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.

Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Agenda (Pacific)

Time	Topic
8:00 a.m.	Welcome and agenda
8:05 a.m.	**Workfront Proof Intro & Overview** *Allison Lippert, Learning Program Manager, Workfront*
8:35 a.m.	**What's coming next for Proof?** *Etienne Bosch, Group Manager, Product Management, Workfront*
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?

Adobe

©2020 Adobe. All Rights Reserved. Adobe Confidential.

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

CONTENT VELOCITY

Adobe

©2020 Adobe. All Rights Reserved. Adobe Confidential.

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

©2020 Adobe. All Rights Reserved. Adobe Confidential.

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.

Adobe

©2020 Adobe. All Rights Reserved. Adobe Confidential.

Guest speaker

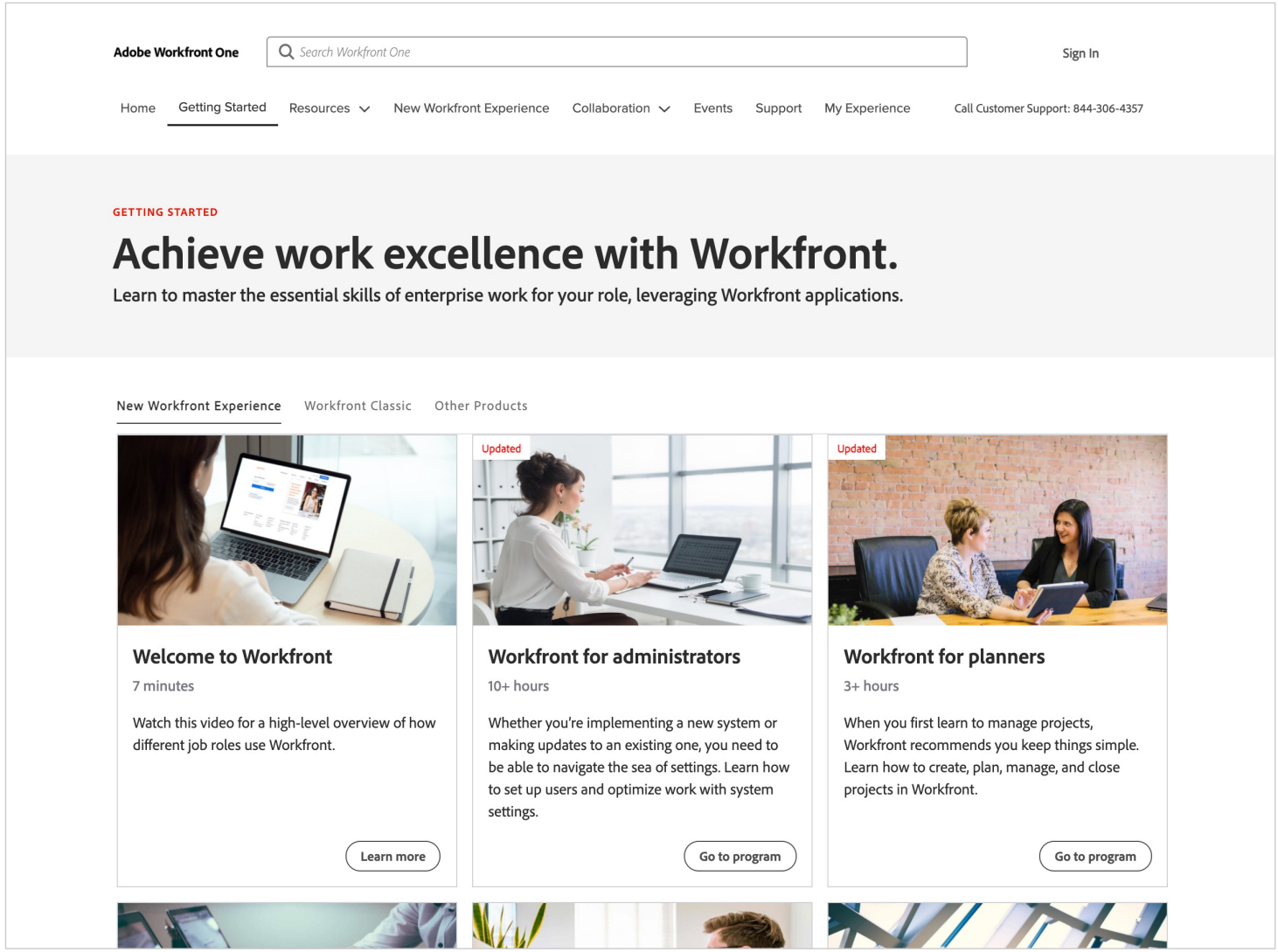
Allison Lippert

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

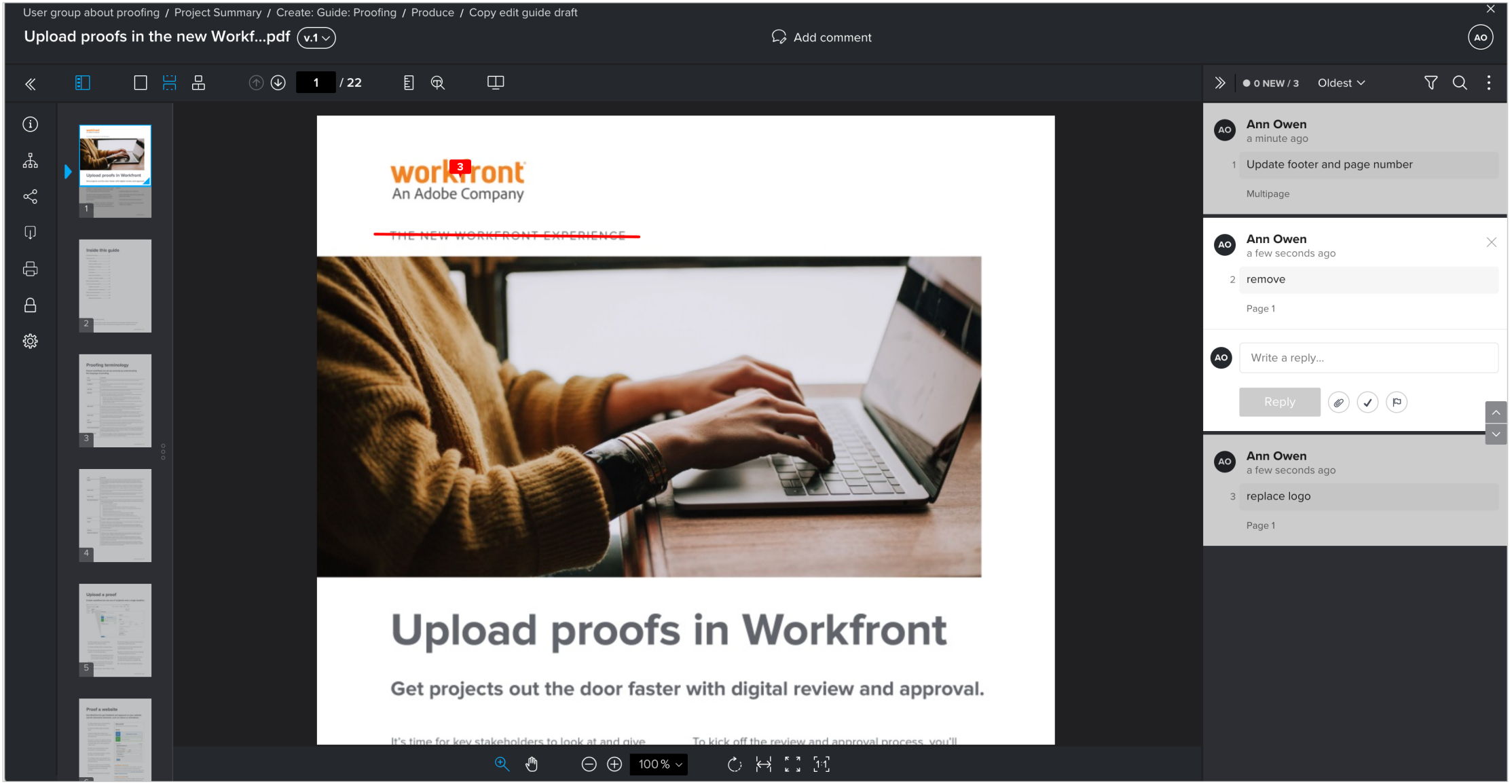


© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

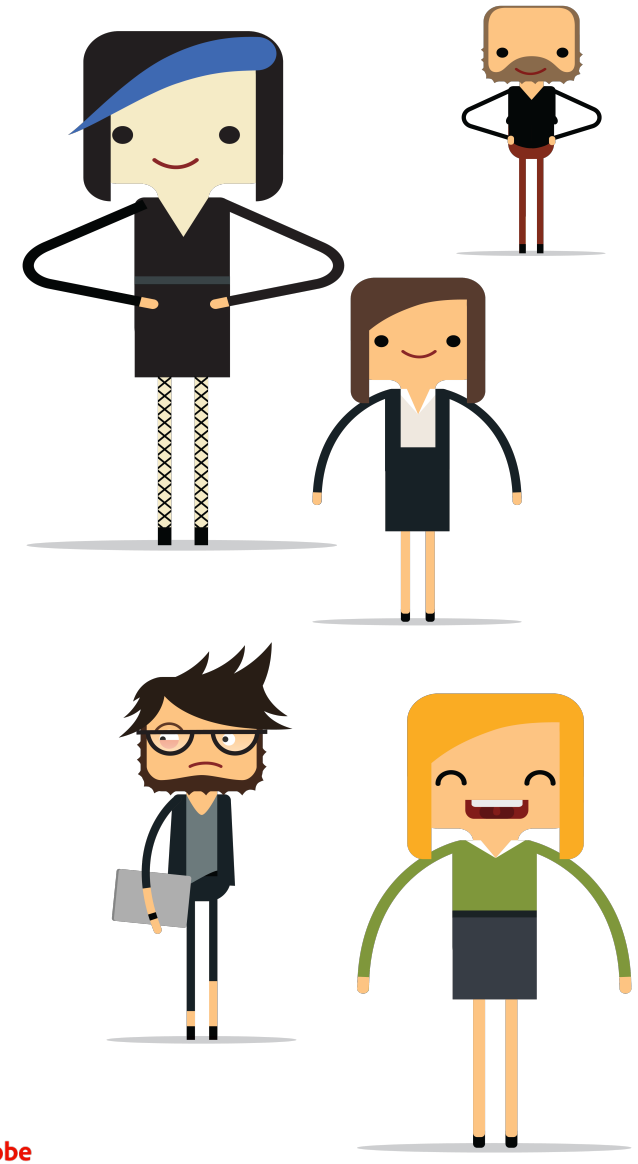
Proofing in Adobe Workfront



Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Workflow includes proofing review



Request submitted, reviewed, and approved.
Workfront project created with template.

Research and content planning.

Content creation, review, and approval.

Review in proofing.

Publication of content.

Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Proofing task in content creation project

PROJECT
User group about proofing

Percent Complete
68.42%

Tasks

- Tasks
- Project Details
- Business Case
- Updates
- Documents (3)
- Issues (0)
- Risks
- Approvals
- Baselines
- Billing Rates

New Task

	#	Task Name	Assignments	Duration	Pln Hrs
	23	6. Final Cut		1 Day	3 Hours
	24	7. Final Review and Approval		1 Day	0.5 Hours
	25	8. Wistia (Upload and URL; tag the LPM)		1 Day	1 Hour
	26	**Create: Guide: Proofing**		**6 Days**	**4 Hours**
	27	**Write (content should have been written as part of enablement plan)**		**2 Days**	**1.5 Hours**
	28	Create Copy/ Content Layout (Assemble in InDesign)		2 Days	1.5 Hours
	29	**Produce**		**3 Days**	**1.5 Hours**
	30	Peer review and proofing of guide	Dwight Westerbrook Zoey Wheeler Ann Owen	2 Days	1 Hour
	31	Make Copy Editing Corrections to Guide		1 Day	0.5 Hours

Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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

Type in the chat

How do you use proofing?

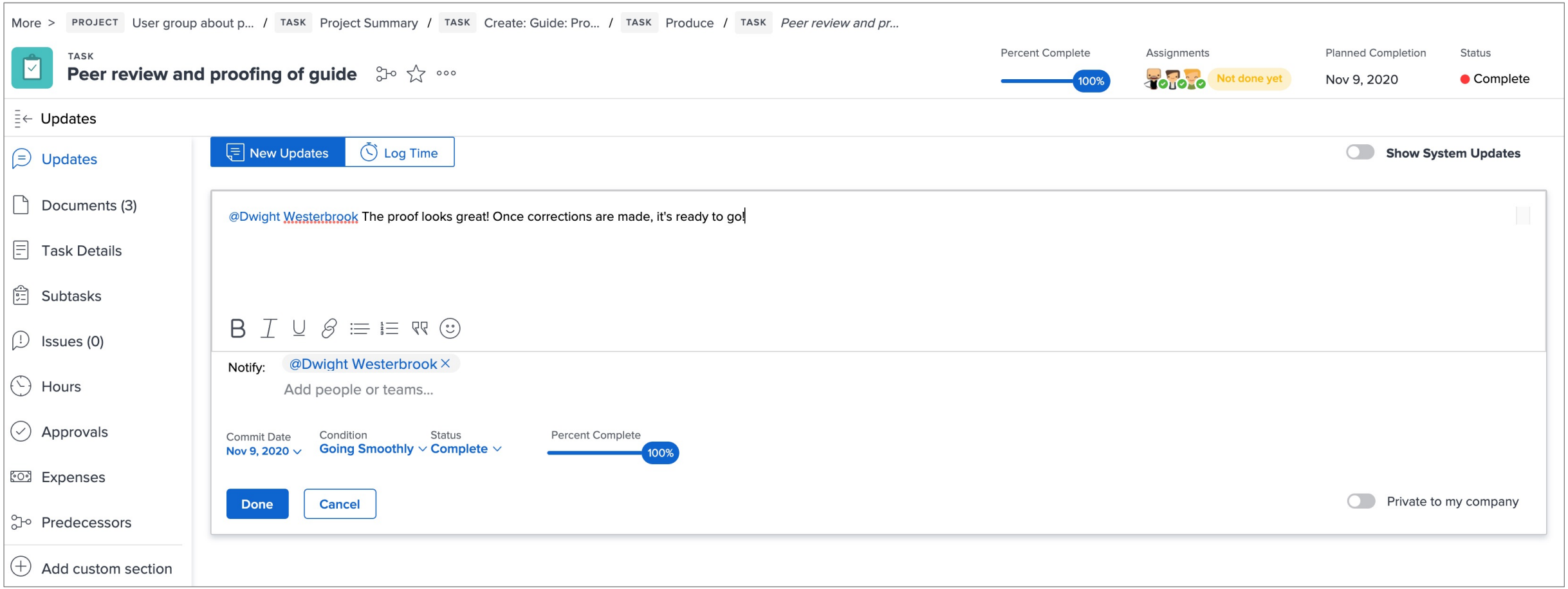
If you're not using it yet, how do you want to use proofing?

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



Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Learn more about proofing on Workfront One

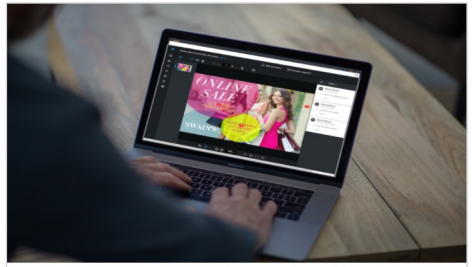
- Setups for proofing in Workfront (Training page)
- Workfront for proofing users (Getting Started page)
- Manage review and approvals with proofing (Training page)
- Manage proofs with Adobe Workfront (product articles)

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

Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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

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.

Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

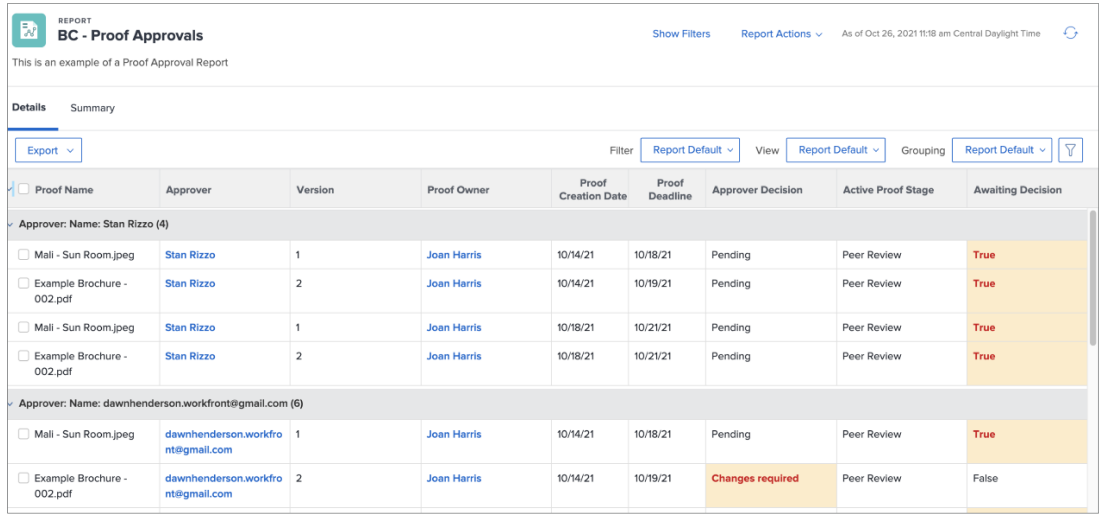
Bonus content on Community

- 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

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

Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Guest Speaker

Etienne Bosch

Group Manager,

Product Management

Adobe Workfront

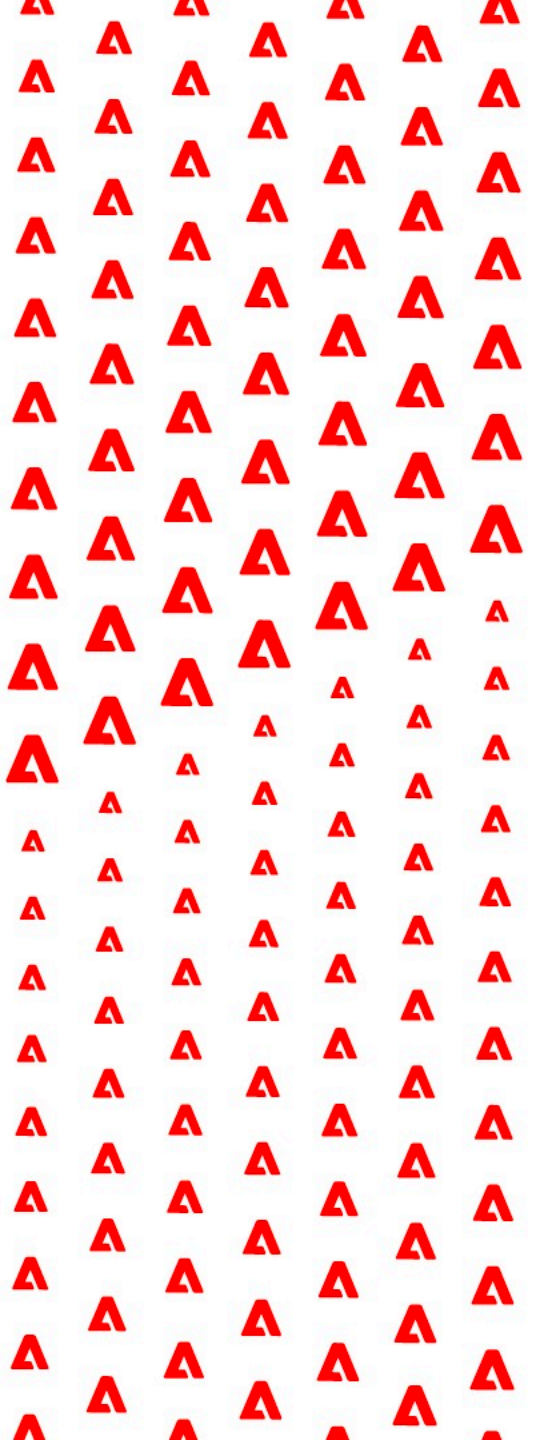
Adobe Confidential

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.

Adobe

©2020 Adobe. All Rights Reserved. Adobe Confidential.

