

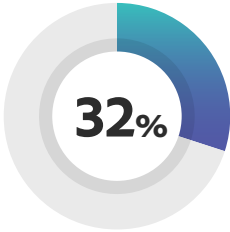


From ad hoc to optimized.

Learn where you fall on the work management maturity spectrum—and how Adobe Workfront can help you level up.



People are fed up with technology that makes work harder than it has to be. In fact, Adobe's 2021 *State of Work* survey suggests that aggravating and inefficient workplace tech is a major factor in the "Great Resignation." Pre-COVID-19, almost one-quarter (22%) of workers said they had already quit a job because workplace tech made their jobs harder. That number has since jumped to nearly one-third (32%).



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Although remote and hybrid workers use a variety of digital office tools, such as chat, videoconferencing, file-sharing services, and email, these tools are not enough to support high-level, strategic work. These tools don't centralize work in one place for visibility. They don't provide alignment between strategy, execution, and delivery. And they don't provide a simple, automated way to manage work reviews and approvals.

Today's most successful companies are moving beyond ad hoc tools and adopting automated work management applications. These solutions can connect workstreams throughout your organization, improving visibility and allowing both teams and individuals to track, execute, and prioritize their work more easily. In short, the right work management solution connects the enterprise and integrates the entire delivery motion.

Organizations with advanced work management capabilities can get more work done in less time while getting better results. They also offer a much better day-to-day experience for your employees who no longer waste time hunting for files and chasing email approvals. "Digital workers know how technology should work, and they know it's critical to their ability to be successful," says Elizabeth Volini, executive director of JLL Technologies.

No matter where you're starting from, Adobe Workfront can help your teams work more effectively together, stay aligned with company goals, and exceed expectations consistently.

Successful companies invest in tools with proven ROI.

A Forrester *Total Economic Impact™* study on Adobe Workfront featured four enterprise customers in chemical manufacturing, healthcare, financial services, and healthcare manufacturing. Interviewees reported financial benefits at every level, including:

- Increased productivity, producing a three-year benefit of more than \$13 million
- Reduced project length and increased productivity, resulting in savings of over \$11 million
- Streamlined management leading to a one-year benefit of \$267,971
- A 285% ROI over three years, with a three-month payback period



The four stages of work management maturity.

With a mature approach to work management, companies get more done, collaborate better, avoid duplication of effort, and tie everyday work to strategic, long-term vision. Work that takes less mature companies days or weeks might only take hours. But to improve how you manage work, you first have to know where you stand now.

Stage 1: Ad hoc.

Companies at the ad hoc stage use manual work processes and disparate tools to collaborate and convey information. Instead of a single destination used for work resources, ad hoc companies rely on direct messaging, email, spreadsheets, and other legacy technologies. As a result, they struggle with:

- Unlocking their people's full potential
- Time-consuming review and approval cycles
- Inefficient ways to measure productivity
- Limited visibility into critical work-related information
- Inadequate business goal achievement

Fortunately for ad hoc enterprises, the right tools can greatly alleviate these burdens.

To streamline chaotic workflows, the ad hoc enterprise can:

- Centralize work, task management, and project management
- Institute a single system of record
- Consolidate work requests to improve visibility and prioritization
- Eliminate rework and duplicate work by leveraging existing assets

Customer snapshot: Teams at FCB, one of the largest global advertising agency networks, tracked projects in disparate tools while relying heavily on email for communication, leaving some team members out of the loop and scrambling for resources. Workfront helped FCB centralize communications—and gain 100% project visibility.

"Adobe Workfront eliminated the need for shared spreadsheets and the sending of daily breakdowns of resource availability via email, which was taking multiple offices about 20 hours per week or 1,000 hours annually," said Graham Johnson, former chief product officer at FCB Health Network.

Stage 2: Managed.

Managed companies create structured work that's planned, prioritized, and driven according to their goals. They can take advantage of planned resources, team collaboration, some process automation, monitoring of lagging indicators, and departmental databases—and they can start taking baby steps toward their overall goals.



Being a stage above ad hoc, managed companies benefit from:

- Greater individual employee engagement and creativity
- A baseline of operational and campaign performance
- Foundational measurability
- Marketing, operational, and campaign transparency
- Strategic objective achievement

Managed companies are more proactive at work planning and focusing on major priorities, which they're able to democratize throughout the organization.

