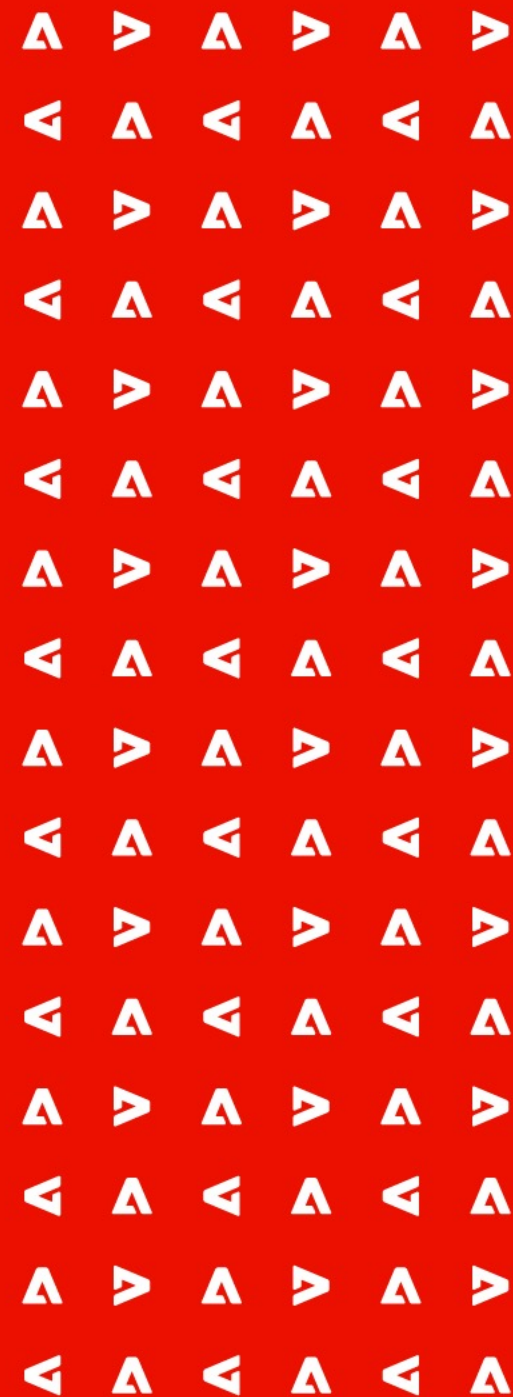




# Adobe Workfront Virtual User Group

Leveraging Workfront Proof  
Tuesday, November 9, 2021



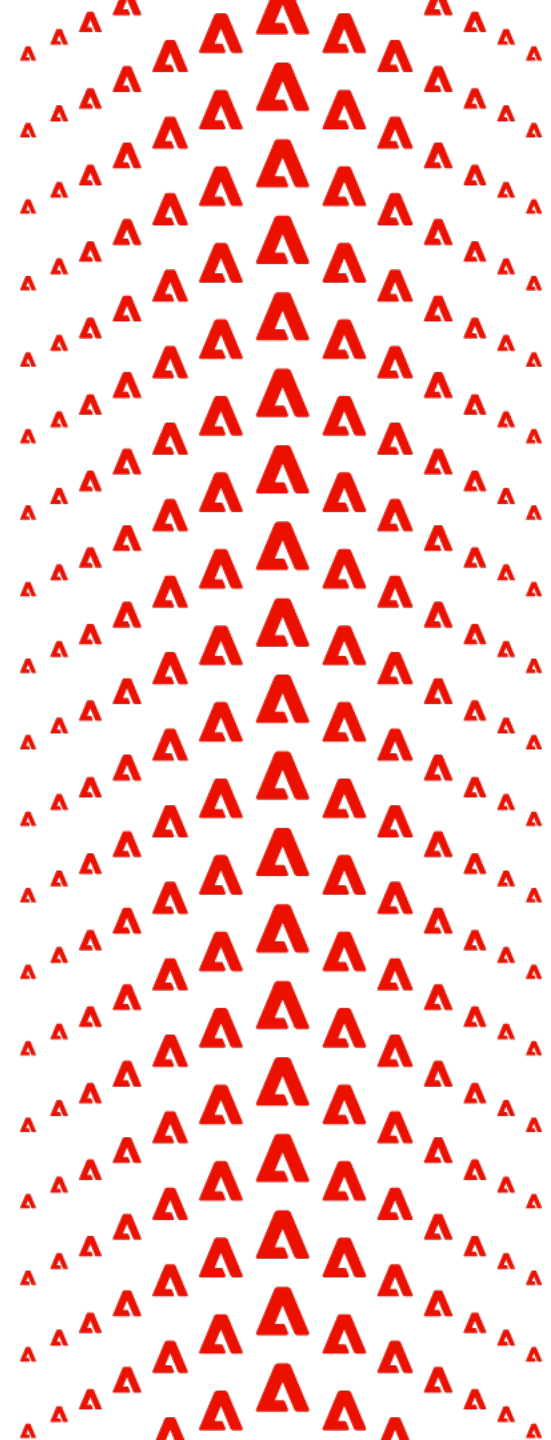
# Today's host



## **Kristin Farwell**

Sr. Manager, Customer Marketing

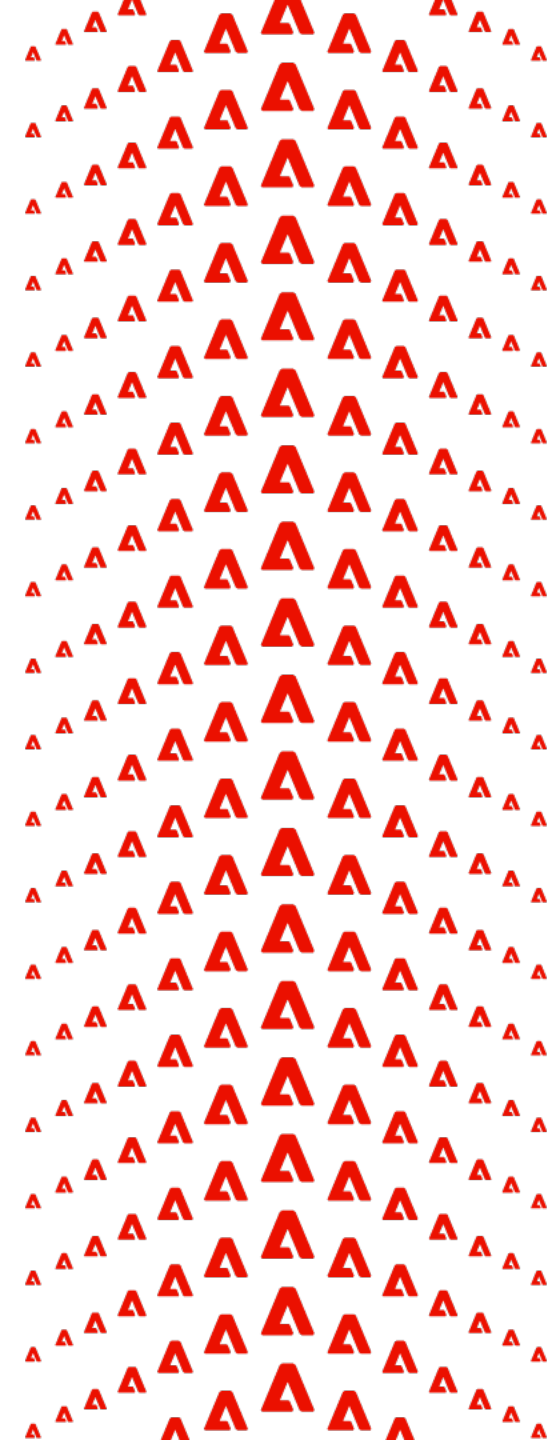
Adobe Workfront



This session is being recorded  
and will be made available to  
customers after the event.

# Agenda (Pacific)

Time	Topic
8:00 a.m.	Welcome and agenda
8:05 a.m.	<b>Workfront Proof Intro &amp; Overview</b> <i>Allison Lippert, Learning Program Manager, Workfront</i>
8:35 a.m.	<b>What's coming next for Proof?</b> <i>Etienne Bosch, Group Manager, Product Management, Workfront</i>
9:10 a.m.	Group discussion
9:25 a.m.	Wrap-up and next steps
9:30 a.m.	Meetup ends

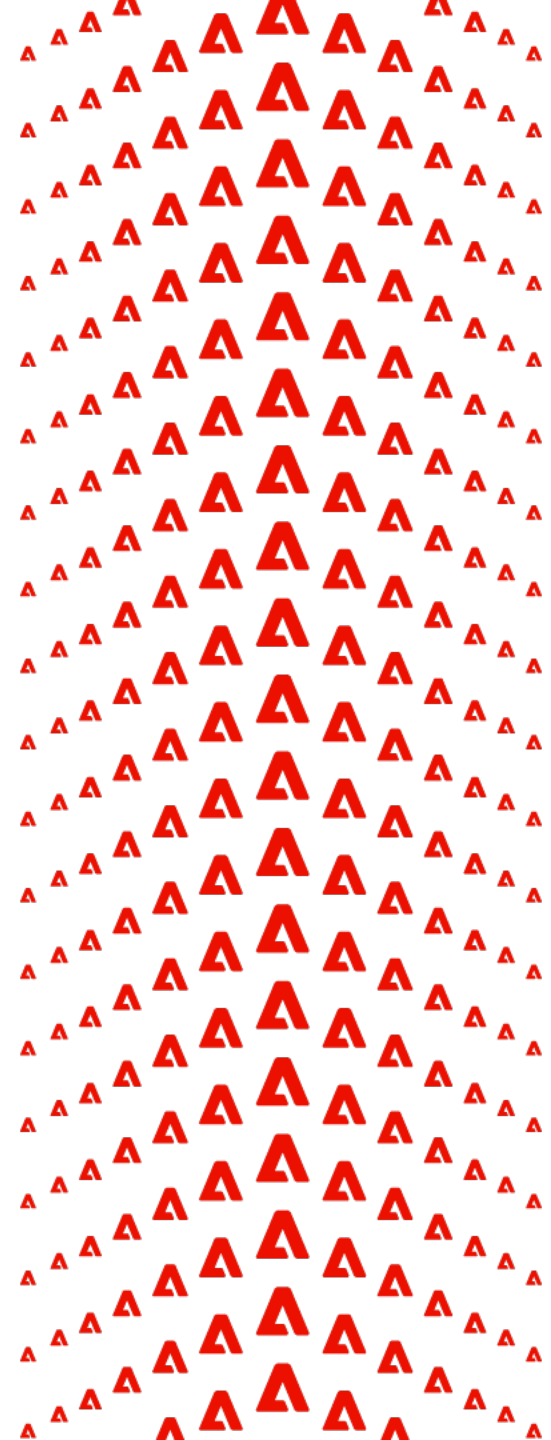


# Guest Speaker



## **Etienne Bosch**

Group Manager,  
Product Management  
Adobe Workfront



# Work Challenges are Universal



**The pace of business is relentless**

Every customer data point is an opportunity to influence a buying decision



**Customers demand more**

Personalization at scale is key to meeting customers where they are at in their journey



**Internal alignment is elusive**

As the market shifts, teams need to replan and align to initiatives on the fly



**Wasted time causes burnout**

Manual processes and broken communication take time away from work execution



**Compliance is critical**

Delivery excellence starts by governing and ensuring consistency across channels

**How do you handle this when producing your content?**

# Work Challenges are Universal



**The pace of business is relentless**

Every customer data point is an opportunity to influence a buying decision



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Personalization at scale is key to meeting customers where they are at in their journey



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**Compliance is critical**

Delivery excellence starts by governing and ensuring consistency across channels

**CONTENT VELOCITY**

Today, Content Velocity is more **important than ever**, but many organizations **still struggle**.

