

workfront®

What Matters to IT and PMO Teams

CUSTOMER VALUE GUIDE





Introduction

The modern workplace feels more and more like a jungle, and IT leaders have it particularly rough trying to navigate through countless obstacles to align their work with the business' priorities. IT and PMO groups are pressured more than ever to demonstrate efficiencies, cost savings, productivity improvement, and overall value to the organization, and all in an environment that's more siloed and complex than in years past. All the status meetings, spreadsheets, and emails in the world don't seem to make any difference. At the end of the day, traditional project management tools are not cutting it.

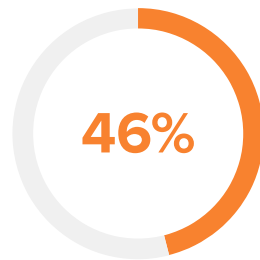
Fortunately, the Workfront enterprise work management solution helps IT professionals and Project Management Offices manage all projects in one place for better visibility into their work. Read this report to find out how Workfront customers are conquering the four most common enterprise IT problems:

- Lack of project visibility
- Decreased productivity
- Miscommunication and impaired collaboration
- Inefficient resource management

Visibility.

Clearing out project clutter so you can see through the work jungle.

The experience of feeling one's way through the dark—whether literally or figuratively—is fairly universal. And it certainly applies to IT project management. Many IT project leaders often operate without visibility into what their teams are doing, essentially feeling their way as they navigate corporate IT changes or the complex world of software, hardware, and infrastructure development.



Workers believe that only 46% of organizations are making business decisions based on actual data.¹

Workfront solves this problem by providing real-time, contextual visibility across the enterprise. This visibility helps teams, managers, and executives:

- See the big picture and align projects to strategic goals
- Execute better processes and change management
- Increase collaboration and eliminate information silos
- Measure outcomes

Visibility.

What customers are saying:

“Workfront provides visibility across all of the organization’s portfolios and holds one source of the truth.”

—**Victoria Clifford**

ePMO Systems and Portfolio Data Manager, Interserve

Information Technology and Services
10,001+ employees

“It helps address visibility of project tasks and milestones and helps us to deliver on time. It also exposes risks.”

—**Manager in Information Technology**

Leisure, Travel & Tourism
10,001+ employees

“Workfront gives us a great way to always know the status of our projects—whether a project is behind or ahead of schedule, whether or not a project is below or above budget, and whether or not we have enough resources assigned to a project that we need, we always know what our focus areas are and how we can improve them.”

—**Alex Adams**

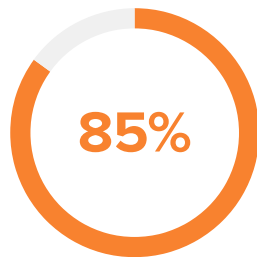
IT Implementation Coordinator
at Genuine Parts Company

Automotive
10,001+ employees

Productivity.

Getting work done even when everything else gets in the way.

The average workplace is a noisy, busy, distracting place, and it's hard to get things done if you don't know how to tackle interruptions. They come in many shapes and sizes—including long status meetings, drive-by conversations, commotion from the cubicle next door, and the growing number of emails in your inbox.



85% of knowledge workers indicate that better work tools would result in increased productivity, and 53% say better tools would lead to a happier or more satisfactory working environment.²

How can you ensure teams and stakeholders are accurately informed, reduce bottlenecks, and increase overall team productivity? Organize your work with Workfront. You will quickly see better efficiency by:

- Minimizing time spent in status meetings and email chains
- Save time and effort with process automation and better team collaboration
- Streamlining processes to increase output volumes for all types of work
- Reducing delays through improved project visibility and intuitive access to data

Productivity.

What customers are saying:

“Workfront boosts the productivity of my project managers, enabling them to manage twice the number of projects using a manual process.”

—**Anthony Toglia**

Director, Project Management Office
at Rideout Health

Hospital & Health Care
1001–5000 employees

“Workfront has greatly helped us increase productivity. For example, developing a new website may have taken over a year. Using Workfront to lay out all the steps and tasks needed has brought that down to under 4 months.”

—**Administrator in IT**

Building Materials
10,001+ employees

“Workfront’s project management, organization, and time tracking features have dramatically increased productivity within our company. The way Workfront lets you use timesheets and track time to projects and tasks will improve productivity alone.”

—**Administrator in IT**

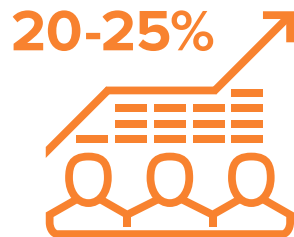
Building Materials
10,001+ employees

Communication.

