LeapPoint

CONNECTED WORK FOR POWERFUL EXPERIENCES

Powered by Adobe Workfront

Orchestrate the journey
Personalize the experience
Accelerate your marketing initiatives

THE CHALLENGE

**Every great story has an antagonist.
In this story, it's the proliferation of SaaS.**

Over the last decade, thousands of new SaaS companies have entered the market. So many so, there is now quite literally an *"app"* for everything.

25,000

THE NUMBER OF SAAS COMPANIES IN THE WORLD AS OF 2021

28%

IN THE MARKETING SPACE ALONE

Enterprises jumped to implement point-based solutions at a rapid rate thinking it would solve their problems. But in fact, it created a much bigger problem: a disjointed ecosystem leading to enterprise chaos.

And it's not just the technology that's siloed.

Many marketing teams have focused too heavily on optimization – adding new technology, features, channels – while forgetting about the very foundation and importance of orchestrating how work gets done.

Without the proper connection between people, processes, technology, and data, teams lack visibility, resourcing can be a nightmare, speed-to-market slows to a standstill, and work can be misaligned to strategic goals and objectives.

The bottom line: You can't deliver great customer experiences if the marketers, creatives, campaign managers, etc. aren't having great experiences getting the work done, too.

THE OPPORTUNITY:

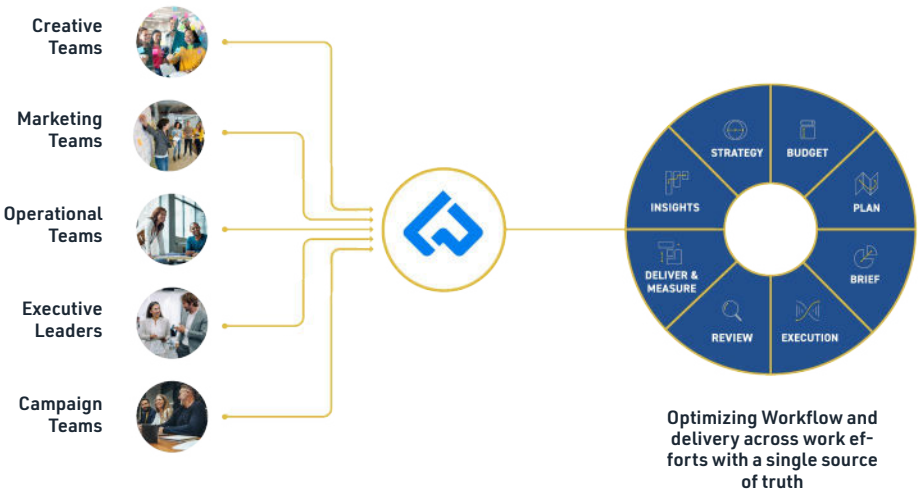## Streamline Work into a Single, Unified Platform Across Teams

The work marketing teams perform is inherently cross functional. Inputs and collaboration take place across Creative teams, Campaign teams, Content owners, Marketing Operations, Executive Leadership, and more.

It's a complex web of people, processes, data, and technology all tangled together.

Now imagine if work was streamlined into one single unified platform so people and teams could spend less time in the chaos and more time empowered to do their best work.

With **Connected Work®** powered by Adobe Workfront, that's possible.

Adobe Workfront enables effective work management by creating a single source of truth—or a marketing system of record—so cross-functional teams can connect, collaborate, and execute on the right work, from anywhere.

