



# Workfront

Admin Chat

November 2023

# Agenda

1. Our story
2. Survey questions & strategy
3. Survey analysis
4. Results and outcomes
5. Final thoughts

# Our story

# Why do we use Workfront?

**Deliver** Campaign briefs, submit work items, and conduct reviews and approvals

**Communication** in real-time on status, requests, and timelines

**Store** your campaign/program assets

**Track** campaign deliverables by completion date

# What value does it bring to Cognizant?

## Reduced project timeline

by keeping tasks organized and identifying potential roadblocks in the process.

## Insight

to how much work your team is doing currently by tracking hours assigned on projects.

## Visibility

into timeline shift and post Program tracking.

## Reporting

for executive level to view holistic view of projects each team is managing and where their resources are allocated.

# What to overcome

1. System Admin recommendations were ignored.  
Survey data backed up recommendations.
2. There are multiple departments within our global marketing team structure who use Workfront.
3. We all use it differently and tend to work in silos.
4. We onboarded differently and at different times  
(some used consultants, some did on their own).
5. A chunk of our work is integrated. There was no visibility into what other teams are working on nor the progress of their tasks, which created duplicative tasks and no insight to timelines.
6. Separate intake forms for each aspect of a Program.  
We have 5+ intake forms with separate work processes.

# Survey questions & strategy

# Survey question themes

## General questions

Get to know you them and how they use Workfront, communication style

## Admin / Group Admin

Questions about system admin, governance, tools and features

## Project Manager / Plan license

How much time do they spend doing admin work, ability to define priorities using the system

## Team executor / Work license

How to find tasks, know what to prioritize and work on

## Submit requests / Requestor license

Usability of our forms, visibility into requests

## Executive / Reviewer license

Objective they hope to get out of Workfront, which reports do they want to see, pilot opportunities



# Survey analysis

## Global collaboration and visibility

### Learnings:

Requestors wanted visibility into projects they submitted to know status, timeline, and due date. Each team works in own process and works out of own portfolio

### Action items:

Create reports for visibility;

- Requestors to view intake status and project projection
- Campaign review to show all associated projects withine one campaign

### Future State:

Integrated intake form where work is similar  
Add other teams to Portfolio structure so we work out of one Program

## Education and Knowledge on features

### Learnings:

Opportunities for training on general use of Workfront. Including navigating the homepage, where to find tasks, projects/tasks prioritization, update notifications, etc.

### Action items:

Creating resources to access links in Experience League

- Workfront Project with Tasks/training links
- Update internal team training docs

### Future state:

- Set up lunch and learns (Proofing, navigating tasks, managing notifications, Reporting, AEM integration)
- All user office hours (teams have dedicated OH)

## Executive leadership support and buy in

### Learnings:

Lack executive support and understanding of the value Workfront brought to their team

### Action items:

Create reports by team to showcase workload, resourcing, and project progression

### Future state:

Value stories to highlight how teams are using WF, successes, and possibilities of what insight WF can provide

## Communication

### Learnings:

Improve communication. Users want to hear from us

- Which channel is best to share product updates, releases, what's new.

### Action items:

using multiple channels to communicate updates

- Center of Excellence, internal webpage with links to resources, Admin sharing

### Future state:

- Quarterly newsletters
- Utilize WF Announcements

# Results and outcomes

# Center of excellence

## SharePoint – Admins and Leaders

Wf

Workfront Governance (Cognizant) <sup>W</sup>

Private group

Home

+ New

Page details

Analytics

Conversations

Documents

Notebook

Pages

Site contents

Recycle bin

Edit

**What's new**

Moving Fusion scenarios to Production environment. The system admins are building test scenarios in Fusion to help eliminate manual work. We are excited to announce we are moving some to production and look forward to seeing time saving benefits.

Integrated form test with FM GGM Media. In our September Governance meeting we will walk through a process using our first test case of integrated form. Would love your feedback/ideas on how to do this for all interlocked departments.

**Upcoming Meetings/Important Dates**

Sept 13 Office Hours topic - Show the auto project conversion in production for campaign ops

Sept 20 Governance meeting review integrated form with GGM FM Media

Office Hours Oct 11, Nov 15, Dec 13

Governance meetings Nov 8, Dec 6

**Learning hub - you must log into Experience League to access.**

Workfront for system administrators

Workfront for Workers

Agile methodology

Workload Balancer - Manage Resources

Reports and dashboards

Workfront Proof

**Quick Links**

Adobe Workfront - Cognizant

Adobe Experience League Events

Learn about a team site

Learn how to add a page

**Documents**

See all

+ New

All Documents

General

KPIs and Metrics

Learning Resources

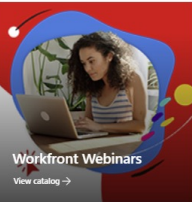
Process and Documentation

Oct06

Dec06

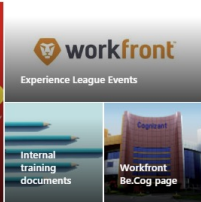
Aug06

Oct06

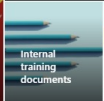


Workfront Webinars

View catalog ->



Experience League Events



Internal training documents



Workfront Be.Cog page

## Internal webpage – all employees

**Workfront** is a project management platform to build one place for managing work. the only modern work management application platform for the enterprise, helps people get their best work done by automating projects and processes, orchestrating content, and providing company-wide collaboration in a single platform.

