



Digital Agency Lamark Media Builds World Class Set of Systems and Processes

Fueled by Adobe Workfront and Zee Jay Digital

To maintain its position as growth partner to the world's most ambitious brands, leaders of Lamark Media undertook a momentous Adobe Workfront work management implementation in the spring of 2022.

The agency's goal to put in place a singular source of information for all client projects and activities, including agency time tracking and billing records, was achieved. To get there efficiently required significant commitment across the board:

- Throughout the implementation, a strong, **multi-disciplinary Lamark Media team** weighed in on each of the processes being defined and configured.
- A **dedicated change agent** closely and continually navigated every phase of the process, and provided feedback needed to keep implementation focused on desired results.
- **Leadership support** was also vital to the success of the project. At every step of the way, the team felt empowered by agency executives to make decisions that ultimately benefited the organization as a whole.

As an Adobe Gold Partner specializing in Workfront, Zee Jay Digital consultants worked with Lamark Media throughout the implementation life cycle. This productive collaboration enabled the agency to streamline operations, increase ability to deliver high levels of service and breakthrough creative—and optimize the work experience.



Lamark Media's recent undertaking is part of a larger initiative that will establish a best-of-breed Work Management, Financial Management and ERP operation platform over multiple phases—and empower this leading digital marketing and creative agency to continue to deliver against objectives over time.

Preparing for Change

Implementing Adobe Workfront—the enterprise work management platform used to orchestrate and execute work to connect strategy to delivery—is a process. It involves collaboration among creative and operations team members, internal leadership, and the guidance of advisors who’ve done this before.

Lamark Media collaborated with Zee Jay consultants to think through new ways of working, define processes in detail—and make sure each is optimized to accommodate organizational growth and scale.

Driving Progress

A dedicated single point-of-contact was pivotal to the positive outcomes of the Lamark Media Workfront implementation. Driving progress from start to finish, this “air traffic controller” helped everyone involved stay focused by:

- Serving as the change agent throughout the implementation.
- Tracking all action items.
- Assuring all deadlines were made.
- Creating training materials to ensure everyone understands newly defined processes.

The Importance of Collaboration to Solution Design

Lamark Media’s Adobe Workfront implementation involved 14 discovery sessions designed to transform its current state to one comprehensive solution design. Each session analyzed tools and systems in place—and the processes and interactions it takes to manage project schedules, time tracking and billing, as well as proposals, new client set-up, and client work. The before state was mapped—and then the desired after state designed to take advantage of Workfront’s capabilities.



Time to Value?

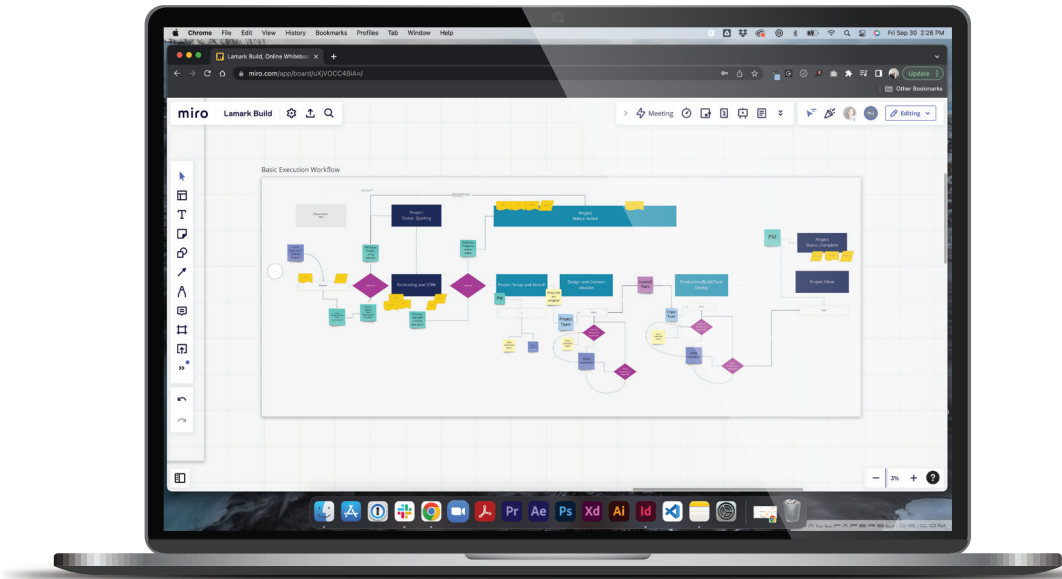
Within three months of configuration, testing, refinement and change management, Lamark Media’s 120 associates were up and running on the Adobe Workfront work management software.



