PLAYBOOK

Creating a connected enterprise knowledge work lifecycle with Adobe Workfront Fusion.

The systematic digitization of enterprises.

The idea of digital transformation is not new. For more than a decade, businesses of all sizes—from Fortune 500s to startups—have been embracing new technologies to enhance their business capabilities, increase operational efficiencies, and drive consistent, better customer experiences. However, digital transformation is a long journey with many challenges along the way. One of the biggest challenges is the constantly evolving customer expectations which create the need for new capabilities, and in turn new technologies.

With the bar for customer experience higher than ever, enterprises need technologies with built-in efficiencies to boost employee productivity—which in turn drives business outcomes such as time savings, reduced costs, and better ROI. Adobe Workfront Fusion enables low-code automation that helps businesses focus on important use cases to enhance customer experience rather than investing time and effort in code heavy integrations.

The need for speed.

While digital transformation can drive real value for organizations, it is not that simple to unlock its full potential. With a transformational plan spread across phases and often spanning years, the focus on the efficiencies of the process is easily lost—threatening the success of the entire initiative. Modern enterprises need to innovate, adapt to changing customer expectations, and adopt greater efficiencies with unprecedented speed to ensure digital transformation success. This speed is the key differentiator between winners and losers.

77% IT leaders said that failure to complete their digital transformation initiatives will negatively impact the company's revenue within the next year.

Source: MuleSoft/Deloitte 2021 Connectivity Benchmark Report

The labyrinth of technologies.

To ensure they are moving fast enough, organizations are continuously acquiring new technologies—both on premise and on the cloud. This means the various business functions and teams use multiple, often different applications—each of which houses its own data.

More software means higher productivity but also greater complexity.

Without proper integration, this creates data silos, makes cross-functional collaboration challenging, and impacts the overall operational efficiency of the organization. The pandemic has further amplified the pressure of integration as organizations have shifted to a remote/hybrid way of working—making it difficult to connect with the customers. The inability of organizations to connect systems, apps, and data eventually hurts the customer experience.

The average organization runs over 800 applications, but less than a third are integrated.

Source: MuleSoft/Deloitte 2021 Connectivity Benchmark Report

26% IT decision makers feel that inability to integrate siloed apps and data is a key roadblock to digital transformation, 34% cited legacy infrastructure and systems as a reason.

Source: MuleSoft/Deloitte 2021 Connectivity Benchmark Report

The mounting pressure on IT.

Integration and speed are becoming increasingly critical to the success of digital transformation initiatives. But both are challenging and complex to achieve. Organizations that rely on inhouse IT teams for custom integrations drain a lot of IT labor and budgets in designing, building, and testing custom integrations.

The average enterprise spends around $3.5 million per year on IT labor managing custom integrations.

Source: MuleSoft/Deloitte 2021 Connectivity Benchmark Report

The development effort is largely spread across 2 layers:

Integrating an application with other operational systems of record such as ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), Identity Management or HRIS (Human Resource Information System), Budgetary Planning & Financial Systems, Account Management System, etc.

Automating work and processes to drive scale and efficiencies such as improved workflows, greater compliance, automated issue notifications, streamlined user onboarding, etc.

Despite the time and money spent on inhouse development, the traditional SDLC (Software Development Life Cycle) cannot catch up with the pace of changing expectations and business practices; rendering the apps and automations developed obsolete even before they are released.

Organizations must adopt a different approach to deliver integration and drive innovation at scale.
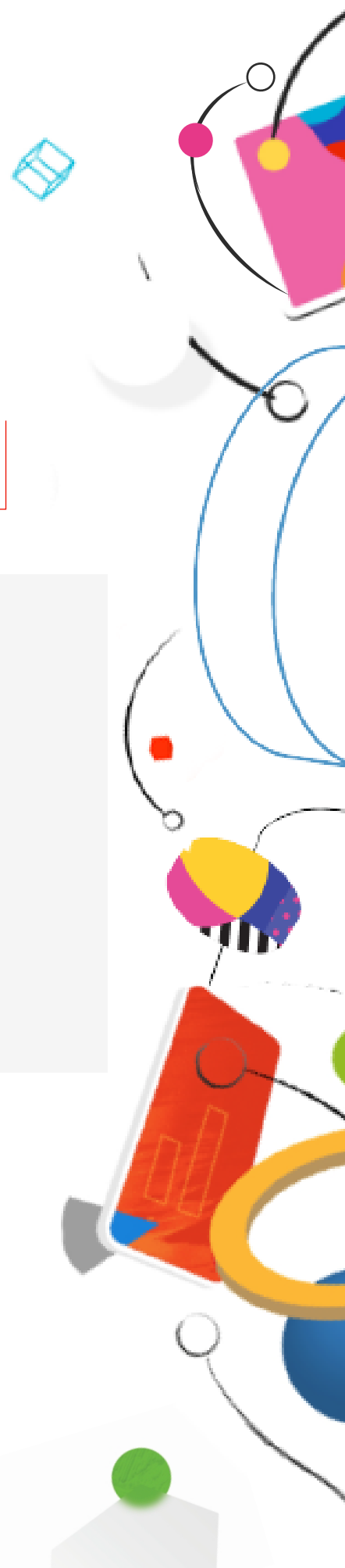
The era of citizen developers.