**12** DAYS

TO CREATE AND DELIVER  
**ONE** PIECE OF CONTENT  
TO THE MARKET



## Workfront Proof & Content Velocity

Improve your content velocity by streamlining your content collaboration and achieve the fastest time from content creation to stakeholder sign off while maintaining a high level of quality and compliance.

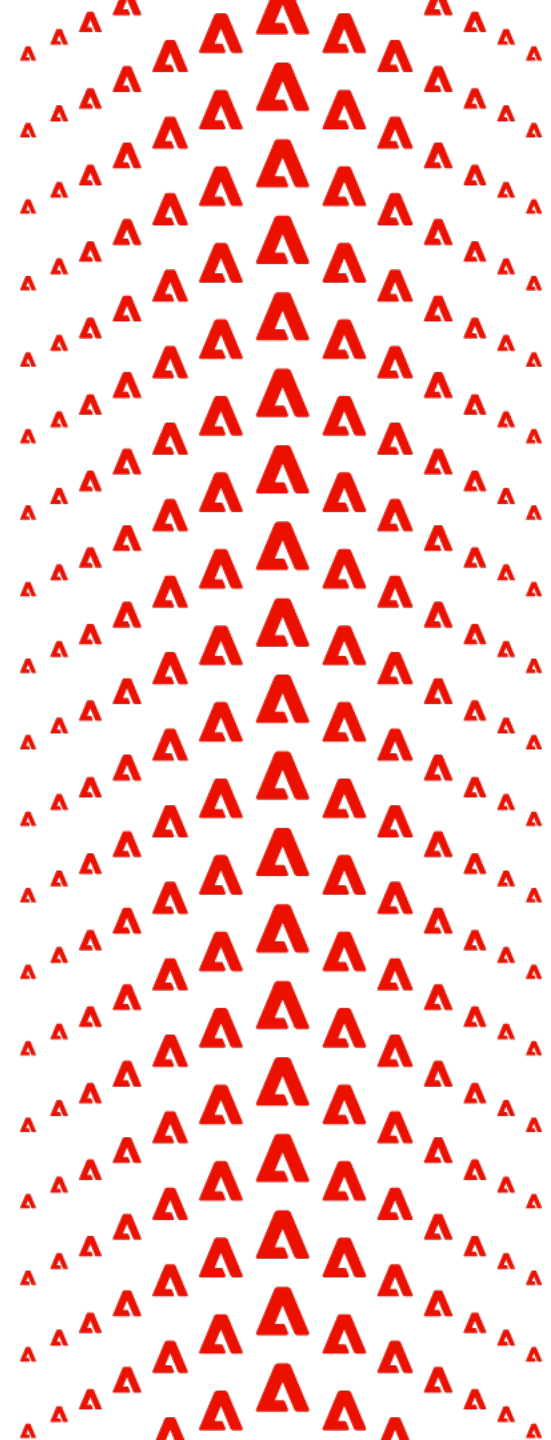
## Guest speaker



### **Allison Lippert**

Learning Program Manager

Adobe Workfront



# Training on Adobe Workfront One

- Getting Started
  - Learn the fundamentals
  - Learning programs based on job personas
- Resources > Training
  - Topic-based learning programs and learning paths
- Proofing best practices

Adobe Workfront One  [Sign In](#)

[Home](#) [Getting Started](#) [Resources](#) [New Workfront Experience](#) [Collaboration](#) [Events](#) [Support](#) [My Experience](#) [Call Customer Support: 844-306-4357](#)

**GETTING STARTED**

## Achieve work excellence with Workfront.

Learn to master the essential skills of enterprise work for your role, leveraging Workfront applications.

[New Workfront Experience](#) [Workfront Classic](#) [Other Products](#)

**Welcome to Workfront**  
7 minutes

Watch this video for a high-level overview of how different job roles use Workfront.

[Learn more](#)

**Workfront for administrators**  
10+ hours

Whether you're implementing a new system or making updates to an existing one, you need to be able to navigate the sea of settings. Learn how to set up users and optimize work with system settings.

[Go to program](#)

**Workfront for planners**  
3+ hours

When you first learn to manage projects, Workfront recommends you keep things simple. Learn how to create, plan, manage, and close projects in Workfront.

[Go to program](#)



# Proofing in Adobe Workfront

User group about proofing / Project Summary / Create: Guide: Proofing / Produce / Copy edit guide draft

Upload proofs in the new Workf...pdf (v.1) Add comment

1 / 22

The screenshot displays the Adobe Workfront proofing interface. The main document area shows a page with the Workfront logo and the text "THE NEW WORKFRONT EXPERIENCE" which has a red horizontal line through it. Below this is a photograph of a person's hands typing on a laptop. The bottom of the page features the heading "Upload proofs in Workfront" and the subtext "Get projects out the door faster with digital review and approval." A comment thread on the right side of the interface shows three comments from Ann Owen: "Update footer and page number", "remove", and "replace logo". The interface includes a top navigation bar, a left sidebar with a document thumbnail, and a bottom toolbar with navigation and zoom controls.

workfront  
An Adobe Company

~~THE NEW WORKFRONT EXPERIENCE~~

Upload proofs in Workfront  
Get projects out the door faster with digital review and approval.

Ann Owen  
a minute ago  
1 Update footer and page number  
Multipage

Ann Owen  
a few seconds ago  
2 remove  
Page 1

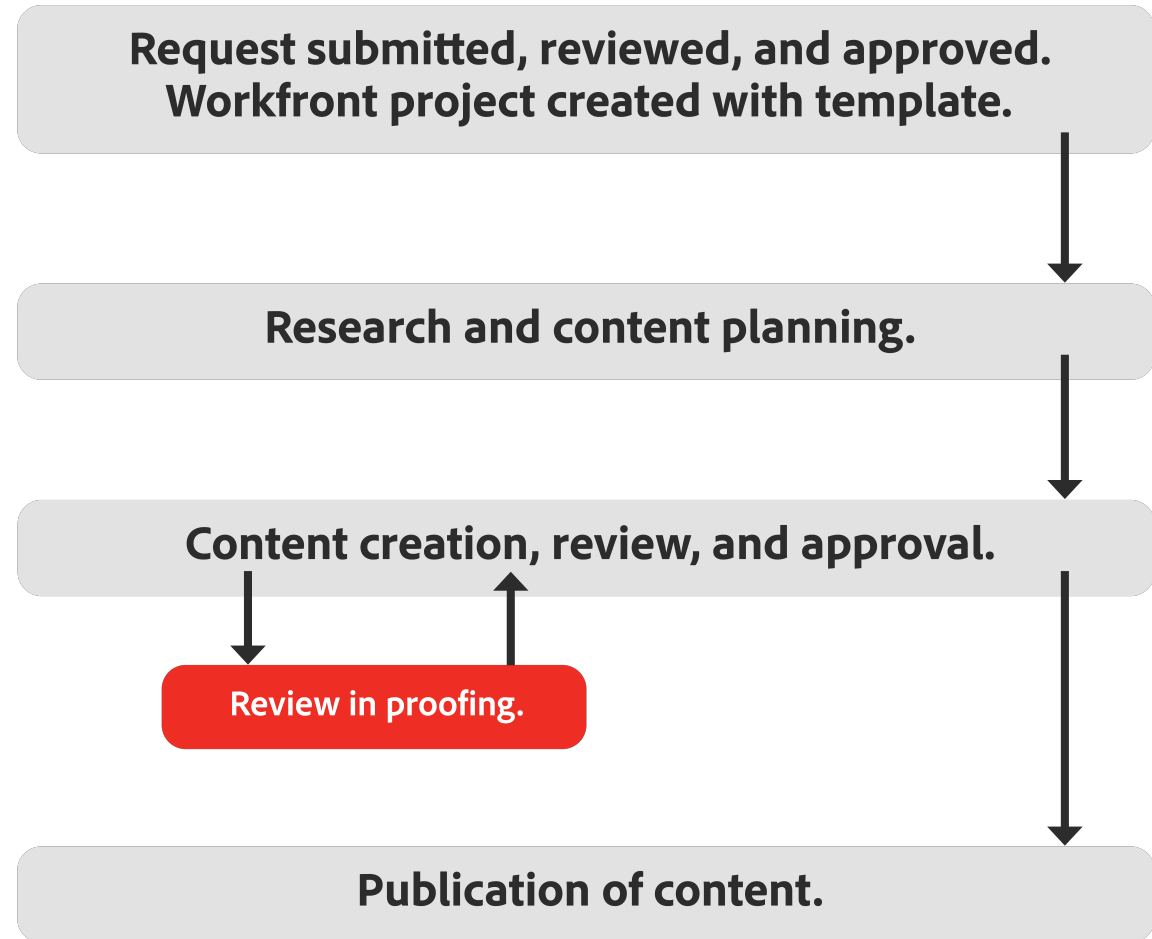
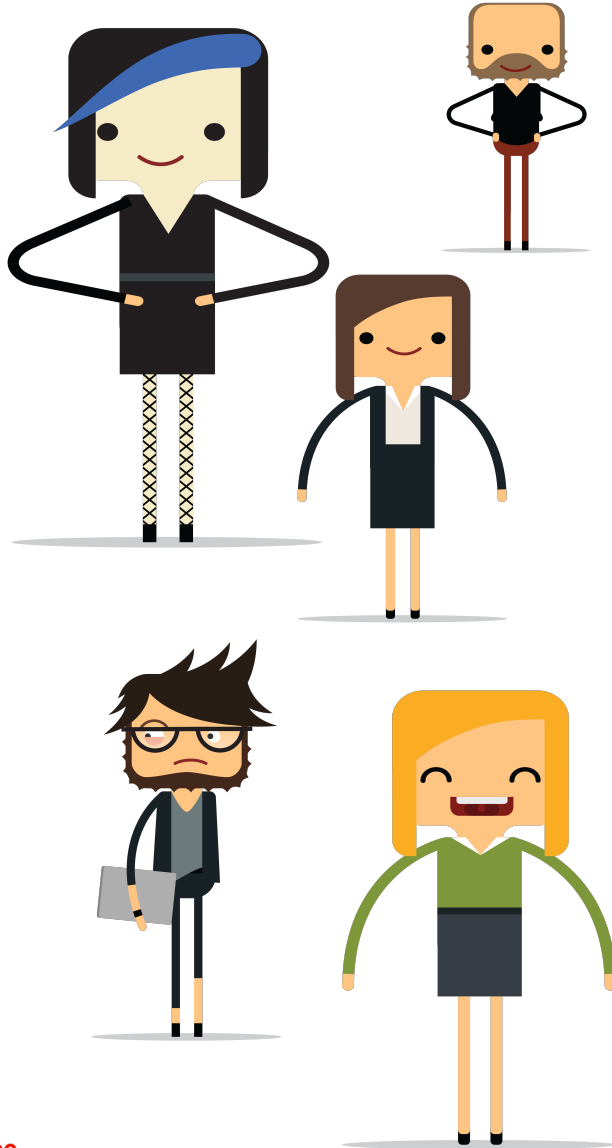
Write a reply...

