



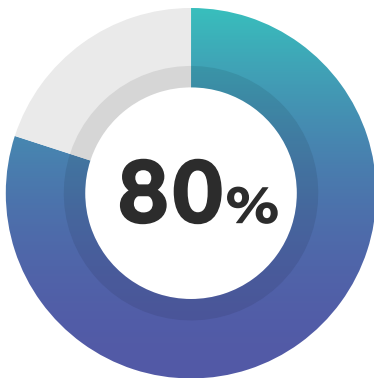
Adobe Workfront solves critical business challenges.

8 ways our work management solution can help you work smarter, better, and faster.



Today's work is more complex, connected, and digital than ever before. Remote employees need to collaborate with colleagues across multiple time zones. They need one centralized place where they can manage their work, automate workstreams and approvals, and stay aligned with company strategies.

However, most teams don't have such a place. According to Adobe's most recent *State of Work* report, 80% of companies still rely heavily on traditional office tools like email and spreadsheets to manage work. By failing to invest in the right technologies for modern work, companies are sending the signal that they "aren't very concerned with the quality of work or people doing the work," says Elizabeth Volini, executive director of JLL Technologies.



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

That's where Adobe Workfront comes in. Companies that use the work management solution are consistently delivering better work more quickly, becoming more productive, and attaining impressive results. Workfront customers have reported more effective collaboration, better alignment between work and long-term strategy, and faster work completion. These accomplishments can be traced to eight capabilities of Workfront that go far beyond simple task management, helping companies to orchestrate the delivery of focused business value by:

1. Connecting strategy to delivery
2. Iterative planning and prioritizing
3. Personalizing and automating work
4. Streamlining the approval cycle
5. Controlling and governing data
6. Driving decisions with data
7. Integrating and automating across systems
8. Maximizing Workfront with other Adobe solutions

Digital workers demand better tech.

There is a rising need for simplified work management. Adobe's 2021 *State of Work* report showed a significant year-over-year increase in workers' needs, including:

- An eight-point rise in reliance on technology to develop new ideas
- A four-point rise in those who commented on the difficulty of remote collaboration
- A 10-point rise in worker claims that being able to do their best work is more important than pay
- An eight-point rise in feeling unappreciated

Capability #1: Connecting strategy to delivery.

Workfront can help you align your organization's strategic initiatives with the work being done. Connecting projects to outcomes helps employees:

- Understand how their assignments elevate business objectives and plans
- Become more productive, engaged, and motivated
- Optimize time to market

Customer snapshot: Trek Bicycle Corporation is a manufacturing company whose revenue hinges on the timely introduction of new models to market. After deploying Workfront across its various teams—from product development to industrial design—Trek increased its on-time delivery rate from 50% to 80%, generating millions in new revenue.

Trek's Workfront implementation allowed team members to redirect 30% of their time to building better products. "We have our best engineers concentrating on innovation versus spreadsheets and updating tasks," said Steve Malchow, vice president of operations at Trek.



Capability #2: Iterative planning and prioritizing.

Workfront helps your teams reprioritize when needs and budgets shift, giving you transparency into projects and the information you need to make better decisions. Your teams can:

- Efficiently plan work on shorter timelines
- Rebalance portfolios and optimize resource pools
- Reallocate funds to suit changing priorities

Customer snapshot: Penn State World Campus has done just that. The online institution had been struggling with growing demand in an increasingly competitive market. By aligning goals to strategy while making iterative adjustments to shifting business needs, the virtual organization has brought its student retention up two percentage points.

Kate Tornatore, former director of strategic execution and CRM program manager at Penn State World Campus, explained that Workfront made her teams more coordinated. “Because we now have a shared prioritization of our work, we’re able to execute more efficiently,” she said.



Capability #3: Personalizing and automating work.

Workfront provides process and style configurations that fit the way your team works. Workflow automations help speed up processes so your teams can focus on high-value efforts. This work management approach can help them to:

- Execute with agility and clarity
- Optimize work across resources
- Collaborate across divisions

Customer snapshot: FCB Global saved significant time with these capabilities. Employees at the advertising agency used to spend up to two hours per week in update meetings, and its work processes were time-consuming and manual. Since implementing Workfront, FCB Global has saved an estimated 1,000 hours of billable time, reduced time spent in meetings by approximately two hours for team members who were no longer required to attend (thanks to easier project tracking), and improved efficiency.

