

# CLIENT CASE STUDY



## HOW EBIQUITY TRANSFORMED CROSS-MARKET DELIVERY WITH AN AUTOMATED SOLUTION



### CHALLENGE

Ebiquity, a leading global media consultancy, was undergoing a significant operational shift, from regionally independent delivery teams to a more centralised, specialist structure. This transformation created challenges in visibility, communication, and resource planning across markets. The business needed a reliable way to track which services could be delivered where, identify available expertise early, and give teams confidence when collaborating across regions.

### SOLUTION

With support from Generation Digital, Ebiquity built a bespoke integration using Asana AI Studio and Salesforce. When a new service reaches the “proposal sent” stage in Salesforce, a task is automatically generated in Asana. AI Studio then reads the request, benchmarks it against market capability, and alerts the appropriate team to assess resource availability. Based on the response and the client’s priority, the system automatically triggers the next action—whether that’s approval, escalation, or closure. Generation Digital provided expert consultation, hands-on build support, and tailored walkthroughs throughout the implementation process.

### RESULTS

Ebiquity now benefits from a streamlined, automated global resource request process. The solution has significantly reduced miscommunication, improved forward planning, and enhanced visibility across regional delivery teams. Resource managers now have earlier insights into demand, and teams know exactly who to contact for each service, ensuring the right expertise is deployed at the right time, every time.

### SERVICES PROVIDED

- Asana AI Studio consultation and setup
- Salesforce integration support
- Bespoke workflow design
- Hands-on implementation and training



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