Reply

Ann Owen  
a few seconds ago  
3 replace logo  
Page 1

100%

# Workflow includes proofing review



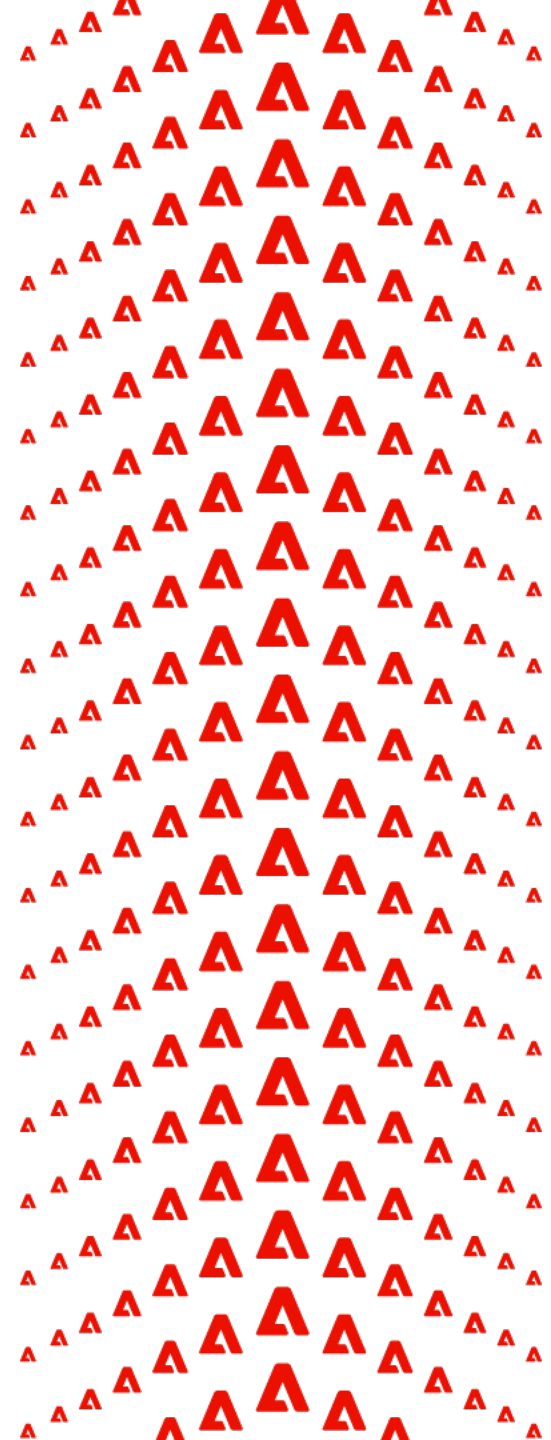
# Proofing task in content creation project

PROJECT **User group about proofing** ☆ ... Percent Complete **68.42%**

Tasks

Tasks	+ New Task	→	↓			
Tasks	# ↑	Task Name	Assignments	Duration	Pin Hrs	
Project Details	<input type="checkbox"/>	23	6. Final Cut		1 Day	3 Hours
Business Case	<input type="checkbox"/>	24	7. Final Review and Approval		1 Day	0.5 Hours
Updates	<input type="checkbox"/>	25	8. Wistia (Upload and URL; tag the LPM)		1 Day	1 Hour
Documents (3)	<input type="checkbox"/>	26	▼ Create: Guide: Proofing		6 Days	4 Hours
Issues (0)	<input type="checkbox"/>	27	▼ Write (content should have been written as part of enablement plan)		2 Days	1.5 Hours
Risks	<input type="checkbox"/>	28	Create Copy/ Content Layout (Assemble in InDesign)		2 Days	1.5 Hours
Approvals	<input type="checkbox"/>	29	▼ Produce		3 Days	1.5 Hours
Baselines	<input type="checkbox"/>	30	Peer review and proofing of guide	Dwight Westerbrook Zoey Wheeler Ann Owen	2 Days	1 Hour
Billing Rates	<input type="checkbox"/>	31	Make Copy Editing Corrections to Guide		1 Day	0.5 Hours

If it's not in Workfront,  
it doesn't exist.

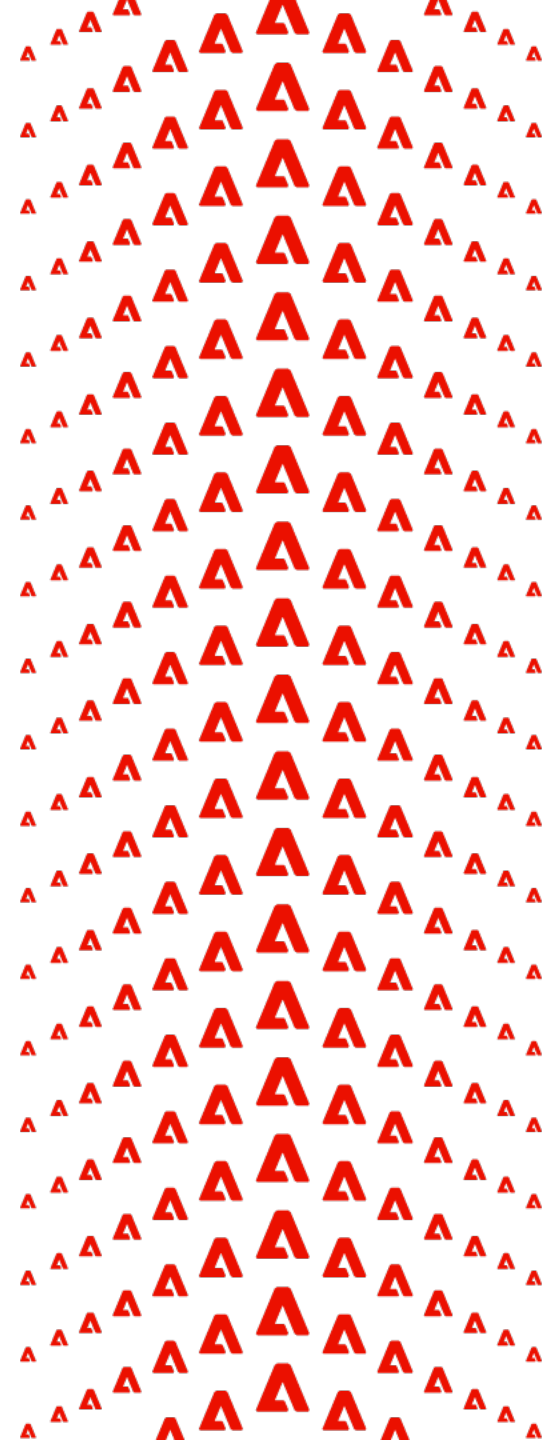




Type in the chat

# How do you use proofing?

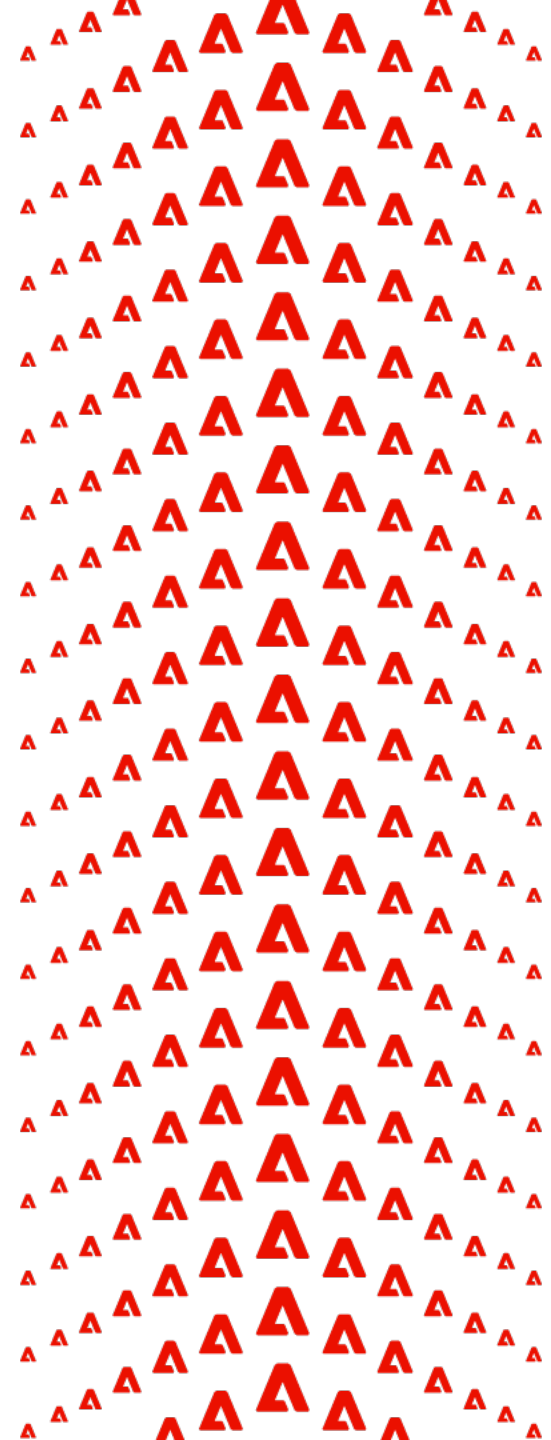
If you're not using it yet, how do you want to use proofing?



Type in the chat




# Do you use versions? Why?


Or do you upload modified files as new proofs? Why?




# Finishing up: Mark the task complete


More > PROJECT User group about p... / TASK Project Summary / TASK Create: Guide: Pro... / TASK Produce / TASK Peer review and pr...

TASK **Peer review and proofing of guide**   



Percent Complete  100%

Assignments  Not done yet






Planned Completion Nov 9, 2020


Status  Complete


Updates



   Show System Updates

[@Dwight Westbrook](#) The proof looks great! Once corrections are made, it's ready to go!

**B** *I* U     

Notify: [@Dwight Westbrook](#)  Add people or teams...

