

drive results
transform
automate

A  smarter way to

 work

collaborate
market
operate

About Workflow Alchemy



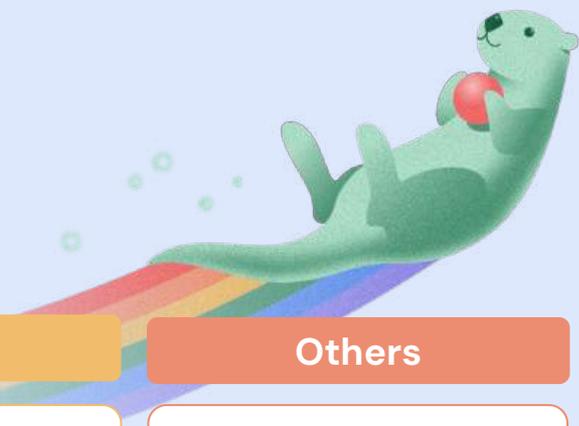
Transforming Teamwork

Workflow Alchemy is an Asana Partner helping companies translate company processes into smarter ways of working.

We help disconnected teams to better coordinate teamwork, prioritise what is important and seamlessly collaborate across teams all while empowering leaders with the visibility required around business priorities to reach company objectives.

We believe in the freedom to work across teams, boundaries and technologies by seamlessly coordinating and managing work smarter with Asana.