**Overview**

Global marketing teams will utilize this platform for:

- Campaign planning and execution
- Cross team collaboration (Global Marketing Efforts)
- Single Platform for request intake, project management, and work execution
- Deliver Campaign Briefs, submit work items, and conduct reviews and approvals
- Communicate in real-time on status, requests, and timelines
- Store your campaign assets
- Track campaign deliverables by the completion date
- Build executive/management dashboards to summarize projects, workload, and help determine timelines for projects

**Watch to Learn More**

- [Two minute overview video](#)
- [Workfront Fundamentals](#)
- [What is a Project](#)



Workfront Webinars

experienceleague.adobe.com

View Catalog

**Learning Hub**

Workfront Getting Started 2023

Workfront for Workers

Workfront for system administrators

Workfront Proof

Agile Methodology

Reports and dashboards

Workload Balancer - Manage Resources

**Documents**

See all

+ New

All Documents

General

KPIs and Metrics

Learning Resources

Process and Documentation

Oct06

Dec06

Aug06

Oct06

## Document – Executive level

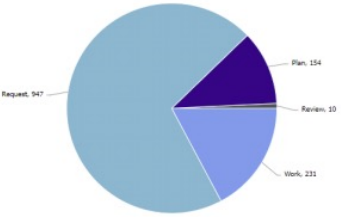
**Workfront summary**

Adobe Workfront is an industry-leading work management solution used across Cognizant brands.

Workfront is a project management platform to build one place for managing work. Workfront helps people get their best work done by automating projects and processes, orchestrating content, and providing company-wide collaboration in a single platform.

Workfront Marketing Transformation improves and expands visibility and communications about asset planning, status and acceptance.

With this initiative, Cognizant adopts best practices to provide clearer visibility into the production and reporting of marketing assets and project volume.



| Category | Count |
|----------|-------|
| Request  | 947   |
| Plan     | 154   |
| Review   | 10    |
| Work     | 231   |

**Helpful links**

New release links, events in WF, and pre-re



Workfront for System administrators



Reports and Dashboards

**Training documentation**

Quick Links

Free webinars, training, intranet, etc.



Workload | Manage R



Agile Methodology



Workfront Webinars

Experience League | Adobe



Internal training documents

Global Workfront Administration



Workfront Be.Cog page

Workfront (sharepoint.com)

**Upcoming dates**

- Sept 13 Office Hours
- Sept 20 Governance meeting
- Oct 11 Office Hours
- Nov 1 Governance meeting
- Nov 8 Office Hours
- Dec 6 Governance meeting

12

© 2023 Cognizant



# Visibility Reports: requestor dashboard

Track how many projects your team is currently working on, which initiative they support (global or singular request, etc.), and more. Requests in pipeline, Requests not yet converted, Active Projects, Completed Projects

|                                                                                                 |  |  |  |  |  |  |  |  |  |
|-------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|
| GBC Requests not yet converted into projects (RCGTH Americas)                                   |  |  |  |  |  |  |  |  |  |
| DetailsSummary                                                                                  |  |  |  |  |  |  |  |  |  |
| [-> v                                                                                           |  |  |  |  |  |  |  |  |  |
| Q   Report Default   Report Default   Report Defe                                               |  |  |  |  |  |  |  |  |  |
| v Issue Title                                                                                   |  |  |  |  |  |  |  |  |  |
| Issue OwnerPlanned Start DateRequested Completion DateCondition                                 |  |  |  |  |  |  |  |  |  |
| v Owner: Name: Joshua Walters (1)                                                               |  |  |  |  |  |  |  |  |  |
| Retail gen AI podcasts - add to Retail Page                                                     |  |  |  |  |  |  |  |  |  |
| v Owner: Name: Vishal Agrawal (1)                                                               |  |  |  |  |  |  |  |  |  |
| Webinar Promotion Email & Social Chips                                                          |  |  |  |  |  |  |  |  |  |
| v Owner: Name: Vikas Prasad (1)                                                                 |  |  |  |  |  |  |  |  |  |
| New Landing Page Request- NAM RCGTH 2023 Always On Modern Business GenAI Travel and Hospitality |  |  |  |  |  |  |  |  |  |
| v Owner: Name: Maya Carmosino (1)                                                               |  |  |  |  |  |  |  |  |  |
| NRF 2024 Creative Needs                                                                         |  |  |  |  |  |  |  |  |  |

