



EXPERIENCE MAKERS THE SKILL EXCHANGE

The Future of Proof

Caroline Ossmann
Product Manager



Your presenter

Caroline Ossmann

- Product Manager, Workfront Proof
- Joint Adobe Workfront family in June 2021
- Based in Germany



Agenda

- Ideas for how to improve your general review & approval process
- Highlights of recent innovations
- What's on the roadmap for this year (and beyond)

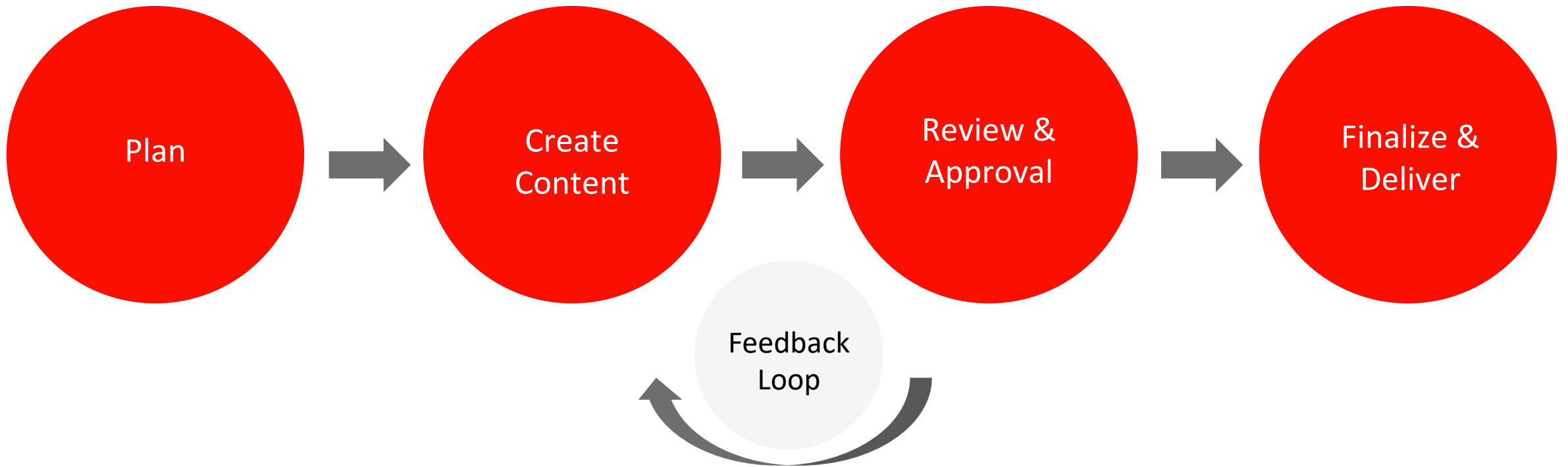
Adobe Confidential

Roadmap disclosures are for informational purposes only, are not a guarantee of any future feature or functionality and are subject to change at any time. As such, roadmap features and functionality must NOT be promised or committed to customers via contract or in any other manner

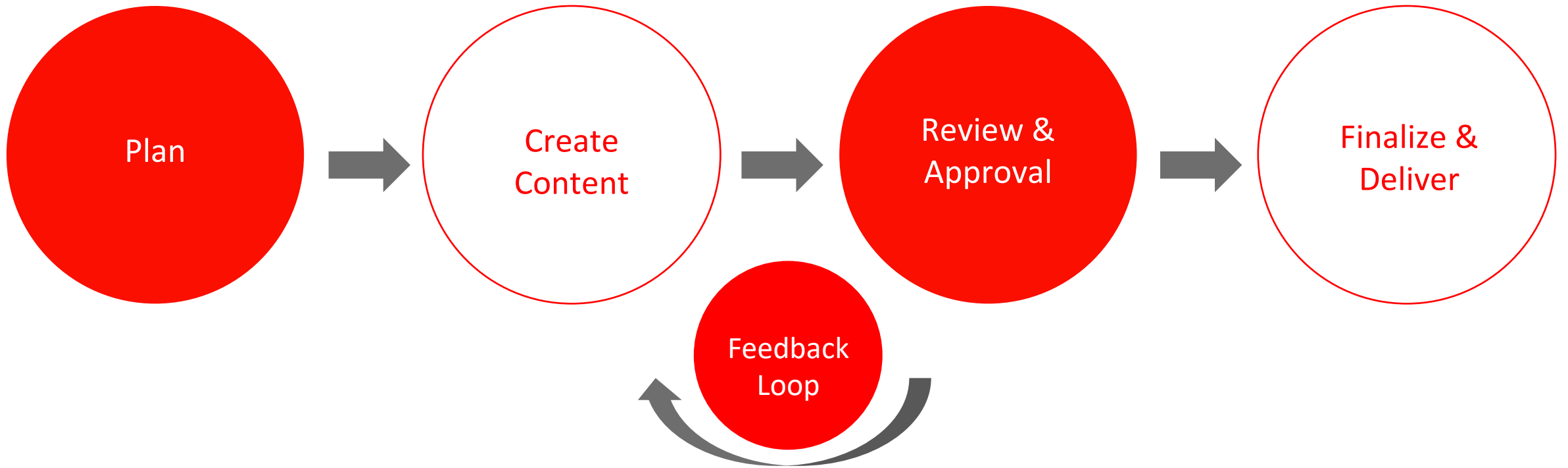
Leverage Workfront Proof & improve
your general review & approval process



Content Review & Approval process



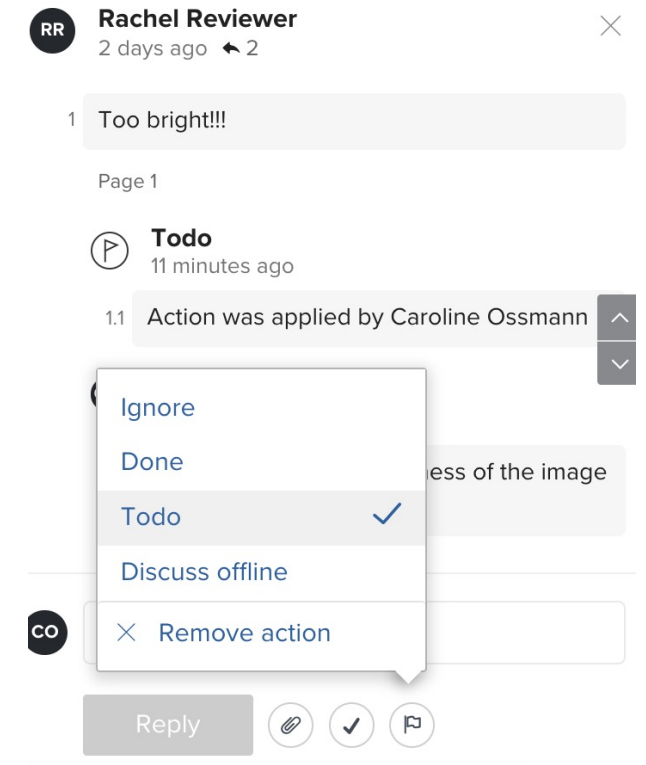
Content Review & Approval process



Moderation and hand-off to content creator

Utilize moderation capabilities to streamline feedback

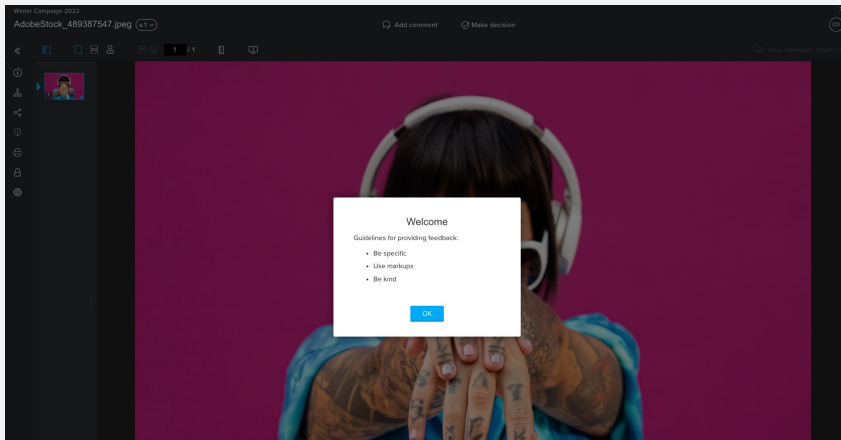
- Reply or add own comments and rephrase feedback to be more precise
- **Set actions on your comments** and resolve comments for better tracking
- Ask content creator to **filter for actions**



