ZEEJAY DIGITAL

Adobe Workfront

In-House Agency:
On Course With Zee Jay Digital

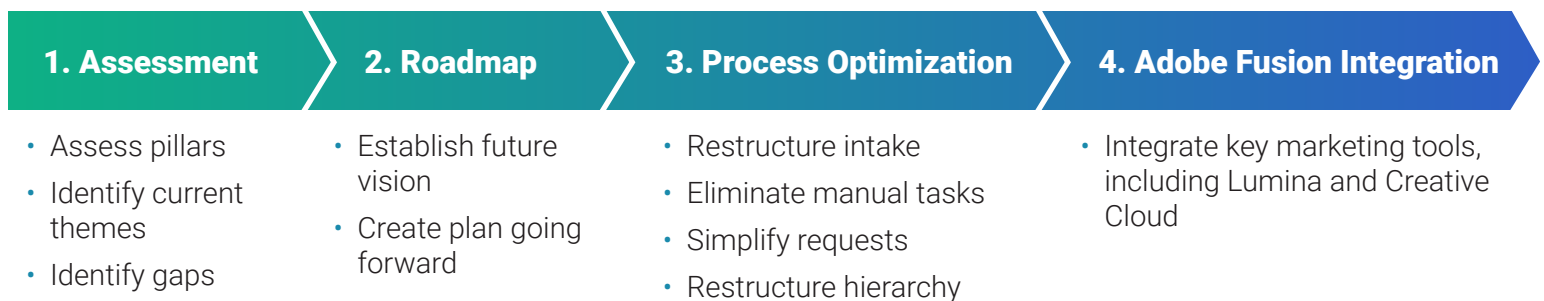*A Partnership Forged to Optimize Use of Adobe Workfront*

After four years of using Adobe Workfront, a 3,000-employee non-profit association's internal marketing agency had achieved meaningful improvements in data collection and project management. The ability to quantify projects, assets, hours, and clients served was making a real difference in the efficiency of the organization.

In 2022, leadership made the strategic decision to take steps needed to take advantage of the work management tool's potential to provide even more benefit. Strengths inherent in the system weren't being fully utilized and needed to be tapped to increase ROI.

The organization partnered with two-time Workfront Partner of the Year Zee Jay Digital to assess how the solution was being used, develop a vision going forward—and create a roadmap defining actions required to close the gap between current and desired states.

Recommendations made by the Zee Jay team, including process optimization and integration of adjacent solutions using Workfront Fusion, were then put into action. The result? Remaining manual processes were automated and adjacent solutions integrated, giving the organization's marketers the ability to get more quality work done more faster than ever before.

Zee Jay and Its Client Take a Four-Phased Approach

1. Assessment	2. Roadmap	3. Process Optimization	4. Adobe Fusion Integration
• Assess pillars • Identify current themes • Identify gaps	• Establish future vision • Create plan going forward	• Restructure intake • Eliminate manual tasks • Simplify requests • Restructure hierarchy	• Integrate key marketing tools, including Lumina and Creative Cloud

"What Zee Jay brought to the table was tying strategy with the tactical work that needed to be done. They helped us create the vision first for what to accomplish and why—and were instrumental in making it work."

— Creative Operations Manager

A recent engagement to optimize use of Adobe Workfront, conducted by Zee Jay Digital, is enabling the elite organization's marketing team to most efficiently and efficiently drive success.

Adobe Solution Partner GOLD | SPECIALIZED Adobe Workfront

Adobe Workfront PARTNER OF THE YEAR 2019 · 2020

IMPACT BY THE NUMBERS

150 Users across Plan, Worker, and Collaborator:

- *Plan and Worker users are centralized in creative services*
- *Collaborator users are stakeholders across all business units*

3000 Projects completed per year:

- *Wide range of complexity*
- *High levels of creative value (on par with all major sports leagues and outlets)*

Jan. 13, 2023

Go-live of all projects and integrations per the Zee Jay Workfront Optimization Roadmap within weeks of completion of assessment and roadmap development

A unique organization ... with a lot in common with other marketing groups.

While this organization is one-of-a-kind, its responsibilities are similar to those faced by creative teams everywhere, including:

- The need to manage requests in a timely manner.
- The ability to constantly conceive and execute new creative ideas.
- The nimbleness required to manage constant revisions/approvals.
- The capability to deliver assets on time to clients and vendors.