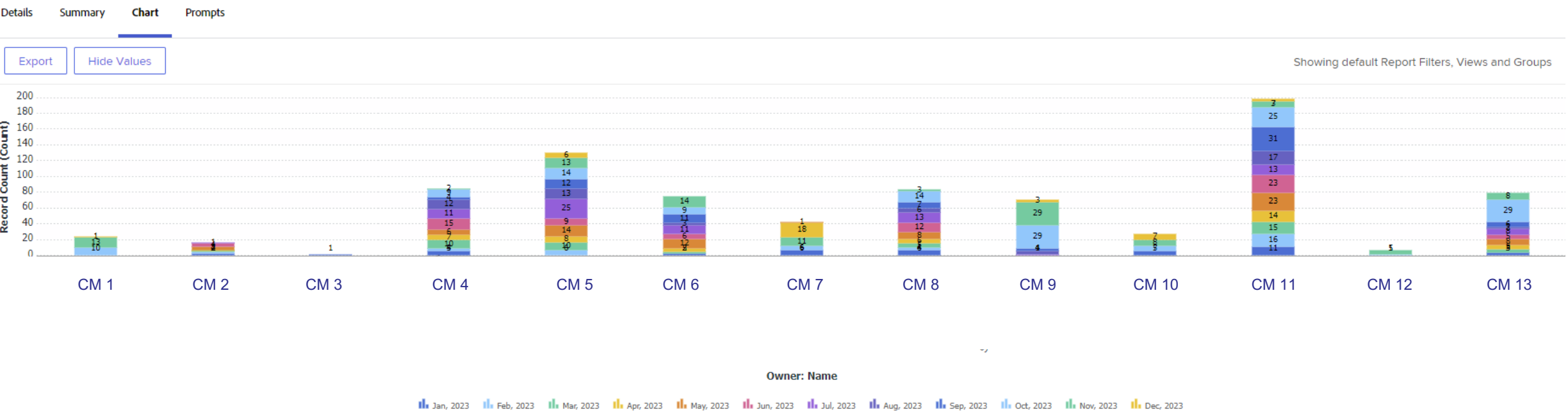
|                                                                              |  |  |  |  |  |  |  |  |  |
|------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|
| GBC Active Projects - All Status Type (RCGTH Americas)                       |  |  |  |  |  |  |  |  |  |
| DetailsSummary                                                               |  |  |  |  |  |  |  |  |  |
| [-> v                                                                        |  |  |  |  |  |  |  |  |  |
| Q   Report Default   Report Default   Report Default                         |  |  |  |  |  |  |  |  |  |
| v Name                                                                       |  |  |  |  |  |  |  |  |  |
| OwnerStart On# of DeliverablesPlanned Completion DateConditionStatusPM Notes |  |  |  |  |  |  |  |  |  |
| v Original Requester: Name: No Value (1)                                     |  |  |  |  |  |  |  |  |  |
| 1793279-GFM-RCGTH-GEN 2023 Web Maintenance Project                           |  |  |  |  |  |  |  |  |  |
| Rahul Kshetry4/14/2324/14/23On TargetPlanning                                |  |  |  |  |  |  |  |  |  |
| v Original Requester: Name: Maya Carmosino (1)                               |  |  |  |  |  |  |  |  |  |
| 2133077-GFM-RCGTH-NAM_Consumer_Goods_AND_T&H_Gen_AI_ebooks                   |  |  |  |  |  |  |  |  |  |
| Ankur Khandelwal9/11/2329/28/23On TargetCurrent                              |  |  |  |  |  |  |  |  |  |
| Showing all 2 projects                                                       |  |  |  |  |  |  |  |  |  |