Moderation and hand-off to content creator

Utilize moderation capabilities to streamline feedback

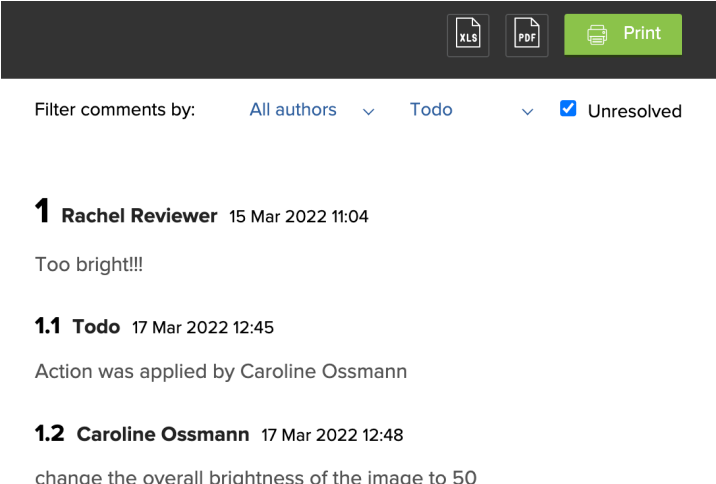
- Reply or add own comments and rephrase feedback to be more precise
- **Set actions on your comments** and resolve comments for better tracking
- Ask content creator to **filter for actions**
- Extra tip: Define guidelines for reviewing proofs in **'on load message'**



Moderation and hand-off to content creator

Protect content creator from distractions and noise

- Add content creator once needed
- Add content creator to own (private) stage
- **Use print summary** (filter for actions and moderator's comments)



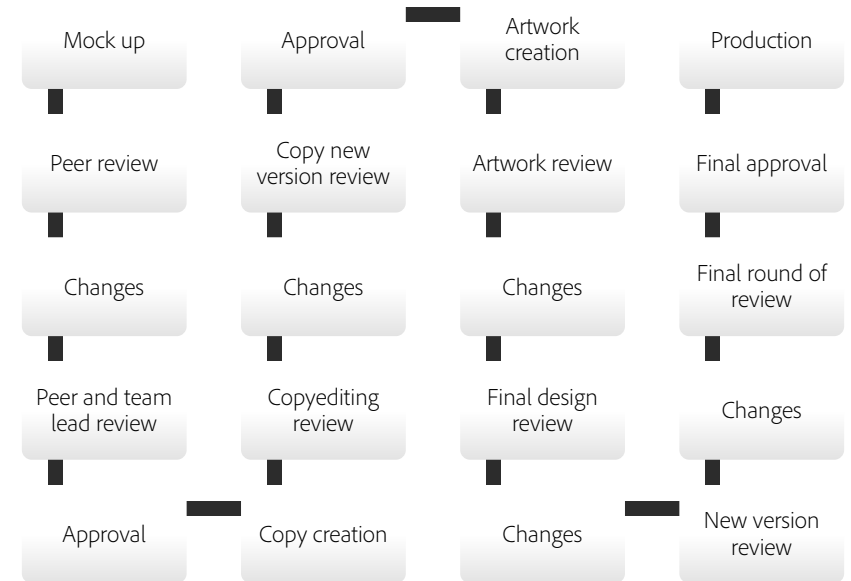
The screenshot shows a moderation interface with a dark header bar containing icons for XLS, PDF, and a green 'Print' button. Below the header, there is a filter section with the text 'Filter comments by:' followed by three dropdown menus: 'All authors', 'Todo', and 'Unresolved' (which is checked). The main content area displays a list of comments and actions:

- 1 Rachel Reviewer** 15 Mar 2022 11:04
Too bright!!!
- 1.1 Todo** 17 Mar 2022 12:45
Action was applied by Caroline Ossmann
- 1.2 Caroline Ossmann** 17 Mar 2022 12:48
change the overall brightness of the image to 50

Utilize automated workflows and create overall review tasks

Optimize your review process with Automated Workflow

- Replace multiple review tasks with simple approvals by one review task and **an automated multi-stage proof workflow**



Utilize automated workflows and create overall review tasks

Optimize your review process with Automated Workflow

- Replace multiple review tasks with simple approvals by one review task and a multi-stage proof workflow
- **Upload documents and create proofs on project level** and structure them by creating folders

The screenshot displays the Adobe Project Hub interface for a project named "Winter Campaign 2022". At the top, there are project details: "PROJECT Winter Campaign 2022" with a star icon, "Percent Complete 0%", "Project Owner Caroline Ossmann", "Planned Completion 15 Apr 2022", and "Condition On Target". Below this, a navigation menu on the left lists various project components: Tasks, Project Details, Business Case, Updates, Documents (3), Issues (0), Risks, Approvals, Baselines, Billing Rates, Billing Records, Expenses, Hours, Workload Balan..., People, and Utilization. The main content area is titled "Documents (3)" and shows a "Folders" section with "PROJECT FOLDERS" containing "Original files" and "Proofs". The "Proofs (3)" section displays three proof items, each with a thumbnail, a title (e.g., "AdobeStock_489387547.jpeg"), a date and time added, the user "Caroline Ossmann", and a "Comment" link. Each proof item also has "S O C" status indicators.

Keep improving your Review & Approval Lifecycle



(Datmedia.com, 2020)