However, these benefits don't prevent the shifting of priorities and resources. To gain a path to higher maturity, managed companies can improve:

- Program management
- Portfolios of work
- Templated work plans
- Assignment of resources

Customer snapshot: At Penn State World Campus, planning and work management happened in silos with no shared prioritization across projects. The Workfront Scenario Planner gave Penn State World Campus fluidity and flexibility in the area of priorities so it could better plan for what-if scenarios and changing resource allocations.

"Because we now have a shared prioritization of our work, we're able to execute more efficiently," said Kate Tornatore, former director of strategic execution and CRM program manager at Penn State World Campus. "We're coordinated and making informed decisions."

Stage 3: Integrated.

An integrated organization—with more predictable results, resource accountability, personal alignment to priorities, organized work, managed requests, and measured goals—is a proactive one. Work processes and team collaboration are automated, with data to support strategy and execution. These are the key goals of an advanced work management system.

Customer snapshot: Trek Bikes had been struggling to achieve on-time delivery—and wasting valuable time building spreadsheets instead of better products. Workfront helped company executives gain more confidence in their project decisions. It offered real-time process visibility to help identify and eliminate the delays that had previously plagued the Trek processes.

Teams at Trek Bikes were able to regain 30% of their time for innovation and increase their on-time product delivery rate from 50% to 80%, delivering on their strategic objectives with better quality, speed, and data-driven decision-making.

Integrated businesses automate important work patterns, instituting new operational models and optimized workflows as needed to drive better results. The integrated enterprise has improved:

- Team engagement and creativity
- Confidence in content velocity and quality
- Ability to predict patterns
- Data-driven decisions
- High-performing content and strategic-objective achievement

Despite better-defined and documented work management, the integrated enterprise isn't perfect. Its path to higher maturity should include:

- Integrated or automated workflows
- Iterative planning
- Triggered events
- Improved work models

Stage 4: Optimized.

The optimized organization is highly strategic, looking at work management on a longer term basis and treating work as a tier-one asset. Success is predictable. Strategic work is executed with confidence, resources work collaboratively, and workflows are optimized.

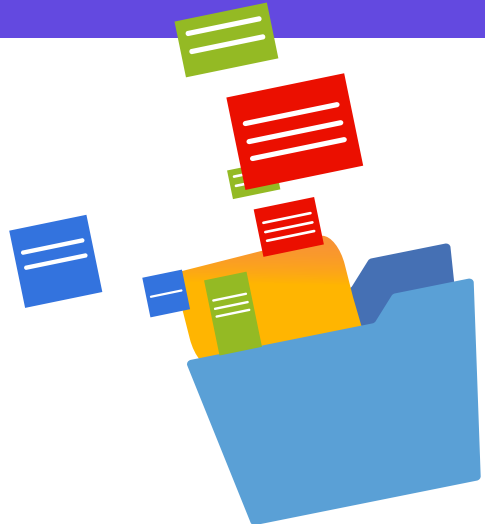
All work is planned, executed, managed, integrated, and automated in one system. Data is used strategically in governance and predictive trending. Optimized organizations are able to enjoy the fruits of their well-executed efforts, including:

- Organizational engagement and creativity
- Innovative continuous delivery and improvement
- Predictability and prescription
- Trusted insight for repeatability
- Consistently high-performing content
- Strategic objective achievement

Businesses at the optimized stage operate in an integrated way, with transparency and free-flowing collaboration. Work flows seamlessly across people, teams, systems, and data repositories. To reap the benefits they've sowed, optimized organizations can continue to improve their:

- Workstream management
- Organizational outcomes
- Operational systems of record
- Goal alignment

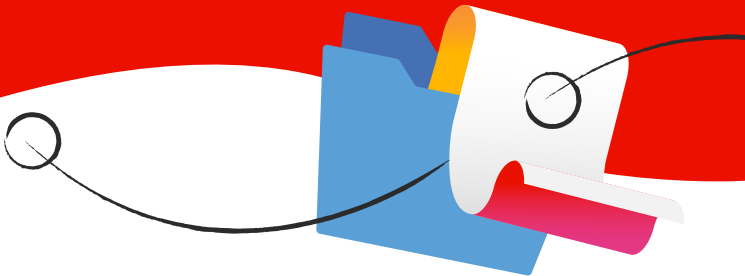
Customer snapshot: Monique Evans, a Workfront system analyst at Stanley Black & Decker, says she was born to optimize operations—and one of her company's top innovation goals is automation. Introducing Workfront has helped teams to improve quality, consistency, and velocity while freeing up the company's best talent to stay engaged and at the top of their game creatively. Together, these improvements have also had a positive impact on the customer experience.