By using Workfront to optimize and automate manual processes, FCB has reduced the time staff spends on administrative tasks and increased time spent on client work. "Workfront eliminates shared spreadsheets and the sending of daily breakdowns of resource availability via email," said Graham Johnson, former chief product officer at FCB Health Network.

Capability #4: Streamlining the approval cycle.

Workfront offers an industry-leading proofing capability that gives you, your team, and your stakeholders real-time collaboration and tracking across your business. This helps automate approval cycles and accelerate the completion of high-quality work. You can minimize both work that must be redone and compliance risk when you:

- Streamline processes to ensure quality
- Enable auditability and compliance
- Avoid liabilities and penalties

Customer snapshot: Ameritas has benefited significantly from the approval tools available in Workfront. The financial services firm was managing high workloads during a rebranding campaign, complicated by a lack of standard processes. Since implementing Workfront, Ameritas has reduced review cycle time and costs by 40%, cut meeting times in half, and improved communications.

The easy-to-create reports in Workfront have helped Ameritas cut down on manual tasks. "We have dramatically reduced the number of proofs sent back and forth," said Denise Moore, senior traffic specialist at Ameritas. "We used to have an average of six rounds—some went up to 15 rounds...The proofing tool itself is giving us clearer, more precise feedback."

Capability #5: Controlling and governing data.

Data is a critical asset for every organization—one that can become a liability with misuse. Workfront helps you ensure that your critical data is secure, protected, and shared only with the right people. With Workfront, your organization can:

- Use data appropriately
- Centralize essential data
- Introduce new methodology for governing data

Customer snapshot: Equifax not only trusts Workfront with their data—but has also scaled with it. The financial firm's central system administrator and governance leader went beyond their original use case to onboard more teams and strategically manage data. Equifax was able to scale Workfront across the organization without compromising autonomy and privacy.

Jaclyn Reiter, vice president of strategic growth initiatives at Equifax, has relied on Workfront for years, and it put her team in a great position to respond to changes like the pandemic. When it comes to her scaling efforts, she said, "This structure within my organization has been so successful that leadership is looking to use this model to support all other systems."

Capability #6: Driving decisions with data.

With Workfront, you can track work and ensure that it meets requirements by measuring and understanding results. You can more effectively evaluate your team's productivity when you can:

- Predict deliverability
- Track budget burn rates
- Understand root causes

Customer snapshot: Before gaining the ability to create data-driven results with Workfront, the telecommunications company BT Enterprise lacked a way to manage work from ideation to completion. The company's teams were using too many ad hoc tools in their work, further complicating processes that were already complex and unclear. Now, BT Enterprise can solve issues and complete projects based on data with accurate, meaningful insights.

Conner Josey, former director of digital at BT Enterprise, said that Workfront delivered transparency. "Anyone can view projects at any time, [and] data can be extracted easily, by anyone."



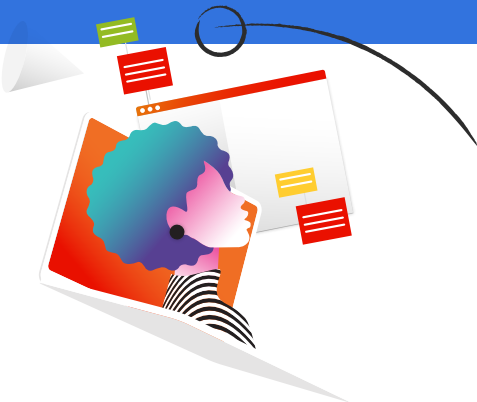
Capability #7: Integrating and automating across systems.

Workfront connects dispersed business applications to enhance productivity across the enterprise. Codeless integrations and process automations enable you and your colleagues to:

- Increase speed
- Reduce mistakes
- Gain better visibility and collaboration

Customer snapshot: Nordstrom was challenged by its many disparate marketing applications, its duplicated manual processes, and its need to meet ever-changing marketing needs. By connecting critical applications through the use of Workfront Fusion and code-free integrations, the retailer has been able to turn its focus on higher value projects and eliminate redundant work.

Workfront Fusion has also helped Nordstrom achieve critical business benefits with automation. The company is now better able to redirect time toward important initiatives, increase productivity, and reduce manual processes.



Capability #8: Maximizing Workfront with other Adobe solutions.

