

# Agencies Are Different

*No Adobe Workfront Partner Understands External Marketing, PR, and Ad Agencies Better*

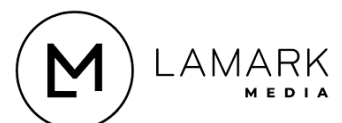
Zee Jay Digital gets what makes agencies tick. Built for quality, volume and efficiency, your firm needs to optimize digital operations to manage more client work faster.

Our consultants combine their front-line agency experience and work management know-how to structure Adobe Workfront implementations, integrations, and managed services—and optimize your digital operations.

**Global holding companies and independent agencies look to Zee Jay to meet key needs:**

<b>NEED FOR SPEED</b>	To respond to client requests fast, AMs and PMs need real-time access to resource availability agency-wide. Zee Jay configures Workfront—and integrates the entire agency stack—to make it possible.
<b>NEED TO MANAGE OPERATIONS PROFITABLY</b>	Zee Jay assesses hour types and role rates within Workfront to ensure hours are tracked in real time, and project estimates are generated using real-world data.
<b>NEED TO INTEGRATE WITH ERP</b>	Tying Workfront to agencies' financial systems of record is essential. The right flow of data between solutions, including billing and invoicing tasks within Workfront as part of client projects, is needed.
<b>NEED TO INCLUDE EVERYONE IN THE TECH ECOSYSTEM</b>	Connecting teams and processes brings clarity to chaos. AM, strategy, PM, creative, production, media, and analytics all require open communication, visibility, and transparency to keep work on track and clients happy.
<b>NEED FOR CUSTOMIZATION</b>	External agencies require custom approaches to make sure work management works within the organizational structure. An example: Zee Jay accommodated a client's hybrid AM and PM function to optimize efficiency.

**Clients Include:**



# What the growth partner to the world's most ambitious brands has to say:



***"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*



## A Balanced Approach

The ability to accommodate business operations and multiple-client portfolios while taking into account the unique needs of each client takes a balanced approach to Workfront implementation and integration. Understanding where, when, and why flexibility is needed is required for an optimal deployment in an agency setting.

## Break down silos, connect your content supply chain, transform work.

Agencies count on Zee Jay Digital to help them stand-out in a competitive world. Zee Jay is a gold Adobe Solution Partner, one of only four partners on the globe that's achieved Adobe Workfront's Specialized status—and a 2X Adobe Workfront Partner of the Year. The boutique digital ops consultancy has led 100s of Adobe Workfront implementations and 1,000+ integrations using Workfront Fusion. More than 97% of clients say they'll use Zee Jay again and again.

## Agency Resources



**Tired of rework, missed deadlines, and wasted time?**

<https://zeejaydigital.com/trash-the-noise/>



**Zee Jay knows how agencies work—and how Adobe Workfront can support them.**

<https://zeejaydigital.com/zee-jay-digital-launches-agency-services-practice/>

**For more information, visit [www.zeejaydigital.com](http://www.zeejaydigital.com)**