM] (April 14, 2021) – Generation Digital today announced it's joined the newly launched Asana Partners, expanding Asana's global Channel Partner network of trusted providers offering professional services to ensure success with Asana.

Asana Partners help companies of all sizes enhance and advance their digital transformation efforts, enabling them to deploy with confidence, learn from experts and gain access to custom solutions.

Featuring partnerships with industry leaders, including Dell and SHI, Asana's global Channel network connects customers with leading solutions, reseller and systems integrator experts in 75 countries to eliminate information silos and help organisations coordinate their work with clarity.

Hand-selected for their enterprise software and change management capabilities, partners offer professional and technical services to ensure success for distributed workers, from deploying Asana to setting up workflows to building custom solutions.

Undergoing a rigorous certification program, partners offer training and resources covering a wide range of needs and skills across teams and timezones. Channel Partners help organisations fast track their digital transformation efforts from planning and prioritising projects to setting goals and staying aligned.

Generation Digital can also offer Asana licenses and professional services via the UK Government G-Cloud digital marketplace. Purchasing Asana through this framework means that procuring and deploying Asana to the public sector is easier than ever before. Generation Digital has already introduced Asana to several UK based teams within the NHS, BUPA, Public Health Wales, UKRI and EY.

Graham Mackay, Managing Partner of Generation Digital, is excited to work with the productivity giant. He said, "Asana and Generation Digital are a perfect fit. We've recognised over the last 12 months that work has changed forever. The global pandemic pushed tens of millions around the world to work from home, accelerating digital transformation and pushing organisations to adapt to new technology and invest in software such as Asana."

Graham added, " The way Asana works, from the clean user experience to the alignment of company goals from top to bottom, is a real benefit to those with distributed workforces. It's also incredibly flexible, with an extraordinary number of use cases and integrations with many other major software-as-a-service platforms.

"With the launch of Asana Partners, we're thrilled to be expanding our global Channel Partner network, helping our customers accelerate their use of Asana and achieve success, whether they're collaborating in-person or remotely, " said Mary-Patton Eisen, Global Head of Channel Partnerships, Asana.

"Our trusted Channel Partners, including Generation Digital, are enabling our customers to unlock more value from Asana by providing them with a single platform for distributed work that enables them to move faster and coordinate their work seamlessly, no matter where they are located."

Asana helps more than 93,000 paying organisations and millions of free organisations across 190 countries orchestrate their work, from small projects to strategic initiatives. Leading companies rely on Asana to manage everything from company objectives to digital transformation to product launches and marketing campaigns.

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Asana :: Generation Digital :: Digital Transformation :: Work Management :: OKRs :: Remote Working :: Productivity :: Project Management :: SaaS :: HR :: Management ::

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For more information about Asana Partners and how it can benefit your business, visit:
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