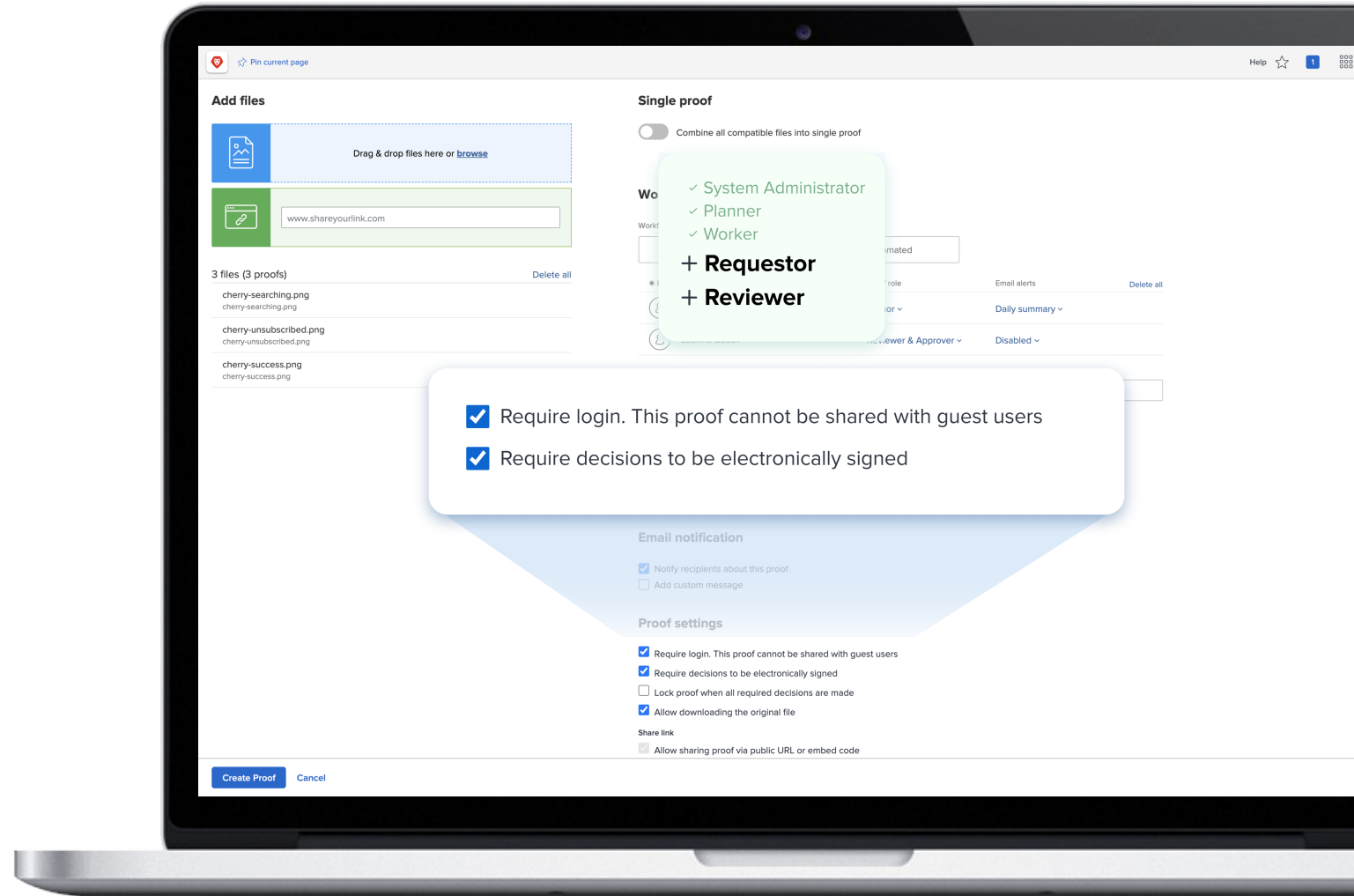
Latest enhancements



Enhanced proof security

You can now have your reviewers and requestors log into proof or electronically sign them

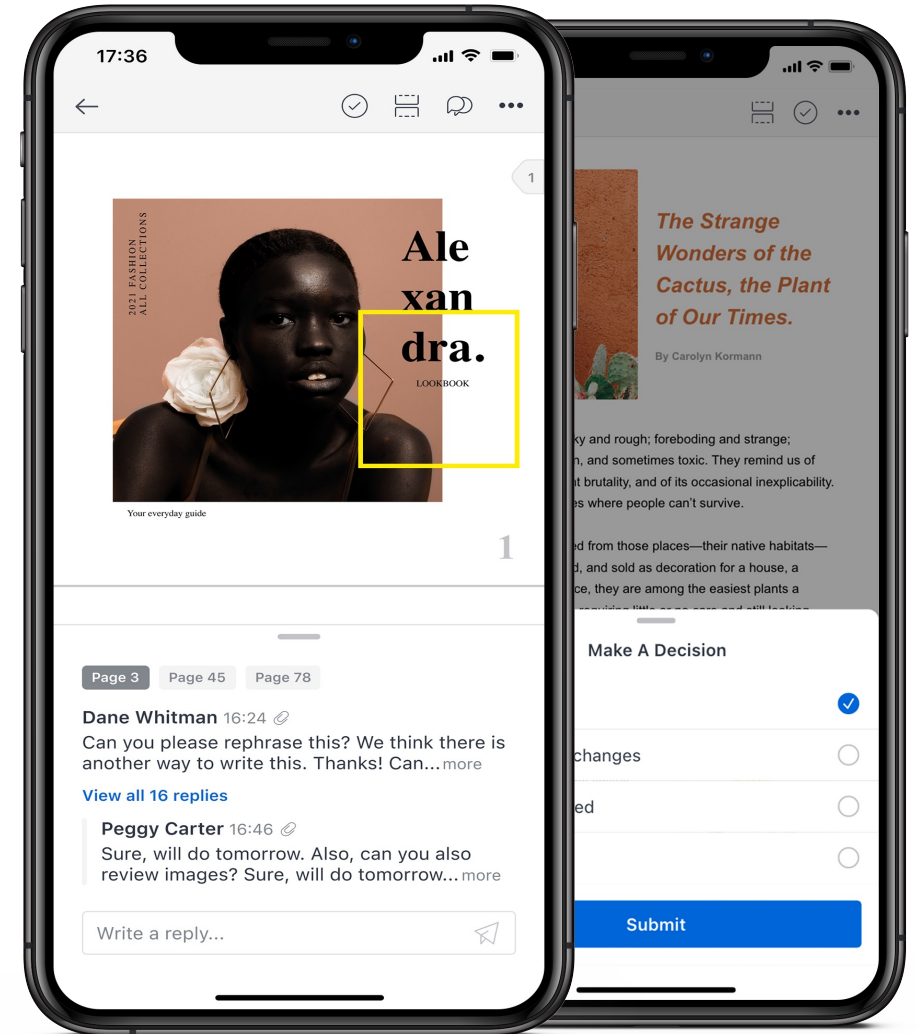
- Enhances security on your proofs
- Complies with industry standards such as ISO
- Settings can be made mandatory or non-mandatory



Mobile Proof Integration (Phase 2)

Accelerate engagement and streamline the work for teams and individuals through Workfront's mobile app.