Soon to be released



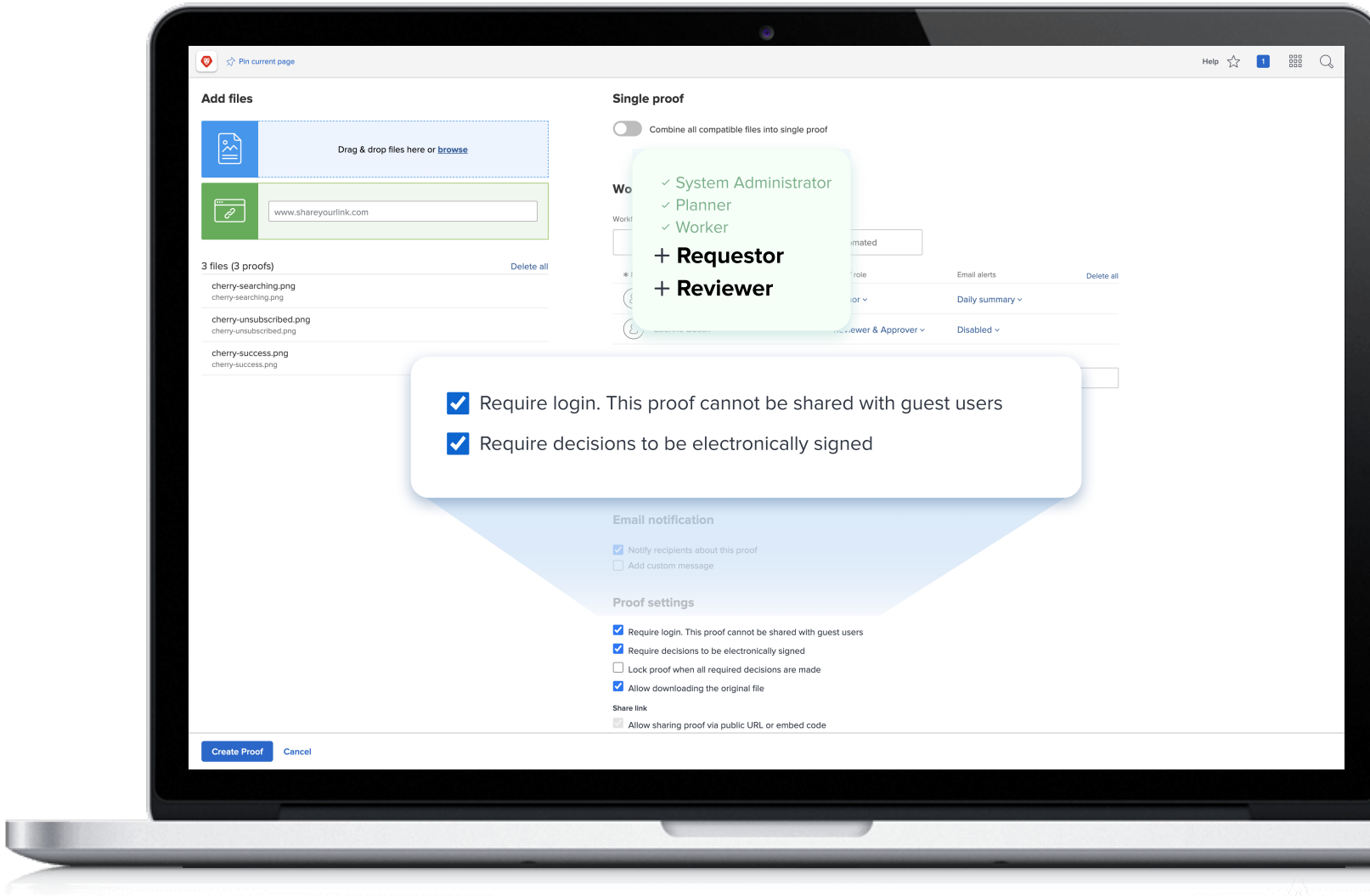
Enhanced Proof Authentication

Achieve organizational compliance

Investment Theme	Accelerate the Right Work
Core Capability Pillar	Content Review & Approval
Availability	Q1 2022

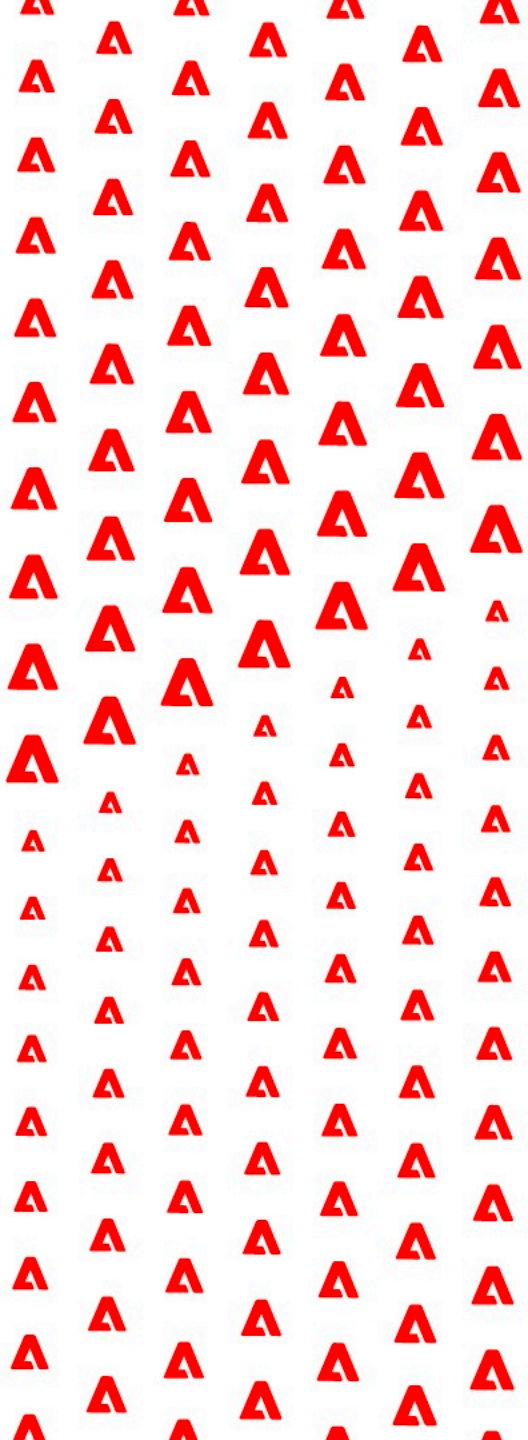
You can now have your reviewers and requestors licenses log into proof or electronically sign them in.