|                                                             |  |  |  |  |  |  |  |  |  |
|-------------------------------------------------------------|--|--|--|--|--|--|--|--|--|
| GBC Completed projects (RCGTH Americas)                     |  |  |  |  |  |  |  |  |  |
| DetailsSummary                                              |  |  |  |  |  |  |  |  |  |
| [-> v                                                       |  |  |  |  |  |  |  |  |  |
| Q   Report Default   Report Default   Report Default        |  |  |  |  |  |  |  |  |  |
| v Name                                                      |  |  |  |  |  |  |  |  |  |
| OwnerStart On# of DeliverablesCompletion Date               |  |  |  |  |  |  |  |  |  |
| v Original Requester: Name: Cammy Sawby (1)                 |  |  |  |  |  |  |  |  |  |
| 1398782_MKTG-GFM-RCGTH Retire list of Americas case studies |  |  |  |  |  |  |  |  |  |
| Sheryl Gillette10/6/2272/1/23                               |  |  |  |  |  |  |  |  |  |
| v Original Requester: Name: Michelle Schiano (2)            |  |  |  |  |  |  |  |  |  |
| 1501857_MKTG-GFM-RCGTH_Loyalty eBook                        |  |  |  |  |  |  |  |  |  |
| Ajay Rajan Selvarajan11/14/2211/12/23                       |  |  |  |  |  |  |  |  |  |
| 1537056_MKTG-GFM-RCGTH_Loyalty eBook SM chip                |  |  |  |  |  |  |  |  |  |
| Ajay Rajan Selvarajan11/14/2211/20/23                       |  |  |  |  |  |  |  |  |  |
| v Original Requester: Name: Maya Carmosino (7)              |  |  |  |  |  |  |  |  |  |
| 1519315_MKTG-GFM-RCGTH_2023 NRF Paid LinkedIn ads           |  |  |  |  |  |  |  |  |  |
| Ajay Rajan Selvarajan11/14/2221/6/23                        |  |  |  |  |  |  |  |  |  |

# Leadership reports: visibility into Teams Projects

Track how many projects your team is currently working on, which initiative they support (global or singular request, etc.), and more.

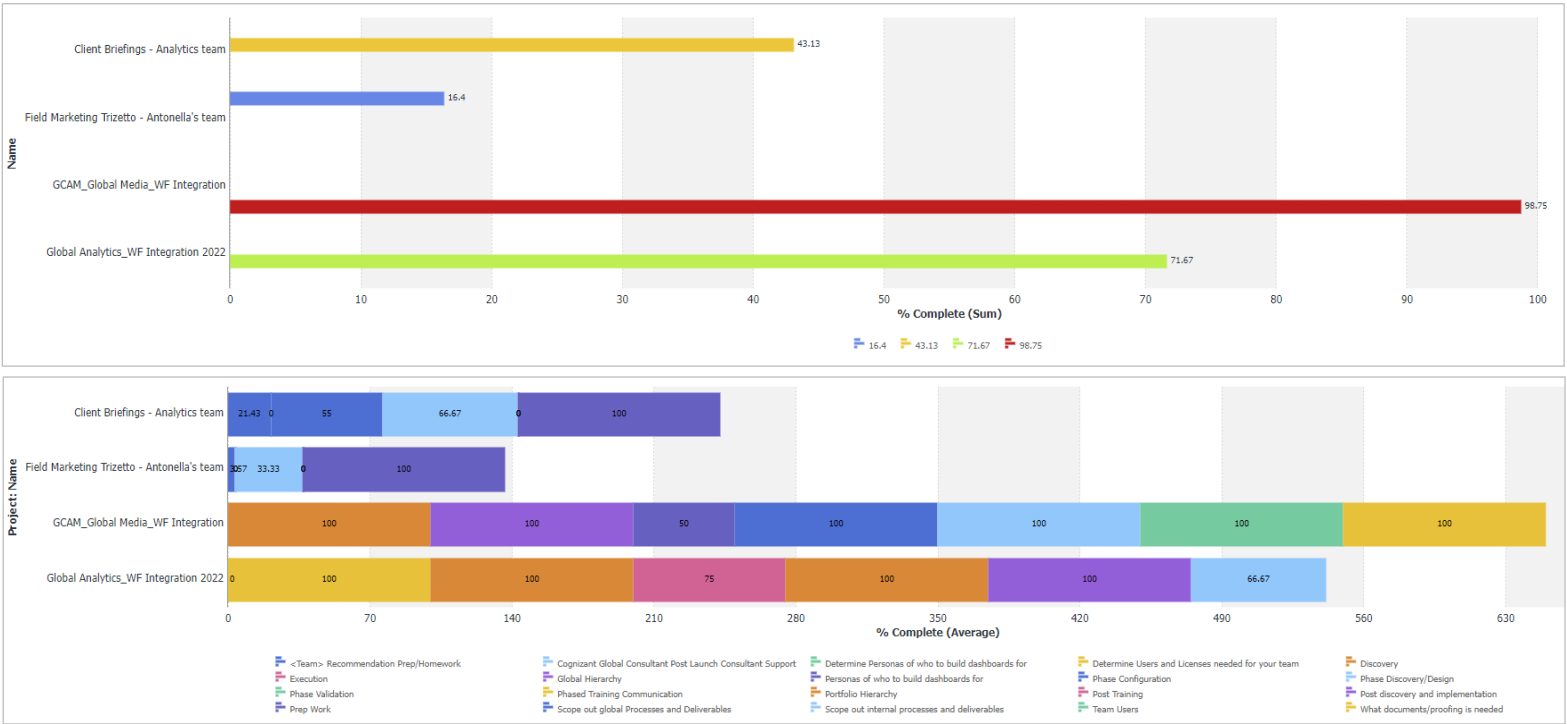
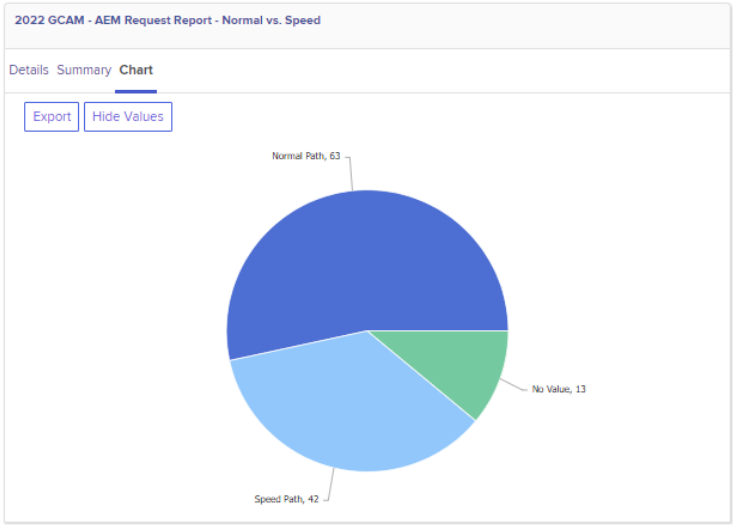
## Project report by Campaign Manager



