ZEEJAY DIGITAL

Leading Musical Instrument Retailer Migrates to Adobe Workfront

Partners with Zee Jay to Harmonize Marketing Process

In 2022, the leading musical instrument retailer in the United States chose Adobe Workfront to become its work management system of record. The 290+ store organization selected Zee Jay Digital as its implementation partner.

Zee Jay, a two-time Adobe Workfront Partner of the Year, worked closely with the retailer's marketing leaders and internal implementation champions to migrate more than 150 team members from the current work management database to the Adobe Workfront enterprise platform.

Creative Production, Project Management and Platform Operations professionals pulled together to meet the organization's challenge to establish a single source of truth for marketing activity across channels and brands—and provide a universal view of deliverables created for campaigns.

The move to Adobe Workfront was prompted by the organization's commitment to maintain industry dominance, as well as to meet the needs of valued team members who continue to work remotely in the wake of Covid.

IMPACT, BY THE NUMBERS

150 Plan & Work licenses, plus additional Review licenses for Team Member Visibility & Collaboration

- **10 Teams:** Creative Production, Visual Merchandising, CRM, Platform Operations, DAM/PIM, Omnichannel, Project Management, eCommerce, Events, Paid Media

16 Weeks to MVP & post-launch support, a milestone necessary to sunset the current work management database

8 Years the organization's Private Label Brand team had worked in Adobe Workfront prior to this implementation

- Consideration of existing configuration to assure continuity was key
- Full integration among all teams was the goal

KEY OBJECTIVES:

- Establish a foundation for growth and scale
- Reduce complexity and promote a common process
- Use reporting to provide transparency for sharing work status and priorities
- Optimize resource utilization and predictability

WITHIN WEEKS:

- New processes documented
- Persona journeys defined
- Solution configured
- An MVP (minimum viable product) achieved

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This retailer leveraged the Adobe Workfront solution capabilities, as well as Zee Jay Digital's core methodology, to address a range of challenges across marketing.

CHALLENGE	SOLUTION
Marketing planners needed a more efficient way to track and plan marketing campaign strategies.	**Provided a "Sandbox"** for Marketing Planners to collaborate, plan and request tactics for campaigns, as well as track activities in service of these campaigns.
A more standardized request submission process across channels was needed, with a means to connect "tickets" for holistic visibility of work across campaigns.	**Configured Request Queues by Brand** and centralized all routing of deliverable requests for consistency and better-quality reporting.
Dedicated project managers who manage requests and timelines associated with specific deliverable types desired a more consistent means of data collection to better understand resource capacity.	**Provided standard Workfront Projects** to retain key data/information for Project Management to easily copy and paste—and save time. **Established standard workflow templates and custom configuration** to alert Marketers of SLAs on deliverables requested.
Various channel teams managed deliverable timelines on separate calendars distributed to marketing planners, impeding overall efficiency.	**Provided a single Campaigns and Deliverables Calendar** for Marketers and Creative teams to view deliverable launch dates for all channels in one place.
Ability to track insertion orders for the organization's partnerships by asset was limited.	**Created Special Forms** to apply to specific projects and tasks for insertion order tracking by deliverable.

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> *Our mission is to fill the world with music. This initiative helps us do just that, by making our organization more efficient and more effective at delivering the products and services our customers need to create and connect, to be seen and heard.*
> "