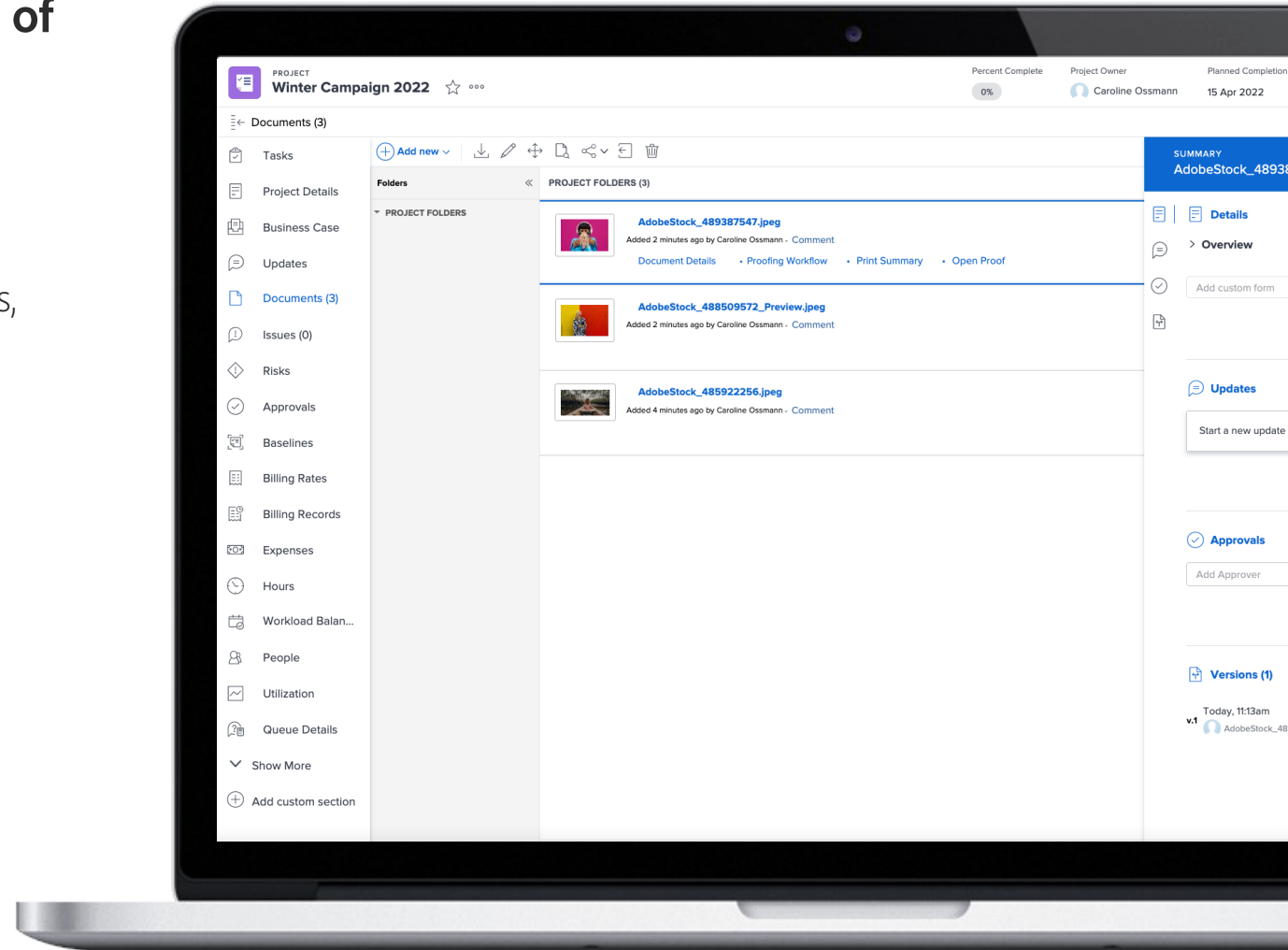
- Download document
- Lock/unlock Document
- Create, manage and view annotations with all available drawings that were made on the document



Improved Usability & Performance

We have significantly improved the loading times of the documents area within the Workfront system

- Average load time 2.5x faster
- Much more responsive user experience within your Projects, Tasks & Issues documents area
- A system that navigates as you navigate



Current focus area:

Workfront & Proof integration



Workfront & Proof integration

Focus area in 2022

Seamless user experience

- Streamline the proofing experience in Workfront Mobile app
- New end-to-end approval experience

Configuration & administration

- Configure proof, user & workflow settings inside Workfront
- Harness Workfront organisational units inside proof workflows and benefit from simplified permission
- Hub & Satellite support using Workfront Groups

Visibility & reporting

- Visibility into all proofing aspects with enhanced Workfront reporting
- Visibility into proof reviewers inside Home and reporting

End-to-end automation

- Connected Tasks and content approvals
- Proof workflows configured inside project templates

continuous enhancements

creation of prototypes & customer validation

research started

Workfront & Proof integration

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Workfront & Proof integration

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Mobile Proof Integration (Cont.)

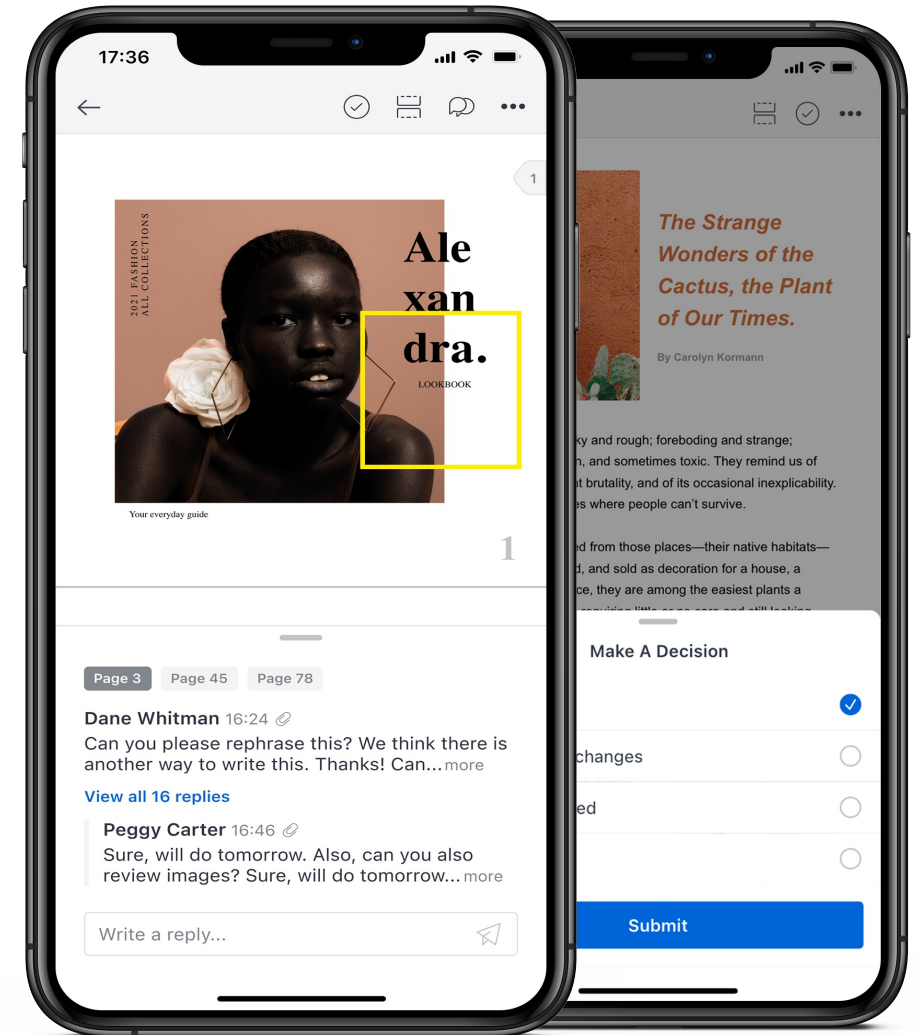
Accelerate engagement and streamline the work for teams and individuals through Workfront's mobile app.

Release 22.3

- Attach documents and images in the comment field
- Update and add contributors via tagging

Looking forward

- Proof Versioning support
- Extended file support (audio, video, MS office)
- Improved experience for iPad
- Etc.