Commit Date [Nov 9, 2020](#) Condition [Going Smoothly](#) Status [Complete](#) Percent Complete  100%

   Private to my company

- Updates
- Documents (3)
- Task Details
- Subtasks
- Issues (0)
- Hours
- Approvals
- Expenses
- Predecessors
- Add custom section

# Learn more about proofing on Workfront One

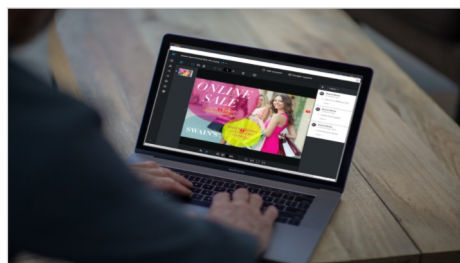
- [Setups for proofing in Workfront](#) (Training page)
- [Workfront for proofing users](#) (Getting Started page)
- [Manage review and approvals with proofing](#) (Training page)
- [Manage proofs with Adobe Workfront](#) (product articles)

**Note:** "Working for proofing users" and "Managing review and approvals with proofing" are the same content, just with different names on different pages.

LEARNING PROGRAM

## Setups for proofing in Workfront for the new Workfront experience.

Get started with Workfront's digital review and approval—also known as proofing—by exploring the benefits and setting up proofing to fit in with your project workflows.



### Overview: Proofing in Workfront

45 minutes

Streamline asset review and approval using Workfront's digital proofing tools. Learn what benefits your organization can realize from proofing and how proofing can fit into your everyday workflows.

[Go to learning path](#)

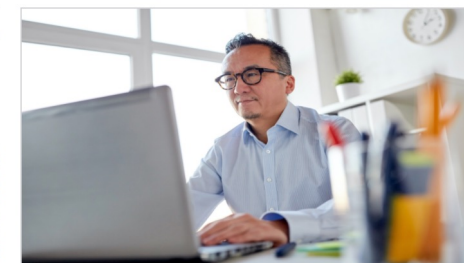


### Proof system setups, Part 1: System and user settings

45 minutes

Before you can digitally review and approve assets in Workfront, you need to complete the necessary proofing setups. Learn how to establish system, user, and workflow-related settings.

[Go to learning path](#)



### Proof system setups, Part 2: Workflow management

45 minutes

Learn how to save your users time as they upload proofs for review through automated workflow templates. Actively keep track of and monitor proofs in progress with Workfront reports.

[Go to learning path](#)

# Questions?

- Drop in the Q&A panel during our session today
- Connect with other Adobe Workfront users on [Community](#) on Workfront One
- Connect with the content development team via the [Workfront Training Team discussion board](#) on Community
- Email the Workfront content development team or training delivery team at [wfteinfo@workfront.com](mailto:wfteinfo@workfront.com)

**Note:** You don't need a login for Workfront One to browse the posts on Community. However, a login is required to post on Community. Contact Workfront Customer Support for help at 844-306-4357 or file a support ticket.

# Bonus content on Community

- Look for the sample proofing reports handout when Kristin posts follow-up information on Community!

## HOW-TO GUIDE

# Proofing report samples

## Proof approvals tracking

REPORT  
BC - Proof Approvals

Show Filters Report Actions As of Oct 26, 2021 11:18 am Central Daylight Time

This is an example of a Proof Approval Report

Details Summary

Export Filter Report Default View Report Default Grouping Report Default

<input type="checkbox"/>	Proof Name	Approver	Version	Proof Owner	Proof Creation Date	Proof Deadline	Approver Decision	Active Proof Stage	Awaiting Decision
Approver: Name: Stan Rizzo (4)									
<input type="checkbox"/>	Mali - Sun Room.jpeg	Stan Rizzo	1	Joan Harris	10/14/21	10/18/21	Pending	Peer Review	True
<input type="checkbox"/>	Example Brochure - 002.pdf	Stan Rizzo	2	Joan Harris	10/14/21	10/19/21	Pending	Peer Review	True
<input type="checkbox"/>	Mali - Sun Room.jpeg	Stan Rizzo	1	Joan Harris	10/18/21	10/21/21	Pending	Peer Review	True
<input type="checkbox"/>	Example Brochure - 002.pdf	Stan Rizzo	2	Joan Harris	10/18/21	10/21/21	Pending	Peer Review	True
Approver: Name: dawnhenderson.workfront@gmail.com (6)									
<input type="checkbox"/>	Mali - Sun Room.jpeg	dawnhenderson.workfront@gmail.com	1	Joan Harris	10/14/21	10/18/21	Pending	Peer Review	True
<input type="checkbox"/>	Example Brochure - 002.pdf	dawnhenderson.workfront@gmail.com	2	Joan Harris	10/14/21	10/19/21	Changes required	Peer Review	False

### Report type

Proof Approval

### Filter

### View

Document Version>>Proof Name

Approver >>Name

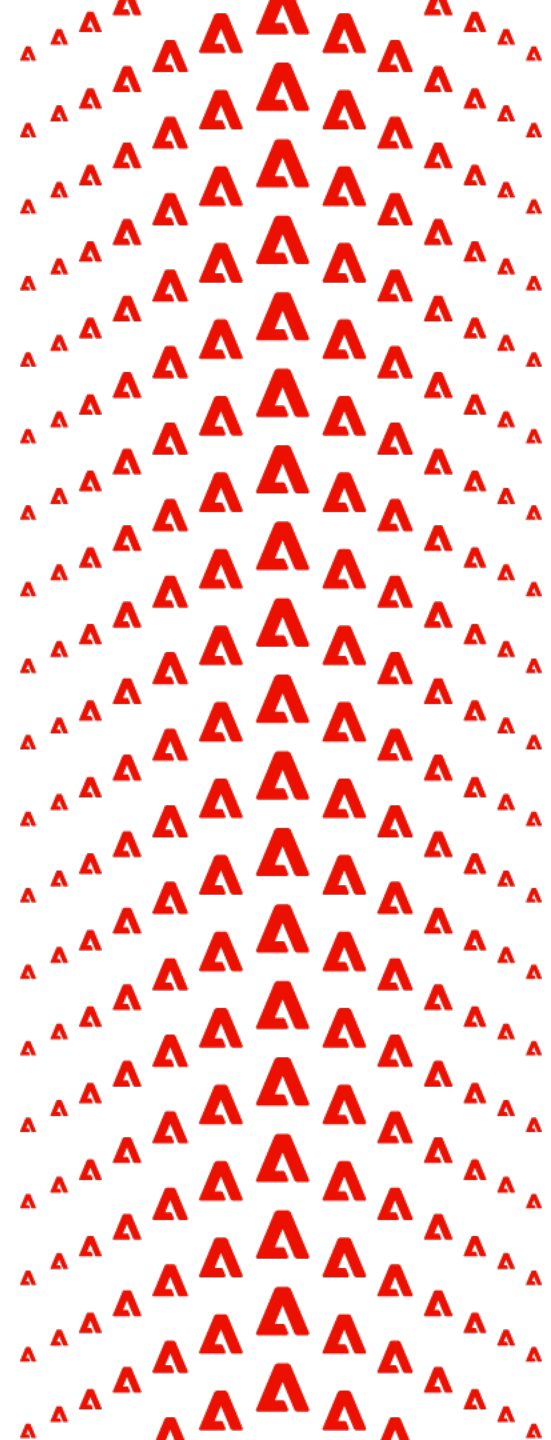
Document Version>>Version

# Guest Speaker



## **Etienne Bosch**

Group Manager,  
Product Management  
Adobe Workfront

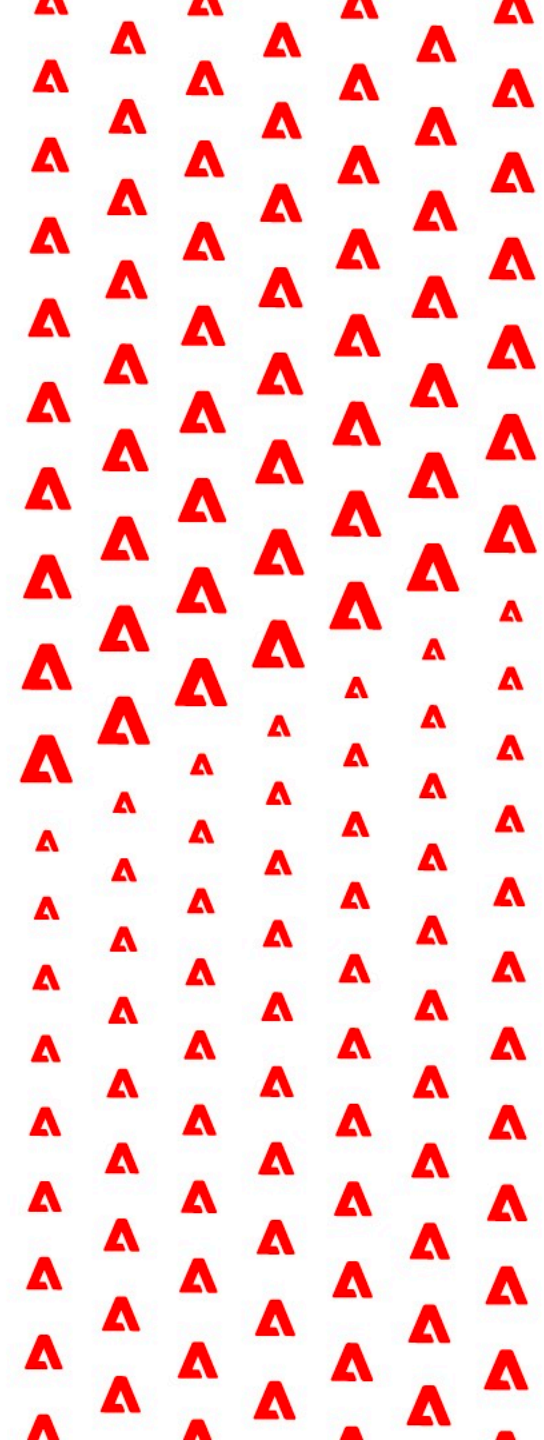


## Adobe Confidential

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.



