workfront

Why Workfront

Modern Work Management

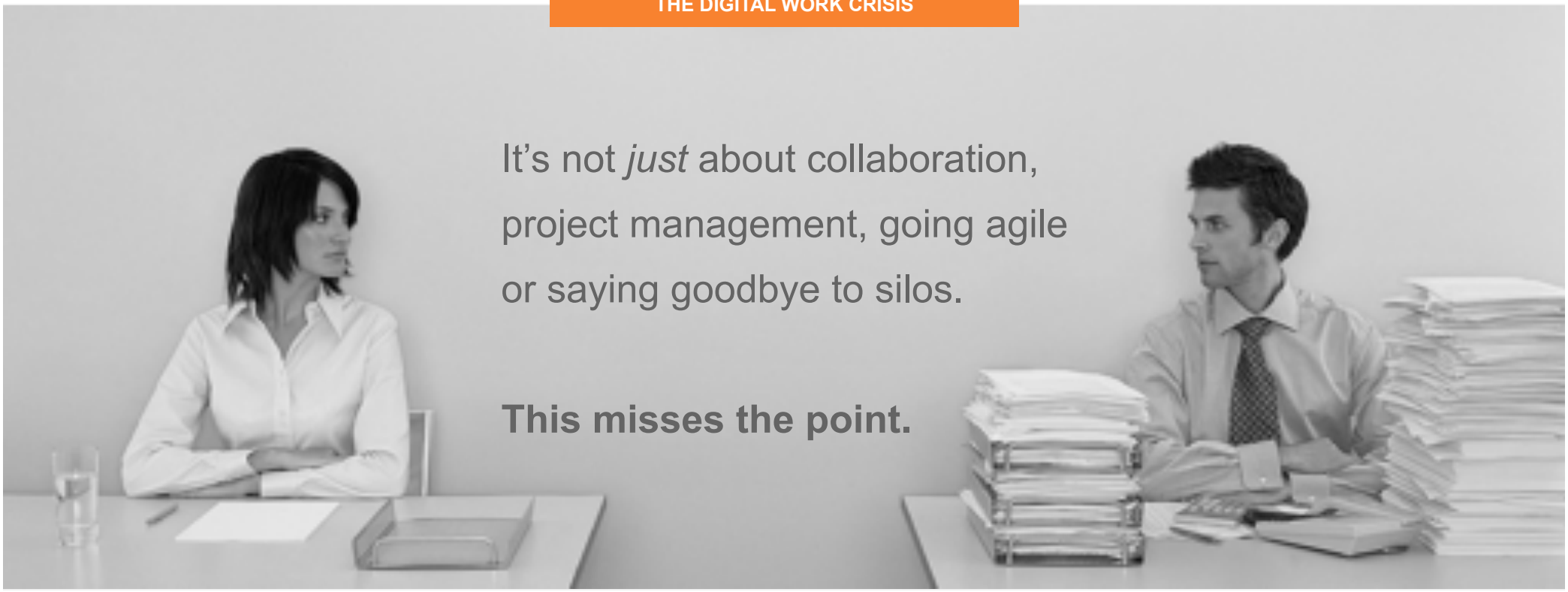
CONFIDENTIAL

Why Workfront

Teams Need A Better Way to Work

CONFIDENTIAL

THE DIGITAL WORK CRISIS

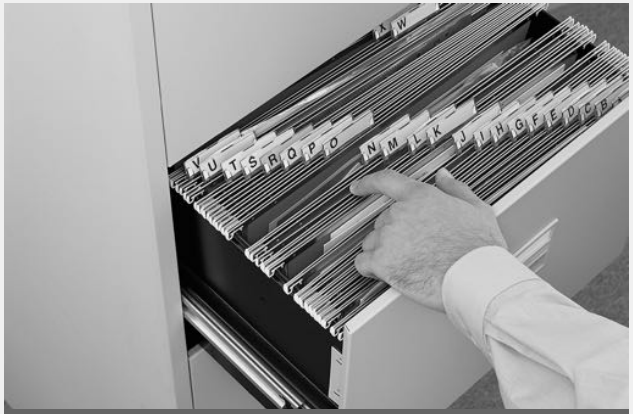


CONFIDENTIAL

THE DIGITAL WORK CRISIS

Functions and teams are disconnected and not executing together.

