

Driving business growth: iDO powers success for 600+ clients and 1M+ content views through Asana partnership



ABOUT iDO

iDO is a dedicated Asana consultancy with a global presence, operating remotely with a team of 15 across Europe (France, Belgium, Switzerland, Germany, Netherlands, UK, Italy) and North America (United States & Canada). Founded in 2021, iDO scaled quickly to become a trusted expert in the Asana ecosystem. The company is known for its deep technical expertise, real-world business insights, and its ability to help teams optimize their workflows. iDO's co-founders, Julien Renaud and Bastien Siebman, both former Asana users turned experts, are well-recognized in the Asana community for their contributions and award-winning workflows.



Bastien Siebman and Julien Renaud began their journey as Asana users, turning their passion for sharing knowledge into a consulting side hustle. Their expertise and commitment to helping clients earned them Asana-certified expert status and an invitation to become a solutions partner. They eventually left their day jobs to found iDO, a consultancy that has now served 600+ clients, ranging from small businesses to large international enterprises like Accor Group, in just four years.

Origin Story

- iDO cofounders Bastien and Julien first discovered Asana in their day jobs, where they witnessed firsthand how it maximized efficiency and sped up workflows for their teams.
- Both became Asana Ambassadors, contributing to community forums and collaborating with the Asana team to enhance the platform and resolve technical issues. Their expertise was recognized by Asana, leading to consulting opportunities with other businesses.
- While they were passionate about Asana, balancing consulting with their full-time jobs limited their growth. When Asana offered them the chance to become a solutions partner, they seized the opportunity and founded iDO.

Working with Asana

- iDO, based in France, became a major Asana solutions partner, offering licenses, consulting services as well as tools and custom developments.
- The iDO team receives requests for proposals (RFPs) from Asana, driving business growth and connecting them with enterprise clients.
- iDO works closely with Asana to improve service offerings and stay updated on the product roadmap so they can provide expert advice to support client growth. As one of Asana's AI partners, iDO is also trusted to lead the way in AI-powered work management.

“Asana is in our DNA. We were Asana users before becoming consultants and have a real passion for the product. When we were offered the opportunity to go all in on our business, we took it and have helped 600 organisations.

Bastien Siebman

Co-founder, iDO - Asana Solution Partner

Business Growth

- 650% company growth: iDO scaled from two employees to 15 in under four years, and works with a network of Asana experts around the globe.
- 600+ clients: iDO has helped 600+ clients from a wide variety of industries, leverage the Asana platform to improve work management.
- Over 1 million content views: By sharing free expert advice about Asana, iDO has expanded their audience, reaching over one million views of their educational content.
- Close partnership with Asana: iDO's strong commitment to Asana led them to be among the first to be invited to test Asana's AI features solidifying their role as one of Asana's trusted AI partners.

Partnering with Asana: turning a passion into a career

Bastien Siebman and Julien Renaud discovered Asana while looking for a platform to manage complex workflows and enhance collaboration at their respective companies. Julien spearheaded a company-wide Asana rollout with over 200 users, while Bastien developed a template Asana marketplace to simplify project management.

Both became [Asana Ambassadors](#), regularly connecting with the Asana team to share feedback and insights. They also engaged actively in the [Asana forum](#), where they gained recognition as experts within the community. Driven by their passion for the platform, they started consulting on Asana as a side project. When Asana offered them the chance to become a solutions partner, they jumped at it and co-founded iDO.

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"We've grown alongside Asana and attracted larger clients. Our client base spans across Europe, America, and Asia, supported by a multilingual team. It feels incredible to celebrate not just our growth, but the growth and success of our clients. We're proud of what we've achieved so far.

Julien Renaud

Co-founder, iDO - Asana Solution Partner



Scaling as an Asana solutions partner

- iDO focuses exclusively on Asana, offering license sales and providing consulting services to help companies worldwide transform their workflows.
- iDO has its own sales process and receives RFPs from the Asana team, driving global expansion in Europe and the U.S. To date, the company has served over 600 clients, including enterprise-level brands.
- iDO is committed to sharing free Asana training content. They've reached over one million views on their content and engaged with thousands of users in the [Asana Forum](#), enhancing their reputation as Asana experts.
- Leveraging their expertise, iDO helps clients streamline workflows and implement easy-to-adopt systems, driving their growth from two to over 15 team members in under four years.

Planning for the Future as one of Asana's Trusted AI Partners.

Looking ahead, the iDO team aims to continue growing and providing services related to Asana. They're excited to beta-test Asana's new AI features and look forward to introducing AI workflows to clients.

Their advice for anyone considering AI in their workflows is to establish a strong foundation by first mastering Asana. Once that foundation is in place identify the best areas for automation and implement AI from there.

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Our advice to new partners is to understand the distinction between resellers, service partners, and solutions partners. This decision will shape your business practices, the way your team scales, and the organisations you collaborate with—so consider it carefully.

Bastien Siebman
Co-founder, iDO - Asana Solution Partner

Collaborating with the Asana Partner Network

As part of the European partner network, iDO regularly collaborates with fellow partners and Asana team members. Working closely with the Asana community, they uncover new opportunities to grow their client base and deepen their product expertise.

