

# Bluehive achieves over €1 Million in revenue after Asana partnership



## ABOUT BLUEHIVE

Bluehive is a consultancy agency that transforms the way organisations across Europe are working and using Asana. Passionate about improving team collaboration, Bluehive works with over 200 clients, including enterprises, to drive operational success.

In less than three years, Bluehive grew its revenue from €30,000 to over €1 million by becoming a certified partner and selling Asana licenses and consulting services. The team, which has increased by 300%, works with a diverse range of organisations to optimise their workflows in Asana, including international stock-listed enterprises.

## Origin Story

- Bluehive was founded with a vision: to streamline business workflows. But following its launch, the company was slow to generate revenue.
- When Managing Director and Co-owner, Ruud van Delft, joined the company, he identified an opportunity to leverage their Asana partnership to drive revenue growth.

## Working with Asana

- To expand its solution offerings, Bluehive created tailored client packages for onboarding, implementation, ongoing support, and integration configuration.
- Partnering closely with the Asana EMEA team, Bluehive identified opportunities to secure major contracts, leading to business growth.
- The company expanded its team to support a growing client base and pursue business growth goals, including attracting larger organizations as clients.

“ We started with less than €30,000 in revenue and were unsure if we could keep going. Now, with a team of 12 and revenue surpassing €1 million, we're not just saving a company—we're building one. The revenue is one thing but it's all about the customer. It's been incredible to see how far we've come, all thanks to the hard work of our team and the belief our clients have in us.

**Ruud van Delft**

Managing Director and Co-Owner of Bluehive

## Business Growth

- 3,233% revenue growth: Bluehive scaled its revenue from €30,000 to over €1 million in less than three years by focusing on its Asana partnership.
- 300% team growth: The company grew from three to 12 employees, strengthening its ability to serve a growing client base.
- 200+ clients: Bluehive now supports over 200 clients, including international enterprises.
- Partnership with Asana: As a certified Asana partner, Bluehive receives exclusive access to partner resources and roadmaps that help propel client growth.
- International expansion: The consultancy expanded its operations across Europe (Benelux and Nordics) establishing itself as a global player in workflow optimisation.

## Pivoting toward success

Just six months after launch, Bluehive reached a turning point. The company was only generating €30k in revenue and needed a way to accelerate growth. That's when Ruud van Delft joined as a new co-founder and saw the potential to strengthen their partnership with Asana.

The small team focused on expanding their network, deepening their Asana expertise, and growing their partnership. Key shareholder hires like Daniël van der Linden, now also a co-founder, also joined to develop services tailored to every stage of a company's Asana journey.

The result? Bluehive's revenue skyrocketed to over €1 million.

## Getting the most out of Asana

Bluehive collaborates with Asana sales managers and product experts to win new client opportunities and learn about platform updates.

They also connect with other Solution Partners in Europe to socialise, share tips, and recommend clients based on cultural and language needs.

“ Some of our clients are large enterprises, the kind of companies I never imagined our small company could impact. We're proud to have earned the trust of so many customers who invest in our work.

**Ruud van Delft**

Managing Director and Co-Owner of Bluehive



## Growing as an Asana Solutions Partner

- Bluehive follows a people-first philosophy, recognising that meaningful change starts with individuals. This approach shapes how they design their Asana packages, and has landed them over 200 clients.
- The consultancy's services go beyond just implementing Asana; they help define workflows, configure integrations, and advise on goal-setting systems like OKRs. This expertise attracts clients at every stage of digital transformation, including large enterprises.
- As a trusted Asana Solutions Partner, Bluehive has been offered global opportunities, expanding its network and client base across Europe (Benelux and Nordics), the Middle East, and Africa.
- These efforts have driven significant business growth, with revenue increasing from €30,000 to over €1 million in less than three years.

## Collaborating with the Asana Partner Network

In the EMEA region, Bluehive maintains strong relationships with Asana's sales and product teams, as well as other Solutions Partners like iDO.

Being part of this strong network ensures Bluehive stays updated on Asana's product roadmap, ensuring they provide their clients with the most up-to-date expertise.

“Our advice to other partners is to be ready to actively grow your network and expertise. Instead of treating Asana as just another tool in your portfolio, be proactive and make it a key pillar of your offerings. If you're not doing that, it's just another logo on your website.”

Ruud van Delft  
Managing Director and Co-Owner of Bluehive

## Preparing for changes in the market

Over the past five years, the Bluehive team has seen significant changes in the market as clients become increasingly tech-savvy. Many organisations are upgrading their technology and looking to integrate their existing tools into a streamlined work management system like Asana.

Going forward, the Bluehive team anticipates working with even more clients to integrate and simplify their tech stacks—preparing for a future where AI handles routine tasks, allowing humans to focus on workforce strategy and innovation.