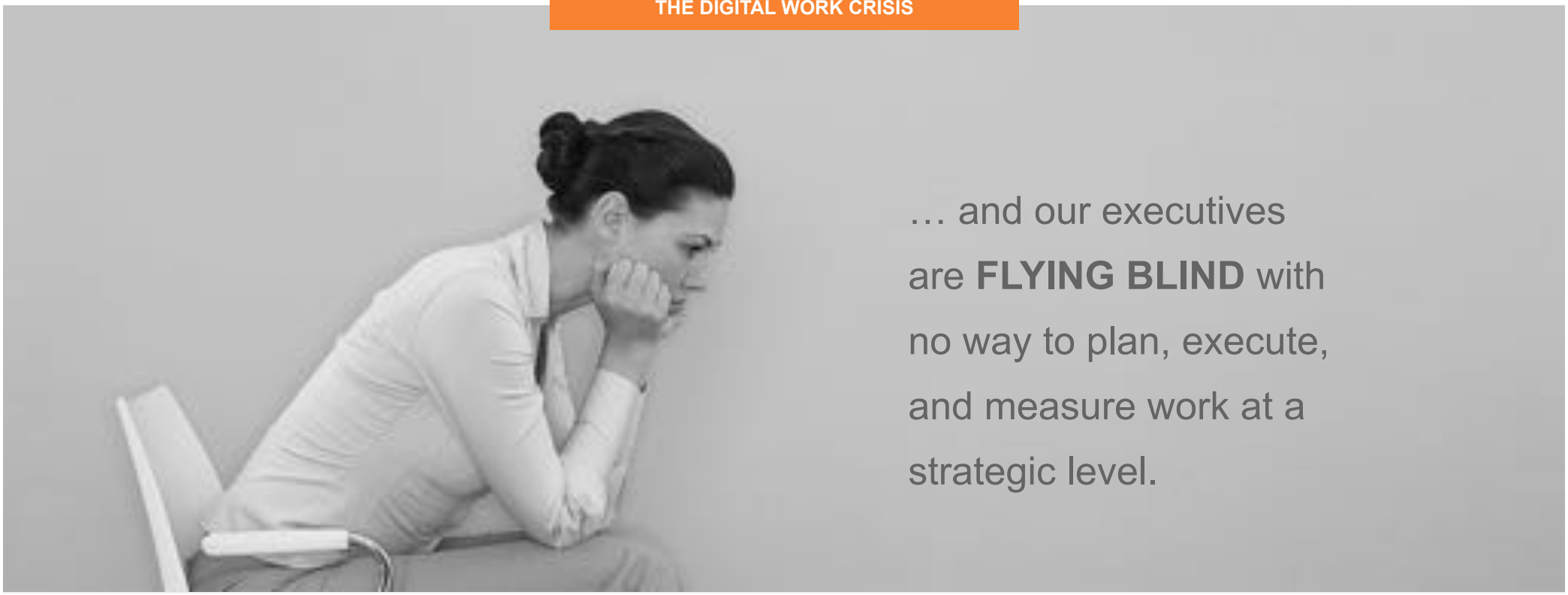
Work processes are analog and operate at different paces.



Exabytes of artifacts and data are trapped in silos.

We will be left behind if we fail to modernize work.

THE DIGITAL WORK CRISIS



… and our executives are **FLYING BLIND** with no way to plan, execute, and measure work at a strategic level.

CONFIDENTIAL

THE DIGITAL WORK CRISIS

The status quo

Legacy productivity tools

Stretch existing applications/platforms

Accept constraints, force fit for business

Point tools

Incremental, band-aid, good enough is ok

Business survival requires bold new steps.
Existing approaches were built for another era.

