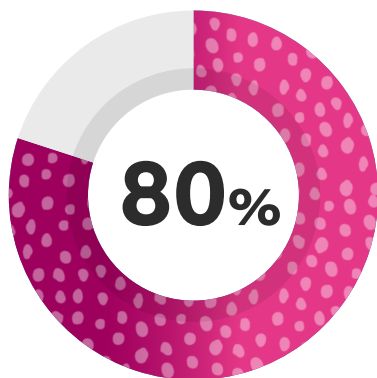# The technology trio for better, faster content.

How work management, asset management, and creative tools keep personalized content flowing.

Ari Sheinkin is a disciple of integration. But at one point, the vice president of global experience engine at IBM confesses that their 171,000 assets were housed in 40 different repositories, each with countless box folders and desktops. And that presented huge challenges. "Our best content wasn't getting in front of our customers," he explains.

In today's digital economy, enterprise marketers must manage hundreds of thousands—even millions—of assets to meet the demand for new, relevant, and highly personalized experiences at every click. And they must continually create new assets at breakneck speeds. It's a never-ending challenge. Yet it's just one of many that brands face.
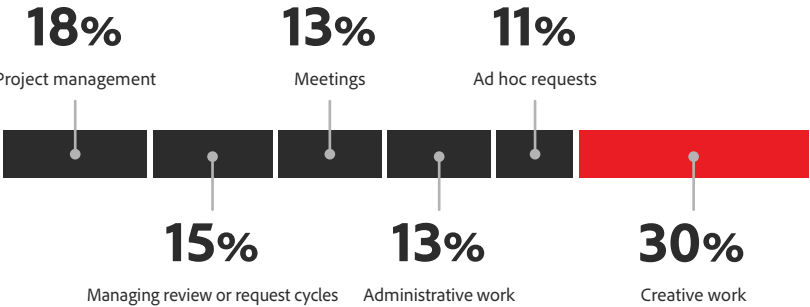
A survey by IO Integration found that the top two challenges for creative operations on marketing teams are 1) lack of workflows and processes and 2) bottlenecks and wasted time—which often result from outdated practices.

80%

80% of companies still rely heavily on email and spreadsheets to manage work

Source: Adobe

70% of creative time is spent on everything but creative work.

18%
Project management

13%
Meetings

11%
Ad hoc requests

15%
Managing review or request cycles

13%
Administrative work

30%
Creative work

Source: Adobe

If the work doesn't flow seamlessly from step to step and between systems, if creatives and marketing teams waste hours looking for an asset, or if creatives end up recreating work over and over, content delivery will never reach the velocity needed to power real-time personalized experiences at the scale they need to.

The challenges of delivering personalized content at scale.

The pace is relentless

More channels, surfaces, and segments–and each can influence a buying decision

Wasted time causes burnout

Manual processes and broken communication compromise work execution

Agility and adaptability are key

As the market shifts, teams need to replan and align to initiatives on the fly

Compliance is an imperative

Brand governance hinges on content accuracy and consistency across channels

Customers demand more

Personalization at scale is key to meeting customers where they are in their journey

Let's get personal—at scale.

According to a report by McKinsey & Company, 71% of consumers expect companies to deliver personalized experiences and 76% get frustrated when this doesn't happen. These expectations put tremendous pressure on creatives.

"When you think about what matters to individuals, whether it's a product, service, content, or messaging, you soon realize that personalization—at our scale of hundreds of millions—is going to quickly overwhelm you," explains Matt Harker, VP of global marketing strategy and transformation at Walgreens Boots Alliance (WBA). "You need help from technology to orchestrate content and messaging to land with individuals in exactly the right moment and context."

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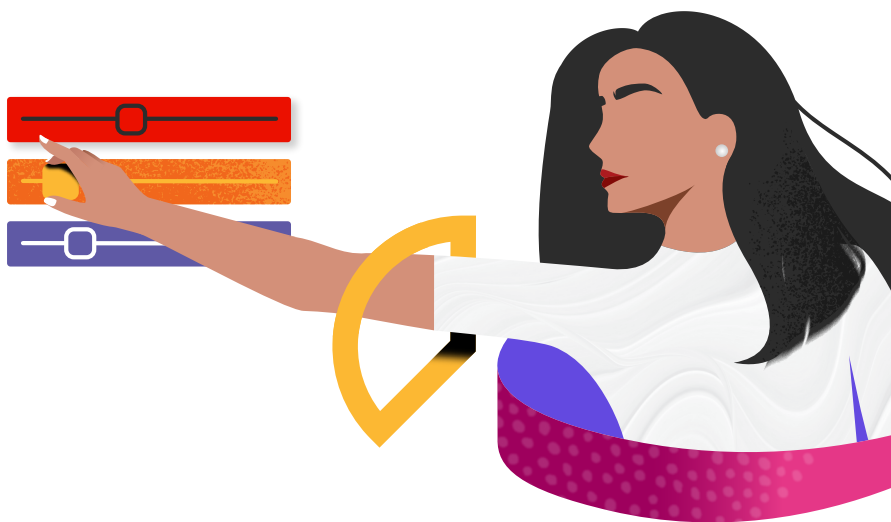
Matt Harker