Key Industries



Creative & Financial

Marketing & Creative
Web & Design
Banking & Financial
Accounting
Consulting

Manufacturing

FMCG
Automotive
Life Sciences
Sustainability
Energy & Renewables

Tech

SaaS
FinTech
BioTech
AI
Hardware

Others

Real Estate
Logistics
Sports
Education & NGO
Tourism

EMEA Team



Founded 2021
NL, Amsterdam
Market: N. Europe



Jonathan Martinez
Owner and Founder



Est. 2023
Italy, Milan
Market: S. Europe



Edoardo Moltrasio
Head of PS



Est. 2024
UAE / NL Amsterdam
Market: M. East, CCG



Shokoofeh Ketabchi
Regional Director



Est. 2024
CZ, Prague
Market: CEE



Kamil Baloun
Regional Director



Est. 2024
Nigeria
Market: Africa



Emmanuel Yakubu
Sales Manager

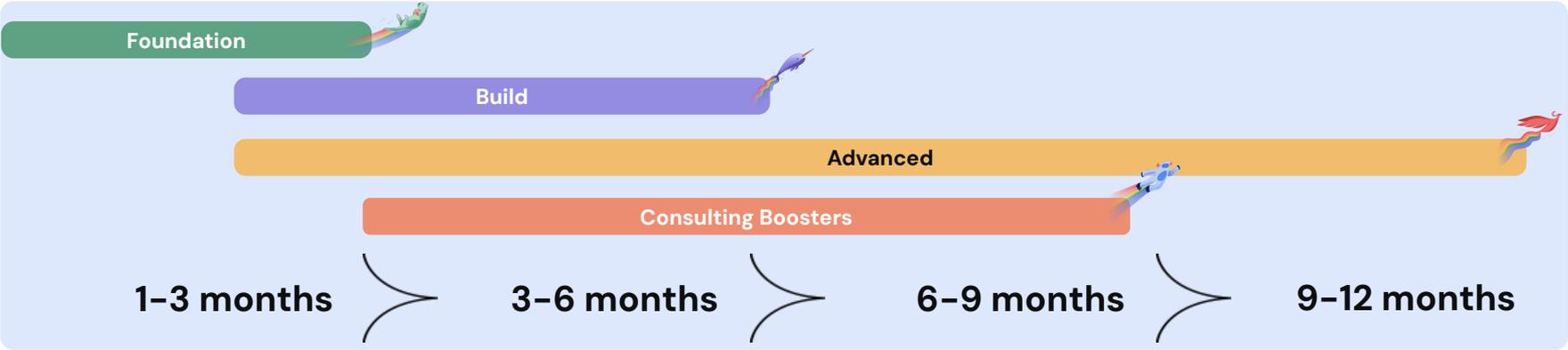
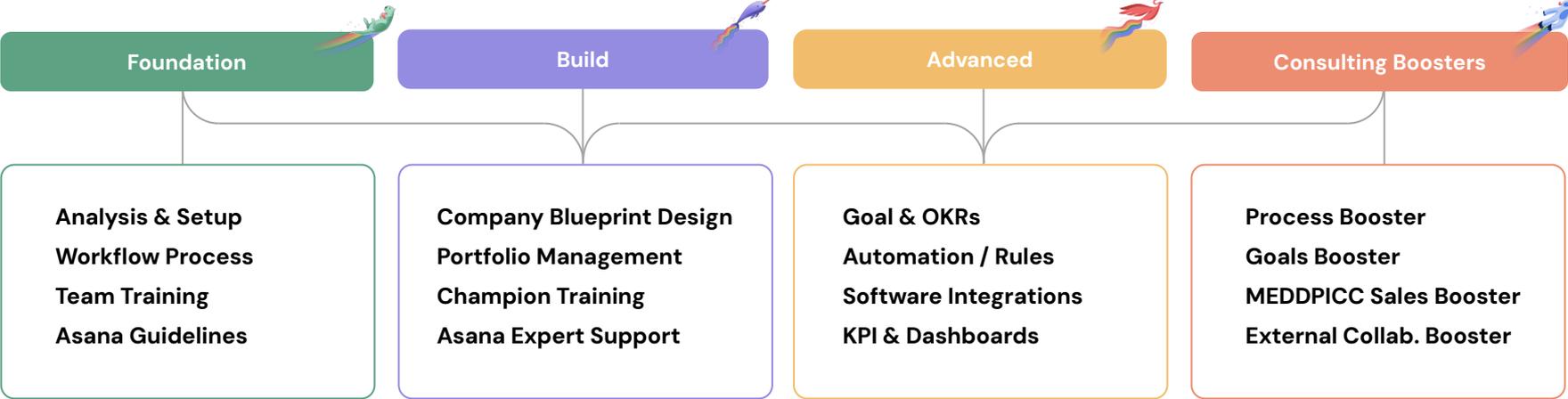


Presence w/
Local Partner
> FR, Paris
> SA, Joburg
> DE, Munich ('25)
> SE, Stockholm ('25)



Asana Service Modules

Services Modules



Foundation Modules

We know what success looks like based on 100+ implementations.

✓ **Drive clarity and accountability**
Connect teams' work to company-wide goals

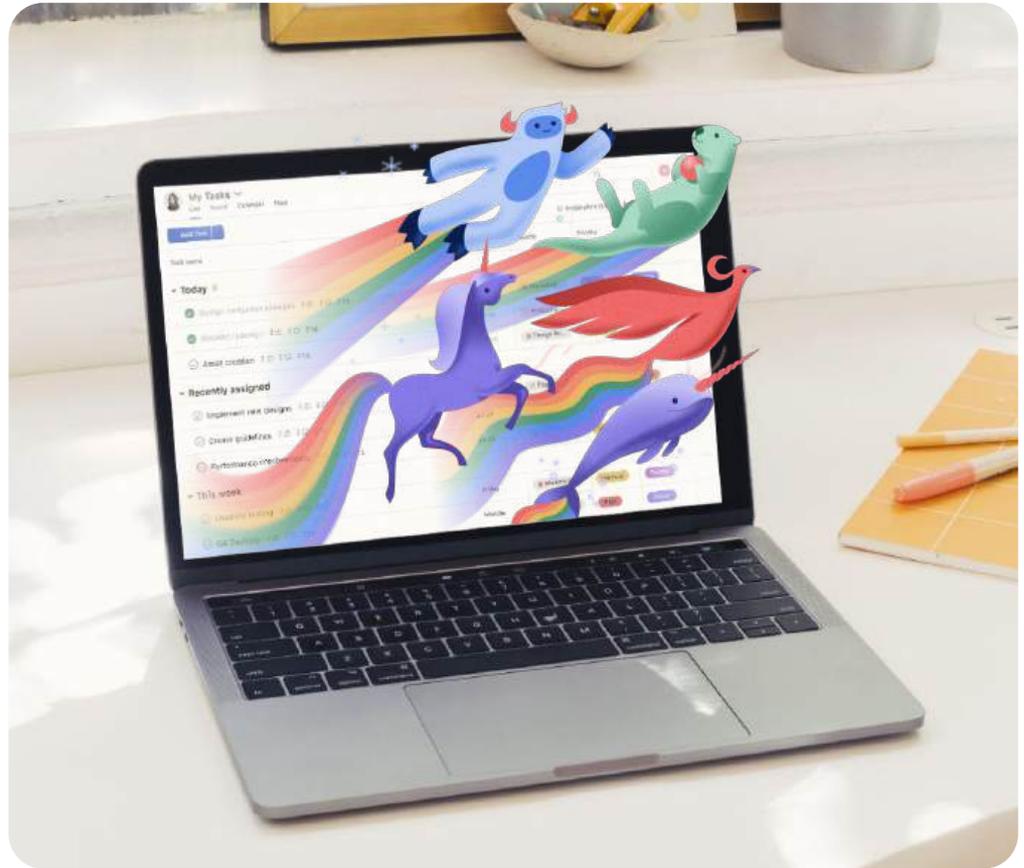
✓ **Maximize impact**
Automate work to drive efficiency