Creative Teams

Marketing Teams

Operational Teams

Executive Leaders

Campaign Teams

STRATEGY BUDGET

INSIGHTS PLAN

DELIVER & MEASURE BRIEF

REVIEW EXECUTION

Optimizing Workflow and delivery across work efforts with a single source of truth

THE RESULT

Move from Optimization to Orchestration – Across the Entire Marketing Lifecycle

With Adobe Workfront at the core of your operations (and properly integrated with the rest of the Adobe ecosystem and beyond) you can better orchestrate work across the entire marketing lifecycle:

➔ Iteratively plan, prioritize, and categorize work

➔ Seamlessly execute marketing initiatives or programs across teams

➔ Streamline the way assets get built, reviewed, approved, and published

➔ Gain clear insights into what's working and what's not

Automating and streamlining workflows and processes with Adobe Workfront increases content velocity and speed to market. It also reduces friction between teams, minimizes miscommunication, reduces work interruptions, and eliminates duplicative work and rework.

All these things give your teams more time to focus on what they do best.

CONNECTED WORK IN ACTION:

IGNITING THE CONTENT SUPPLY CHAIN

The Power of Connected Work doesn't stop with Adobe Workfront.

It extends to Adobe Creative Cloud, Adobe Experience Manager Assets, and even outside Adobe into platforms like Seismic to ignite the content supply chain. Let's look at this in action:

1. A **Campaign Manager** has an idea for a new campaign. She builds out her business case, strategy, and project plan in **Adobe Workfront**.

2. Executive Leadership reviews the impact and costs associated with this effort alongside other current initatives.

3. The campaign requires a new set of assets. The Campaign Manager submits the request in **Workfront**, and tasks are automatically assigned to the **Creative Team**.

4. The assigned **Designer** sees the task and completes the work in **Adobe Creative Cloud.** A notification is sent to the Campaign Manager that the assets are ready for review, and they collaborate on changes in real-time. The Designer doesn't have to leave Creative Cloud and all comments and changes are also tracked in Workfront.

5. Now, the assets are ready to go. With a few simple clicks, the Project Owner publishes the files in **Adobe Experience Manager Assets**. A link to the final files is also logged in the project in Workfront.

6. Later that day, the assets get automatically published from Adobe Experience Manager Assets to **Seismic**, along with all the associated metadata. The Seismic Administrator validates the asset in Seismic and Publishes. A **Seller** logs in to Seismic in the morning and moves one of the assets to his workspace, personalizes it, and shares it with a hot prospect. The prospect is delighted to receive an asset that appears to be catered specifically to his organization.

Voila! The process is simplified thanks to the integrations and automated workflows built between Adobe Workfront, Adobe Creative Cloud, Adobe Experience Manager Assets, and Seismic.

Seismic

CONNECTED WORK IN ACTION:

WORKFRONT + ADOBE EXPERIENCE MANAGER ASSETS & SITES

### Now let's imagine that same project also has a web component.

Let's see how that process flows with the help of Connected Work:

1. In another Workfront project, the **Campaign Manager** requests copy to be written for a webpage.

2. A **Content Writer** gets assigned the task, and after reviewing the background materials saved in the project, she drafts the copy and saves it right in **Workfront**. She then marks the task as complete.

3. Work on the photo images and other tasks gets completed, and the Content Writer gets a task to push the content to **Adobe Experience Manager**. She includes additional information, saves the updates, and marks her task complete. Thanks to a little bit of Fusion automation and pre-existing templates, the webpage has a structure and approved elements like company logo, images, content, etc.

4. The Content Writer previews the actual webpage in Adobe Experience Manager and if necessary, makes minor modifications to the content fragment right in the editor (like stylizing text, adding hyperlinks, etc.). The webpage is ready for publishing.

5. The Content Manager heads back into Workfront and marks her tasks as complete.

With these integrations, waiting on overworked IT teams to publish pages is eliminated. No more manual copying and pasting from separate files into Adobe Experience Manager. Quality content is published on the web, social, and other platforms, reaching customers in **hours not days**.