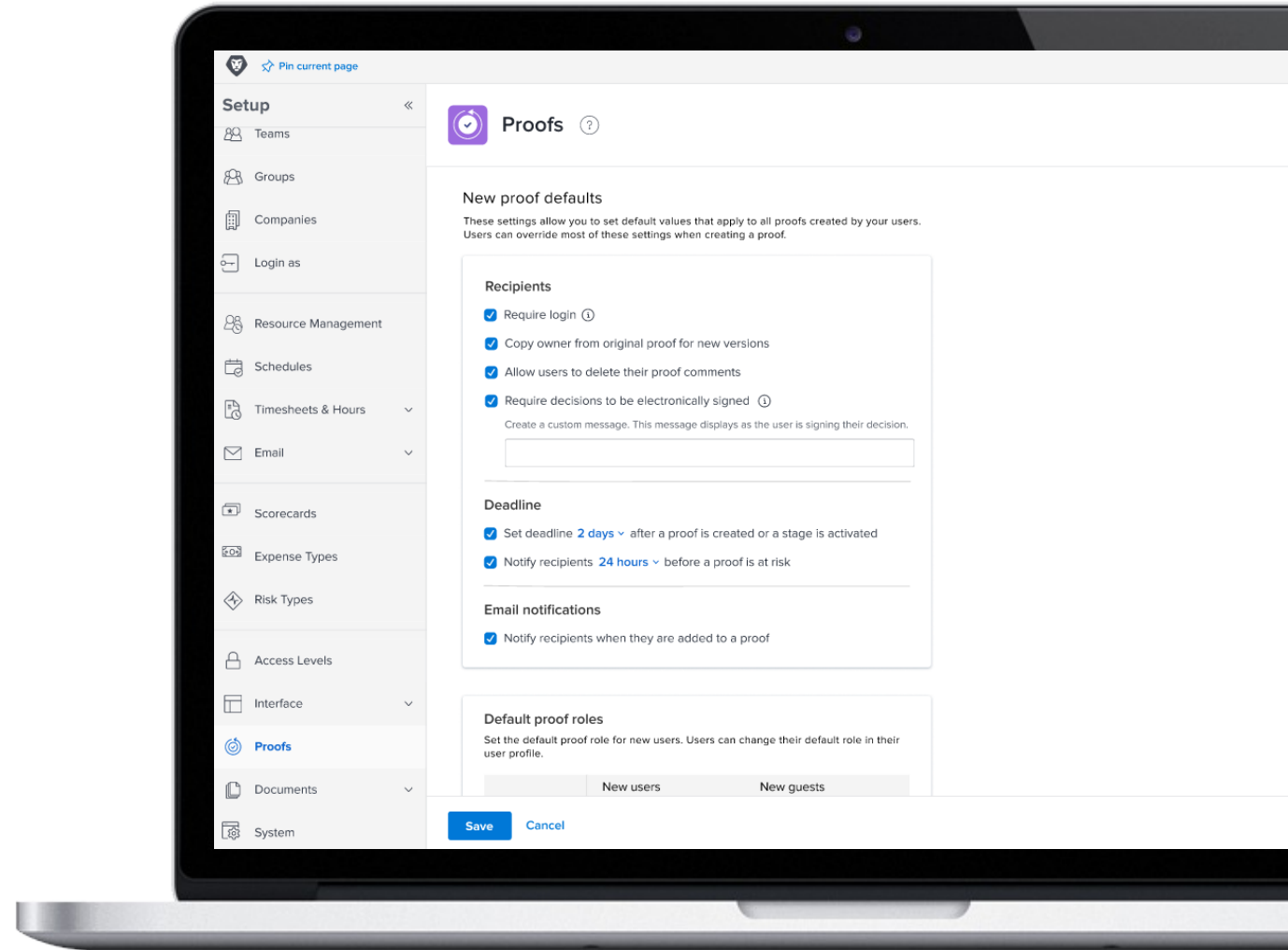


Proof configuration inside Workfront

Administer proof related settings within the single Workfront experience

Reduced clicks and increased productivity by allowing you to configure your proofs settings directly inside Workfront Setup including the ability to

- Configure account wide proof settings
- Manage your decisions



Create and manage your proof workflows inside Workfront

Reduced clicks and increased productivity by allowing you to configure your proofs workflow settings directly inside Workfront Setup including the ability to

- Create new workflows
- Update existing workflows
- Remove obsolete workflows

The screenshot shows the Workfront Setup interface for configuring a 'Compliance Review' proof workflow. The interface is divided into a sidebar and a main content area. The sidebar contains various setup categories, with 'Approvals & Reviews' selected. The main content area displays the 'Compliance Review' workflow configuration. At the top, there is a 'New proof workflow template' header and a 'Compliance Review' title. Below this, there is a 'Proof workflow' section with a 'New stage' button. A progress indicator shows three stages: 'Design review', 'PM review', and 'Dev review'. The 'Design review' stage is currently active. Below the progress indicator, there is a detailed configuration panel for the 'Design review' stage. This panel includes a table for recipients and their roles, and 'STAGE SETTINGS' for activation and locking. The table has columns for 'RECIPIENTS', 'PROOF ROLE', and 'EMAIL ALERTS'. The 'STAGE SETTINGS' section includes options for 'Activate stage', 'Lock stage', 'Require decisions from', and 'Primary decision from'. At the bottom of the configuration panel, there are 'Save Changes' and 'Cancel' buttons.

RECIPIENTS	PROOF ROLE	EMAIL ALERTS
Proof creator (Owner)	Default	Default
Jordan Fraiser	Reviewer & Approver	All activity
Susan Wilson (Primary decision)	Moderator	Replies to my comment
Gilbert McCarthy	View only	Daily summary