Over the years, organizations have taken an API-first approach to ease the pressure of integration and automation on IT. But APIs require some level of technical know-how and are no longer enough to ensure the speed that businesses need to drive agility and differentiation.

It's time to empower non-IT users to build integrations and automations to fulfill their unique use case needs. Therefore, organizations now demand solutions that allow users with minimal coding or programming skills to develop applications and integrations. Such platforms allow users to drag and drop application components, connect them together, and build applications quickly. This democratization of development to non-technical users results in increased productivity and delivery velocity—giving rise to a whole generation of citizen developers.

The global low-code developer population will grow at a CAGR of 40% from 2021 to 2025—over 3x faster than traditional developers.
Source: IDC

Low-code platforms—such as **Adobe Workfront Fusion**—enable citizen developers to build integrations and drive work automation, while reducing time-to-value.
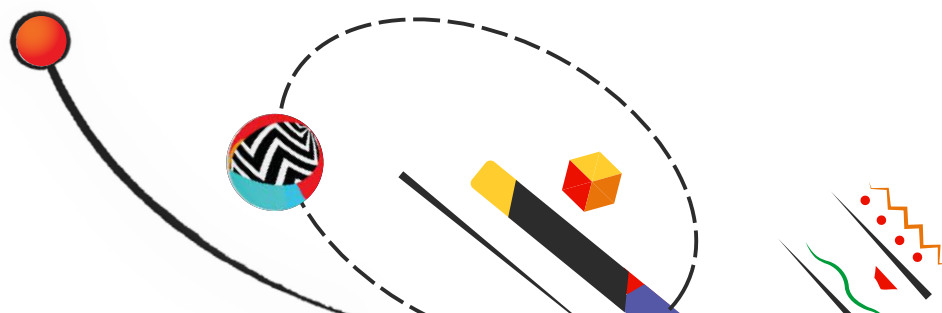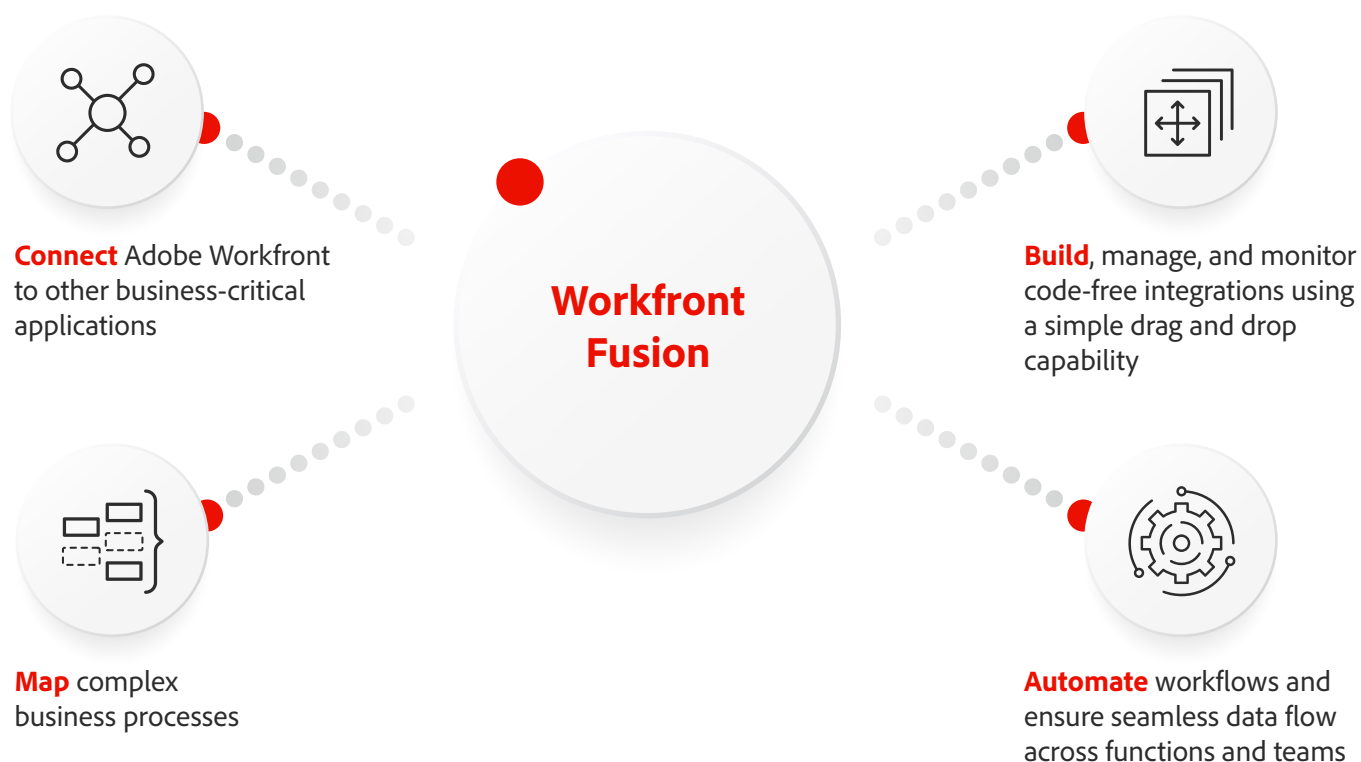
Besides enabling citizen developers to service their own requirements through no-code development, low-code platforms also help traditional developers and IT professionals in accelerating and scaling their development efforts. While traditional developers can leverage them by extending low-code capabilities to popular development platforms, IT professionals can use it to maintain security and control by adding necessary guardrails.