The art of keeping everyone up-to-date when changes are happening constantly.

As the modern workplace is reshaped and revolutionized, a focus on collaboration in a changing culture is paramount for business success and prosperity. Effective communication starts with project managers interacting with senior management to understand what information and resources they need to make more informed decisions.

Poor communication is the main reason for many IT project failures. New research shows that \$75 million of a company's revenue is at risk due to ineffective communications, indicating a critical need for organizations to address communications deficiencies at the enterprise level.³



Improved collaboration and communication could raise the productivity of workers by 20–25%.⁴

Workfront can help mitigate the risk of ineffective collaboration by providing one platform for work context and communication, allowing you to:

- Know exactly what projects your team is focused on
- Spend more time working and less time getting up to speed
- Include the right stakeholders in project updates
- Spend less time in unproductive meetings

Communication.

What customers are saying:

“Workfront is also forcing enhanced collaboration between the business and IT. By bridging that gap where things used to just get ‘thrown over the wall’ we are actively cutting down on re-work.”

—**Mike Zerebniak**

Director, IT Projects at Kenan Advantage Group

Transportation/Trucking/Railroad
5001–10,000 employees

“We find it assists with our workflows and has helped collaboration, very trackable as well.”

—**Professional in IT**

Hospital & Health Care
1001–5000 employees

“Workfront allows teams to work collaboratively in the same environment while tailoring their unique needs within each team to fit their workflow and process.”

—**Michael Stewart**

Senior Business Systems Analyst at Samaritan's Purse

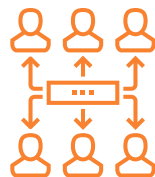
Non-Profit Organization Management
1001–5000 employees

Resource management.

Using resources in the most efficient way possible so everyone can have more energy to do the right work.

There never seems to be enough time in a workday to focus on the essential tasks for completing projects, let alone plan and allocate resources effectively. IT teams are working harder and longer hours than ever, caught in a consistent struggle to plan, prioritize, and appropriately resource the most valuable projects that contribute to the company's bottom line and strategic goals.

Managers face a daunting task as they plan and assign work, with a stressful cycle becoming the norm: over-allocated resources work on poorly prioritized tasks—all while juggling a growing backlog of projects and dedicating only the bare minimum of time to each task.



Resource management is listed as the top challenge for most IT PMOs.⁵

Workfront addresses capacity planning issues by giving IT enterprise teams the ability to have a comprehensive view into all work and connect the right people to the most important work—quickly, easily, and effectively. This way IT leaders can:

- Better prioritize assignments through strategic planning
- Avoid unnecessary overtime with improved resource scheduling
- Stay within or under budget
- Easily pivot priorities to address changing requirements

Resource management.

What customers are saying:

“The application provides intuitive user-centric processing and optimizes workforce capacity to meet the increasing demands of ever expanding service offerings.”

—**Debra Yarger**

Program Manager—Enterprise
Information Management at UCSF

Higher Education
10,001+ employees

“I began researching the right tool for what we needed and quickly landed on Workfront. It is exactly what we needed to manage our projects and processes, properly utilize resource management and conduct capacity planning.”

—**Pete Warren, PMP**

Manager—Project Management Office
at U.S. Concrete, Inc. (NASDAQ:USCR)

Building Materials
1001–5000 employees

“In creating request queues for project requests, we have been able to estimate internal cost and outsourced cost for each project request and justify additional internal resources if they are needed to accomplish approved initiatives.”

—**Michael Stewart**

Senior Business Systems Analyst
at Samaritan's Purse

Non-Profit Organization Management
1001–5000 employees

CUSTOMER INTERVIEW

Perry Hovanic

Director, New Product
Introduction Group



What was your need for a work management solution and why Workfront?

Our complex process had three main challenges: static updates, manual updates, and difficult status reporting. What we had was fact-based data manually generated and managed. Every week, NPI team members would gather with task owners to get status updates and a project manager would update the POR, then distribute a new spreadsheet with the expectation that task owners would again proactively review it and adjust their work accordingly. This time consuming, manual process would occur week after week until a project was completed. So we decided to seek a solution that would solve these challenges and Workfront offered everything we needed. It was easy to implement and required minimal IT support.

From your perspective, what's the most important benefit you have realized by using Workfront?

It has to be the fact that it allows everyone on the immediate team, and anyone across the organization associated with a project or task, with complete project visibility. Because work lives in the cloud, anytime, anywhere access to the latest data and project status is always available—even on a mobile device—and workflows are easily managed.

