

Apparatus Quo: Redefining Workflow Management in APAC with Asana Partnership



ABOUT APPARATUS QUO

Apparatus Quo is a values-driven business systems consultancy specializing in scalable solutions for sustainable growth. As an Asana Solutions Partner, they help APAC organisations trade technology for time and align workflows with strategic goals. The company serves diverse industries, including government, not-for-profit, education, professional services, PMO, and marketing.

Asana Solutions Partner Apparatus Quo combines tailored solutions with Asana's scalability to help APAC organisations achieve sustainable growth. Over three years, they've doubled revenue, tripled team size, and transformed client engagements into long-term partnerships.

Origin Story

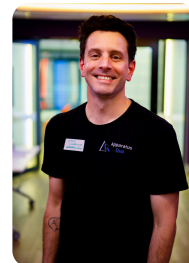
- Apparatus Quo recognized inefficiencies in traditional workflow tools, driving their search for a platform that could enhance productivity and scalability. After years of using Asana internally, Apparatus Quo joined the Asana partner program in September 2021, realizing its potential to transform client workflows and boost operational efficiency.
- The team kicked off the partnership by getting certified, establishing best practices for onboarding clients, and collaborating with APAC channel partners to build a strong support network, and even find new team members, such as an intro to their now head of Asana Services, Von Fehily.
- The team developed their signature 3-step SAS approach (strategy, alignment, scale), featuring “build it with you,” “build it for you,” and “customer care” services, ensuring tailored solutions for clients.

Working with Asana

- Apparatus Quo leveraged vast partner resources, including marketing support, technical training, and networking opportunities. As a result, team members are continually up-skilled and business growth is supported by Asana.
- By collaborating closely with Asana's APAC Channel Team, the organization was able to identify and co-sell to new clients—significantly expanding their client base and doubling their revenue.
- By integrating Asana's scalable features, Apparatus Quo transitioned from short-term projects to ongoing partnerships, stabilizing revenue and enabling sustainable growth, tripling the size of their team.

“ Partnering with Asana has opened doors to industries we hadn’t explored before, like education, government, not for profit, and even remote clients as far away as the Cook Islands! The variety of organizations and teams we can drive meaningful change with our Asana solutions is incredible.

JOSHUA LICENCE
FOUNDER AND DIRECTOR OF APPARATUS QUO



Business Growth

- **Doubled revenue:** Apparatus Quo has doubled its revenue in just three years by partnering with Asana to acquire and grow client accounts.
- **Expanded client base:** The consultancy’s client base has grown internationally and across diverse industry verticals, including not-for-profit, government, and education.
- **Tripled headcount:** With more clients and steady revenue, the team has grown from two to seven members (and counting). Top talent has been attracted through Asana’s network and the business’s growing reputation.
- **Transformed business model:** The average client engagement length shifted from standard 1–2 month onboarding projects to ongoing partnerships lasting over a year.
- **Defined long-term strategy:** Apparatus Quo now focuses on becoming the go-to partner for mid-sized and large organisations seeking work management solutions.

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Using Asana, we’re at the forefront of work management. With the confidence that Asana can scale from one person to thousands, we can guide organizations and ensure they have a platform that fully supports our growth and theirs.

JOSHUA LICENCE
FOUNDER AND DIRECTOR OF APPARATUS QUO

Driving Scalable Revenue with Asana

Partnering with Asana transformed how Apparatus Quo does business. After experiencing success with Asana internally, founder Joshua Licence recognized its potential to help clients deliver on the consultancy’s core promises: sustainable growth and trading technology for time.

As an Asana Solutions Partner, Apparatus Quo has driven company growth and transformed client workflows across the APAC region over the past three years.

Transforming Apparatus Quo’s business model

- The Apparatus Quo team partnered closely with Asana’s APAC Channel team to become platform experts, design client packages, and identify opportunities for co-selling.
- Their deepened expertise positioned them to meet the growing demand for Asana consultancies in the APAC region. They now attract a more diverse client base, including companies from remote locations like the Cook Islands.
- Asana’s ease of use and scalability enabled the consultancy to shift from short-term projects to long-term client engagements, doubling revenue and laying the foundation for sustainable growth.
- As the business expanded, the team tripled in size—including discovering and hiring key executives like Siobhan Fehily, through the Asana Partner network.



Leveraging Partnerships to Maximize Impact

Apparatus Quo leverages the Asana Partner Network to stay ahead of industry trends and strengthen relationships. Through regular training, office hours, and collaborations with APAC and international teams, they've positioned themselves as leaders in work management solutions.

The team also utilizes partner perks such as marketing assistance and opportunities to sponsor key events, like the Work Innovation Summit in Melbourne. Such opportunities enhance their brand visibility and position them as a trusted leader in workflow optimization.

Connecting with Asana

- Apparatus Quo connects with the Asana Partner Network, including partners in Europe and the US, to share ideas, deepen knowledge, take part in marketing activities, and stay ahead of industry trends.
- Their growing expertise in integrations with tools like PageProof has made them a trusted resource in the Asana network, presenting opportunities to cross-sell with partners or pick up referrals for clients who need specific tech setups.



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For us, partnerships are about aligning visions and defining success together. Collaborating with Asana's team ensures we're delivering the best outcomes for our clients.

JOSHUA LICENCE
FOUNDER AND DIRECTOR OF APPARATUS QUO

Strong Foundation for Growth

- Being an Asana Solutions Partner has allowed Apparatus Quo to build long-term client relationships and establish a foundation for sustained growth. Their focus on strategic alignment and scalability ensures clients are supported from onboarding to continued success.
- Looking forward, Asana will remain a key pillar of the consultancy's growth strategy. Founder Joshua Licence encourages other partners to explore the partnership options Asana offers and complete their certifications early. From there, it's all about developing and refining market offerings that drive impact. With Asana's support, Apparatus Quo is poised to continue delivering innovative solutions to clients across the APAC region and beyond.