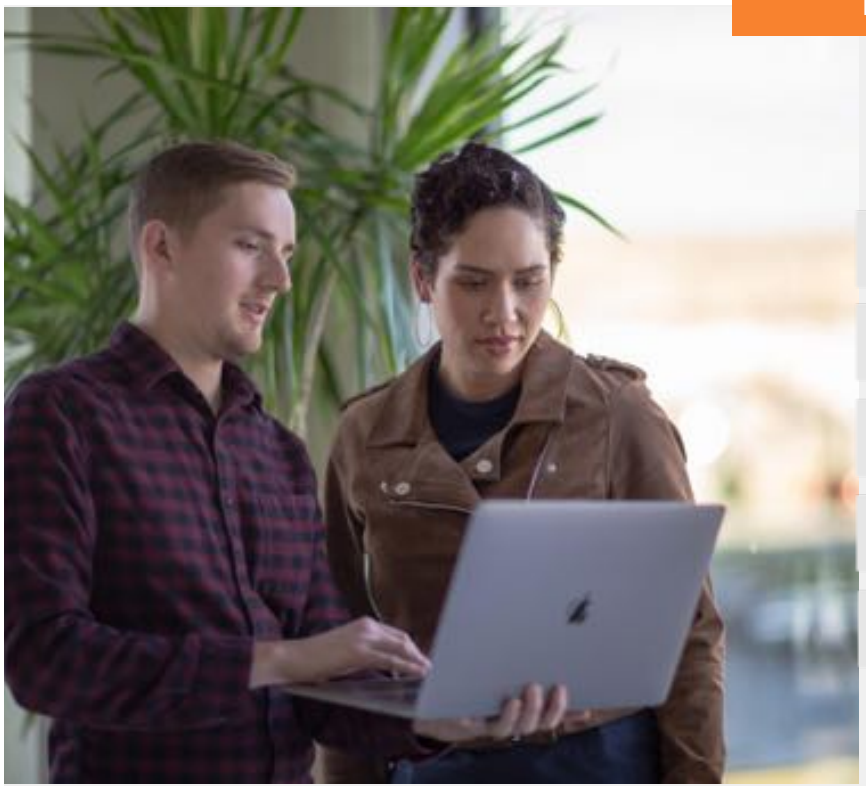
CONFIDENTIAL

THE DIGITAL WORK CRISIS

There is a better way.

CONFIDENTIAL

THE NEW MODEL FOR WORK



NOW	NEXT
Analog	Digital
Uncoordinated, disconnected	Working in harmony
Ad-hoc, siloes everywhere	Cross-functional and connected
Inconsistent, unpredictable	Observable and accountable
Invisible, unmeasured	Act with certainty and precision

CONFIDENTIAL

THE REQUIREMENTS

New class of Modern Work Management

Organizations work better, smarter, and faster

Workfront increases our business agility through five broad use cases

VISIBILITY

Centralize work in one solution.

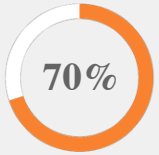
Manage all work in one collaborative system for greater visibility into all work.

30% increase in project capacity.

PREDICTABILITY & SPEED

Digitize work processes.

Bring products, experiences, creative work, and content to market faster and more efficiently.

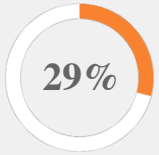


70% decrease in time to market.

QUALITY

Review and approve digital work.

Provide fast, collaborative review and approval of digital content for quality and consistency.



29% fewer revisions.

CONTROL

Govern compliance workflows.

Automate the end-to-end work processes that ensure regulatory, brand, and corporate compliance.

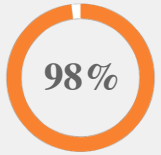
5x

5x increase in adherence to corporate processes.

EFFICIENCY

Deliver client-facing services.

Deliver services to stakeholders and clients while maximizing resource utilization.



98% on-time delivery rate.

CONFIDENTIAL

THE WORKFRONT ADVANTAGE

Why our department loves Workfront

One place for orchestrating work

Platform, DNA of Work

No boundaries to getting work done

Flexible, Simple, Integrated

See everything across the organization

Visibility, Alignment

Career changing results

Business outcomes

The Workfront Experience

People, Knowledge, Community

THE WORKFRONT ADVANTAGE

One place for orchestrating work

- Provides the Operational System of Record to unify goals, investment, initiatives, work, and measurement across your enterprise
- Flexibly adapts to the way your teams, departments, and our company works
- Designed to manage tasks, content, and collaboration in context and alignment with corporate goals

Dignity Health.

"Workfront has enabled us to standardize and coordinate best practices across the enterprise."

THE WORKFRONT ADVANTAGE

No boundaries to getting work done

- Easy to use, role-based user experience
- Easily connect to the tools and systems you use throughout the company
- Configurable workflows to automate and accelerate work, maximizing investment in people

“We have quality, supply chain, engineering, manufacturing, and program management working in offices in Europe, Asia, and the U.S., working the same projects. If you want to be able to work on something here, go to bed knowing that another group’s working on it productively, and come in the next day and have a solid extra eight hours worked on that project every single day, it’s [Workfront] very powerful.”

THE WORKFRONT ADVANTAGE

See everything across the organization

- Enterprise view of priorities, resources, actions, and outcomes
- Provides analytic-driven insights and reports for faster, smarter decisions
- Provides work visibility across all primary business applications (email, collaboration, etc.)

Allianz

"Workfront allows us to focus on strategy, creativity and innovation vs. day-to-day tasks that used to consume so much time. Employees appreciate our team because, through Workfront, we make it easier for them to be super productive."

THE WORKFRONT ADVANTAGE

Career changing results

- Become the hero: unleash the potential of your teams
- Give your best people the highest-impact work
- Develop people and teams through effective work management
- Become a change-agent for modernizing work
- Deliver clear outcomes: faster, more efficient, better results

Dräger

"I love it when my colleagues look at our group and say, 'You do what? How do you do that?' And I say, 'I have Workfront'."