STEP 1: Create Content Fragment from a WF task via Fusion
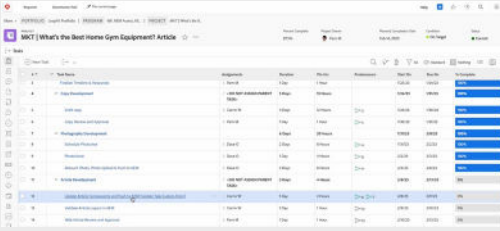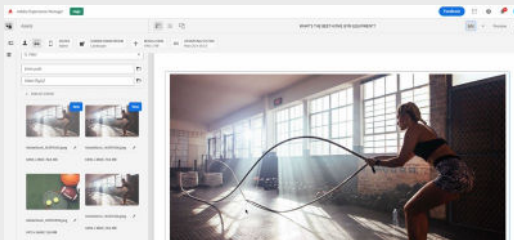

STEP 2: Create a page from Content Fragment
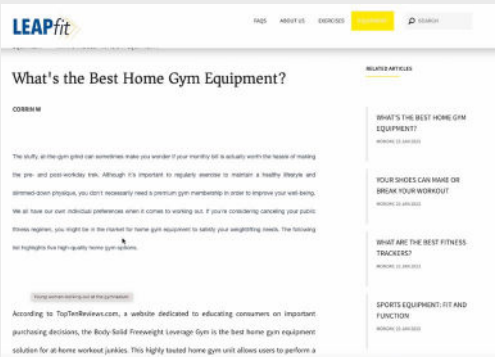
ADOBE EXPERIENCE MANAGER

STEP 3: Insert image via enhanced connector & publish the final page

ENHANCED CONNECTOR

ADOBE EXPERIENCE MANAGER

CONNECTED WORK IN ACTION:

WORKFRONT + MARKETO

We can take our example one step further. Imagine that campaign also included email.

With a custom integration between **Adobe Workfront** and **Adobe Marketo Engage**, that workflow can be automated and you're able to track insights all in one place. It looks a little something like this:

1. In a similar **Workfront** project, the **Campaign Manager** requests an email campaign.

2. With a little bit of **Fusion** automation, a Campaign Folder and Program is also created in **Marketo**.

3. The **Creative team** creates supporting graphics for the email and adds them to the task in Workfront. **Fusion** then creates the email in Marketo using an existing email template and updates the text and image content within the email from the assets within Workfront

4. From there, the Email Developer on the **Marketing Ops** team assembles all final pieces , tests, and obtains all approvals directly in Marketo. Behind the scenes, Workfront Fusion marks his tasks complete in Workfront.

5. Finally, the Marketo campaign is launched and key metrics like email open rates, clicks, and form fills can be tracked to get a holistic picture of campaign performance and plan better for the future.

CONNECTED WORK IN ACTION:

WORKFRONT + ADOBE EXPERIENCE MANAGER ASSETS + ON24

Last, but certainly not least, let's imagine that same project also has a live webinar.

Let's see how that process flows with the help of Connected Work:

1. The Campaign Manager submits a request in Adobe Workfront for assets to be used in an upcoming webinar.

2. Using Workfront Fusion, the request is converted to a project. The Content and Design teams work collaboratively to create a slide deck for the webinar.

3. Once complete, the webinar asset is moved to the Adobe Experience Manager Assets folder in Workfront that was automatically created with the project was set to current.

4. The asset is reviewed using the associated URL in Adobe Experience Manager Assets. Everything looks good, and the asset is pushed automatically to On24.

5. The Campaign Manager receives a notification that the asset is now available in On24. She logs in to On24, previews the asset and she is now ready to proceed with creating and hosting her webinar in the platform.

No more manually downloading and re-uploading assets to On24.

With a little bit of automation, assets can flow from one platform to another, saving marketers significant time and effort.

ON24

CONNECTED WORK IN ACTION:

DRIVING ADOPTION & USER ENGAGEMENT

Accelerate and retain the value of your Workfront investment with a heightened user experience.

Change can be hard for organizations especially when that change is a fundamental shift in how Marketing teams execute work. With Connected Work, the management of new requests, projects, and approvals evolves. As you transform the way work gets done, it's important to ensure you're setting your employees up for success.