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

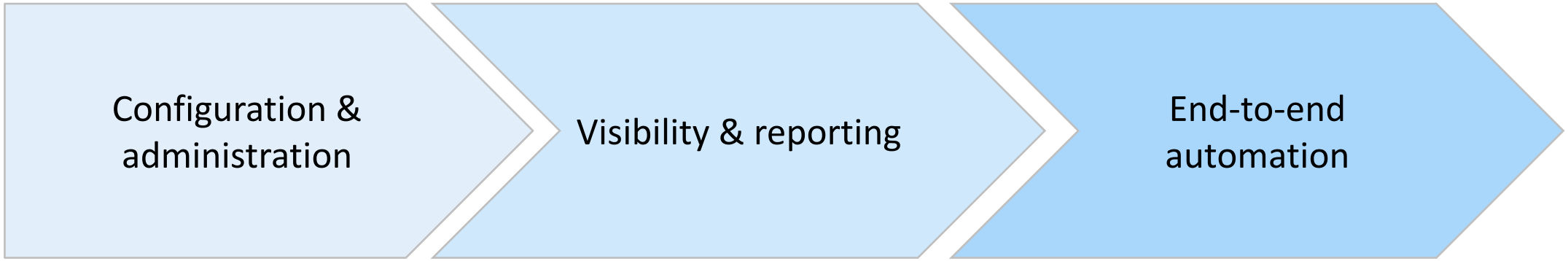


© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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

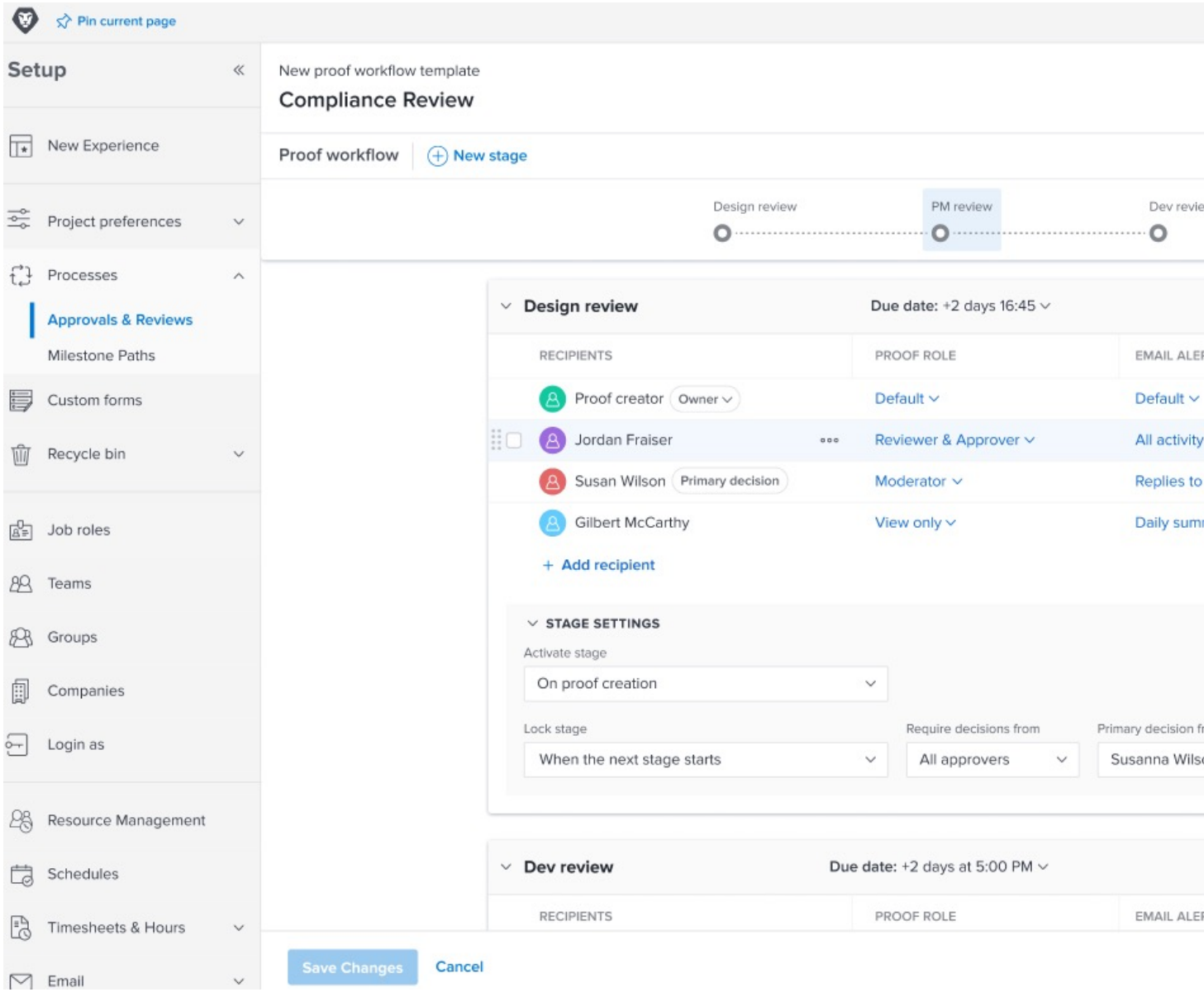
Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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