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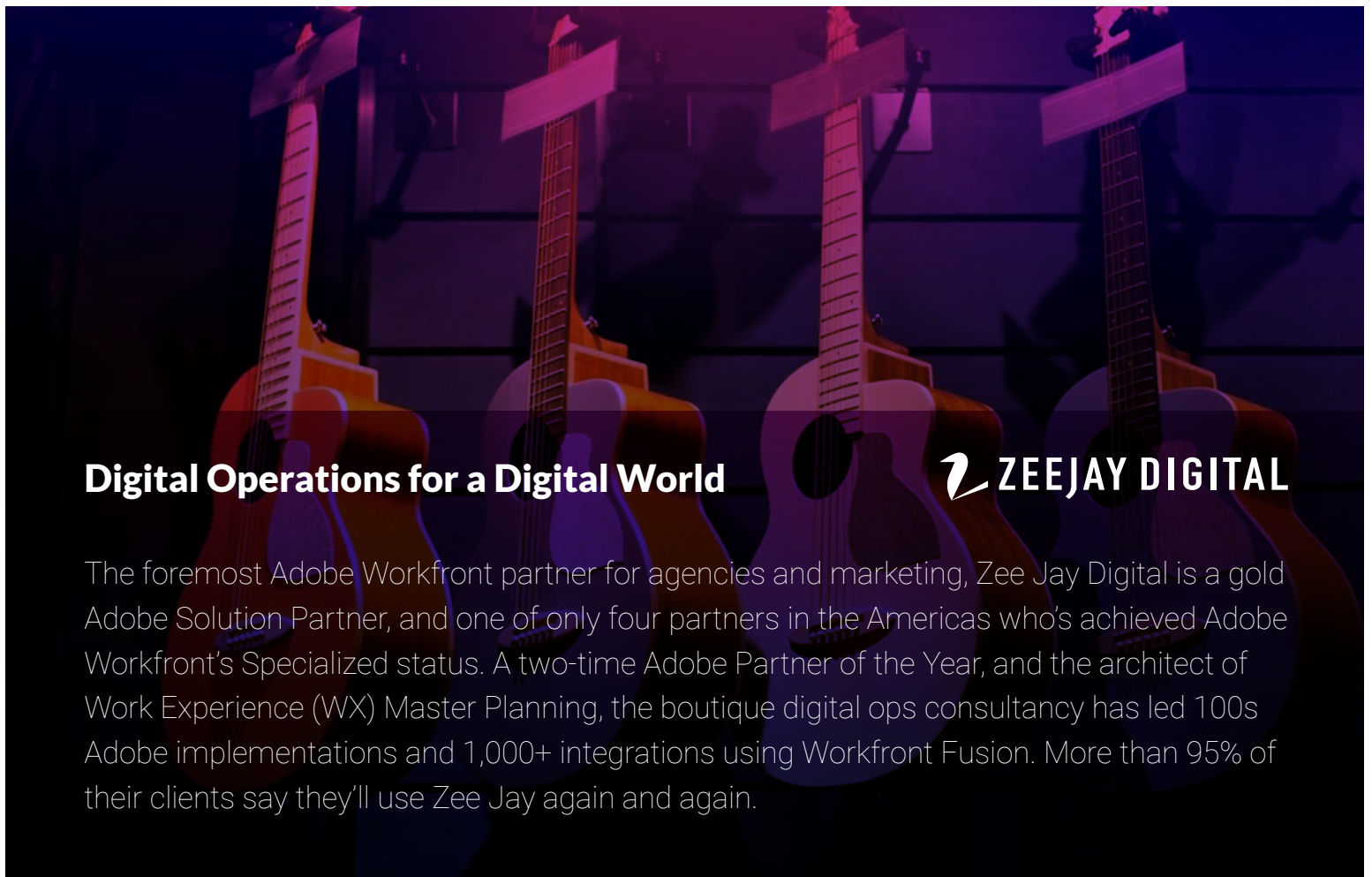Adobe Workfront **PARTNER OF THE YEAR** 2019 · 2020

Outcomes

- By utilizing the hierarchy in Adobe Workfront, Zee Jay Digital created a database of Stores and Marketing Partnerships that users can easily reference and use for reporting purposes.

- The configuration of the solution makes request and deliverable reporting by brand simple.

- Flexibility in the build allows for brand-specific workflows without interrupting operating procedure of the whole, and in support of consistent reporting across all brands.

- The organization now benefits from enhancements across marketing and its adjacent areas.

Improved:

✔ Adherence to marketing project Service Level Agreements (SLAs)

✔ Understanding of resource capacity and utilization

✔ Visibility for all teams related to deliverable status and launch dates (with a single calendar)

Digital Operations for a Digital World

ZEEJAY DIGITAL

The foremost Adobe Workfront partner for agencies and marketing, Zee Jay Digital is a gold Adobe Solution Partner, and one of only four partners in the Americas 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 100s Adobe implementations and 1,000+ integrations using Workfront Fusion. More than 95% of their clients say they'll use Zee Jay again and again.

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