**Soon to be released**

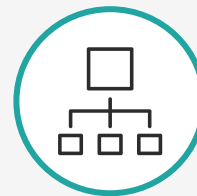


# Enhanced Proof Authentication

Achieve organizational compliance

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

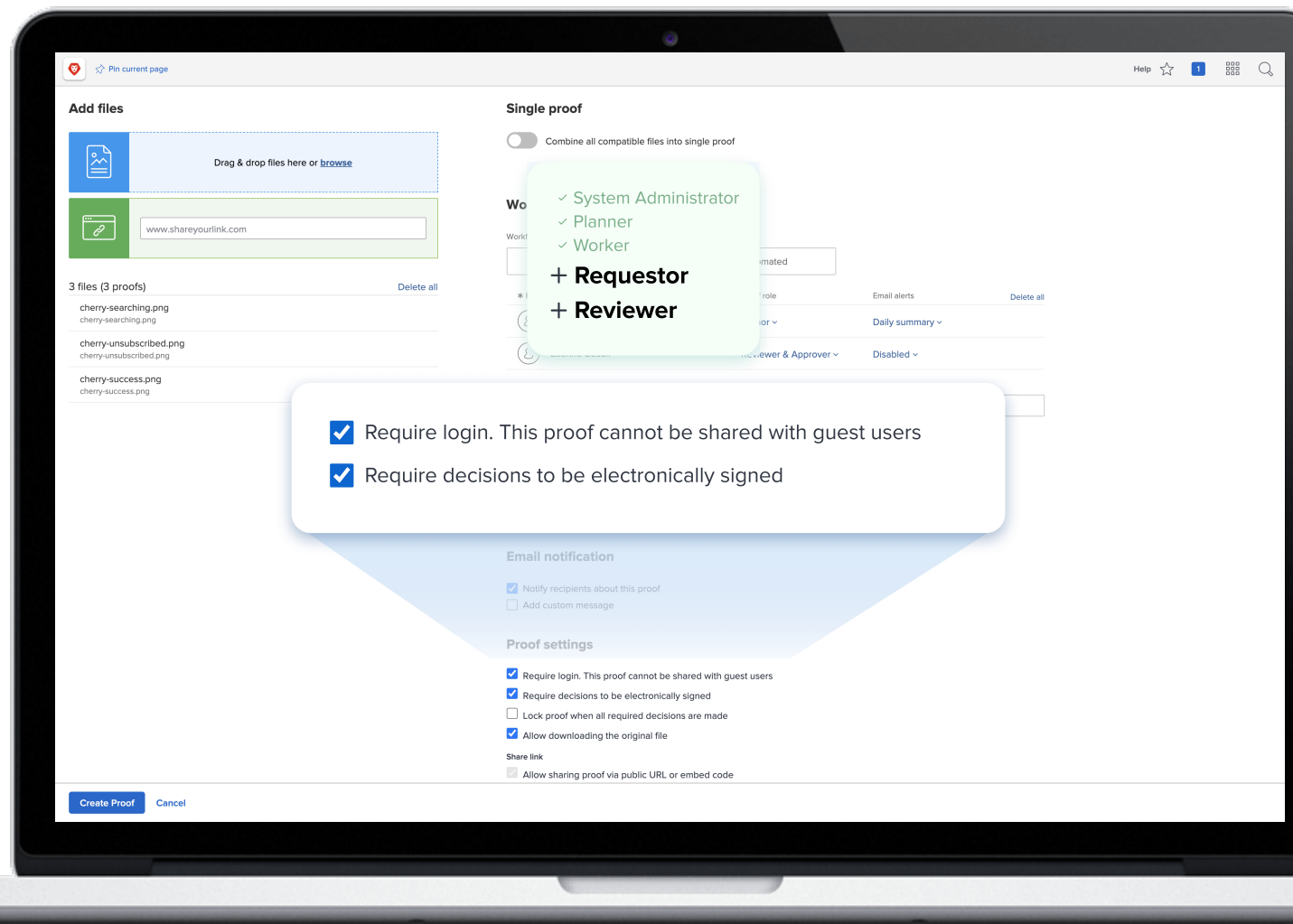
- Enhanced security on your proofs
- Complies with industry standards such as ISO
- Setting can be made mandatory or non-mandatory



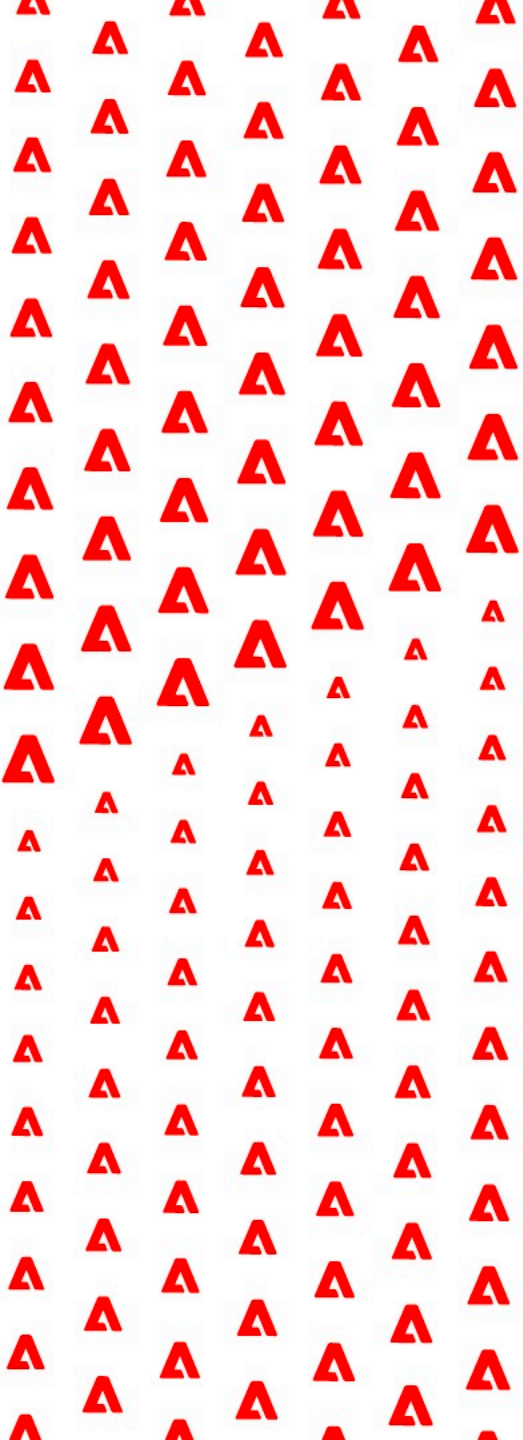
**Investment Theme** Accelerate the Right Work

**Core Capability Pillar** Content Review & Approval

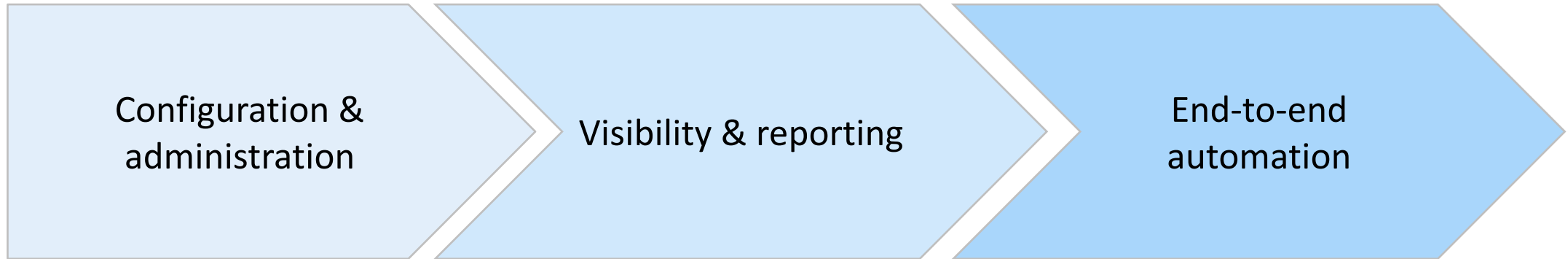
**Availability** Q1 2022



# Looking forward



# Workfront & Proof Integration



- Proof settings inside Workfront
- Workfront organisational units inside proof workflows
- Hub & Satellite support

- Enhanced Workfront proof reporting
- Proof Reviewer visibility

- Connected Tasks and content approvals
- Project template proof workflow configuration

# 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 'New proof workflow template' interface for a 'Compliance Review' workflow. The left sidebar contains navigation options: Setup, New Experience, Project preferences, Processes, Approvals & Reviews (selected), Milestone Paths, Custom forms, Recycle bin, Job roles, Teams, Groups, Companies, Login as, Resource Management, Schedules, Timesheets & Hours, and Email. The main content area shows a 'Proof workflow' with a '+ New stage' button. A progress bar at the top indicates stages: Design review, PM review (highlighted), and Dev review. Below the progress bar, the 'Design review' stage is expanded, showing a table of recipients and their roles. The table has columns for 'RECIPIENTS', 'PROOF ROLE', and 'EMAIL ALERT'. The recipients listed are: Proof creator (Owner), Jordan Fraiser (Reviewer & Approver), Susan Wilson (Primary decision), and Gilbert McCarthy (View only). Below the table is a '+ Add recipient' button. Underneath, the 'STAGE SETTINGS' section includes: 'Activate stage' set to 'On proof creation', 'Lock stage' set to 'When the next stage starts', 'Require decisions from' set to 'All approvers', and 'Primary decision from' set to 'Susanna Wilson'. The 'Dev review' stage is also visible below, with a due date of '+2 days at 5:00 PM'. At the bottom, there are 'Save Changes' and 'Cancel' buttons.

# Configure account proof settings inside Workfront

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

- Configure proof defaults
- Manage decision labels
- Manage actions on comments
- Personalize your email branding

The screenshot displays the Workfront Setup interface. On the left is a 'Setup' sidebar with a 'Pin current page' button at the top. The sidebar menu includes: Teams, Groups, Companies, Login as, Resource Management, Schedules, Timesheets & Hours, Email, Scorecards, Expense Types, Risk Types, Access Levels, Interface, Proofs (highlighted in blue), Documents, and System. The main content area is titled 'Proofs' and contains two sections: 'New proof defaults' and 'Default proof roles'. The 'New proof defaults' section includes: 'Email notifications' (checked: Notify recipients when they are added to a proof), 'Deadline' (checked: Set deadline 2 days after a proof is created or a stage is activated; checked: Notify recipients 24 hours before a proof is at risk), and 'Users' (checked: Require login credentials to access a proof; checked: Copy owner from original proof for new versions; checked: Allow users to delete their proof comments). The 'Default proof roles' section includes a table for setting default roles for new users and guests.

	New users	New guests
Recipients*	Reviewer and Appr...	Reviewer
Non-recipients*	Read only	Read only

At the bottom of the configuration area are 'Save' and 'Cancel' buttons.

# Update individual proof settings inside Workfront

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

- Proof defaults
- Notification settings

The screenshot shows the 'Edit Person' modal in Adobe Workfront. The user profile for 'Julia Tyler' (SR. UX DESIGNER) is visible in the background. The modal is open to the 'Proofs' settings section. The 'Proofs' section includes a description: 'These settings allow you to set default values for proofs you create. Your default proof role and email alert are also applied to other proofs. Users can override these settings when they create a proof.' Below this, there are two columns of settings under 'Recipient defaults': 'My default proof role' (set to 'Reviewer and approver') and 'Default email alert' (set to 'All activity'). There are also settings for 'Default proof role for new guest reviewers' (set to 'Reviewer and approver') and 'Default email alert for new guest reviewers' (set to 'Replies to my comments'). Under the 'Access' section, 'Require login' is checked, and 'Allow users to download the original file' is unchecked. Under 'Decisions', 'Require only one decision' is unchecked, and 'Lock proof when all required decisions are made' is checked. Under 'Reviews', 'My default markup color' is set to a light blue color. At the bottom of the modal, there are 'Save Changes' and 'Cancel' buttons.