# Project progression report

Identify stop gaps and project inefficiencies by tracking what tasks are being done on time vs late to determine what is holding up the project.

- Track the duration of the entire project. Goal to cut back timeline.
- Track which tasks might be holding up a due date and determine why they are held up. Goal to find inefficiencies and fix them in the process.



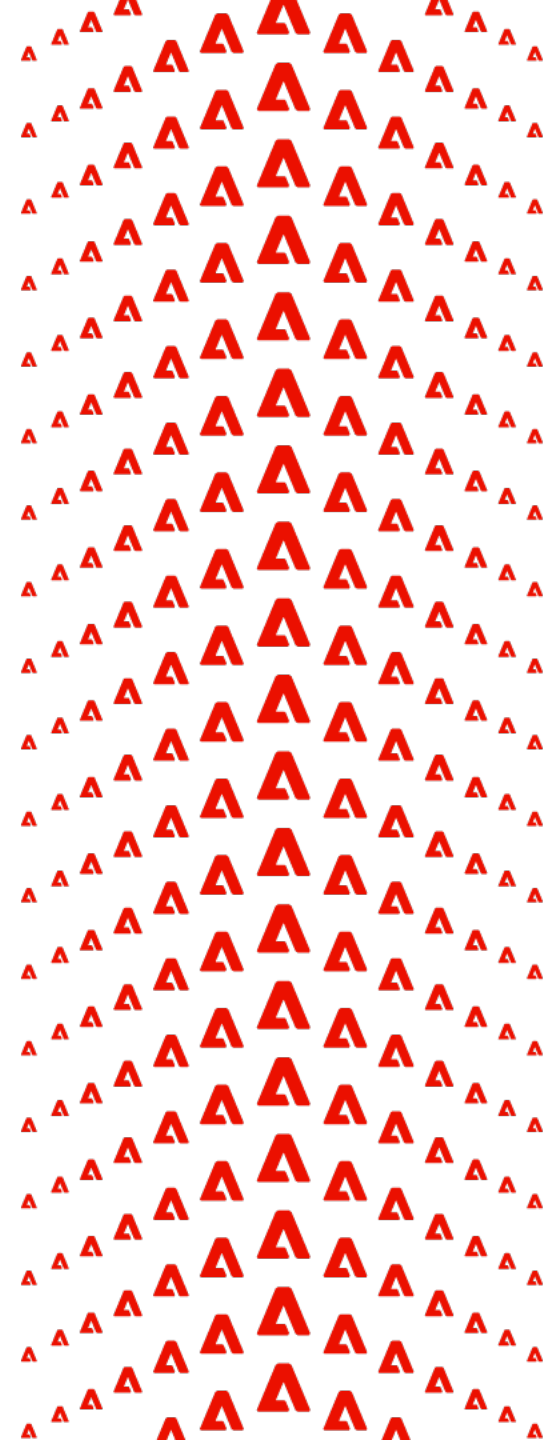
# Training task list

| Task Name                                  | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Welcome to Workfront                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Workfront Overview                         | 2- minute overview video. <a href="https://video.tv.adobe.com/v/342566">https://video.tv.adobe.com/v/342566</a>                                                                                                                                                                                                                                                                                                                                                                                                     |
| Workfront fundamentals                     | 6 min video to understand roles and how they use Workfront.<br><a href="https://experienceleague.adobe.com/docs/workfront-learn/tutorials-workfront/home.html?lang=en">https://experienceleague.adobe.com/docs/workfront-learn/tutorials-workfront/home.html?lang=en</a>                                                                                                                                                                                                                                            |
| What is a Project                          | Review the project landing page and understand the components that are available on this PDF.<br><a href="https://cdn.experience.workfront.com/Training/Guides/Project+landing+page+overview.pdf">https://cdn.experience.workfront.com/Training/Guides/Project+landing+page+overview.pdf</a>                                                                                                                                                                                                                        |
| Finding your work                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Workfront home screen                      | This overview document provides directions on the layout of the Home screen. <a href="https://experienceleague.adobe.com/docs/workfront/using/basics/home/use-home-area/use-the-home-area.html?lang=en">https://experienceleague.adobe.com/docs/workfront/using/basics/home/use-home-area/use-the-home-area.html?lang=en</a>                                                                                                                                                                                        |
| Top navigation bar menu                    | Learn about the top navigation menu and how to use it. <a href="https://experienceleague.adobe.com/docs/workfront/using/basics/navigate/global-navigation-overview.html?lang=en">https://experienceleague.adobe.com/docs/workfront/using/basics/navigate/global-navigation-overview.html?lang=en</a>                                                                                                                                                                                                                |
| Personal tasks                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| My Work vs Workfront Home                  | How to use the My Work Summary dashboard for your open projects, and personal tasks. Open requests, and projects you are on vs Workfront Home. You should be prepared to log into Workfront <a href="https://cognizanttech.my.workfront.com/">https://cognizanttech.my.workfront.com/</a> so you can follow along with your tasks. SSO logs you in automatically. <a href="https://experienceleague.adobe.com/docs/workfront/using/home.html">https://experienceleague.adobe.com/docs/workfront/using/home.html</a> |