VP of Global Marketing Strategy and Transformation, Walgreens Boots Alliance

The creation of this content is an intricate symphony of processes where each must work together—from strategy and intake to delivery and measurement. Furthermore, most assets need to be iterated again and again to deliver personalized experiences for hundreds, or even thousands, of different audiences and geographic locations—faster than humanly possible.

No marketing team in the world can deliver thousands of unique experiences across thousands of customer segments manually—especially when they have disconnected teams, ad hoc work processes, and terabytes of information and assets lost in repositories or trapped in silos.

The key to perfecting the overall process is having end-to-end visibility, automation, and collaboration. This becomes possible when work management, asset management, and creative tools are natively integrated and working seamlessly together.
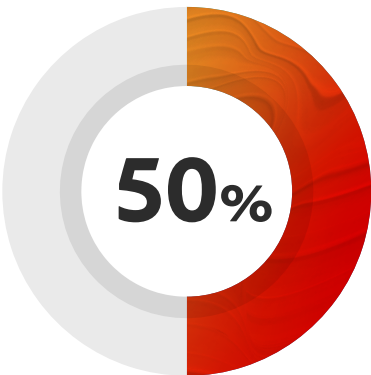
Get your apps together.

Work management platforms, data asset management systems (DAMs), and creative tools each play an important role in the content marketing lifecycle—helping to increase content velocity to get personalized content in front of customers faster.

Work management	A work management application orchestrates and establishes a system of record for all work, connecting multiple workflows in one place so teams can focus on what matters most.
Asset management	A cloud-native DAM built for modern content needs is essential. It will allow you to easily manage and customize the thousands of assets needed to create, deliver, and optimize personalized experiences at scale.
Creative tools	A suite of advanced creative tools makes it easy to create the kind of personal experiences customers want, including video and emerging media types, like augmented reality and 3D.

Most enterprises use creative tools and a DAM, and some may even use a work management solution as well. But if the technologies aren't tightly integrated, you'll never tap their full potential to streamline work, customize content, and deliver at scale.
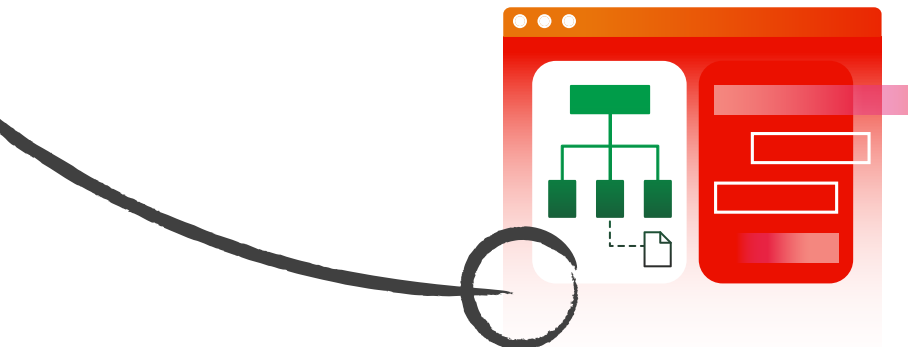
50%

50% of laggard brands and 42% of mainstream brands say poor integration between tech systems holds them back.

Source: Adobe and Econsultancy

To solve the challenges of delivering customized content for every customer, you need an end-to-end, automated, intelligent system—one that natively integrates work management, asset management, and creative tools. This will allow you to strategize, plan, assign, create, iterate, store, and deliver amazing personalized content at the speed you need for success.

When these three technologies work seamlessly together, you'll be able to streamline work processes—connecting strategy, production, storage, management, and delivery—with automation and visibility at every step. Everyone and everything are connected, so work gets done faster, and with fewer roadblocks.

- All work requests, feedback, status updates, and outcomes are in one place—with one system of record.

- Projects are assigned to the right people and deadlines are tracked.