Build a connected enterprise with Adobe Workfront Fusion.

Adobe Workfront Fusion is an Integration Platform as a Service (iPaaS) that bridges the gap between technology and your business by connecting Workfront with your other business-critical applications to enable a seamless and connected enterprise knowledge work lifecycle.

Workfront Fusion allows work to flow freely across your systems and teams. It increases your team's productivity and efficiency, ensures they are focused on the most critical work—in turn helping them achieve measurable business outcomes—by giving them a single, connected solution to manage and deliver great work.

Connect Adobe Workfront to other business-critical applications

Map complex business processes

Workfront Fusion

Build, manage, and monitor code-free integrations using a simple drag and drop capability

Automate workflows and ensure seamless data flow across functions and teams

Drive real business value with Workfront Fusion.

Boost productivity

Empower your teams to do their best work by ensuring that all the tools and teams across the organization are connected and that there are no silos slowing them down.

Reduce time and cost

Connect all your applications without draining IT resources on building, testing, and maintaining, integrations.

Extend visibility

Sync your data to get unhindered visibility into status of work across different apps and teams.

Make the most of your Workfront Fusion.

PRE-IMPLEMENTATION

- Define your data integration goals.

- Determine the type of data you want to integrate, where this data resides and how should the data flow.

- Build your team of developers that include your system administrators.

- Support your team by obtaining both enablement and Professional Services support.
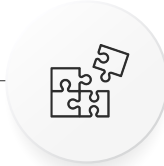
IMPLEMENTATION

- Seek Professional Services consultation on implementation best practices.

- Take the 'design first, build second' approach. The design phase should include defining guardrails for the integration or automation.

- Keep it simple and iterate to more complexity as needed.

POST-IMPLEMENTATION

- Standardize the process for data entry to maintain consistency.

- Monitor and manage your data manually at regular intervals.

- Eliminate duplicates and delete outdated information.

- Check your syncs and data flows to ensure it is running smoothly.

Revolutionizing how global enterprises work.

Workfront Fusion has enabled countless organizations to connect their data and processes between Adobe Workfront and other business applications. Leading fashion retailer **Nordstorm** is one of them. With Workfront Fusion, Nordstorm was able to integrate Workfront with ServiceNow and LinkGen to connect marketing work management and customer support—driving automaton and efficiency in its marketing team and in turn, delivering exceptional customer service.

NORDSTROM

- Redirected time savings to higher-value work

- Eliminated redundant work

- Reduced manual processes

- Improved productivity

- Supported code-free integration

Read the full story

Take the next step.

Your next step depends on where you are in your digital transformation journey. The more applications you use across different functions and teams, the greater is the need to integrate them while ensuring speed, adaptability, and innovation.

Adobe Professional Services can help you build a connected enterprise work lifecycle with Workfront Fusion to drive operational efficiency at scale. From advisory and implementation to best practices and ongoing optimization, we will be by your side, right till the end.

Learn more about what Adobe Professional Services can do for you.

To start empowering your citizen developers, contact Adobe Professional Services today.

Recommended resources

- **Playbook:** Powering marketing excellence through collaborative work management

- **Infographic:** Execute campaigns with agility using the power of Workfront

Adobe