✓ **Onboard teams better & faster**
Scale with confidence

✓ **Visibility for Management**
Gain visibility of project progress and health



Thank you





Transform
disconnected
busy work to...

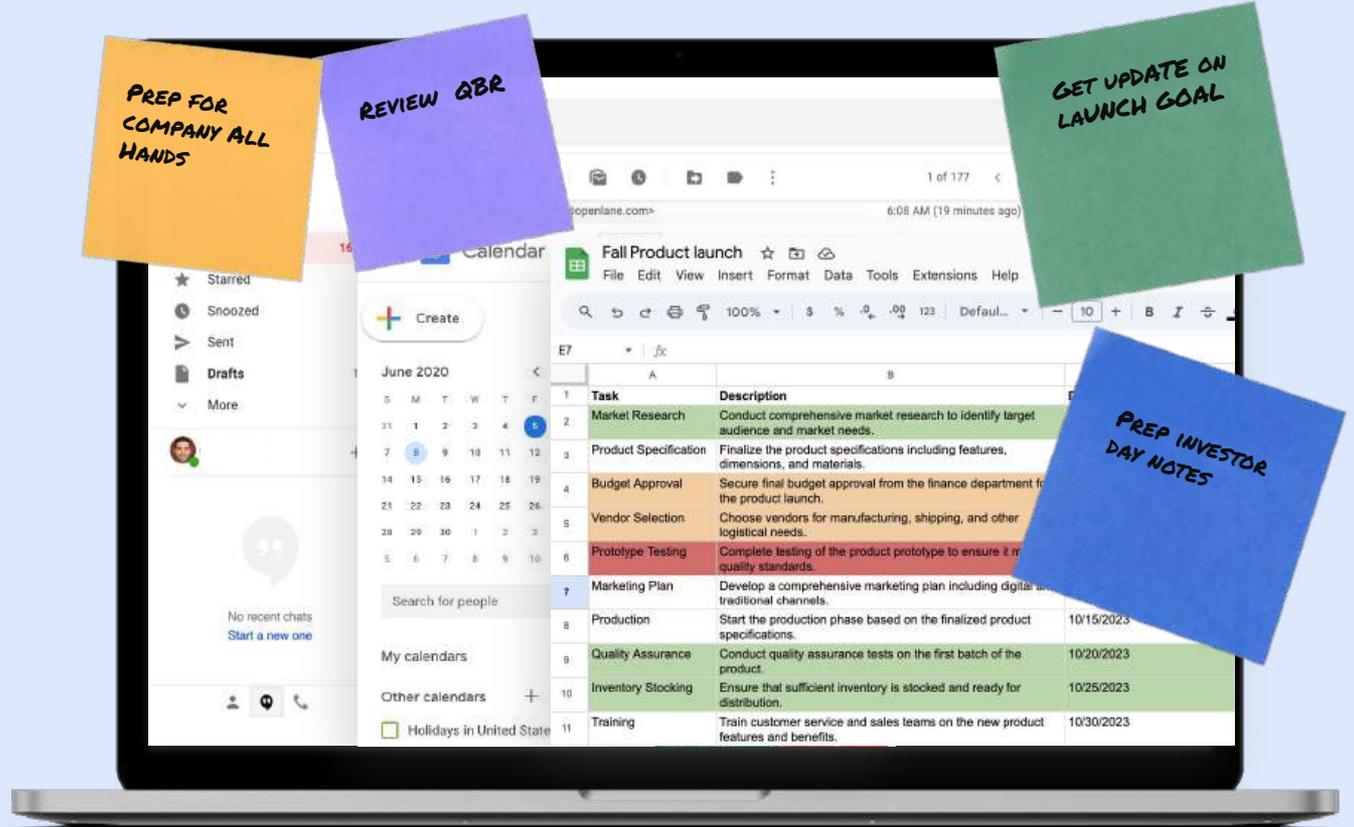
Integrated
work that flows

The way we work is broken

Nearly

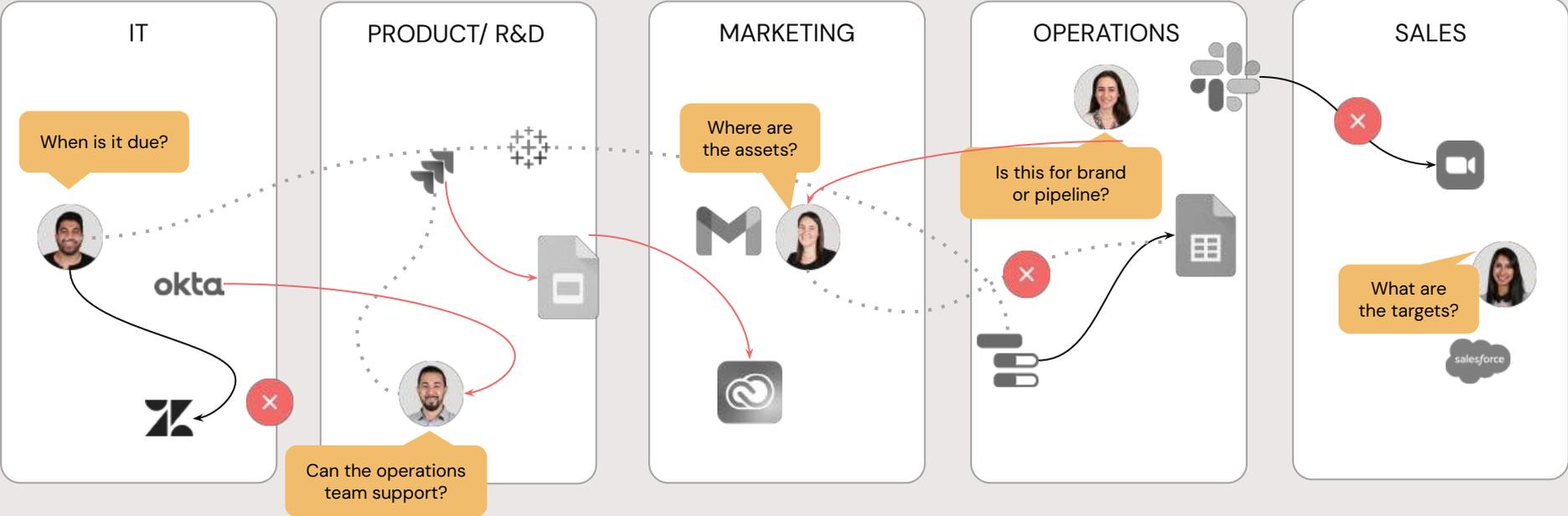
3 days/ week

wasted on busy work!