- Projects flow smoother and fewer hours are spent in meetings and on administrative tasks.

- All assets get tagged automatically through the work management platform, which makes them easier to find, reuse, and upload.
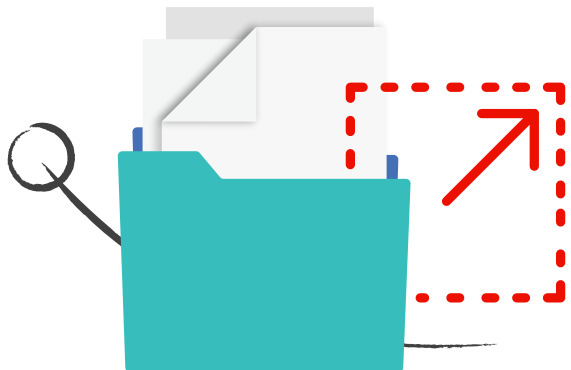
How Adobe makes it happen.

Adobe Workfront, Adobe Experience Manager Assets, and Adobe Creative Cloud are all industry-leading solutions. And they're even better when working together.

Workfront is the only work management platform that is expressly architected for enterprise marketing and in-house creative teams. Adobe Experience Manager Assets combines the scalability of the cloud and the power of AI to simplify the asset management process. And built in Creative Cloud capabilities enable content customization right within the DAM. Creative Cloud is the most advanced suite of creative tools on the market, with support for emerging media and tools for every type of creative work.

Built to work together in the Adobe ecosystem, these three solutions power the orchestration, personalization, and velocity of content. Together, they keep the work flowing using advanced enterprise workflows, seamless content creation and publishing, integrated approvals, and synced metadata between projects and final assets.

Automated metadata tagging. All assets are automatically tagged with metadata within Workfront and uploaded to the DAM— and new versions automatically go back into Workfront so all information on the project stays up to date. You maximize the value of your content by ensuring your digital assets are built, reviewed, approved, and automatically tagged to their related project.

Faster versioning. When assets need to be modified, marketers can quickly find a piece of content and customize it directly in the DAM. They can change font colors, crops, languages, hours, and more without ever having to open Creative Cloud. This boosts your capacity to deliver countless variations of content across devices and channels in a fraction of the time.

Less toggling between applications. Creatives never have to leave their creative tools to find or upload an asset, respond to a request, or review and approve an asset. The entire design process, from creation to digital proofing to version management, can be done within applications like Photoshop, InDesign, or Illustrator. This allows creatives to spend less time toggling between systems to manage projects and more time creating them.

Strategic alignment. Workfront also ensures everything is aligned to strategy by cascading strategic goals throughout every step of every project. You can pull data insights to make critical decisions, budget, and plan, then track how all work is contributing to corporate goals.