STAGE SETTINGS

Activate stage: On proof creation

Lock stage: When the next stage starts

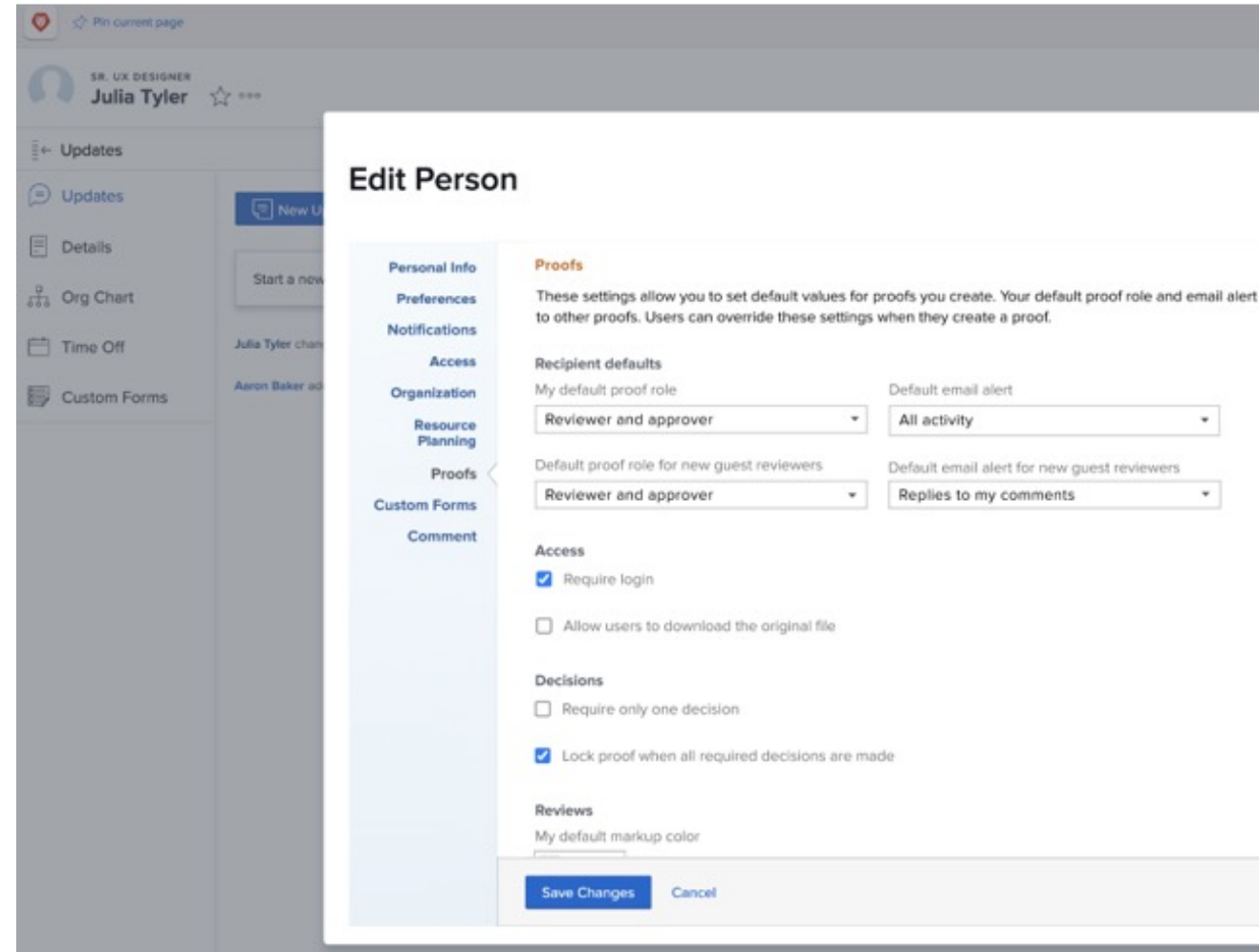
Require decisions from: All approvers

Primary decision from: Susanna Wilson

Update individual proof settings inside Workflow

Reduced clicks and increased productivity by allowing you to configure your proof user settings directly inside Workfront Setup including the ability to

- Proof defaults
- Notification settings



Workfront & Proof integration

Seamless user experience

- Streamline the proofing experience in Workfront Mobile app
- **New end-to-end approval experience**

Configuration & administration

- Configure proof, user & workflow settings inside Workfront
- **Harness Workfront organisational units inside proof workflows and benefit from simplified permission**
- **Hub & Satellite support using Workfront Groups**

Visibility & reporting

- **Visibility into all proofing aspects with enhanced Workfront reporting**
- Visibility into proof reviewers inside Home and reporting

End-to-end automation

- **Connected Tasks and content approvals**
- Proof workflows configured inside project templates

creation of prototypes & customer validation
research started

New end-to-end approval experience

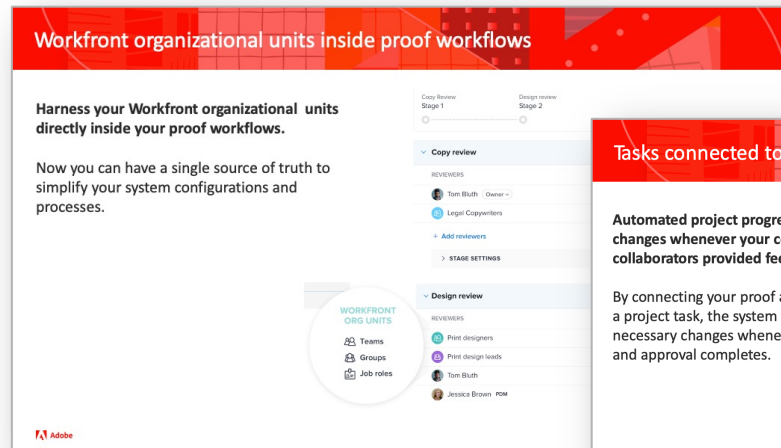
Iteratively introduce a brand-new end-to-end approval experience

- Native within Workfront
- Consistent experience
- Workfront organizational units inside proof workflows
- Unification of document and proof approvals
- Connected tasks and approvals
- Enhanced Workfront proof reporting
- Hub / Satellite support

Workfront organizational units inside proof workflows

Harness your Workfront organizational units directly inside your proof workflows.

Now you can have a single source of truth to simplify your system configurations and processes.

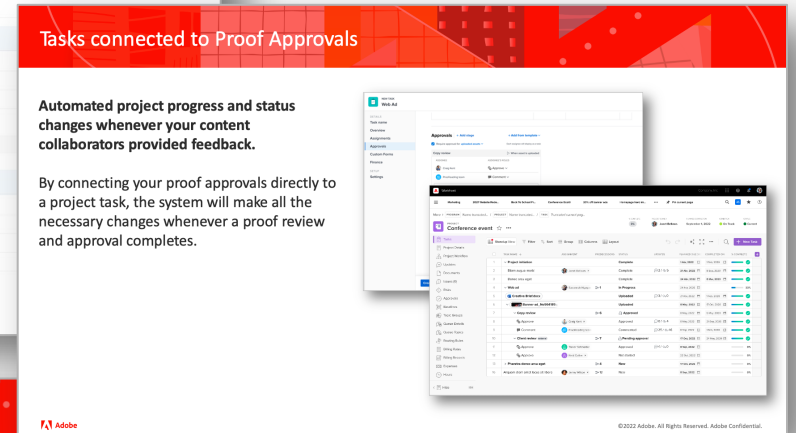


The screenshot shows a proof workflow interface with two stages: 'Copy review' and 'Design review'. Under 'Copy review', there is a list of reviewers including Tom Bluth and Legal Copywriters, with an 'Add reviewers' button. Under 'Design review', there is a list of reviewers including Print designers, Print design leads, Tom Bluth, and Jessica Brown. A 'STAGE SETTINGS' button is also visible.

Tasks connected to Proof Approvals

Automated project progress and status changes whenever your content collaborators provided feedback.

By connecting your proof approvals directly to a project task, the system will make all the necessary changes whenever a proof review and approval completes.

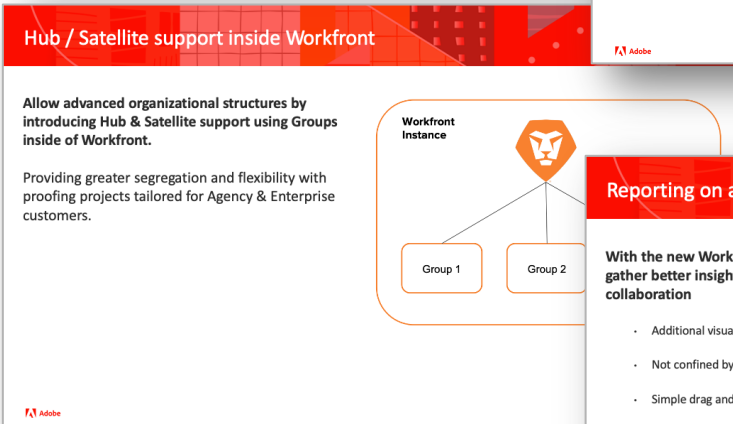


The screenshot shows a project task list. A task titled 'Conference event' is highlighted in blue, indicating it is the current task. The task has a status of 'In Progress' and a progress bar. The task list includes columns for task name, status, start date, end date, and assignee.

Hub / Satellite support inside Workfront

Allow advanced organizational structures by introducing Hub & Satellite support using Groups inside of Workfront.

Providing greater segregation and flexibility with proofing projects tailored for Agency & Enterprise customers.

