



August 2020 CAB Pre-read

CIO Messaging Validation

Background: We are testing new messaging targeted specifically to Chief Information Officers (CIO) and Chief Technology Officers (CTO). In order to better understand the needs of this audience, we have conducted multiple customer and prospect interviews and met with industry analysts to understand how Workfront can be a solution to their unique challenges.

After researching and validating, we have constructed a product demo catered to a CTO/CIO that features the following learnings:

- **Centralize project delivery**- Immediate and longer-lasting IT budget cuts will require a critical look at the company's tech stack. Increased spend is limited to technologies that increase productivity and support remote work. Business decisions will be up leveled to CIOs during these tough budget cuts and they will focus on connecting where the team communicates, plans and executes on work for full visibility across the enterprise
- **Drive business outcomes** - Teams need to quickly identify blockers and make data driven decisions that mitigate risk and deliver impactful projects on time. Now more than ever, CIOs need to work with predictability. They need a trusted source that provides a holistic view of work being done across the team.
- **Stay the course on key priorities** - CIOs/CTOs need a way to scale operations quickly and pivot as necessary. Managing limited resources and setting clear priorities is vital to making sure they have the right people working on the right work. From controlling costs and reengineering processes to driving data and impacting revenue, they need to operate with control.

Ask: Please review the [recorded demo](#) and consider the follow up questions below. Following the August 5 CAB meeting we will initiate a discussion thread in the Workfront [CAB private community](#) to continue the discussion (please use your login to access the community).

If you believe that someone in your network would have valuable input regarding this CIO demo, please have them email us to schedule time or email directly with their

feedback. If you have any questions or further comments, we would love to hear from you:

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Recorded demo:

https://drive.google.com/file/d/1wCtGsJdaHmQE2Sz71w2Bs_47cE9_LhVw/view

Follow-up Questions to discuss in [CAB community](#):

1. How clearly were the CIO's pain points addressed? 1-10 (1 not at all, 10 excellent)
2. How well did the demo resonate with you? 1-10 (1 not at all, 10 excellent)
3. What business challenge was best addressed in the demo?
4. What part of the demo needs the most improvement?
5. How likely are you to share this with your CIO friends and colleagues? (1 not at all, 10 absolutely) And, Why?
6. What could have been better articulated?
7. Other feedback