Assess your work management maturity.

10 key questions to determine your maturity stage:

1. How does your team manage resources?
2. How does your team collaborate on work?
3. How does your team approach workflows?
4. What insight does your team have into projects, resources, and work progress?
5. How does your team automate work processes?
6. How integrated is your tech stack?
7. How does your team align work to strategy?
8. How does your team prioritize work?
9. How does your team use data to measure in-progress work?
10. How does your team use data to make decisions?



The progression of work management maturity.

With Workfront, customers can progress from ad hoc to optimized work management across people, process, technology, and information dimensions. This maturity path leads to continually higher levels of alignment with performance goals and strategic business imperatives.

The path to mature work management.

	Stage 1: Ad hoc	Stage 2: Managed	Stage 3: Integrated	Stage 4: Optimized
People	Disengagement and under-utilization of talent	Individual employee engagement and creativity	Team engagement and creativity	Organizational engagement and creativity
Process	No clear visibility into operational and campaign performance	Baseline of operational and campaign performance	Confidence in content velocity and quality	Innovative continuous delivery and improvement
Technology	Inefficiency and inability to measure productivity	Foundational measurability	Patterns of predictability	Predictability and prescription
Information	Limited visibility	Marketing operational and campaign transparency	Data-driven decisions	Trusted insight for repeatability
Alignment	Under-performing content and strategic objective achievement	Marginally performing content and strategic objective achievement	High-performing content and strategic objective achievement	Consistently high-performing content and strategic objective achievement

Increase your work management maturity with Workfront.

When the pace of work is relentless, Workfront helps organizations overcome daily challenges by improving internal alignment and cross-functional collaboration.

Adobe's work management solution seamlessly connects tools and teams, breaks down silos, and eliminates time-wasting bottlenecks. Its key capabilities can help you grow your work management tech stack.

Agile work management.

With Workfront, enterprises can implement agile work management—or any other work management methodology—directly within easy-to-use dashboards to increase collaboration, improve predictability, and deliver results faster.

Agile work management practices mean faster project delivery time. When project managers have more visibility and teams have more control, they can:

- Make agile processes part of everyday work
- Quickly see and respond to changes happening within Workfront
- See user stories, sprint progress, and burndown charts on one dashboard
- Create subtasks and manage changes with easy drag-and-drop tools
- Take a hybrid approach to work management

Work automation.

Work automation can connect your business-critical systems and applications. It can create custom workflows that automatically sync data with easy-to-use tools. And it can:

- Connect virtually any web-based application into a single hub
- Connect systems of record
- Set work automations that let information flow freely and sync automatically
- Tailor integrations that gather and sync data
- Automate handoffs between people, teams, and departments around the globe
- Let business users add integrations with our codeless connector



Goal alignment.

Workfront Goals connects strategy, goals, and work, showing how each project supports company goals and tracking daily progress to drive measurable business outcomes.

Mature organizations manage strategic goals amid incoming requests, shifting demands, and daily tasks. Teams can contribute powerfully to company success when they can:

- Communicate organizational goals and objectives and track direct execution against them
- See clearly how each daily project supports bigger goals
- Track each goal's contribution
- Monitor progress toward key objectives
- Provide team members with a strong vision
- Keep teams focused on the big picture as well as little details



Iterative planning and scenario modeling.

Companies can boost maturity by keeping everyone informed in real time. Continuous planning doesn't have to be difficult or time consuming when it's done automatically, as often as you need.

Making the right decision quickly with complex information is critical to growth. Workfront Scenario Planner helps enterprises:

- Deliver reports to the people who need them most with automation
- Filter and combine data to give visibility into high-level progress
- Make data-driven decisions based on up-to-date data
- Resolve oncoming bottlenecks before they happen
- Create and iterate scenarios to automatically adapt as more data comes in



Learn how Adobe Workfront can work for you.

Adopting automated work management can help you get more done and keep your people happy.

See how Workfront can help your organization bring your strategy to life.

[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 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

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