| Complete Work in Workfront Home            | In this 2-minute Workfront video provides directions on how to complete work on your Workfront home page. <a href="https://experienceleague.adobe.com/docs/workfront/using/basics/home/use-home-area/mark-item-done-in-home.html?lang=en">https://experienceleague.adobe.com/docs/workfront/using/basics/home/use-home-area/mark-item-done-in-home.html?lang=en</a>                                                                                                                                                 |
| Prioritize Work in Workfront Home          | In this 2-minute Workfront video provides directions on how to prioritize your work on your Workfront home page so you can focus on the most time sensitive tasks.<br><a href="https://experienceleague.adobe.com/docs/workfront/using/basics/home/use-home-area/prioritize-work-in-home.html?lang=en">https://experienceleague.adobe.com/docs/workfront/using/basics/home/use-home-area/prioritize-work-in-home.html?lang=en</a>                                                                                   |
| Navigate Adobe Workfront   Adobe Workfront | View the glossary of training sections on how to navigate Workfront. <a href="https://experienceleague.adobe.com/docs/workfront/using/basics/navigate/navigate-workfront.html?lang=en">https://experienceleague.adobe.com/docs/workfront/using/basics/navigate/navigate-workfront.html?lang=en</a>                                                                                                                                                                                                                  |
| Manage your notifications                  | Review this PDF to view best practices on how to manage and customize your notifications. <a href="https://experienceleague.adobe.com/docs/workfront/using/basics/use-notifications/wf-notifications.html?lang=en">https://experienceleague.adobe.com/docs/workfront/using/basics/use-notifications/wf-notifications.html?lang=en</a>                                                                                                                                                                               |



# Final thoughts

# **Workfront Customer Success Best Practices**



# Launching an Adoption Survey

## Measure

measure usage and sentiment by conducting a survey. The first survey you conduct will give you your baseline against which you can track progress over time.

Measurements may be quantity, time, or ratings.

## Review

review the responses objectively and with an open mind. The feedback you receive may differ depending on when the survey is conducted in the implementation or usage lifecycle.

## Plan

distill the responses and feedback down to common themes and topics. Through the lens of your own strategic roadmap, develop a short, medium, and long term plan with clear actions and next steps for improvement.

## Execute

Having built a plan of action, execute on it. It doesn't necessarily have to be completed in full (or even before the next survey cycle starts) but ensure your execution results in some incremental and noticeable improvements that can be measured. Also be sure to communicate the results to your users.

## Objectives

What are you trying to solve for when sending this survey?

Is this part of your Workfront implementation to set a baseline for usage?

Are you doing a retrospective to see how a particular period of usage has gone?

Are you looking to address a problem with adoption or another area of concern?

## Structure

Keep it simple to generate a better response

Tailor your survey to the respondent (ie: admin, user, project manager, executive, etc.)

No more than 20 questions primarily focusing on select/drop down responses for better data.

