



Are you growing too fast for your traditional design agency?

10 questions to help you decide if you're outgrowing the traditional agency model



Welcome

In today's fast-paced, technology-driven world, growth is no longer a luxury — it's a necessity. For many large enterprises and rapidly growing technology companies, maintaining momentum means scaling every aspect of their operations, including their design processes. Yet, as companies expand, they often find themselves facing an unexpected challenge: their traditional design agencies can no longer keep up.

You might be experiencing longer turnaround times, inconsistent quality, or difficulty maintaining brand consistency across multiple channels and regions. These are all signs that your current design partner may be holding you back, limiting your potential to grow and adapt in a competitive market.

So, how do you know if your design agency is the right fit for your future?

This eBook is designed to help you answer that crucial question. Inside, we've outlined 10 key questions every enterprise or tech company should ask to assess whether their current design partner is capable of supporting their growth journey. We'll explore common pain points companies face when they've outgrown their agencies and offer insights into how innovative solutions — like streamlined workflows and efficient asset management — can transform your design operations from a bottleneck into a strategic advantage.

By the end of this eBook, you'll have a clearer understanding of whether your traditional design agency is meeting your needs or if it's time to explore new partnerships that can truly help you achieve design excellence at scale.

Are you ready to find out if your current agency is holding you back? Let's find out.

Is your design agency struggling to keep up with your growth?

Question 01

As your company scales, your design needs grow exponentially. What started as a handful of projects might now require dozens of campaigns running simultaneously across multiple platforms, regions, and product lines. Traditional agencies, accustomed to smaller or more predictable workflows, may not have the infrastructure or resources to handle this kind of volume efficiently.

Does your current agency have the capacity to scale with you? Are you facing delays in project completion, struggling with inconsistent quality, or noticing that your agency is falling behind on deadlines? If so, this could be a sign that they are unable to keep up with your pace.



At Perpetual, we specialize in scalable design solutions tailored for high-growth environments. Our workflow and asset management systems are designed to handle high volumes efficiently, ensuring that your design output is never compromised by growth.

We have the flexibility, tools, and expertise to support your expanding needs, so you can focus on what you do best: driving your business forward.

Are you experiencing delays in getting your collateral to market?

Question 02



In a rapidly evolving market, speed is everything. The ability to quickly launch new campaigns, update branding, or push out new products can mean the difference between staying ahead of competitors or falling behind. Yet, many companies find themselves waiting — sometimes weeks or even months — for their traditional agencies to deliver the collateral they need.

Are you finding that your time to market is increasing? Do projects get stuck in endless rounds of revisions, or are approvals slowed down by inefficient processes? These delays can be costly, affecting not only your revenue but also your market position.



Perpetual understands the importance of speed in today's business landscape. Our optimized design workflows and asset management tools minimize bottlenecks and streamline approvals, reducing turnaround times significantly. With our solutions, you can be confident that your design collateral will be ready when you need it, allowing you to seize opportunities without delay.

Do you find your internal teams spending too much time searching for or recreating design assets?

Question 03

Time is a precious resource, and yet, so much of it is wasted when design assets are scattered, disorganized, or difficult to find. How often do your teams spend hours searching for the right images, logos, or templates? Worse, how often do they end up recreating assets that already exist because they cannot locate them?

This inefficiency not only drains valuable time but also leads to frustration and increased costs. When your internal teams are bogged down by these challenges, their focus is diverted from more strategic and creative tasks that drive growth.



At Perpetual, we offer a centralized, user-friendly asset management system that ensures all your design assets are stored in a single, organized repository.

With easy search and retrieval functions, your teams will always have quick access to the materials they need, saving time, reducing costs, and allowing them to focus on what matters most — creating impactful designs that drive your brand forward.

Is maintaining brand consistency becoming a challenge as you scale?

Question 04

As your company expands, so does the complexity of maintaining a consistent brand image across all your platforms and regions. Different teams, departments, or external partners might be creating content that deviates from your brand guidelines, leading to a diluted brand identity.

Are you noticing discrepancies in your marketing materials? Does the tone, style, or quality of your designs vary from one region to another or from one campaign to the next? Inconsistent branding can confuse your customers and weaken the overall perception of your brand.



Perpetual helps you maintain brand integrity at scale by providing a single source of truth for all your design assets and brand guidelines.

Our asset management solutions ensure that everyone, from your internal teams to external partners, has access to the most current, approved materials, keeping your brand consistent and cohesive across all touchpoints.

Are you struggling to maintain the same level of creative quality while increasing output?

Question 05

Growing fast doesn't mean you should sacrifice quality. Yet, many companies find that as their design needs increase, their traditional agencies struggle to maintain the same level of creativity and quality across all projects. This can lead to rushed work, uninspired designs, and missed opportunities to make a real impact.

Are you seeing a decline in the quality of the creative work delivered by your agency? Are there frequent revisions, missed details, or a lack of innovation in their approach? These are signs that your agency might not have the capacity to deliver at the level you require.



At Perpetual, we believe that growth and quality should go hand in hand. Our solutions are designed to ensure that even as your design demands scale, the quality of your creative output remains consistently high.

By optimizing workflows and providing access to a wide range of design talent and resources, we help you maintain excellence in every piece of collateral you produce.

Do you feel your current design process is holding back your company's potential?

Question 06



A slow, inefficient, or outdated design process can become a significant barrier to your company's growth. If your design operations are causing delays, increasing costs, or creating friction between teams, they could be limiting your company's ability to innovate and expand.