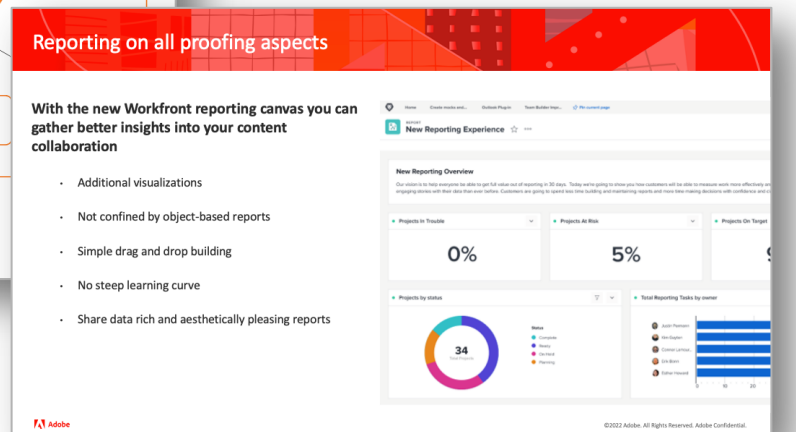


The diagram shows a central 'Workfront Instance' box with a logo. Two lines branch out from the bottom of this box to two separate boxes labeled 'Group 1' and 'Group 2', illustrating the organizational structure.

Reporting on all proofing aspects

With the new Workfront reporting canvas you can gather better insights into your content collaboration

- Additional visualizations
- Not confined by object-based reports
- Simple drag and drop building
- No steep learning curve
- Share data rich and aesthetically pleasing reports

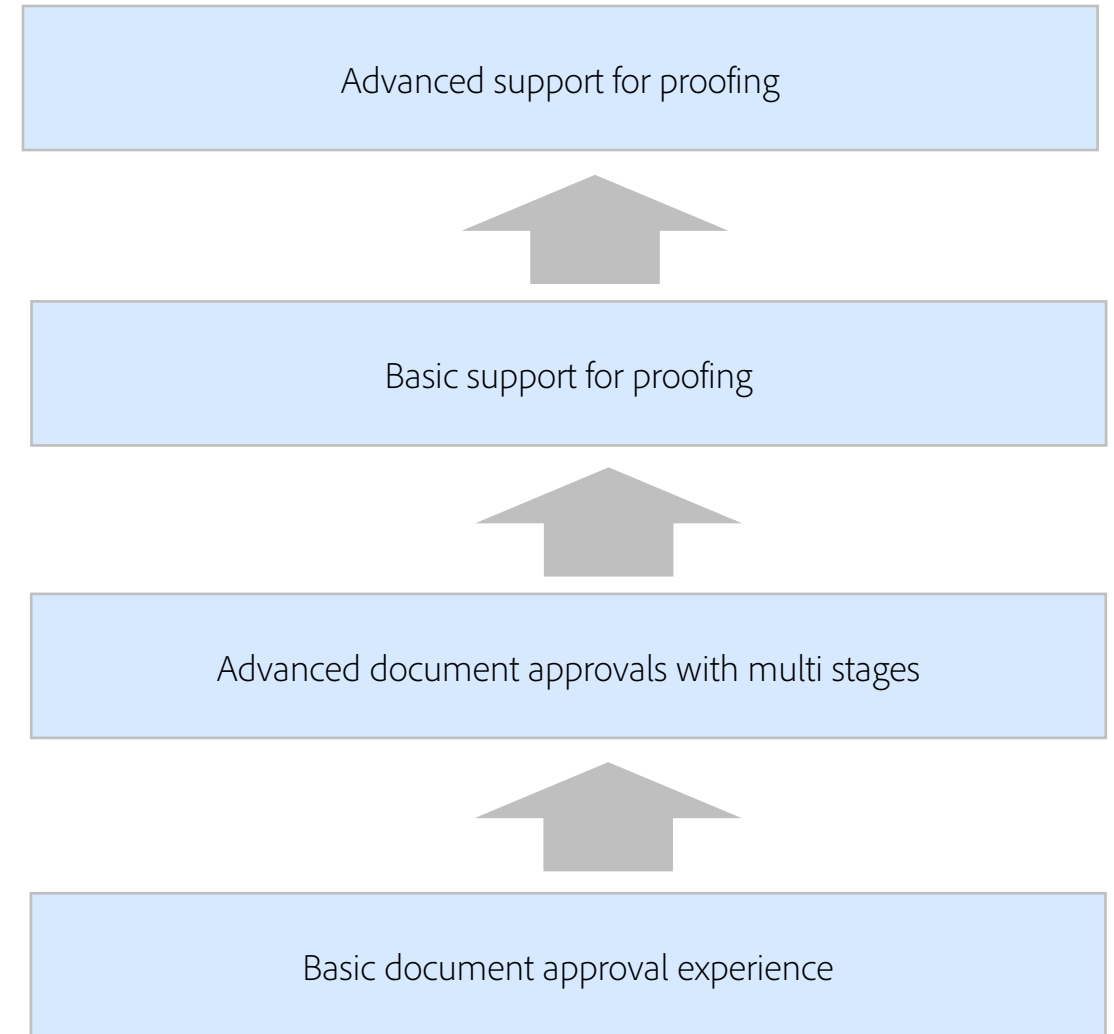


The screenshot shows a reporting dashboard titled 'New Reporting Overview'. It features several key metrics: 'Projects In Trouble' at 0%, 'Projects At Risk' at 5%, and 'Projects On Target' at 95%. There is also a 'Total Reporting Tasks by owner' bar chart and a 'Projects by status' donut chart showing 34 total projects.

New end-to-end approval experience

Iteratively introduce a brand-new end-to-end approval experience

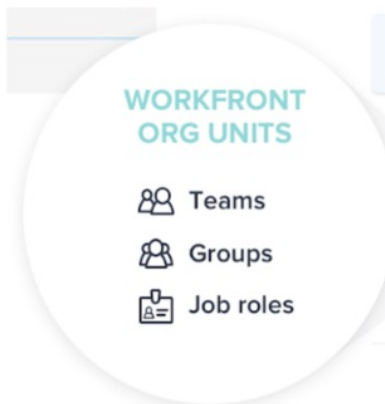
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Copy Review Stage 1 Design review Stage 2

○ ○

Copy review

Private

REVIEWERS	PERMISSION TO	APPROVERS	EMAIL ALERTS
Tom Bluth Owner ▾	Manage	<input type="checkbox"/>	All activity ▾
Legal Copywriters	Contribute ▾	<input type="checkbox"/>	Daily summary ▾

+ Add reviewers

> STAGE SETTINGS

Design review

REVIEWERS	PERMISSION TO	APPROVERS	EMAIL ALERTS
Print designers	Contribute ▾	<input type="checkbox"/>	Replies to my comments
Print design leads	Contribute ▾	<input checked="" type="checkbox"/>	Replies to my comments
Tom Bluth	Manage ▾	<input type="checkbox"/>	All activity ▾
Jessica Brown PDM	Contribute ▾	<input checked="" type="checkbox"/>	Daily summary ▾

Simplified proof permissions

Provide a simple and intuitive permission model for your document proofs making configuration and setup more effortless.

Using the same constructs as Workfront Project, Tasks & Issue you can easily share and manage access to your proofs

The screenshot displays the 'Simplified Permissions' configuration for a 'Copy review' stage in a proofing workflow. The workflow consists of 'Copy Review Stage 1' and 'Design rev Stage 2'. The 'Copy review' stage is expanded to show a list of reviewers: Tom Bluth (Owner) and Legal Copywriters. The permissions for Legal Copywriters are shown as 'Contribute'. A circular callout titled 'SIMPLIFIED PERMISSIONS' provides a detailed view of the permissions for 'Legal Copywriters need to...'. The permissions are: View, Contribute, and Manage. Under 'Advanced Settings', there are three options: Approve proof, Share, and Download original. The interface also includes a 'View diagram' toggle, a 'REVIEWERS' section with 'EMAIL ALERTS' (All activity and Daily summary), and a '+ Add reviewers' button. At the bottom, there is a '> STAGE SETTINGS' section.