JumpSeat is a leading digital adoption platform that helps drive user adoption, workflow compliance and time to value.

Now embedded in Workfront Enterprise, organizations can drive higher adoption of Adobe Workfront by delivering just-in-time, in-app guidance that elevates user satisfaction, increases productivity, reduces support tickets, and enhances workflow adherence.

Self-Guided Training in Workfront
Users can learn on the job, delivering just the right training, just in time. Get help when they need it to be more productive.

Industry Leading Guides
JumpSeat includes industry leading guides for your most challenging workflows plus a growing community of user generated guides.

In-Application Analytics
Take action utilizing core metrics across your user community including user adoption and workflow compliance.
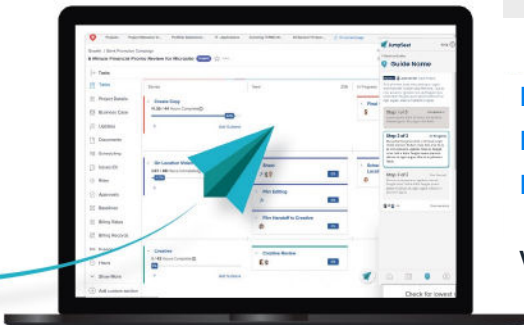
Multi-Application Processes
JumpSeat training guides can jump across muliple applications because that's what real world processes require.

Happier users.

Better data.

More reliable process adherence.

Visit www. jumpseat.io to learn more.

ENABLING
THE TRIFECTA:
PEOPLE, PROCESSES, AND TECHNOLOGY

We've talked a lot about technology. But the truth is, technology is only one piece of the puzzle.

You might have all the right tools, but if you don't have well-defined processes for how you're going to manage or use those tools, and/or your teams aren't aligned around a shared vision for success, you'll constantly be facing an uphill battle.

Experience has taught the team at **LeapPoint** that when you lead with people and process, the results are far superior.

PEOPLE

Align everyone around a shared definition of success and ensure they are approaching goals in an intentional and directional way. We have workshops that can help get you there.

PROCESSES

Establish processes that support the effective execution of work across teams and put governance in place to keep things operating smoothly. Our training, change management, and implementation teams are experts at pulling this together.

TECHNOLOGY

Overlay a well architected, integrated technology stack that supports effective work management and facilitates automation, personalization, and more. Our Adobe - certified integration experts can get you there.

THE POWER OF CONNECTED WORK

Delivering highly personalized experiences for customers at scale is no easy feat.

Especially when most organizations are still struggling with a basic understanding of what work is being done, when, and why.

Connected Work exists to break down silos – organizational and technological – to streamline the way teams work.

The result:

→ A shared strategic vision

→ Reduced technical debt and an integrated MarTech stack that serves cross-functional teams

→ Accelerated initiatives and the ability to execute hyper personalization at scale

→ Powerful experiences for customers and marketers behind the scenes orchestrating them

As the go-to partner for Adobe Workfront and connected MarTech across industries, LeapPoint's breakthrough services are the essential foundation for orchestrating the buyer's journey, personalizing experiences, and accelerating marketing initiatives.

Talk to us today about how you can drive more powerful experiences in 2023 and beyond with the help of Connected Work.

www.leappoint.com

20+
CONNECTED WORK PARTNERS

100+
FORTUNE 500 CLIENTS

100+
ENTERPRISE INTEGRATIONS
(IPAAS AND ADOBE FUSION)

300k+
HOURS OF DELIVERY

Partner of the Year

ADOBE WORKFRONT | 2016, 2018, 2019, 2021

Adobe
Solution Partner
GOLD

LeapPoint is changing the way companies connect work, technology, and talent to solve big business challenges and drive successful outcomes. Established by Big 4 alumni who sought more flexibility and agility in meeting clients' most critical business needs, LeapPoint is committed to making experiences fundamentally better for organizations' employees and the customers they serve.

To learn more, visit **www.leappoint.com.**