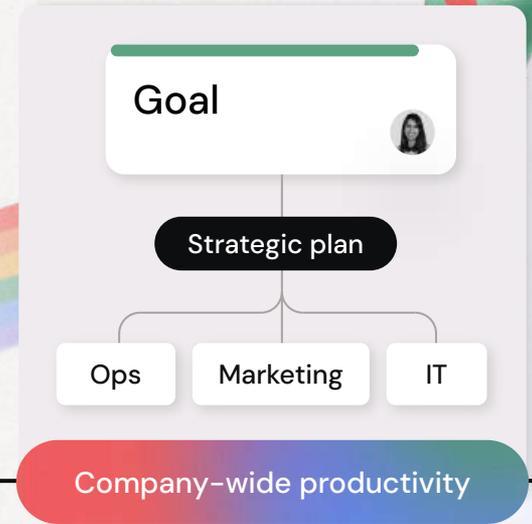
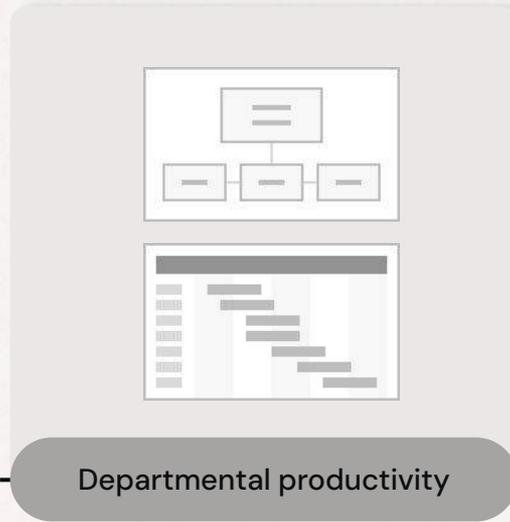
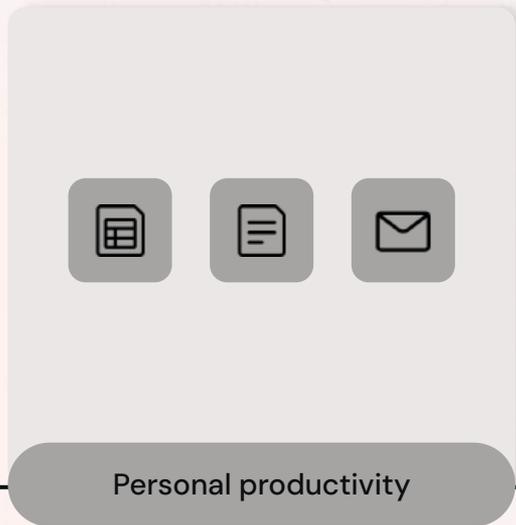


*Anatomy of Work Global Index, 2023

The culprit: your teams and tools are disconnected



There's a smarter way to work



30%

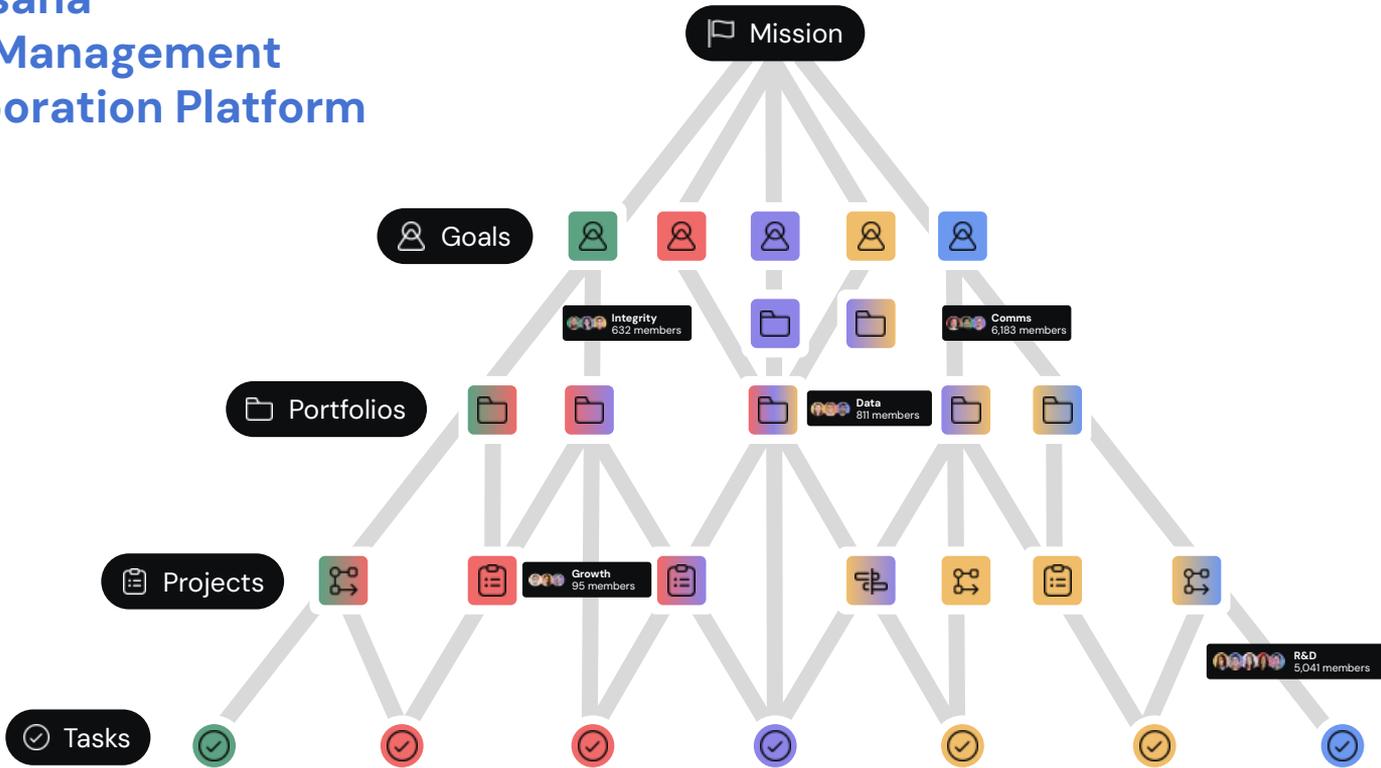
Increase in on-time delivery of projects
GENESYS