“The implementation of Adobe Workfront and our partnership with Zee Jay is a key element of our mission to build a world-class set of systems and processes to serve as the foundation for massive expansion of Lamark Media in the coming years.”

Sean Baker, Chief Operating Officer, Lamark Media

In partnership, Lamark Media and Zee Jay worked through the iterative process of configuring Workfront. Some original items in the design plan included in the initial configuration were not included in the final configuration after testing and validation, while others were added. Processes continue to be refined to gain even more value from Adobe Workfront—and increase ability to deliver the high quality of services and deliverables this agency’s known for.



In creating a solution design, the Zee Jay team used a Miro board to map Lamark Media’s current state. From there, the structure of how Workfront could be configured for different workflows took shape (see left for conceptualization). As the project team worked through each of the new processes, Workfront objects were configured to allow for flexibility and future state adaptability.

Partnership Objectives

In joining forces, Lamark Media and Zee Jay Digital agreed upon 7 long-term goals:

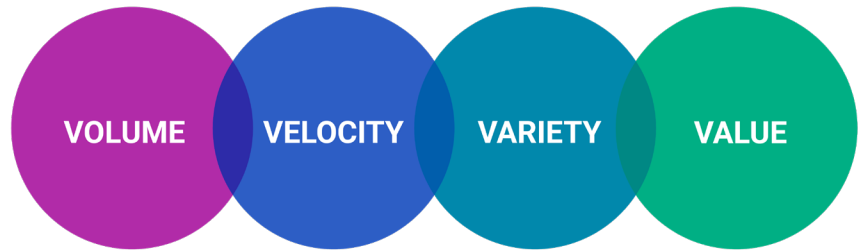
- 1. Establish foundation for growth and scale
- 2. Centralize work within a single platform, & integrate where needed
- 3. Reduce complexity and promote common process
- 4. Instill transparency with reporting work status & priorities within and across teams
- 5. Improve completeness & quality of requestor information
- 6. Optimize resource utilization & predictability
- 7. Improve collaboration among internal & external teams

Client Teams Benefiting From Adobe Workfront Implementation, Workfront Fusion Integration, & Zee Jay Digital Managed Services:

- Project Management
- Creative
- Operations | Finance | IT
- Client Services
- Performance | SEO | Web Development
- Strategy
- Leadership

Impact on The Four Vs

When the right solution is put in place, Volume, Velocity, Variety and Value soar. Zee Jay uses the four Vs to benchmark the current, complex state of marketing—and its adjacent areas—to attain an improved state. Lamark Media measures success accordingly.



VOLUME

The breadth of activity that can be managed:

Lamark Media brought approximately 600 projects into Adobe Workfront. Just eight weeks later, there were 896 active projects, and the list keeps growing.

VELOCITY

The speed at which campaigns are brought to market:

A centralized intake process that factors in all scoping components for cross-functional team members is enabling Lamark Media to get more work done faster.

VARIETY

Ability to manage campaigns across all media:

Workfront supports the range of services Lamark Media provides its B2B and B2C clients. Email Marketing, Digital Marketing, Interactive Marketing, SEO, PPC, Media Buying, Web Design, Web Development, Video, Programmatic, and Strategy are all part of the solution's workflows and activities.

VALUE

Improvement in the overall performance of the agency:

Accurate time tracking, visibility into bottlenecks or gaps (and improved ability to address them), transparency throughout the content supply chain, and billing efficiency are benefits experienced now by Lamark Media.

Here's What's Next

What's on the horizon? Now that the implementation's complete, Lamark Media continues to refine processes, educate team members—and bring new creatives and ops professionals up to speed via Zee Jay Digital's Managed Services offering.

Plans are also underway to work with Zee Jay to employ Adobe's powerful code-less integration tool, Workfront Fusion, to connect Adobe Workfront with NetSuite ERP to make the work experience even more seamless.

Lamark Media Benefits From Three Tracks of Service By Zee Jay Digital

1. Adobe Workfront Implementation

- *Implementation of milestone-level workflow to unify multi-level lifecycle*

2. Workfront Fusion Integration

- *Integration planning for NetSuite*

3. Managed Services

- *Make adjustments to configuration, and provide support via help desk, ongoing training & user adoption*



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 Workfront implementations and 1,000+ integrations using Workfront Fusion. More than 95% of their clients say they'll use Zee Jay again and again.