

# CLIENT CASE STUDY



## BUILDING A GLOBAL, DATA-DRIVEN CYBER RESILIENCE WORKFLOW USING ASANA



### CHALLENGE

Immersive Labs delivers human cyber capability training for organisations around the world. Within their Cyber Resilience team, growing demand and complexity made it difficult to manage work effectively. The team lacked a unified system to track requests, monitor capacity or align work to commercial outcomes like Annual Recurring Revenue (ARR) and Gross Revenue Retention (GRR). Legacy tools and informal updates left room for ambiguity and inefficiency, limiting visibility at both team and leadership levels.

### SOLUTION

Generation Digital partnered with Immersive Labs to design and implement a structured Asana environment tailored to their operational goals. Each project was linked to client accounts, with standardised sections rolled up into regional and global portfolios. Automation and templates replaced manual reporting, while dashboards surfaced real-time data on capacity, progress and blockers. The result was a scalable system that gave the Cyber Resilience team full visibility across their global workload.

### RESULTS

Asana has helped the team save time, improve resource planning and prioritise effectively. Updates and reporting no longer depend on individuals, reducing risk and improving resilience. The team now uses real-time data to forecast resource needs and align activities with business impact. Asana has become core to their operational model, supporting global scale without losing focus or agility.

### SERVICES PROVIDED

- Strategic consultation to align Asana to business KPIs
- Global account-based project setup
- Template and automation build
- Portfolio and dashboard configuration
- Connection to integration specialists
- Ongoing support and capability expansion planning



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