



# Global Healthcare Innovator Taps Zee Jay Digital as Adobe Workfront Deployment Partner

*Achieves Single Source of Marketing and Digital Sales Truth*



## Zee Jay client optimizes marketing and a key IT/sales services group—and integrates the two entities

The leading provider of medical technology, pharmaceutical diagnostics, and digital solutions has long committed to instilling high levels of efficiency and accuracy into their operations.

This organization's recent move to automate marketing and digital selling teams—and integrate both to the corporate content hub—demonstrates that commitment. They're doing what it takes to make the work experience better, so team members can increase customer engagement.

The decision to deploy Adobe Workfront, integrate with its content hub using Workfront Fusion, and partner with digital ops advisory firm Zee Jay Digital for advisory, implementation and integration services, is making it possible for this organization to create more value, and better compete.

*Zee Jay was instrumental in helping marketing and digital sales quickly and seamlessly realize the benefits of Adobe Workfront and Workfront Fusion. We valued their guidance as we set out to fuel our organization's customer experience with more agile and efficient ways to get work done.*

## Key engagement needs, priorities

- The client needed a single platform to help its 75 marketing professionals in the U.S. and Canada plan, predict, and collaborate to deliver meaningful marketing outcomes.
- The global organization also needed to automate processes within the customer digital experience group to help the 20 sales specialists in eComm, Strategy, Operations, and Project Management benefit from having one intuitive place to work.
- Both groups—marketing and digital selling—required easy access to digital assets via the shared content hub already in use.
- All parties—marketing, sales, IT, operations and enterprise leaders—agreed: **Partnering with a seasoned Workfront partner was key to this initiative's success.**

## Better Together

Zee Jay Digital was selected as the consultant of record to facilitate implementation of Adobe Workfront within the client's U.S. and Canada Marketing and Digital Selling groups. In addition, Zee Jay leveraged Workfront Fusion, an iPaaS integration tool, to enable marketers and digital sales representatives to easily access the company's library of digital assets.

### Marketing



United States and Canada Marketing needed a single platform to manage campaigns—and marketing and regulatory operations.

Marketing previously used multiple, unconnected platforms that were time-consuming—and impeded the WX (work experience) of the 75 users across the marketing ecosystem.

Marketers now execute multiple types of campaigns and submit and process PO & Veeva Promomats requests—to assure billing efficiency and compliance related to projects.

They're also now able to manage projects across a range of portfolios and programs, and report performance metrics.

### Digital Asset Hub



Marketing and Digital Selling currently use Adobe Workfront for planning and sharing critical information for all projects. This includes comprehensive project plans, agile scrum boards and project reports.

The objective of this Workfront Fusion integration to the Digital Asset Hub is to send specific asset task data (task status and Workflow steps) from the existing content solution to Adobe Workfront, so that the Workfront project plans remain comprehensive with all content and non-content related tasks.

### Digital Selling



The Digital Selling team, an IT organization focused on delivering personalized customer experiences at scale, required a single project management platform to consistently provide services to shared business units and regions.

The team used to rely on an array of platforms that weren't integrated, creating a lack of visibility, inconsistent project reporting, and limited resource capacity among ecomm, strategy, project management, and operations areas.

A standardized approach to project/task management, with a clear definition of the three platforms involved, including Workfront, Aha and Rally, is now in place.

Time to Value

- **In late 2021**, the organization put solutions in place to give (75) marketing and (20) digital sales teams the tools needed to better plan, predict and collaborate—and deliver more meaningful outcomes.
- **By August 2020**, both groups were up and running on Adobe Workfront—and accessing the digital content hub via integrations made possible by Workfront Fusion.
- **Throughout implementation and integration**, the organization worked closely with boutique digital ops advisory **Zee Jay Digital** to define processes, configure the solution, onboard team members ... and position the global medical devices manufacturer for ongoing success.

The Benefits of Working with Adobe Workfront



The enterprise work management platform enables marketing and digital sales to orchestrate and execute work to connect strategy to delivery.



No matter where the organization’s teams are located, Workfront gives them the ability to collaborate and stay connected.



Custom, automated workflows improve productivity, make actionable reporting possible, and provide real-time insights needed to inform decision-making.



Whether Agile, Waterfall (or “Wagile”), This client, like other Workfront customers, is able to adapt their solution configuration to the project management style that works best for them.

Value Going Forward

With the right solution in place, the value to the organization as a whole continues to grow. This client points to significant successes to date, and its Marketing and Digital Selling teams are carefully measuring progress around the following:



Visibility

Knowing what’s happening when/by whom lets the two teams better meet business goals.



Work Hierarchy

Connecting work—projects, tasks and issues—across the organizations streamlines workflow.



Agile

Accommodating all work methodologies enables delivery of better work faster.



Onboarding

Employing best practices speeds adoption by new users and incoming leaders.



Fusion Enablement

Integrating adjacent solutions streamlines workflows and boosts efficiencies.

## **Both Marketing and Digital Selling are hyper-focused on the work management platform's Enterprise Readiness.**

- Both organizations now coexist in a single Workfront instance—and all involved see the opportunity to push Workfront as the global platform.
- A number of adjacent teams are waiting in the wings so setting up everything for expansion is crucial.

## **Marketing Ops is demonstrating significant value to the organization.**

- Team members, project managers, and executive leaders feel strongly that they've achieved initial objectives and are ready to mature.
- They have increased visibility, feel the work is well organized, and are reporting on KPIs and SLAs.
- The intent is to utilize additional features (i.e. baselining) and Workfront Fusion automations, to reduce human effort to produce reports.
- They'll continue to advance ability to report on operational performance to demonstrate the value delivered by the team supported by the work management program.

## **Digital Selling is in a test and learn phase, progressing their rollout and introducing more features of Workfront.**

- A key challenge faced is that the teams utilize both Adobe Workfront and existing adjacent solution Rally.
- Next steps include systematically integrating the two technologies via Workfront Fusion, to synchronize work and optimize visibility across the organization.

## **Digital Operations for a Digital World**



The foremost Adobe Workfront partner for agencies and marketing, Zee Jay Digital is a gold Adobe Solution Partner, and one of only four partners on the globe who's achieved Adobe Workfront's Specialized status. A two-time Adobe Partner of the Year, and the architect of Work Experience (WX) Master Planning, the boutique digital ops consultancy has led 120+ Adobe implementations and 1,000+ integrations using Workfront Fusion. More than 95% of their clients say they'll use Zee Jay again and again.