75%

Decrease in production time for campaigns
SONY MUSIC

The Asana Work Management Collaboration Platform



Teams

- Marketing
- Operations
- IT
- Sales
- Product

AI Automation Integrations Reporting Resource Management Security Workflows

Powered by The Asana Work Graph Data Model



Case Studies

Companies Trust Asana

Health



Retail



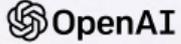
Media



Financial Services



Tech



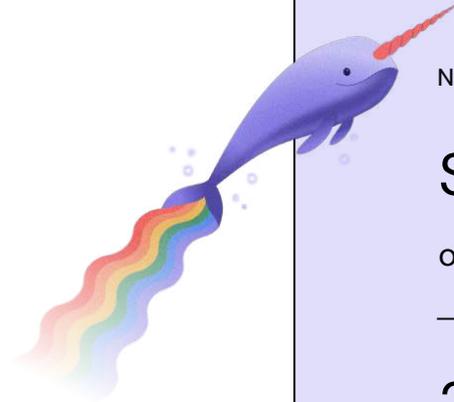


Genesys marketing increases efficiency by 277% with Asana

“The marketing team is more efficient, and we know what our workload is — we’re aligned and integrated. Asana helps us see our campaign schedule so we can do fewer, larger programs and be strategic about launch dates to maximize their revenue impact.”



ANDREA LEAON TROZAK
Senior Director Program Management



Numbers at a glance

Saved 1 year
of workdays

277%

Efficiency increase

30%

Increase in on-time
project delivery

[Link to full case study](#)



Onfido achieves hypergrowth with Asana

“Asana has been a dream; it allows us to have visibility into everything that we’re working on, communicating well with the team, and managing stakeholders.”

Corey Hume
Senior Design Program Manager



With Asana, Onfido:

Centralized
information

Accelerated
onboarding

Improved
feedback

[Link to full case study](#)



The Spotify team drive programs forward with Asana

“Asana is very stakeholder friendly and breaks down barriers between technical engineering teams and business teams. When our stakeholders have questions, we can point them to a single source of truth for project status and a view of what we’re currently prioritizing.”

Meg Adler
Program Manager



Results

- ✓ Increased production of advertising campaigns by 50% each month
- ✓ Doubled internal project managers' capacity through streamlined processes
- ✓ Reduced manual work through automated processes, notifications, and intake forms

[Case study](#)



Asana helps Danone roll out their global digital transformation

“To increase performance at a 126-year-old medical nutrition factory in the Netherlands, we clustered over 300 digital transformation ideas into 33 solutions as Asana projects, then put them in a roadmap for 2025. We track these projects in an Asana portfolio for good execution.”



