

Providing the ■ generation-e marketing team with a scalable design solution

Summary

Generation-e, a leader in delivering end-to-end technology solutions, faced pressure to update branded sales assets with limited design resources and a stretched marketing team.

By partnering with Design Bees for on-demand design support, they were able to **modernise their presentations, proposals, and templates**, completing a brand refresh in under a month, setting the foundations for ongoing design efficiency at a predictable cost.

The Problem

As their business evolved across the Modern Enterprise stack, from intelligent infrastructure and secure connectivity to workplace transformation and advanced AI, the need to refresh customer facing materials became clear with:

- **Outdated Materials:** Key sales documents carried old branding, leading to inconsistencies during client interactions.
- **Social Media / Digital :** The team struggled to produce digital and social media creative fast enough to maintain consistent posting and engagement.
- **Limited Capacity:** The small marketing team had little time to undertake the re-design work required.

The team recognised the risk that the outdated materials were having on their client experience and brand perception & so introduced Design Bees as a solve for their design bottleneck issues.



The Solution

Generation-e partnered with Design Bees to access flexible design support, initially using the Honeycomb plan to tackle their backlog:

- **Brand Updates:** Templates and presentations were refreshed to reflect the updated brand identity.
- **Quick Turnaround:** Using 2.5hrs of daily design time Design Bees delivered a large volume of updates inside a month.
- **Flexible Support:** Once the initial overhaul was complete, Generation-e were able to down plan for ongoing design work.

Phasing their Plans allowed Generation-e to optimise marketing spend to meet their businesses needs.

Results

With Design Bees, Generation-e achieved:

- **A complete brand refresh in one month**, clearing the majority of their backlog for \$1,495.
- **Updated materials:** proposals, presentations, and letterheads aligned to the new brand.
- **Ongoing support**, enabling faster, higher-quality design work.
- **Improved efficiency and confidence**, equipping sales and marketing teams with on-brand templates to build client trust.

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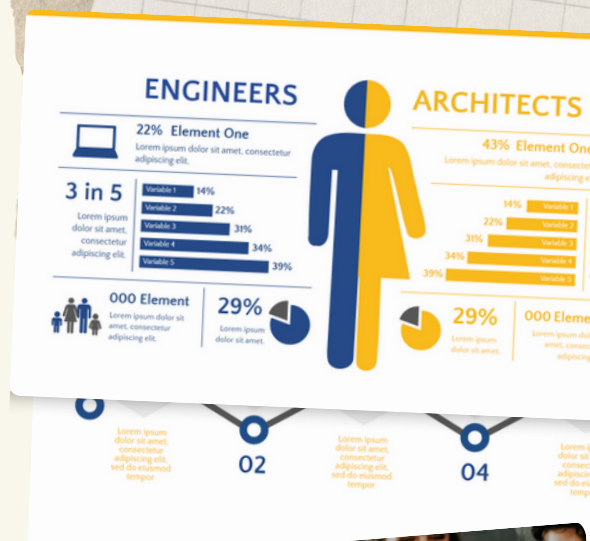
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Melissa Lee

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“I had a long, overwhelming list of designs that needed updating to match our new brand. **Design Bees helped clear most of the backlog inside a month.**

It feels good to know that I have a **trusted affordable design partner**, that is within **my budget**. Their on-demand support allows me to stay ahead of the work as it arises.”



Melissa Lee-Young
Head of Marketing

■ generation-e

Generation-e's partnership with Design Bees shows how **professional design support can transform business operations.**

Now, Generation-e is positioned to **maintain brand consistency and momentum**, knowing future design needs will be handled quickly and efficiently by Design Bees.

Ready to tackle your **marketing challenges?**



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