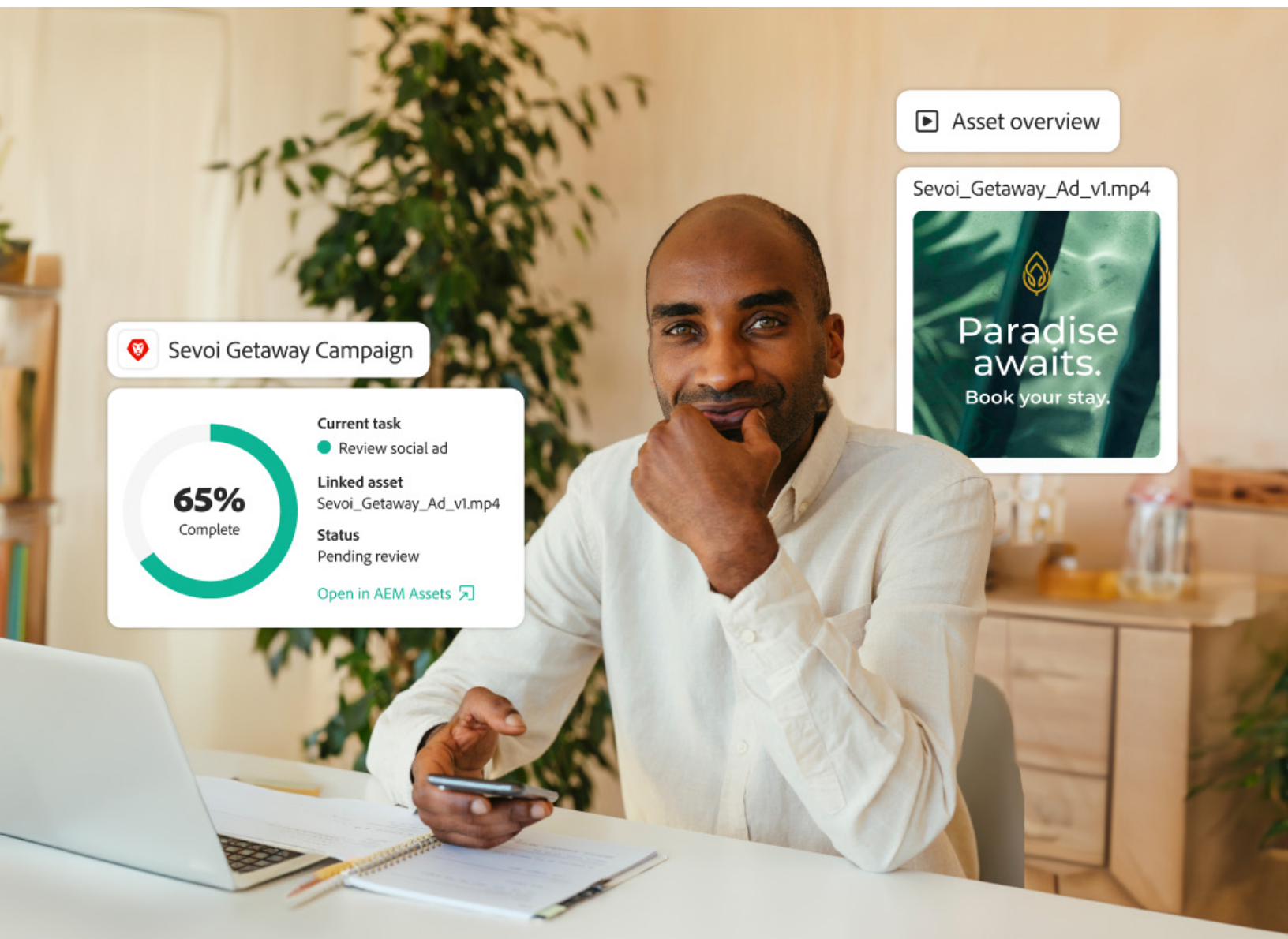**Adobe**

Getting started with Adobe Workfront Fusion.

How simplified application integration can connect business-critical systems, workflows, and people.

The idea of digital transformation is not new. For more than a decade, businesses of all sizes—from startups to Fortune 500s—have been adopting new technologies to enhance their business capabilities, increase operational efficiencies, and deliver better customer experiences. Additionally, enterprises require continuous technology upgrades with built-in efficiencies to boost employee productivity, which is fundamental to achieving business outcomes such as speed to market, reduced costs, and better ROI.