# 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.



Copy Review Stage 1      Design review Stage 2

○ ..... ○

---

**Copy review** Private ⋮

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

[+ Add reviewers](#)

> **STAGE SETTINGS**

---

**Design review** ⋮







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



# 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.

WF LICENSES	PROJECT ACCESS	PROOF ACCESS
 Admin	Admin	Admin
 Planner	Manage Contribute View	Manage Contribute View
 Worker	Contribute View	Manage Contribute View
 Requestor	View	Contribute View
 Reviewer	View (limited)	Contribute View
 External	No access	Contribute View

# Simplified proof permissions

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

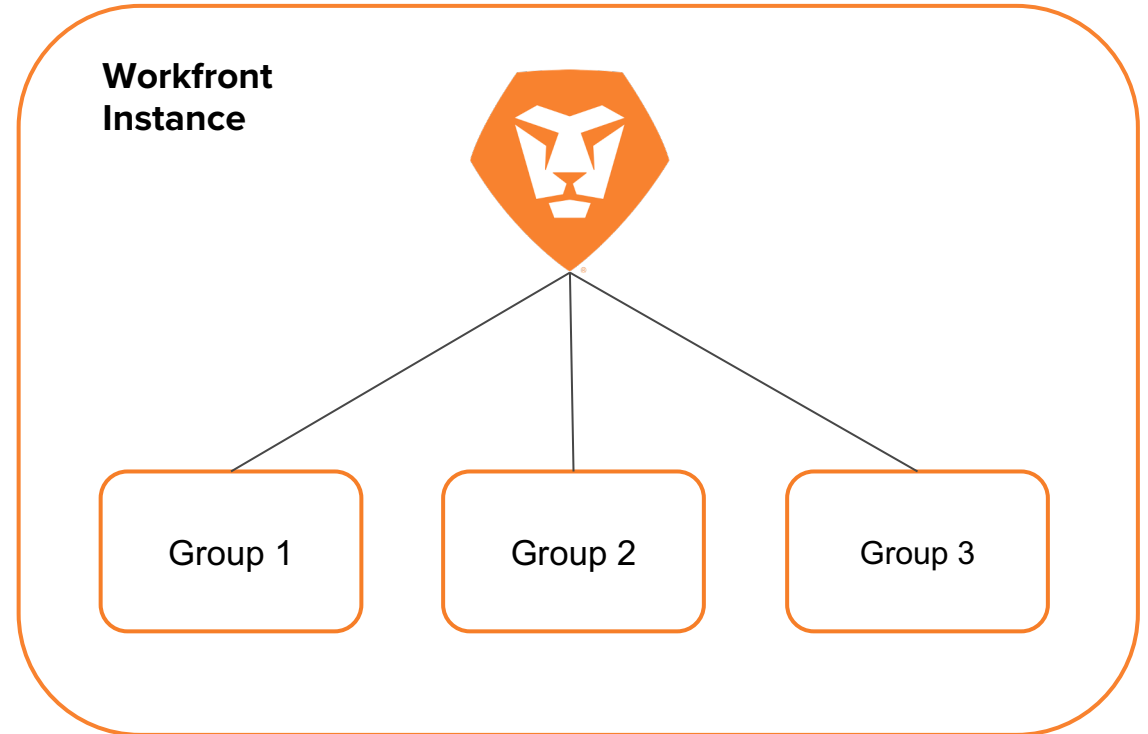
Using the same constructs as Workfront Project, Tasks & Issue you can easily share and manage access to your proofs.

The screenshot displays a 'Proofing workflow' interface. At the top, there are two stages: 'Copy Review Stage 1' and 'Design rev Stage 2'. A 'Simplified Permissions' dialog box is open, showing a list of permissions for 'Legal Copywriters'. The permissions are: 'View', 'Contribute' (checked), and 'Manage'. Under 'Advanced Settings', there are three options: 'Approve proof' (unchecked), 'Share' (checked), and 'Download original' (checked). Below the dialog, the 'Copy review' section is expanded, showing a list of reviewers. The first reviewer is 'Tom Bluth' with the role 'Owner'. The second reviewer is 'Legal Copywriters' with the role 'Contribute'. There are also columns for 'EMAIL ALERTS' with options for 'All activity' and 'Daily summary'. At the bottom, there is a '+ Add reviewers' button and a '> STAGE SETTINGS' button.

# Hub / Satellite support inside Workfront

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

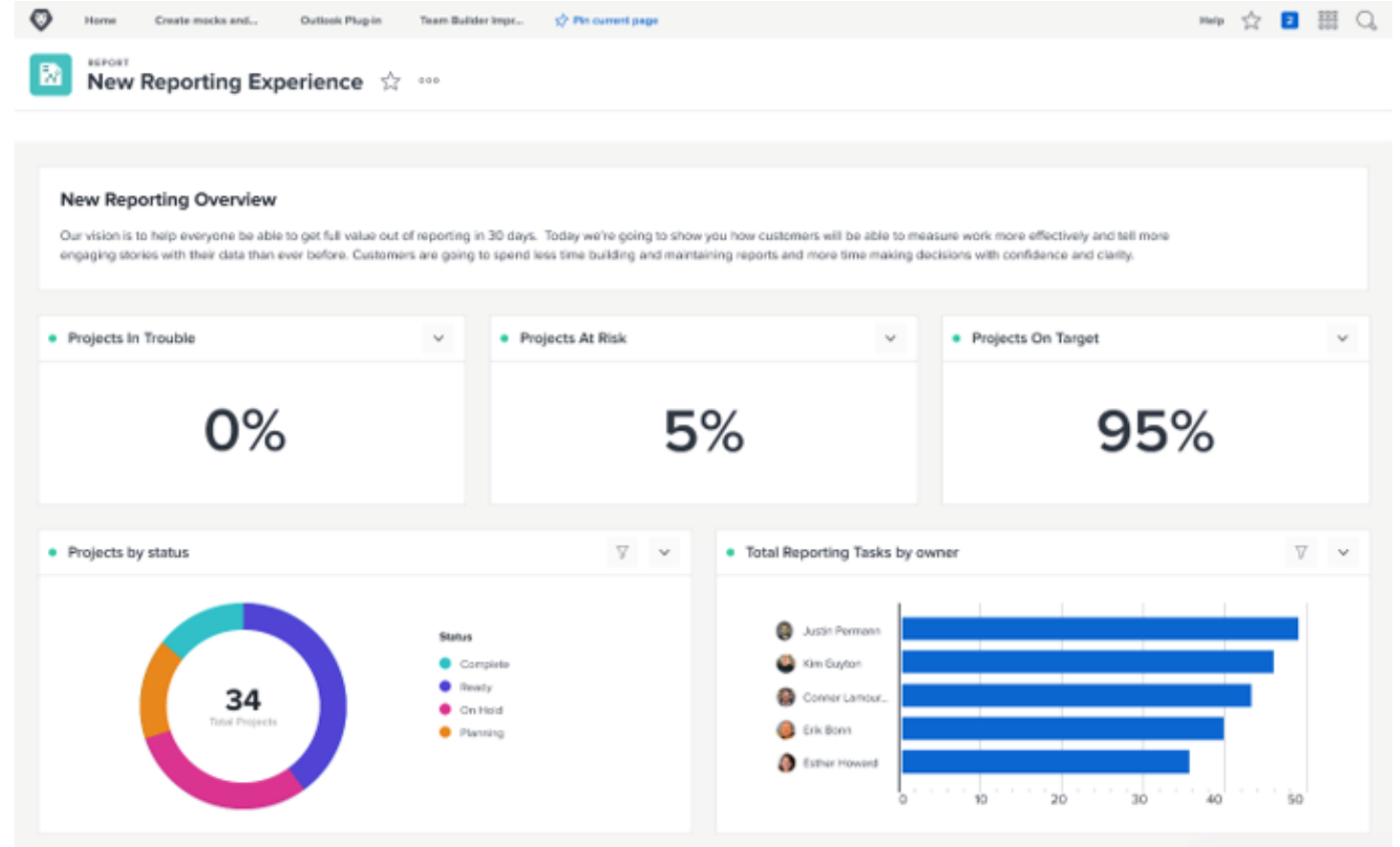
Providing greater segregation and flexibility with proofing projects tailored for Agency & Enterprise customers.



# 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



# 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



## Recently accessed proofs

	Proof name	Progress	Status	Decisions	Owner
<input type="checkbox"/>	Creative Brief.docx		Pending	0 of 1	Etienne Bosch
<input type="checkbox"/>	http://www.adobe.com		-	-	Etienne Bosch
<input type="checkbox"/>	Brand Guidelines.pdf		Pending	0 of 3	Etienne Bosch

# Reviewers inside Workfront

Gain visibility to all stakeholders of the content collaboration process, including those that provide comment feedback but don't make decisions.

Using reporting, home screen and our new dashboard easily track your collaboration efforts of your non decision makers.

No deadline

Permissions Today

Role	Email alerts
Reviewer	Daily summary
Read only	
Reviewer	
Approver	
Reviewer & Approver	
Author	
Moderator	

Etienne Bosch

New Permissions

SIMPLIFIED PERMISSIONS

Legal Copywriters need to...

- View
- Contribute
- Manage

Advanced Settings

- Approve proof
- Share
- Download original

Proofing workflow + Add stage

Copy Review Stage 1 Design rev Stage 2

Copy review

REVIEWERS

- Tom Bluth Owner
- Legal Copywriters Contribute

+ Add reviewers

STAGE SETTINGS

View diagram

EMAIL ALERTS

- All activity
- Daily summary

# 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 Creative Cloud interface for a project titled "2020 packaging / Create packaging design" with the file "frozen\_food\_packaging.pdf".

**Documents:** A preview of the packaging design is shown with dimensions 86 and 134. A circular callout labeled "TASK CONNECTION" highlights a task list:

- 4 Review packaging design
- 5 Copy review
  - 5 Copy review - Copywriters (Leg)
  - 6 Copy review - Project Owner (Tom)
- 7 Design review
  - 8 Design review - Designers (Pri)
  - Design review - Design managers
  - Design review - Project Owner
  - Design review - Requestor

**Proofing workflow:** Shows two stages: "Copy Review Stage 1" and "Design review Stage 2".

**Project tasks:** A dropdown menu shows "Review packaging design" selected under the heading "Add stages as subtasks under".

**Automate new tasks:** A checkbox is checked for "Create a new version task if the proof needs changes or is rejected".

**Name task:** A text field contains "Packaging design V[next version #]".

**Assign to:** A dropdown menu shows "Rickie Anderson" assigned to the task.

# Tasks connected to Proof Approvals

2020 packaging

**Frozen Food Packaging** Project ☆ ...

Percent Complete 33% Project Owner Tom Bluth Planned Completion Jun 30 Status In Progress

» **Tasks** + New task 🔍 ⏏️ ↕️ 📅 📊 📑 🔄

NAME ↓	ASSIGNMENTS	DESCRIPTION	STATUS	PLANNED HRS	PREDECESSORS	% COMPLETE
1 <span>▼</span> Create packaging			In Progress	26 hrs		<span>33%</span>
2 Create packaging design	Rickie Anderson	Cras justo odio, dapibus ac facilisis in egesta...	Complete	10 hrs		<span>100%</span>
3 <span>▼</span> Review packaging design			In Progress	6 hrs		<span>40%</span>
4 <span>▼</span> Copy review			In Progress	2 hrs		<span>100%</span>
5 Copy review - Copywriters	Legal Copywriters	Sed posuere consectetur est at lobortis.	Complete	4 hr	↳ 2	<span>100%</span>
6 Copy review - Project Owner	Tom Bluth	Sed posuere consectetur est at lobortis.	Complete	0.5 hr	↳ 5	<span>100%</span>
7 <span>▼</span> Design review			In Progress	4 hrs		<span>0%</span>
8 Design review - Content designers	Content designers	Sed posuere consectetur est at lobortis.	In Progress		↳ 6	<span>0%</span>
9 Design review - Design managers	Design managers	Cras mattis consectetur purus sit amet ferme.	In Progress		↳ 6	<span>0%</span>
10 Design Review - Requestor	Jessica Brown	Sed posuere consectetur est at lobortis.	In Progress		↳ 9	<span>0%</span>
11 Design Review - Project owner	Tom Bluth	Cras justo odio, dapibus ac facilisis in egesta.	In Progress		↳ 10	<span>0%</span>



# Proof workflows on project templates

Automate your entire content creation right from request generation to proof sign off by defining proof workflows directly on your project templates.