Consider building your survey inside of Workfront to better capture reporting (see Appendix slides)

## Frequency

Standard adoption surveys should be sent every 6-12 months

If currently implementing, consider sending “special interest” surveys to establish baselines pre-implementation or explore key topics post-implementation

## Incentive

Offer an incentive for respondents to return quality responses in a timely manner

Turn the survey into a contest – first X respondents get a gift card, etc.

# Thank you

Jaime Davidson

# Appendix

# Post survey: thank you email

Hello everyone,

Thank you for taking the survey! We learned a lot about usage and where we can help elevate your experience. Because of your feedback we can improve the Workfront user experience. My hope is to make this platform user friendly to guide us in a seamless workflow and transparency/communication.

Hot topics were: Proofing tool, increased visibility and communication within Workfront, how to find work/final assets, Executives interest in understanding how teams are using it and the value. Which is all related to our priorities.

Myself as the global system admin along with the group admins, have determined the top priorities to focus on this year. Here are things we are working on and will get back to you on when we have something to share.

- Global collaboration and visibility
- Education and knowledge on Workfront features (Workfront led webinars, office hours or lunch and learns, monthly newsletter or similar)
- Executive leadership support to drive clearer deliverables
- Admin sharing – including training or simply sharing upcoming events/webinars, new features, etc.

Thank you for helping make Workfront a better tool for us all.

Jaime

# Welcome email – new users

Welcome!

Welcome to the Adobe Workfront community. Workfront is our project management tool where we build one place for managing work. It helps users get their best work done by automating projects and processes, orchestrating content, and providing company-wide collaboration in a single platform.

The Global Marketing team uses Workfront to:

- Deliver Campaign briefs, submit work items, and conduct reviews and approvals
- Communication in real-time on status, requests, and timelines
- Store your campaign/program assets
- Track campaign deliverables by completion date

QuickStart Guide

To get started, we highly recommended watching this intro video [Workfront Tutorials | Adobe Workfront](#) to understand the basics and its purpose. And walk through the guidelines of how to [Navigate Workfront](#).

Adobe Workfront Self-Learning Courses

If you prefer to learn through a self-paced training there are various resources available to you in Adobe's Experience League. Here are some good options to get started:

[Workfront pre-recorded tutorials](#)

[Free webinars](#)

[Step-by-step written guides](#)

For specific training by team, please reach out to your Group Admin who can share training materials unique to your team.

Please let us know if we can help at all. You can reach us by [submitting a question or comment](#) through Workfront.

Cheers,

The Adobe Workfront Admin Team



# Training outputs

Mix of self-serve, meetings, and printed materials

- Group admin team meeting updates
- Lunch and learns
- Pre-recorded training videos
- Shared release/updates documentation
- Organizing WF Experience League training in a Project
- Newsletter
- Team office hours vs all user office hours

## Quarterly or Monthly newsletter 2024

A monthly newsletter for our active, internal Workfront users with a high-level summary of what's happening in Workfront across the global marketing team. This will include the latest news/updates, tips and tricks, and upcoming release information. This format allows users to be aware of what changes are coming, who is using the platform, and how this affects their daily work.

## Topic sections:

- Latest news (new releases, integrations, etc.)
- Team spotlight

## News

- Tips and tricks
- New teams onboarding
- Upcoming releases and updates from WF
- Links to training videos or decks



| Question – Field Name                                                                                                   | Field type                       | Field Values                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| General information – questions for everyone                                                                            |                                  |                                                                                                                                          |
| What role do you hold in Workfront?                                                                                     | Dropdown                         | System or Group Admin, Project manager, Team member executing on projects, Team or Executive leader, Submit requests                     |
| What type of communication would you like to see from your admin?                                                       | Dropdown                         | New/updated features by Adobe, webinar training opportunities, ADD MORE                                                                  |
| How do you prefer to receive communication?                                                                             | Dropdown                         | Teams, Workfront notification, Email, Yammer                                                                                             |
| Which form of communication do you currently use most for projects                                                      | Dropdown                         | Email, Teams, Workfront project/task                                                                                                     |
| Admin / Group Admin                                                                                                     |                                  |                                                                                                                                          |
| What content would you like to see discussed/reviewed in the governance call to make it more valuable to you?           | Dropdown (multi-select)<br>Other | Discussing best practices, Knowledge sharing from team members, review training/webinars available, Reporting training and review, other |
|                                                                                                                         | Text field                       | Other                                                                                                                                    |
| Are you aware of everything you can do as an Admin? How can the global system admin support you in your admin role?     | Dropdown                         | Yes, no                                                                                                                                  |
|                                                                                                                         | Text field                       | Please explain                                                                                                                           |
| What tools or features do you think would help your team with user adoption?                                            | Dropdown (multi-select)          | All user office hours, lunch and learns, viewing reports and dashboards, ADD MORE, other                                                 |
|                                                                                                                         | Text field                       | Other                                                                                                                                    |
| Project Manager / Plan License                                                                                          |                                  |                                                                                                                                          |
| How much of your working week is spent doing admin work in Workfront?                                                   | Dropdown                         | Less than 5 hours, 6-10 hours, 16-20 hours, More than 20 hours.                                                                          |
| By using Workfront, are your priorities clearly defined?                                                                | Dropdown                         | Yes, No                                                                                                                                  |
|                                                                                                                         | Text field                       | Please explain                                                                                                                           |
| Please rate on a scale of 1-5 (5 being the most efficient) how much Workfront has helped you be efficient in your role. | Dropdown                         | 1,2,3,4,5                                                                                                                                |