However, digital transformation is a long journey with many challenges along the way. One of the biggest is rapid integration of these new technology solutions. In this guide, we explore how Adobe Workfront Fusion uses low-code automation to simplify business application integration with Adobe Workfront enterprise work management software, connecting business-critical systems, workflows, and people.

By removing the burden of resource-intensive integrations while increasing visibility and centralizing tools and data, Adobe Workfront Fusion helps businesses dedicate their marketing and IT resources to the real promise of digital transformation—boosting productivity while delivering the exceptional customer experiences that drive growth.

77%

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

Source: MuleSoft and Deloitte

The labyrinth of technologies.

To ensure they are moving fast enough, organizations are continuously acquiring new technologies, both on premises and in the cloud, from multiple vendors and partners. This can result in IT sprawl, with various teams and business functions relying on applications that are not fully integrated.

Lack of proper integration creates data silos, makes cross-functional collaboration challenging, and reduces overall operational efficiency. With many organizations now operating with remote or hybrid workforces, the pressure of integration and customer connections has only been amplified. Organizations continue to face uphill challenges connecting systems, apps, and data—ultimately limiting their ability to deliver the experiences their customers expect.

The average organization runs an estimated 991 applications.

98%
of IT leaders face digital transformation challenges.

81%
say the persistence of data siloes is a key driver of transformation challenges.

72%
cite the fragility of tightly coupled and highly dependent systems as a blocker to digital transformation.

The mounting pressure on IT.

Integration and speed are increasingly critical to the success of digital transformation initiatives, and both are challenging and complex to achieve. Organizations that rely on in-house IT teams to design, build, and test custom integrations often experience strains on budget and labor, as well as slower speed to market and reduced ROI.

The development effort inherent in digital transformation is largely spread across two 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 systems), and budgetary planning and financial systems.

- **Automating workflow and processes** to drive efficiencies at scale, such as improved workflows, greater compliance, automated issue notifications, streamlined user onboarding, and more.

Despite the time and money spent on in-house development, the traditional software development lifecycle (SDLC) cannot keep pace with changing expectations and business practices, too often rendering the apps and automations developed obsolete before they are even released.

Organizations must adopt a different approach to accelerate integration and drive innovation at scale.

> ## Worldwide IT spending is expected to grow 7.5% in 2024, totaling $5.62 trillion.
>
> Source: Gartner

The era of citizen developers.

Over the years, organizations have taken an API-first approach to ease the pressure of integration and automation on their IT teams. But APIs require some level of technical know-how and are no longer enough to single-handedly deliver the speed and agility businesses require to achieve differentiation in today's rapidly evolving market.

To fill this void, organizations are turning to solutions that allow non-IT users—people with minimal coding or programming skills—to develop and integrate applications that fulfill their own use cases without contributing to the strain on IT. Such low-code platforms allow users to drag and drop application components, connect them, and deploy applications quickly. This democratization of development to non-technical users results in increased productivity and delivery velocity—giving rise to a new generation of citizen developers.