Restrict which proof workflows are available on your projects and automatically generate proofs using pre-designated workflows.

### New template task

- Overview
- Finance
- Settings
- Assignments
- Custom Forms
- Documents

#### ATTACH DOCUMENTS

DRAG & DROP FILES OR [BROWSE](#)

#### REVIEW DOCUMENTS

[Add stage](#) + [Add Template](#) v

Copy review — Design review — Marketing review — Legal review

REVIEWERS	PERMISSION TO	APPROVERS
Project Owner	Manage v	<input type="checkbox"/> x
FDA Commissioner	Contribute v	<input checked="" type="checkbox"/> x
Director of Healthcare Research	Contribute v	<input type="checkbox"/> x
Director of the National Institute of Health	View v	<input type="checkbox"/> x

[Save template task](#) [Cancel](#) [Save template task & Start another](#)

# Workfront & Proof Integration

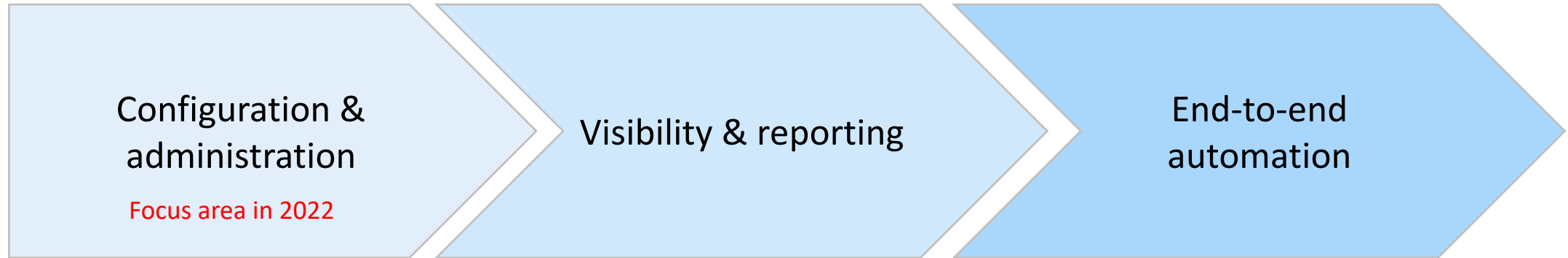


- Proof settings inside Workfront
- Workfront organisational units inside proof workflows
- Hub & Satellite support

- Enhanced Workfront proof reporting
- Proof Reviewer visibility

- Connected Tasks and content approvals
- Project template proof workflow configuration

# Workfront & Proof Integration



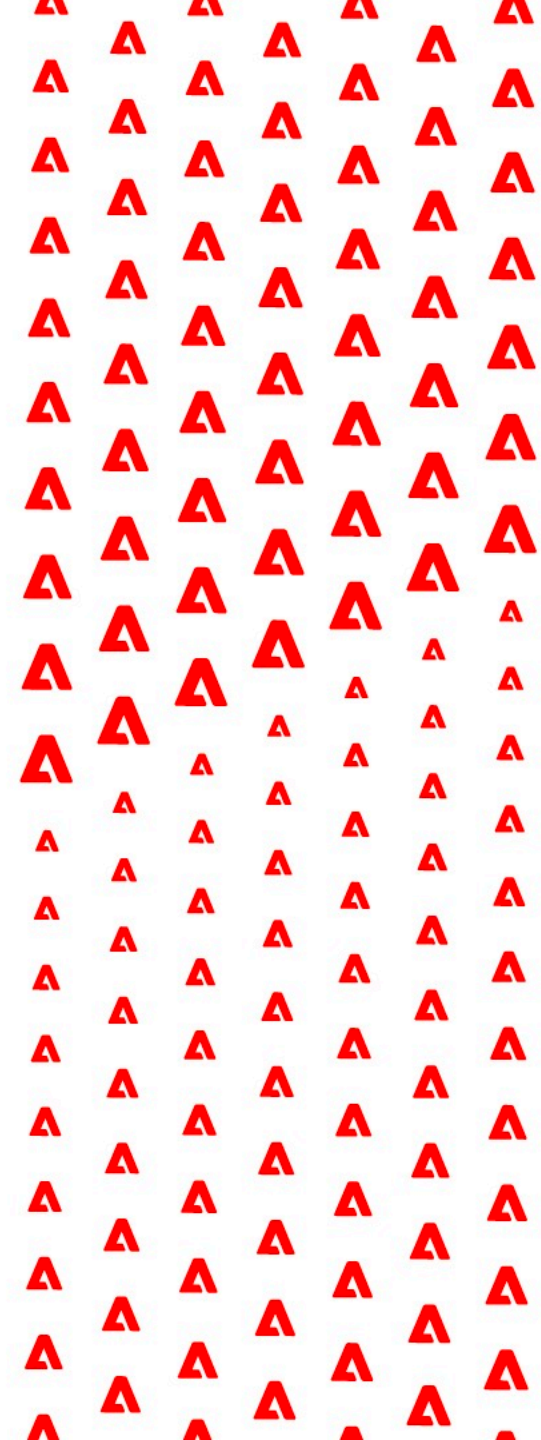
We are here today

- Proof settings inside Workfront
- Workfront organisational units inside proof workflows
- Hub & Satellite support

- Enhanced Workfront proof reporting
- Proof Reviewer visibility

- Connected Tasks and content approvals
- Project template proof workflow configuration

# Workfront Proof & Adobe

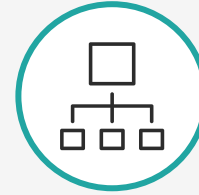


# AEM Assets Essentials Native Integration

Net new WF customers can streamline their asset management and content finalization using the integration between Workfront and AEM Assets Essentials.

## Connect your work with your content in AEM Assets Essentials

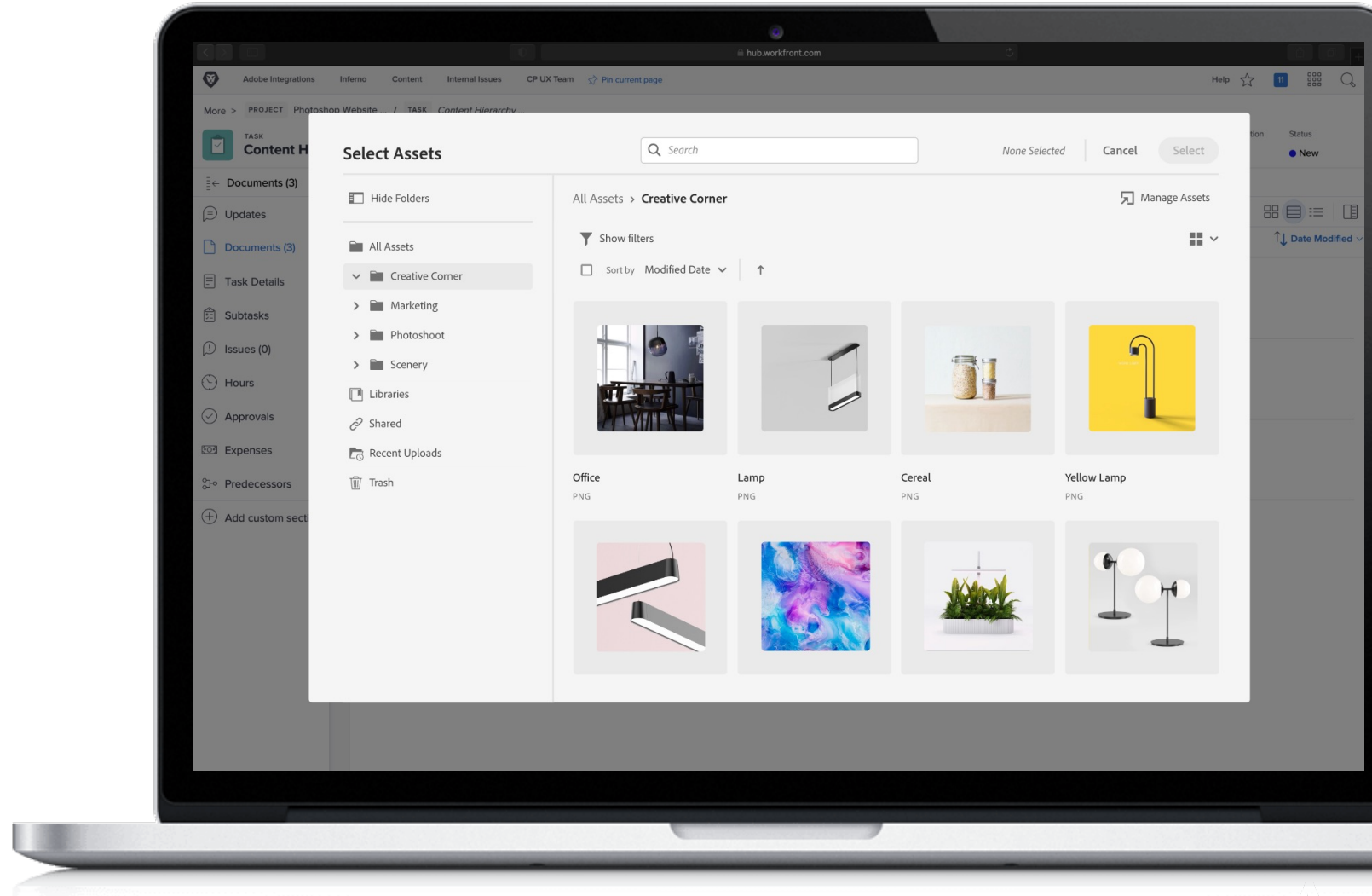
- Push assets and metadata from Workfront to AEM Assets Essentials
- Link assets from AEM Assets Essentials to your projects and tasks in Workfront
- Facilitate versioning workflows for assets that get pushed to AEM Assets Essentials



**Investment Theme** Accelerate the Right Work

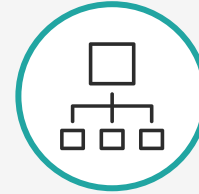
**Core Capability Pillar** Content Storage

**Availability** GA August 30, 2021 (LIVE)



# Enhanced Workfront to AEM Assets Connector

WF customers can streamline their enterprise asset management and content finalization using the integration between Workfront and AEM Assets.