ROBERT RUIGROK
Manufacturing Program Manager



Cut costs globally

Standardized program rollout

Drove digital transformation globally

[Link to full case study](#)



Sony Music boosts creative production

“By getting requests out of email and using Asana to collaborate more effectively, we’re able to save 60 hours a month and now spend that time on strategy instead of managing all the disparate pieces.”



WALTER GROSS
Senior Digital Marketing Manager



With Asana, Sony Music achieved

60 hours

Saved monthly

75%

Reduction in campaign production time

4x

Boosted creative production

[Link to full case study](#)



Autodesk's Customer Events team is 50% more efficient with Asana

“Accountability, visibility, and discoverability are advantages that come from proper project management and using the right tools.”



JOËL ST-PIERRE
Head of PMO, Global Customer Events



50%

More effective in executing work with templates and centralized information

5x

Faster to act on inbound requests with Rules and Forms

75%

Reduction in emails to coordinate work

[Link to full case study](#)

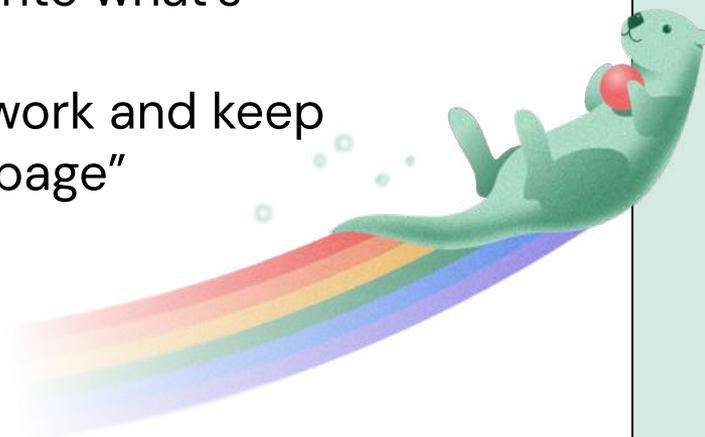


Gojek drives clear OKRs across the organization

“Leaders around the business soon saw Asana was a really flexible platform that could be used by anyone. Because everyone has visibility into what’s happening, we’re able to eliminate duplicate work and keep everyone on the same page”



DIAN ROSANTI
Head of Product Management,
Consumer Platform



>3,486

Saved work day per year previously spent coordinating work across the company

Clear OKRs

Increased alignment around OKRs across the company

Improved collaboration

Reduction in emails to coordinate work

[Link to full case study](#)



gorjana reduces creative review meetings by 75% with Asana

“Asana allows the marketing and content teams to stay nimble. When you’re moving as fast as we do, pausing to think and get organized can be underrated. Asana allows us to do so quickly.”



Kenah Camera
VP of Brand Marketing



75%
Reduction in
meetings

Accelerated
production

Expanded
content
channels

[Link to full case study](#)



GoodRx increases company-wide visibility with Asana

“There are three main benefits of using Asana for our team. We became more efficient, we are able to contain our communications in a shared space, and we are able to cross-functionally collaborate better than ever before.”



Catherine Galutera, Marketing
Operations Team Lead



Saved 125
workdays per
year

Centralized
visibility

Improved
resource
planning

[Link to full case study](#)

GANNETT

Gannett marketing operations grows digital subscriber base in partnership with Asana's Professional Services teams

"The ability to democratize information in Asana, rather than silo it, has enabled conversations about why we work the way we do — and has been crucial to our growth."



Steven Tai
Director, Marketing Operations

Success from the start with Asana Professional Services

- ✓ Delivered 20 templates – twice the goal – that streamline and automate the marketing operations process
- ✓ Engagement Highlight: the Asana team coached on best practices and ensured the enterprise was on the right path



2.4x capacity

Increased campaign execution from 50-70 campaigns to 120-150 campaigns per month

389 workdays

Saved 1.5 years by centralizing and automating steps

Reduced Cost

Created streamlined processes to shift campaign production to in-house

[Link to full case study](#)