Adobe

Change how you work. Transform your business.

Adobe Workfront automates and simplifies work to deliver greater productivity, better outcomes, and happier employees.

Work is more complex, global, and connected than ever.

Heavily influenced by the pandemic, today's work environments are fluid and hybrid, with workers at home and in the office. A recent study from Adobe Workfront shows that workers are relying more than ever on technology to foster creativity and innovation—but organizations are not consistently meeting their needs.

Enterprises often lack a single place to manage and drive work, so teams rely on email, direct messaging, and other ad hoc processes. While these are necessary tools, they don't provide a one-stop solution for alignment on strategy, execution, and delivery. Worse, by failing to invest in the right tools, companies send the signal that they "aren't very concerned with the quality of work or people doing the work," says Robyn Tombacher, former global head of workforce management for the marketing firm WPP.

It's a failure that creates problems at all levels of the organization, from leaders who strategize to specialists who execute on the company's vision.

Make work smarter, not harder.

Teams are doing more work with less-than-effective tools—and they're losing patience. According to Adobe's annual *State of Work* report, 49% of workers will quit a job if the technology is out of date or hard to use. This is a major wake-up call for leaders to make work easier for teams, avoiding the so-called "Great Resignation" with features that create better opportunities to innovate.

Find everything in one place.

When teams have to deal with siloed work, assets, and knowledge scattered across the enterprise, it's hard to find what they need—and who they need—when they need it. This is especially true for today's digital, distributed workforce.

As executives strive to scale the enterprise during a global pandemic, they begin to see how a lack of effective work management has negative consequences: lowered productivity, disengaged employees, and an inability to deliver on strategic outcomes.

49%
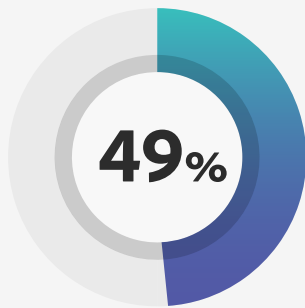
of workers will quit a job if the technology is out of date or hard to use.

In a Forrester *Total Economic Impact*™ study commissioned by Adobe, interviewees said that their organizations were unable to move beyond managing tasks. They wanted a collaborative work management system to help them get the right information to the right teams for better business results.

Manage rapid change and disruption.

When work is dependent on manual processes, it's difficult to pivot projects in flight as organizational priorities change. The lack of streamlined workflows defaults to time-consuming meetings and emails.

The same Forrester study found companies that rely on legacy project tracking and reporting—spreadsheets, presentation tools, and task management apps—are either too narrowly focused on a workstream or simply ineffective.

When these same companies were able to manage larger workloads with fewer resources, they were able to manage work portfolios with focus, agility, quality, and speed.

Scale delivery.

As a business grows and generates more work, it can be difficult to scale up fragmented manual work processes without straining already tight budgets. This is especially true in highly regulated industries where companies must route their content and other work products through extensive legal and compliance reviews.

Just completing tasks isn't enough. Businesses that keep their employees aligned and engaged can better adapt to changing markets and stay competitive.

When they achieve the kind of operational excellence that lets people work—and thrive—from anywhere, companies experience growth and make good on their business goals.

Connect strategy to delivery.

Workfront is a work management application that helps automate complex work processes, tie strategy to outcomes, and make it easy for people to find what they need. A Forrester *Total Economic Impact™* study of Workfront concluded that, over three years, Workfront can provide a potential 285% return on investment (ROI).

Our customers use Workfront to make work more connected throughout the organization, empower people to collaborate efficiently, and experience the benefits of automated work management.

Gain visibility.

As the world experiences rapid change, it's critical to centralize work in one collaborative place, democratizing work knowledge. For Thermo Fisher Scientific, that meant an abrupt shift in how they worked, managed work, and kept content creation and legal approvals flowing.

"At such a large organization, it's impossible to pay attention to everything," said Amy Zakrzewski, marketing operations manager at Thermo Fisher Scientific. When she and her team needed to find ways to streamline production and keep everyone connected, they used Workfront to adjust workflows and meet their needs.

> " Now, we can put the information that's relevant to the legal team right up front and give them some direction on where to find additional information they need quickly.
>
> **Amy Zakrzewski**
> Marketing Operations Manager
> Thermo Fisher Scientific

Thermo Fisher Scientific is seeing the benefits of Workfront:

50%
faster review completion time than the company average

20%
reduction in project duration

Workfront can provide strong return on investment:

285%
ROI over 3 years

Prioritize work.

With complex projects and disconnected tools to manage them, it's especially challenging to pivot with agility. That's why Josh Blackwood, director of continuous improvement, security, and robotics automation at ADP, prioritizes more than getting work done—he prioritizes getting it done right.

Before ADP started using Workfront, Blackwood recalls, there was only a vague idea of how KPI reporting should be done. Thanks to Workfront, ADP has standardized its KPI reporting structure—so it can really understand what success means internally.

Achieve speed with quality.

In many industries, increasing work velocity without compromising compliance standards is a must. Allianz Partners relies on Workfront to help it deliver quality work faster, more easily, and with greater project consistency and collaboration.

With time available to focus on what really matters, Allianz can now significantly increase efforts for strategic business initiatives.

Across industries, Workfront has helped organizations like these improve productivity with connected work management, saving significant time and money in the process. In the Forrester *Total Economic Impact™* study of Workfront, interviewees confirmed that work management has helped them achieve greater business agility in response to crisis, set priorities more accurately, and more.

With the right tools, ADP has improved its processes:

240 hours

of meeting time saved

100%

alignment of its major projects to strategic priorities

Allianz Partners has gained competitive advantage on a global scale:

$1 million+

saved in potential outside agency fees

10+ days

reduction in regulatory compliance SLAs

Learn how Adobe Workfront can work for you.

Take a product tour of Workfront and find strategic ways to manage work efficiently and at scale.

Learn more

Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content, engagement, commerce, personalization, and more, Experience Cloud is built on the world's first platform designed specifically to create customer experiences. Each product is built on a foundation of 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

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