16.3%

The worldwide population of low-code developers is forecast to increase 16.3% annually from 2024-2028, from 11.4 million to 24.2 million low-code developers.
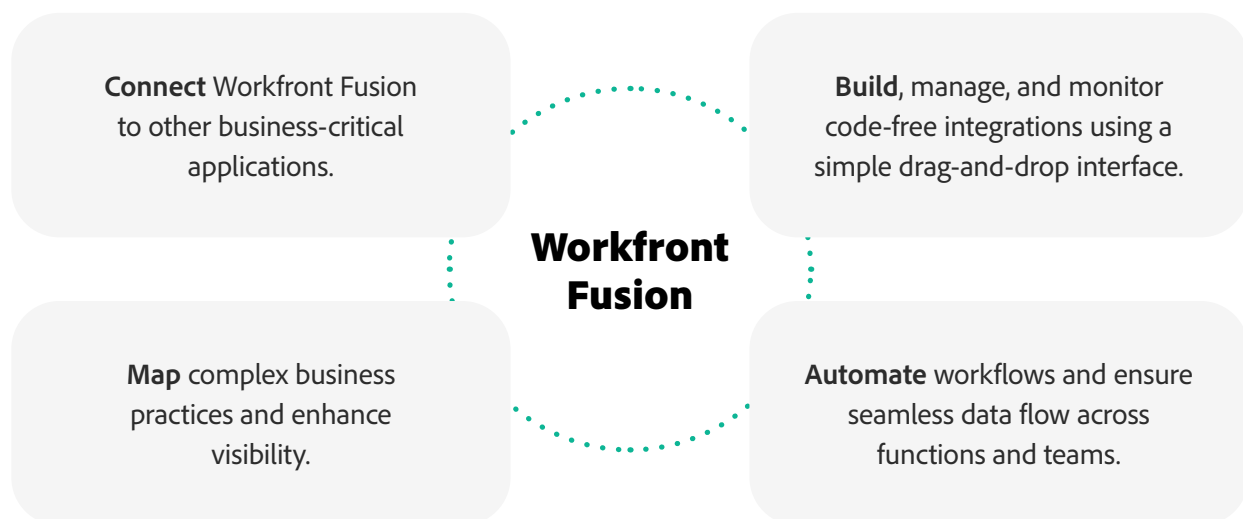
Source: IDC

Low-code platforms such as Adobe Workfront Fusion allow citizen developers to build integrations and drive work automation while reducing time-to-value. In addition to helping citizen developers service their own requirements, low-code platforms also help traditional developers and IT professionals accelerate and scale their development efforts. While traditional developers can extend low-code capabilities to popular development platforms, IT professionals can use them to maintain security and control by adding necessary guardrails.

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Build a connected enterprise with Adobe Workfront Fusion.

Adobe Workfront Fusion is an integration platform-as-a-service (iPaaS) that connects Workfront with your other business-critical applications to create a seamless and connected enterprise knowledge work lifecycle.

By providing teams with a single, connected solution to manage and deliver great work, Workfront Fusion increases their productivity and efficiency, keeps them focused on the highest priority work, and helps them achieve measurable business outcomes.

Connect Workfront Fusion to other business-critical applications.

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

Workfront Fusion

Map complex business practices and enhance visibility.

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 more of their best work with tools that connect applications and people across the organization, with no silos slowing them down.

Reduce time and cost.

Integrate all your apps without spending valuable IT resources on building, testing, and maintaining integrations.

Extend visibility.

Sync your data for unhindered visibility into work status across different apps and teams.

Make the most of your Workfront Fusion implementation.

Pre-implementation

- Define your data integration goals.

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

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

- Support your team by establishing an enablement plan.

Implementation

- Seek consensus on implementation best practices.

- Take the "design first, build second" approach.

- Define guardrails for integration or automation in the design phase.

- 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 regularly to keep things running smoothly.

Revolutionizing how global enterprises work.

Workfront Fusion has helped countless organizations connect their data and processes between Adobe Workfront and other business-critical applications.

Sage

Global software company Sage is the world's third largest supplier of enterprise resource planning (ERP) software. Sage needed to connect 22 globally dispersed teams into one system to increase productivity, standardize work processes, and accelerate content velocity.

Adobe Workfront created a single source for work and gave end-to-end visibility across 400 monthly projects to approximately 1,000 users. By integrating Sage's martech tools and connecting applications, Workfront Fusion allowed marketing and creative teams to work uninhibited in their single point systems while centralizing access and project information in one place.

[Read the full story](#)

> " We use Workfront Fusion to connect Workfront to a lot of our other software in the martech stack. By extending our marketing automation through our processes, we've freed up 2,000 hours a year for value-add activities and increased demand.

Yvonne Miaoulis
Marketing Operations Manager
Sage

A new approach to digital transformation.

The demand for impactful customer experiences, and the challenges of delivering them, are higher than ever. Organizations must adopt a different approach to digital transformation, one that accelerates innovation and the integration of solutions at scale.

Workfront Fusion offers organizations a low-code platform to simplify the integration of business-critical applications and connect data, workflows, and people with unprecedented speed—the key differentiator between winners and losers in today's market.

By freeing your teams from code-heavy integrations to focus on innovation and enhancing customer experiences, Workfront Fusion creates a work management ecosystem to unlock more of the operational efficiencies that drive productivity and ROI.

Learn more about Workfront integrations.

Sources

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