When you connect Workfront to Adobe solutions such as Creative Cloud and Adobe Experience Manager, your organization can deliver the right content and launch campaigns even faster. Together, these solutions help you:

- Accelerate content production for digital experience delivery
- Focus on the right work for personalization at scale
- Collaborate across the Adobe stack to grow in the digital economy

Customer snapshot: Using Workfront for its marketing needs has brought Under Armour game-changing results. The brand needed to provide creative assets to teams in a timelier manner—and to scale its asset management and brand standards to cater to high demand. After implementation, Under Armour is able to retrieve assets in a matter of minutes instead of days, can easily search for assets, and has improved automation to meet global needs.

The Under Armour team has achieved great benefits through its Adobe Experience Manager-Workfront integration. "We have raised the bar for what's possible with DAM (digital asset management) and project management," said Ben Snyder, former IT product owner at Under Armour. "It's been great to see the impact."

Employees and customers are feeling the Workfront advantage.

Monique Evans, systems operations manager at Stanley Black & Decker, described the impact Workfront has had on her teams: “Yes, we’ve improved quality and can manage the priority of workloads. And yes, this is helping us focus more time and resources on innovation. But being efficient isn’t about scarcity...When we’re a force for good in how we work by improving the employee experience, we positively impact the customer experience.”

Streamlined work management in Workfront gives teams more time for creativity. When teams can build and create without fear of bottlenecks, the innovation they deliver is the result of dedication and quality. Eliminating mundane tasks through automation empowers people to do their best work—leading to better results for everyone.

Workfront benefits by the numbers.

A Forrester *Total Economic Impact*™ study of Workfront has shown:

285%

ROI over three years

3 months

payback period

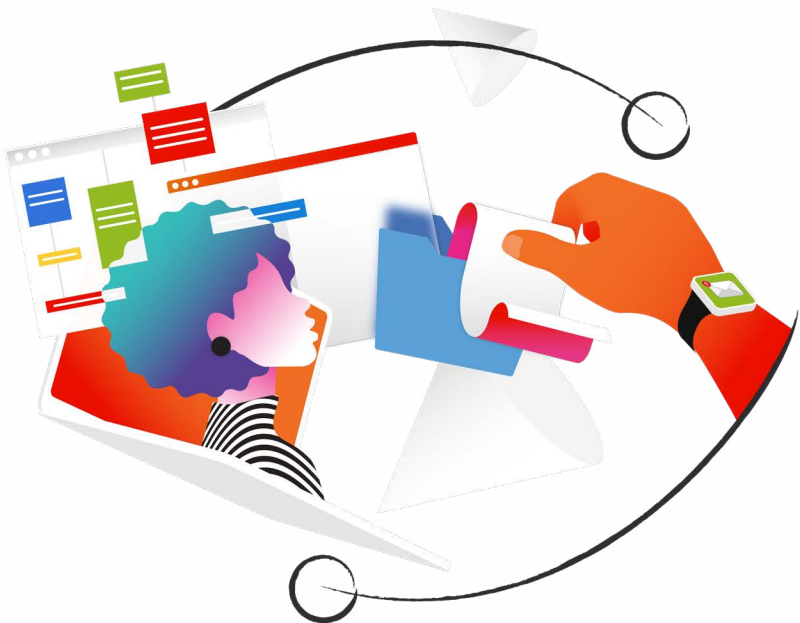
\$4,259,955

in savings due to decreased project duration

Do more with Workfront.

Learn more about how the Workfront capabilities detailed in this eBook can bring greater teamwork, productivity, innovation, and business value to companies like yours.

[Take a product tour](#)



Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

Adobe Workfront

Adobe Workfront is enterprise work management software that connects work to strategy and drives better collaboration to deliver measurable business outcomes. It integrates people, data, processes, and technology across an organization, so you can manage the entire lifecycle of projects from start to finish. By optimizing and centralizing digital projects, cross-functional teams can connect, collaborate, and execute from anywhere to help them do their best work.

Sources

"The 2021 State of Work: How COVID-19 Changed Digital Work,"
Adobe, 2021.

"The Total Economic Impact™ of Workfront," a Forrester Total
Economic Impact™ study commissioned by Adobe, July 2020.



Adobe, the Adobe logo, Adobe Experience Cloud, Adobe Experience Manager, Creative Cloud, and Workfront are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

© 2022 Adobe. All rights reserved.