The Adobe ecosystem

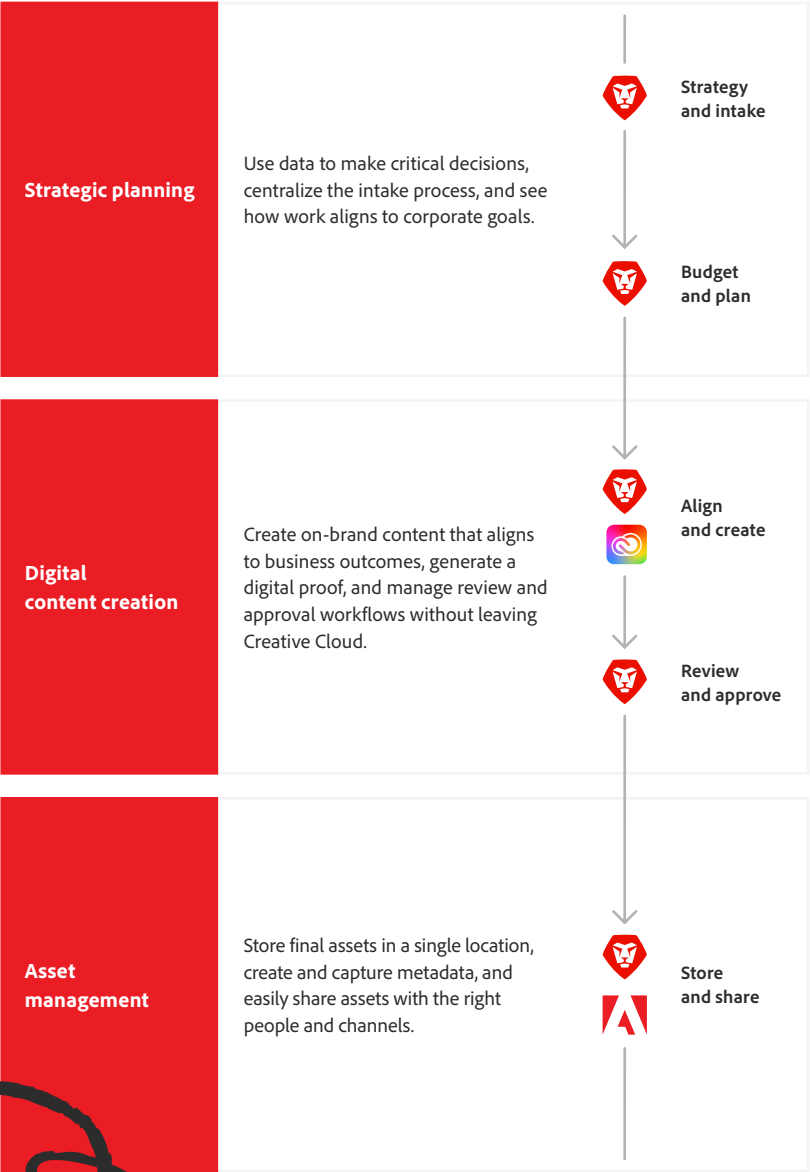|	
Workfront + Adobe Experience Manager Assets	• Seamless workflows automatically generate a unique ID that connects strategy, assets, projects, teams, campaigns, channels, and more. • Automated metadata tagging and versioning start when job is input into Workfront. • All new versions in DAM are automatically tracked back into Workfront.
Creative Cloud + Workfront	• Creatives' favorite apps, like Photoshop, InDesign, and Illustrator, are connected to Workfront, with an integration architected for creative teams. • Creatives never have to leave their programs to manage requests, approvals, and feedback. • The review and approval process is automated and supported by built-in proofing so it flows more smoothly with fewer delays.
Experience Manager Assets + Creative Cloud	• Automated metadata tagging makes assets easier to find, reuse, and iterate, increasing their value. • Final assets are automatically uploaded into Adobe Experience Manager Assets for a single source of truth. • Photoshop and Lightroom are built directly into the DAM so you can create thousands of variations on the fly.

Workfront

Creative Cloud

Adobe Experience Manager Assets

How the Adobe ecosystem powers the content lifecycle.

Strategic planning

Use data to make critical decisions, centralize the intake process, and see how work aligns to corporate goals.

Strategy and intake

Budget and plan

Digital content creation

Create on-brand content that aligns to business outcomes, generate a digital proof, and manage review and approval workflows without leaving Creative Cloud.

Align and create

Review and approve

Asset management

Store final assets in a single location, create and capture metadata, and easily share assets with the right people and channels.

Store and share

A winning combination for Under Armour.

Under Armour saw the immense potential of integrating their work management, asset management, and creative tools. "Our prior system consisted of manila folders on people's desks and lots of disorganization," says Under Armour's IT product owner, describing how they had been producing and managing their 300,000 assets. "It was very apparent from the beginning that Workfront was going to be a great tool for us." Especially when integrated with their other Adobe solutions—Adobe Experience Manager Assets and Adobe Creative Cloud.

And the integration was simpler than he expected. "The API was extremely easy to use. We didn't even have to ask them for anything to be able to integrate with our DAM, which was great."

Now anytime an asset request is created in Workfront, the system generates a single unified ID that connects the project, campaign, brand channels, and other data relevant to the asset. The company has reduced their time to retrieve assets from hours or days to just minutes, and the improved automation and scalability is helping them achieve their global marketing goals.

UNDER ARMOUR

Great experiences begin with great technology.

A unique experience, specifically tailored for an individual customer, can be the difference between that person engaging or quickly moving on. Adobe allows you to create this kind of meaningful, real-time experiences for millions of customers at scale. By unifying and streamlining the marketing lifecycle processes, Adobe's industry-leading technologies help you keep up with the demand for personalized experiences throughout the customer journey.

285%
3-month ROI with Workfront

Source: Forrester

366%
3-year ROI with Adobe Experience Manager Assets

Source: IDC

5 years
Recognized in the Gartner Magic Quadrant as a Leader for digital experience platforms 5 years in a row

Source: Gartner

Learn more about how native integrations between Adobe Workfront, Adobe Experience Manager Assets, and Adobe Creative Cloud can help connect your applications, assets, and teams. So you can better connect with your customers.

Learn more

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