The goal of the engagement? *Move this group of marketers to an Advanced state of maturity using Adobe Workfront ... across the board.*

	ADVANCED
Process Areas	Processes and supporting data are well documented and known across teams, improvements are based on reporting.
Program Types	Hierarchy has adherence and can be reported against.
Workfront Functional Areas	Configuration aligns to documented processes, metadata aligns to process efficiency, advanced functionality used.
Team Structure	Groups, Teams, and Roles are used to maximize functional configuration, resource planning, and project templates.
Technology Capability Areas	Workfront to Workfront automation is used and process efficiency is leveraged via integrations.

Adobe Solution Partner GOLD | SPECIALIZED Adobe Workfront

Adobe Workfront PARTNER OF THE YEAR 2019 · 2020

As a result of the engagement, ZJD delivered the following solutions:

CHALLENGE	SOLUTION
Request intake and project templates weren't optimally aligned. The request queue form had excess fields and only a limited number of the more than 100 project templates available were being used—resulting in the need for significant manual edits before a project could go live.	**Developed process** that focused on three main areas of the creative asset team (design, photo, video), then aligned request queue forms/data and project templates accordingly. This allowed the Fusion team to automate conversion of a request to a project, eliminating a manual process. Aligning the right data at the right time with the right tasks resulted in a high level of confidence by the project management team.
Moving project data from Lumina to Workfront required manually filling out a kickstart import form, then additional manual effort once data was in Workfront.	**Integrated Lumina** with a streamlined request queue and project template process, eliminating need to manually import projects.
Workfront Hierarchy of Portfolio, Program, and Projects weren't optimally leveraged for yearly planning—and to streamline the highly repeatable annual projects. In addition, projects weren't organized to allow for full visibility into assets being developed for a single tournament.	**Reorganized the Workfront Hierarchy**, giving the client team ability to conduct year-over-year planning. Previously Portfolios were business-unit focused, and Programs were team focused. In the optimized state, Portfolios are years, Programs are tournaments, and Projects are assets. With this hierarchy, the Zee Jay team developed a Fusion workflow that allows the marketing team to copy this hierarchy year over year to speed planning and resourcing; this Fusion workflow can copy hundreds of projects at once, eliminating the need to manually create those projects again.
The configuration of groups, teams, roles, and users limited creative services leaders' ability to manage resource time, effort, and in-tool communication.	**Realigned groups, teams, roles, and users** to allow creative services to utilize the Workfront Resourcing functionality, while being able to build resource pools, allowing leaders to assign cross functional creative resources onto tournaments. Using resource pools provides a second level of functionality in resource management. Additionally, project templates were updated with roles, allowing project managers the ability to quickly assess who is available to fill the request needs.
Dashboards and reports were single user based rather than role based, increasing time required to manage reports—and providing value only to users who knew how to build reports.	**Created object- and team-based reports and dashboards** to provide quick access to information needed to manage projects and tasks. This maximized the users' experience and reduced the need and requests of ad-hoc reports.

Adobe Solution Partner GOLD | SPECIALIZED Adobe Workfront

Adobe Workfront PARTNER OF THE YEAR 2019 · 2020

Outcomes

- Improved requestor experience by eliminating a complex form with 400 fields and replacing it with a focused request queue that lets users focus on asset request needed.

- Put 1:1 alignment of request queue form/asset to a project template in place, eliminating the manual effort of reviewing and converting requests.

- Integrated Lumina with Workfront, eliminating need to enter projects into Lumina and kickstart Excel documents, as well as the manual import of Lumina projects.

- Streamlined year-over-year planning through use of optimized Workfront Hierarchy, and Fusion workflow that copies hundreds of projects at once.

- Provided creative services team leads ability to manage their resources' time and availability.

- Supplied all users relevant and needed data via roles-based reports and dashboards.

Digital Operations for a Digital World

ZEEJAY DIGITAL

The foremost Adobe Workfront partner for enterprise marketing and agencies, Zee Jay Digital is a gold Adobe Solution partner, and one of only four partners in the Americas that'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 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.

Adobe Solution Partner GOLD | SPECIALIZED Adobe Workfront

Adobe Workfront PARTNER OF THE YEAR 2019 · 2020