Do you often feel that your design process is a bottleneck rather than a facilitator of progress? Are you struggling to align your design strategy with your business goals due to process inefficiencies?



Perpetual's approach to design operations transforms your design process into a strategic advantage. By streamlining workflows, improving collaboration, and optimizing asset management, we help you unlock the full potential of your creative teams, ensuring that your design efforts support — rather than hinder — your growth ambitions.

Are you looking for more flexibility and innovation from your design partner?

Question 07

Traditional agencies often rely on rigid processes and standard offerings that may not align with the dynamic needs of a fast-growing company. You may feel constrained by a lack of flexibility, creativity, or willingness to adapt to your unique challenges and opportunities.

Are you finding that your agency is slow to adopt new technologies or methods? Are they providing cookie-cutter solutions rather than innovative ideas tailored to your needs?



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Is your team overwhelmed with managing multiple projects and stakeholders?

Question 08

Managing multiple projects, stakeholders, and timelines can be incredibly complex, especially as your company grows. When your design partner isn't equipped to handle this complexity, it can lead to confusion, missed deadlines, and miscommunication.

Are you finding that coordinating with your agency is becoming more difficult? Are there frequent misunderstandings, unclear responsibilities, or missed deadlines due to poor project management?



Perpetual's efficient workflow solutions are designed to simplify project management, making it easier to track progress, meet deadlines, and keep everyone aligned.

We offer clear communication channels, transparent processes, and robust project management tools that ensure everyone stays on the same page.

Do you feel your current design investment isn't delivering the ROI you expected?

Question 09



Every dollar you spend on design should deliver value, whether in terms of brand awareness, customer engagement, or sales conversions. Yet, many companies find that their current design investments aren't yielding the returns they anticipated.

Do you see a mismatch between the cost of your design services and the results they deliver? Are you struggling to justify your design expenses to stakeholders?



Perpetual maximizes your ROI by enhancing every stage of your design process, from initial concept to final execution. By streamlining workflows, reducing waste, and ensuring quality, we help you get more value out of every design dollar you spend, driving tangible results for your business.

Is your design operation ready for future growth and technological advancements?

Question 10

The design landscape is constantly evolving, with new tools, technologies, and methodologies emerging all the time. If your current design partner isn't prepared for these changes, your company might fall behind.

Are you confident that your design operations can keep pace with future growth, market changes, and technological advancements? Are you ready for the future of design?



At Perpetual, we integrate the latest technologies and innovative design practices to ensure your operations are always future-ready.

From AI-driven design tools to automated workflows, we provide the cutting-edge solutions you need to stay competitive and grow with confidence.

What's next

As your company grows and evolves, so too should your approach to design. The questions we've explored in this eBook are meant to help you assess whether your current design partner is truly meeting your needs — or if it's time to consider a new approach.

Here are the key takeaways to help guide your decision:



01. Scalability is Essential

If your design agency can't scale with your growth, it's time to look for a partner that can handle increasing volumes, tighter deadlines, and more complex projects without compromising quality.



02. Speed Matters

Delays in getting your collateral to market can cost you both time and money. Efficient design workflows and streamlined processes are critical to keeping up with market demands and staying ahead of competitors.



03. Centralized Asset Management Saves Time and Money

A well-organized, centralized system for managing your design assets can dramatically reduce wasted time and effort, freeing up your teams to focus on high-impact creative work.



04. Consistency is Key to Strong Branding

As your company scales, maintaining a consistent brand identity across all platforms, regions, and campaigns is crucial. Ensure your design partner has the tools and processes to keep your brand cohesive and recognizable.



05. Quality Should Never Be Compromised

High growth shouldn't mean lower quality. A great design partner should be able to deliver creative excellence at every stage, regardless of the volume or speed required.



06. Innovation Drives Future Readiness

In a rapidly changing digital landscape, flexibility and innovation are paramount. Choose a design partner who is committed to embracing new technologies and methodologies to keep you competitive and future-ready.



07. Maximizing ROI is Non-Negotiable

Your design investments should yield tangible results. If you're not seeing the returns you expect, it may be time to explore a more efficient and effective partnership.



08. Collaboration and Clear Communication are Vital

Managing multiple projects and stakeholders can be complex, but a design partner with robust project management capabilities can make collaboration smoother and more productive.



09. Look to the Future

Your design operations must be prepared to adapt to new challenges, growth, and technological advancements. Make sure your design partner is ready to support you every step of the way.



At Perpetual, we understand the unique challenges that rapidly growing companies face. We specialize in helping businesses like yours achieve design excellence at scale through innovative workflows, efficient asset management, and cutting-edge solutions tailored to your specific needs.

If you're ready to explore a partnership that can truly support your growth and help you achieve your goals, we're here to help. Contact us today to learn more or schedule a free consultation.

Let's transform your design operations into a strategic advantage.



Achieve design excellence at scale

Perpetual is a design agency focussed on supporting rapidly growing technology companies.

We design, organize, and distribute assets efficiently with workflow and asset management solutions to help you scale up smoothly, keep your brand on point, and get your projects out the door faster.

We make sure your creative work stays in sync with your business goals, so your team can focus on what matters most—pushing boundaries and growing your company.

Talk to Us

Let's transform your design operation into a strategic advantage.

Visit: [ThisIsPerpetual.com](https://thisisperpetual.com)