| Question – Field Name                                                                                                                                                                                                               | Field type              | Field Values                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------------------------------------------------------------------------------|
| Team executor / Work License                                                                                                                                                                                                        |                         |                                                                                             |
| Do you understand how to find your tasks assigned to you?                                                                                                                                                                           | Drop down<br>Text field | Yes, No<br>Please explain                                                                   |
| Is Workfront helping with collaboration and visibility into projects you are a part of?                                                                                                                                             | Dropdown<br>Text field  | Yes, no<br>Please explain                                                                   |
| Please provide additional comments and suggestions relating to Workfront or its implementation.                                                                                                                                     | Text field              |                                                                                             |
| Submit requests / Requestor License                                                                                                                                                                                                 |                         |                                                                                             |
| Please rate the usability of the request forms?                                                                                                                                                                                     | Dropdown<br>Text field  | Great, OK, not that good, Hate it<br>Please explain                                         |
| How satisfied are you with the visibility into your requests once They are submitted?                                                                                                                                               | Text field              | Very satisfied, Satisfied, Neither satisfied, dissatisfied, Dissatisfied, Very dissatisfied |
| Please add any additional comments and suggestions relating to submitting requests and how we can help make your experience better.                                                                                                 | Text field              |                                                                                             |
| Executive / Reviewer License                                                                                                                                                                                                        |                         |                                                                                             |
| What is the objective you'd like to get out of Workfront for your team? And for Global Marketing? E.g., Visibility into your teams' projects, Visibility into how your team is spending their time, reducing project timeline, etc. | Text field              |                                                                                             |
| What data/reports would you like to see from your teams use in Workfront? Any reports on behalf of Global Marketing?                                                                                                                | Text field              |                                                                                             |
| Are you willing to have your team participate in a pilot across Global Marketing to ensure your objectives and reporting needs are met?                                                                                             | Dropdown                | Yes, No                                                                                     |

# Summary

We ended with 180 responses with the response rate of 23%.

## Audience

Active users (logged in within the last 6 months) in Workfront using this report; **User Audit Report 2022**. Questions will be dynamic based on logic from question #1 which is determined by their license type in Workfront. Survey responses were anonymous unless someone asked to be reached out to regarding their responses.

- Plan: 164
- Work: 245
- Request: 480
- Review: 15

## Results

Segmented by Workfront License type (the logic based on question #1).

**Group Admin concern:** Negative responses and how to handle them. Groups are worried it will highlight negativity of their hard work. How to ask questions that are logic based instead of emotion based.

## Team or Executive Leader (ranking)

Please stack rank what your top team objectives you would like Workfront to help accomplish (one is the highest priority)

| Rank | Top team objective                                   |
|------|------------------------------------------------------|
| 1    | Visibility into your teams' projects                 |
| 2    | Track program ROI                                    |
| 3    | Visibility into how your team is spending their time |
| 4    | Reducing project timeline                            |
| 5    | Other - Please provide any additional comment        |

Please stack rank what would you like to accomplish from a global marketing team within Workfront (one is the highest priority)

| Rank | Top areas to accomplish within Workfront                                                        |
|------|-------------------------------------------------------------------------------------------------|
| 1    | Cross team collaboration on global projects                                                     |
| 2    | Visibility into global projects                                                                 |
| 3    | Streamlined intake form process                                                                 |
| 4    | Global lunch and learns training based on license type (reporting, resourcing management, etc.) |
| 5    | Other - Please provide any additional comment                                                   |

# Governance Roles and Responsibilities

## System Admin

Provide overall support, guidance, and workflow management for global instance

Establish roles and responsibilities

Establish best practices for global environment

On-board departments/new group admins

Manage and run core team meetings

## Group Admin

Provide overall support, guidance, and workflow management for department

Establish roles and responsibilities for department

Establish best practices for department

On-board new users/partner with existing users

Promote Workfront - advocate for users on their department. Host their own team office hours, share tips and tricks, and see how/what their teams need help