CUSTOMER INTERVIEW

You often have multiple teams working on a given project. How has Workfront impacted their cross-functional work?

When you have 40 or more task owners across multiple organizations and teams that should be on the same page with relation to a project, you need to have an efficient collaboration tool in place. Workfront has greatly improved communication between our team members and across various departments. Instant status updates and faster workflows enhanced cross-team collaboration and helped drive more timely closure of tasks and issues. Every day, Citrix users collaborate on social-media style discussion walls within Workfront. They also use the solution's issue tracking capabilities and dashboards to check what has been done and what still needs to be completed.

What are your compliance requirements, and how do you handle them with Workfront?

Citrix hardware ships worldwide which requires our products to meet stringent U.S. and international safety regulations. NPI and its authorized suppliers use Workfront to track all of the tasks related to compliance requirements from the U.S. Federal Trade Commission and more than 20 foreign countries. We used to spend a lot of time in compliance meetings in order to ensure regulatory compliance-related tasks remained on track. Today, we are able to cover all of the important issues in half the time. We now use the compliance dashboard to focus our discussion because Workfront helps us immediately identify the most pressing issues.

Are there plans for other departments at Citrix to implement Workfront?

In the future, I'd like to see our whole organization transition away from anecdotal information to a more efficient way of collaborating, like what we can do in Workfront. Workfront is really enabling a paradigm shift in the way people work and so it improves their productivity and efficiency.

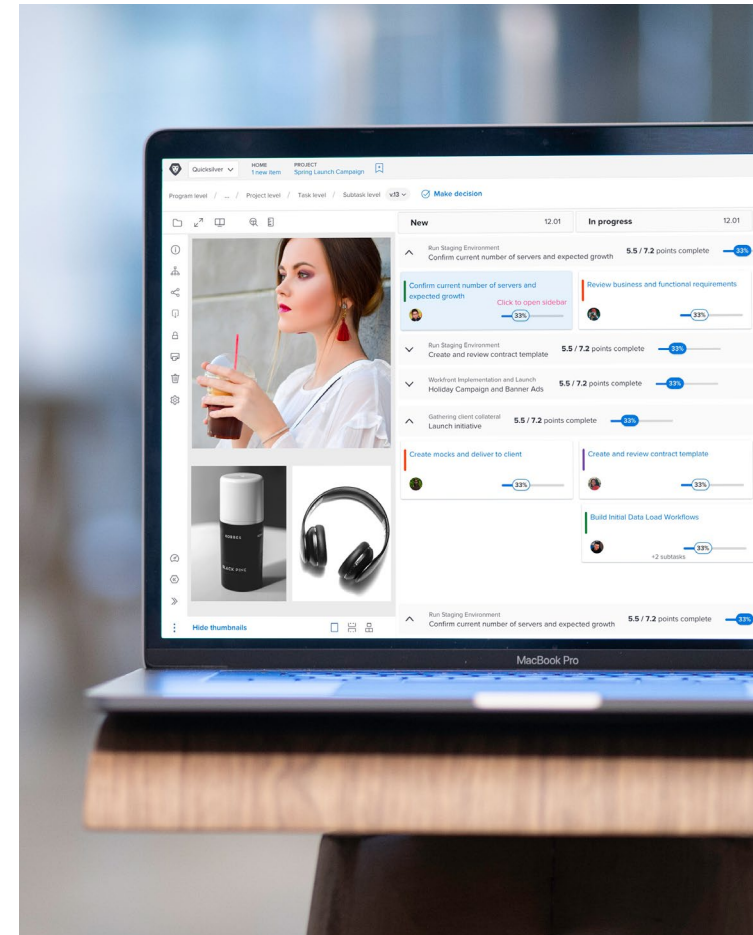


Do your best work with Workfront.

Spend more time doing the work you love instead of hunting down data in disparate tools. Centralize all your projects in one solution for better visibility into all work.

Workfront is the modern work management application platform, helping people do their best work so companies can thrive in a digital world. Workfront is built for people, effortlessly connecting teams and easily integrating into existing applications and systems. The ability to see, measure, and analyze critical factors such as resources, outcomes, and priorities keeps everyone on the same page, with a clear understanding of why their work matters. Workfront has helped thousands of companies successfully transform their businesses into modern enterprises that increase revenue, improve customer experiences, and reduce cost, including BT, Cisco Systems, Comcast, Fender Musical Instruments Corporation, Fossil Group, TSB, and Trek.

workfront.com/it



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