Tasks connected to Proof Approvals

Automated project progress and status changes whenever your content collaborators provided feedback.

By connecting your proof approvals directly to a project task, the system will make all the necessary changes whenever a proof review and approval completes.

The screenshot displays the Adobe Workfront interface. On the left, a sidebar lists navigation options: NEW TASK, Web Ad, DETAILS, Task name, Overview, Assignments, Approvals (highlighted), Custom Forms, Finance, SETUP, and Settings. The main area shows a project overview for 'Conference event' with a 0% completion rate and a 'Standup View' of tasks. The task list is as follows:

TASK NAME	ASSIGNMENT	PREDECESSORS	STATUS	UPDATES	PLANNED DUE D ^A	COMPLETED ON	% COMPLETE
1 Project initiation			Complete		1 Abr, 2022	1 Feb, 2020	100%
2 Etiam augue morbi	Janet Bellows		Complete	2 / 5	21 Abr, 2022	8 Sep, 2020	100%
3 Donec arcu eget			Complete		24 Abr, 2022	8 Mar, 2020	100%
4 Web ad	Savannah Nguyen	1	In Progress		24 Abr, 2022		33%
5 Creative Brief.docx			Uploaded	3 / 0	21 Abr, 2022	1 Feb, 2020	100%
6 Banner-ad_No564189			Uploaded		8 May, 2022	17 Oct, 2020	100%
7 Copy review		6	Approved		8 May, 2022	5 May, 2020	100%
8 Approve	Craig Kent		Approved	0 / 4	8 May, 2022	21 Sep, 2020	100%
9 Comment	Proofreading team		Commented	25 / 46	8 Sep, 2022	1 Feb, 2020	100%
10 Client review external		7	Pending approval		17 Oct, 2022	24 May, 2020	100%
11 Approve	Trevor Schneider		Approved	4 / 0	8 Sep, 2022		0%
12 Approve	Reid Cotter		Not started		22 Oct, 2022		0%
13 Pharetra donec arcu eget		4	New		17 Oct, 2022		0%
14 Aliquam diam amet lacus sit libero	Jenny Wilson	13	New		8 Sep, 2022		0%

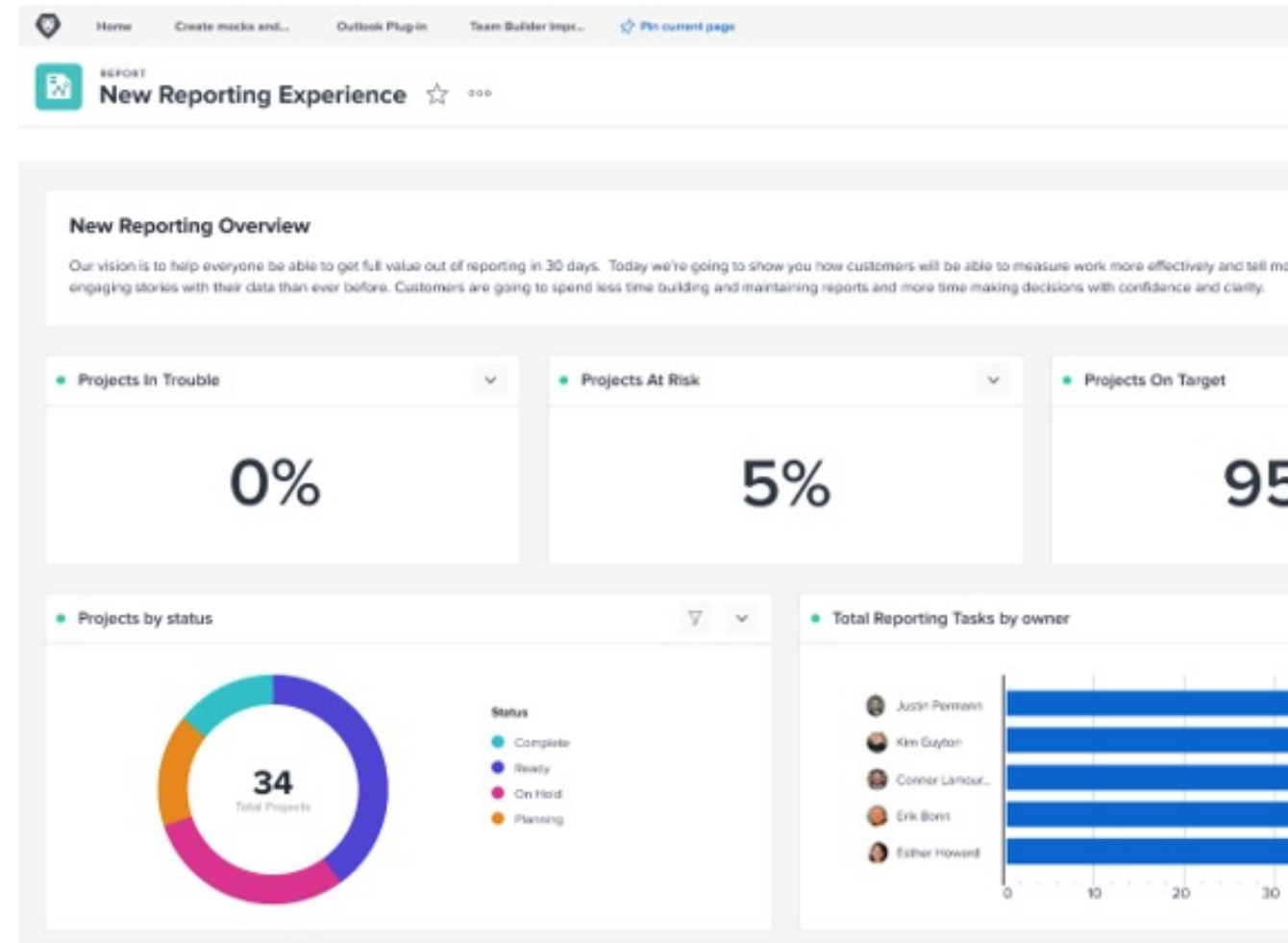
The 'Approvals' modal for the 'Web Ad' task shows a 'Copy review' stage with the following details:

- ASSIGNEE: Craig Kent
- ASSIGNEE'S ROLES: Approve
- ASSIGNEE: Proofreading team
- ASSIGNEE'S ROLES: Comment

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Reporting on all proofing aspects

With a Proof specific dashboard, you can gather real-time insights into existing proofs you need to manage, review and track.

Easy and effective insights using an all new and refreshed **traffic light system** e.g., SOCD

Proofs to manage



14	12	0	2
Total	On time	At risk	Late

Proofs awaiting decision



1	1	0	0
Total	On time	At risk	Late

Recently accessed proofs

☰ More ▾

☐	☐	Proof name	Progress	Status	Decisions	Owner	☰
☐	☐	Creative Brief.docx	SOCD	Pending	0 of 1	Etienne Bosch	☰
☐	☐	http://www.adobe.com	SOC	-	-	Etienne Bosch	☰
☐	☐	Brand Guidelines.pdf	SOCD	Pending	0 of 3	Etienne Bosch	☰

Key takeaways

- Keep improving your Review & Approval process
- Utilise Automated Workflows – today!
- Workfront + Proof integration is happening now – and you can be part of it!

