Adobe Workfront

Marketing System of Record

True excellence happens when people, processes, and platforms interconnect.

Your marketing team does great work. But they could do their best work if your people, processes, and platforms were better connected. Adobe Workfront helps teams balance competing priorities and get more done, without sacrificing quality.

Work can be better. Adobe Workfront is an enterprise, cloud-based work management platform that helps you plan, predict, collaborate, evolve, and deliver your best work. As an Adobe company, Workfront is the layer that connects workflows across Adobe solutions and beyond. It pulls together the other platforms your teams already love, generating a revolutionary level of visibility, automation, compliance, and efficiency across your teams.

Adobe Workfront: Your Marketing System of Record

Intake campaign or creative request.

Get to work on deliverables directly aligned to business outcomes.

Create digital content and update status of a task without leaving Creative Cloud.

Store final asset with associated metadata and share with the right people.

Launch assets to the right channels and automatically inform stakeholders of delivery.

A Marketing System of Record powering everything from planning to process to performance.

Marketers gain:
- Project planning & resource management
- Capacity planning & management
- End-to-end campaign management
- Project management & process automation

Marketers experience:
- Operational efficiency
- Accelerated content velocity & speed to market
- Nimble, data-driven decision-making
- Optimized employee work experience

Real customer benefits:
- Saved over $1M in potential outside agency fees
- Reduced regulatory compliance SLAs by more than 10 days
- Passed global audit with flying colors
- United 62 business units
- Increased project capacity by 25%

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In the words of Adobe Workfront customers and analysts:

“Workfront has brought order to chaos. It has allowed us to regain our reputation for creative excellence. Workfront has also allowed us to take smart, creative people and remove the burden of trying to organize and find stuff, giving them more time to be creative. That's priceless!”

Bill Gattinger
Senior Manager, Traffic, Production, and Direct Marketing, ATB Financial

"With Workfront, we found something we could offer to any department in the company. It had the consistency to standardize performance management across the board, but also the ability to customize it for each team’s needs."

Andy Kinnear
Director of IT PMO, University Hospitals

"Making the data flow seamlessly across our tools means that people won’t have to learn the individual point solutions — they can just go to Workfront and do everything they need to do there."

Paul Tasker
VP of Marketing Operations, Sage

What they have in common:

- Customer-facing companies with high-velocity content or large-scale projects
- Departments with processes and projects spanning people, teams, tools, or platforms
- Regulated industries where adherence to regulatory standards is business-critical