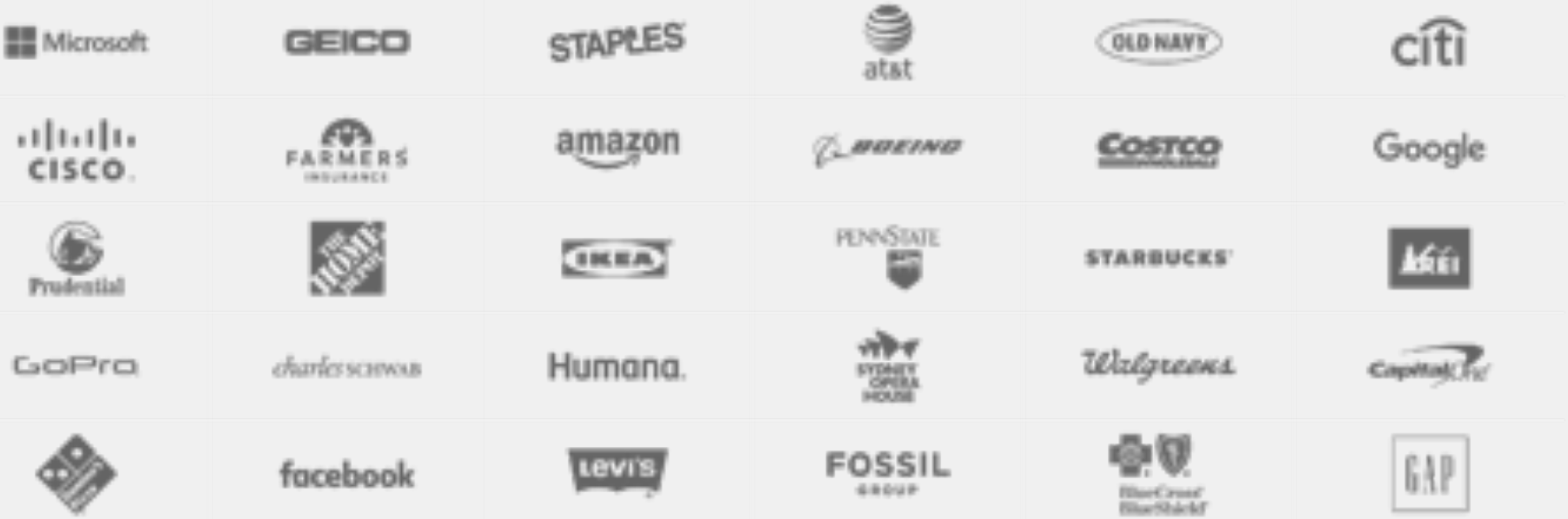
THE WORKFRONT ADVANTAGE

The Workfront experience

- Join a global community of leaders: online idea exchanges, in-person user groups, and conferences
- Direct line of communication with Workfront executives, multiple times a year
- Get up and running quickly by leveraging Workfront best practices and rich customer knowledge

illumina®

"Workfront has been an amazing partner throughout our journey. I've benefited from learning how different groups adopt best practices, forming relationships across teams, and helping construct a better way for our whole organization to work together."



CONFIDENTIAL

CALL TO ACTION

Understand work processes.

Identify areas to make a clear impact.

See how Workfront works in a custom demonstration.

CONFIDENTIAL

workfront®

CONFIDENTIAL

Success Stories

Appendix

THE NEW MODEL FOR WORK

These leaders have figured it out…

CONFIDENTIAL

“Workfront delivers fact-based, data-driven information in real time. It’s our single source of truth.”

Perry Hovanic
Director of New Product Innovation

Improved collaboration with 40 task owners across multiple organizations and teams.

CONFIDENTIAL

FOSSIL
GROUP

“Workfront has given Fossil a platform to deliver critical information to the creative departments and helps give marketing visibility to the time needed to complete projects.”

Philip Bower
Director of Creative Services

CONFIDENTIAL

“Workfront is really about working smarter, allowing us to work faster and more efficiently. It’s so adaptable that any business group can easily customize and use it.”

Jenna Shiba

Marketing Operations Manager

30-40% less time spent in meetings for creative team members.

CONFIDENTIAL

Comcast

"Workfront provides the collaboration and visibility our project managers, engineers, and leadership needed to deliver on our promises to our Xfinity customers."

Brady Robinder
Manager Deployment Automation

CONFIDENTIAL

"Workfront allows our team to be innovative and flexible when implementing solutions for vendor and request management."

Adina Pierce

Workfront Admin and Service Lead

Boosted the CRC team's on-time delivery rate to 99% in just three months and saved Cisco 85% in work management investment.

CONFIDENTIAL

WHAT DO THEY HAVE IN COMMON?