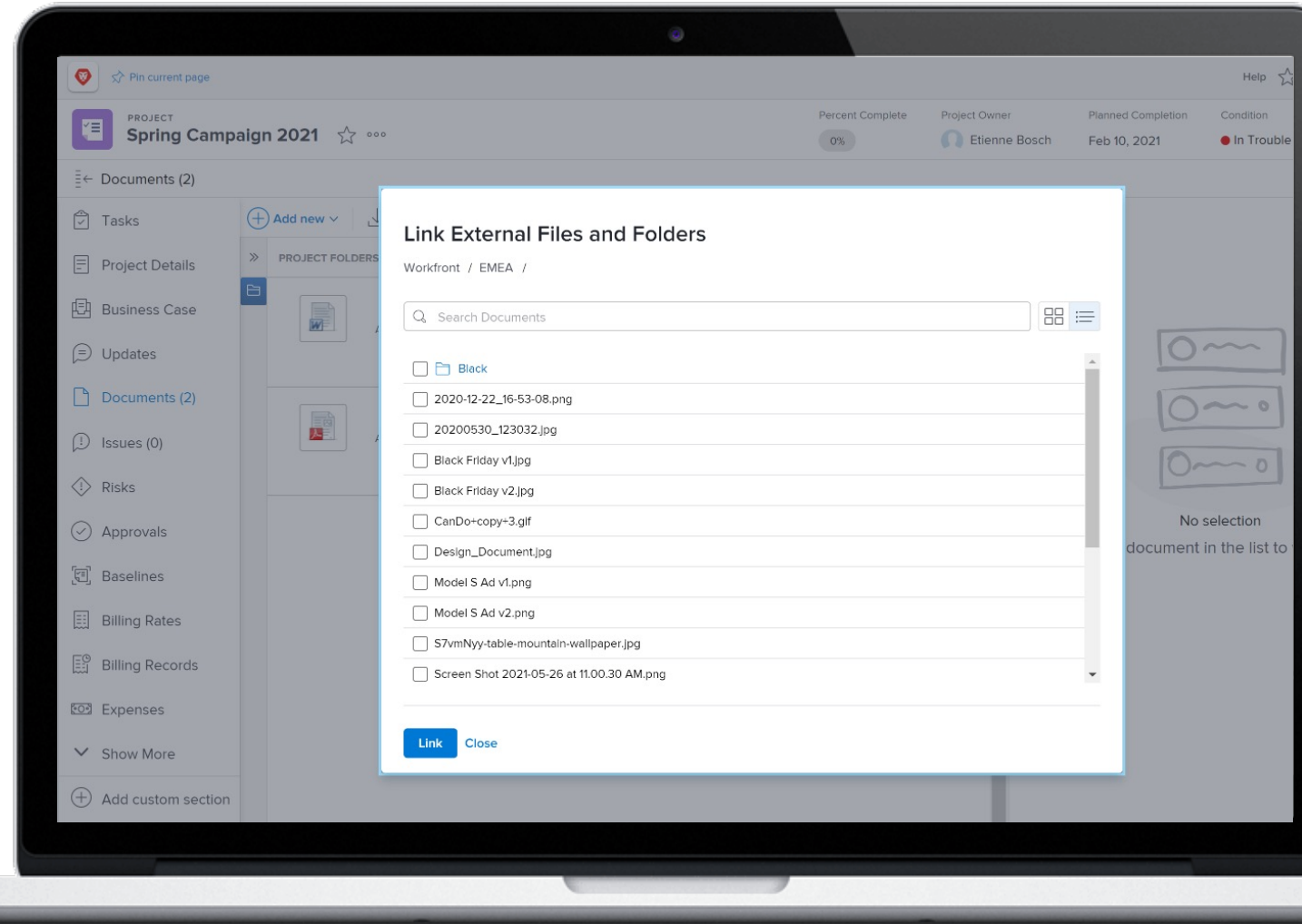
**Investment Theme** Accelerate the Right Work

**Core Capability Pillar** Content Storage

**Availability** GA – ~Q4

## Connect your work with your content in AEM Assets;

- Push assets from Workfront to AEM Assets
- Bi-directional metadata sync between Workfront and AEM Assets
- Link assets from AEM Assets to your projects and tasks in Workfront
- Create linked folders to automatically push your assets from Workfront to AEM Assets
- Tailor to your business processes using custom AEM workflows to update projects and tasks

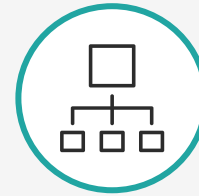


# Enhanced Workfront Plugin for Photoshop

The new plugin built on the new UXP framework allows designers to do all their creative work without having to leave Photoshop. New enhancement includes logging time.

## Manage all your work inside of Photoshop

- Access all your tasks and issues
- Easily collaborate with stakeholders through the update stream
- Export assets to Workfront and ensure appropriate proofing workflows are attached
- Logging time



**Investment Theme** Accelerate the Right Work

**Core Capability Pillar** Content Authoring

**Availability** GA: Q4 (LIVE)

The screenshot displays the Workfront mobile application interface. On the left, a 'WORK LIST' is shown with tasks categorized by due dates: 'Due Today' (4 tasks), 'Due Tomorrow' (5 tasks), and 'Due 8/24' (1 task). The tasks listed include 'SPRINKLER APP RESTORATION HiFi Mockup Main Screens', 'REBRANDING HEALTH Committee Logo', 'SPRINKLER APP RESTORATION Feature Research', 'PROJECT RESILIENCE Rich Text Comments', 'REBRANDING HEALTH Touchup Hotspots', and 'INFO CAMPAIGN'. On the right, a 'TASK' detail view is open for 'HiFi Mockup Main Screens'. It shows a 'DONE' toggle, a toolbar with icons for info, document, checklist, and comment, and a text description: 'We need HiFi mocks incorporating all previous feedback for the following screen, Automation Settings, Zone Settings, Tips, and App Settings. See this new epic for more: <https://bitt.ly/4nkXd9j>'. Below the description, it shows 'ASSIGNED TO' Sam Johnson. On the far right, a 'RECENT' list shows items like 'Rich Text Comments', 'Sprinkler App Restoration', 'Fix Title Spelling Error', 'Committee Logo', and 'Project Resilience'. A 'PINNED' list includes 'rich\_text\_feature.xd', 'Rebranding Health', 'Committee Logo', and 'Mandate PSA Sign'. A 'FAVORITES' list includes 'app\_prototype\_full.xd', 'Info Campaign', and 'Add Search Feature'.

# Workfront + AEM Assets Integrations Vision by End of 2022



## Adobe Experience Manager Assets Essentials

OOTB DEPARTMENTAL/TEAM LIGHTWEIGHT DAM



## Adobe Experience Manager Assets as a Cloud Service

ENTERPRISE DAM



## Adobe Experience Manager Assets Adobe Managed Services

ENTERPRISE DAM



## Adobe Experience Manager Assets On Premise

ENTERPRISE DAM

**Native Integration  
(Adobe)**

No Connector Required  
Simple In App Configuration

**Enhanced Workfront to  
AEM Assets Connector**

Install/Configure Connector

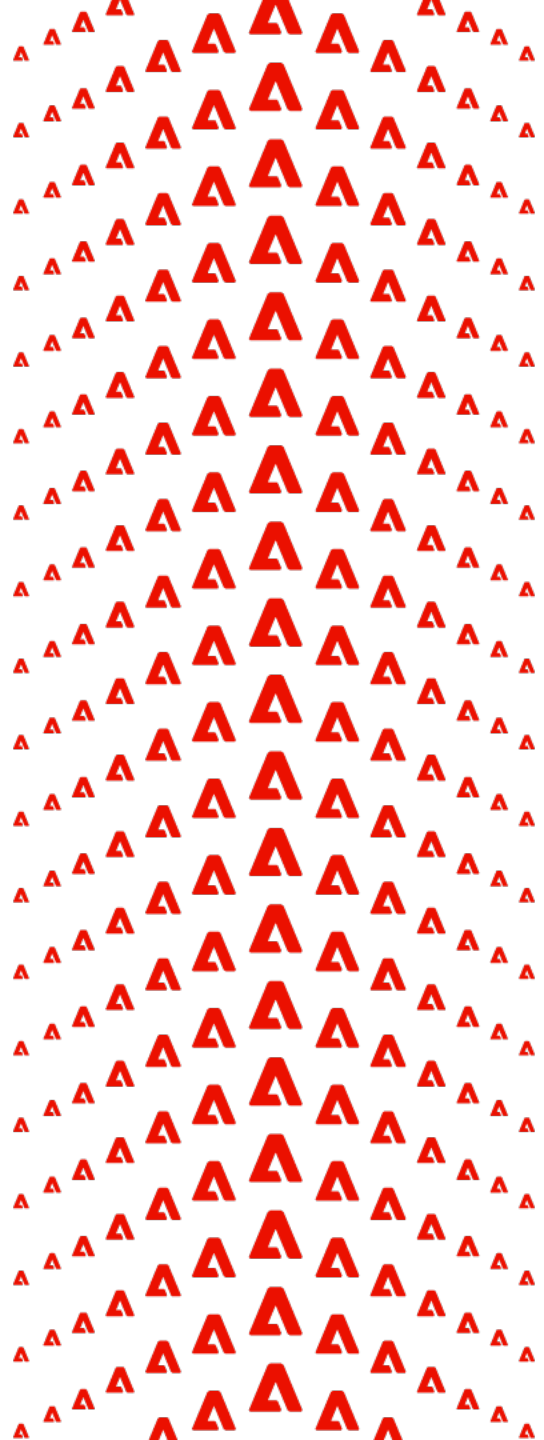


## Want to help shape the experience we build?

We are actively looking for customers that would like to participate in our research and feedback program for the Workfront & Proof integration. We are still early in the process, and YOU can help form what an ideal end experience will look like.

Please reach out to xxxx to join the program. We would love your participation!

Wrap-up and next steps



# Continue the conversation on Adobe Workfront One

- Collaborate with others in a similar industry or department
- Harness the power of your peers to crowdsource inspiration and solutions
- Learn about upcoming events

The screenshot displays the Adobe Workfront One homepage. At the top, there is a navigation bar with the logo, a search bar, and a user profile. Below this is a red banner with the text: "Join fellow experts pushing the boundaries of collaborative work management and access a vast library of content, courses and connect with a vibrant community of fellow learners." The main content area features three cards: "Adobe SUMMIT" (a virtual event), a report on "COVID-19 changed digital work", and "LION AWARDS" (with an extended deadline). Below these are sections for "Community discussions" (with a post form and a list of posts) and "Product updates" (listing new releases and features).

# Upcoming meetups

Full list: <http://one.workfront.com/events>

- Nov 16: System Admin Enablement (Panel Discussion)

*Coming soon!*

- *Dec 7: Workfront Fusion: Integrations*



Thank you!