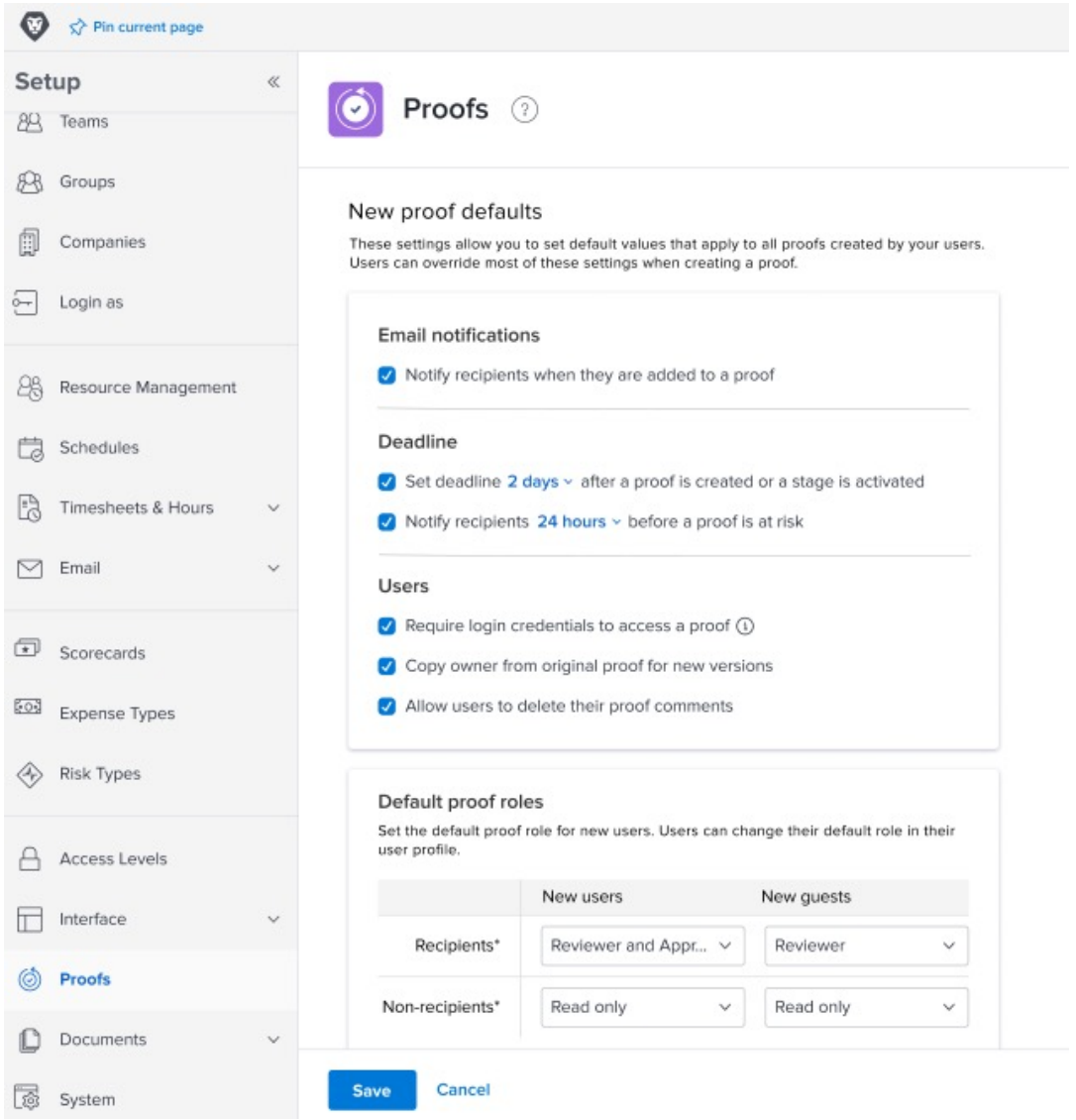


© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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



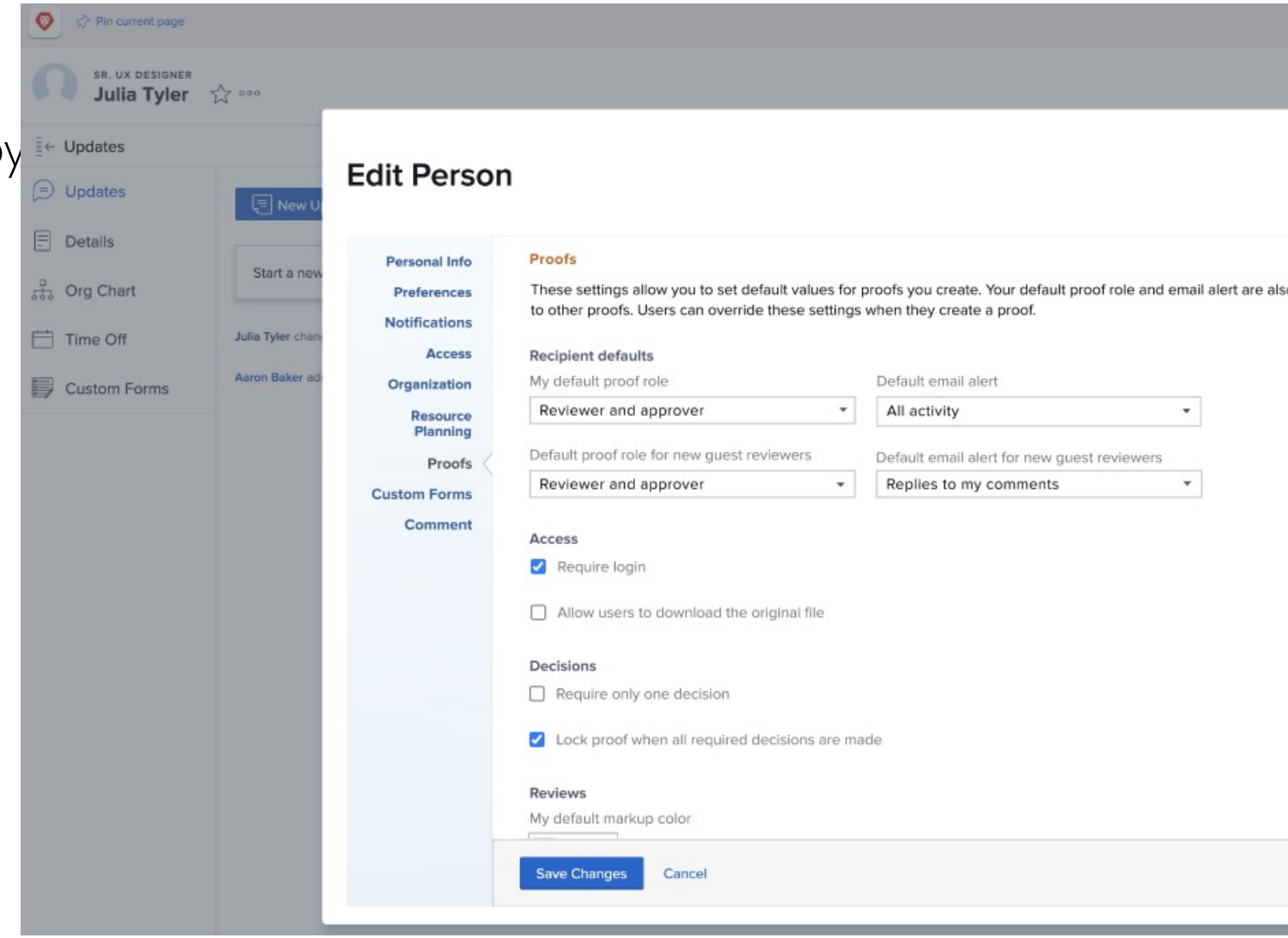
Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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



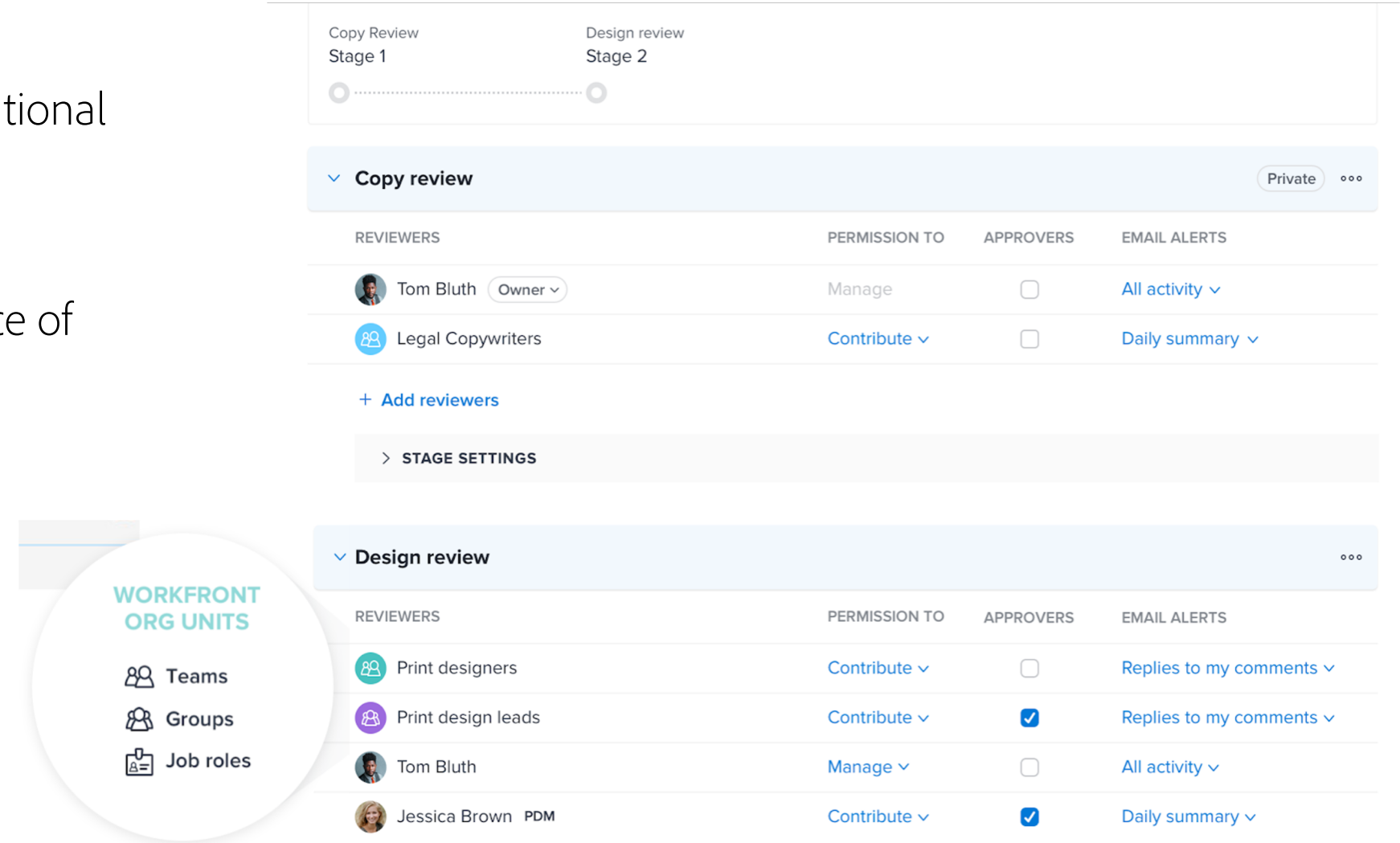
Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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.



Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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

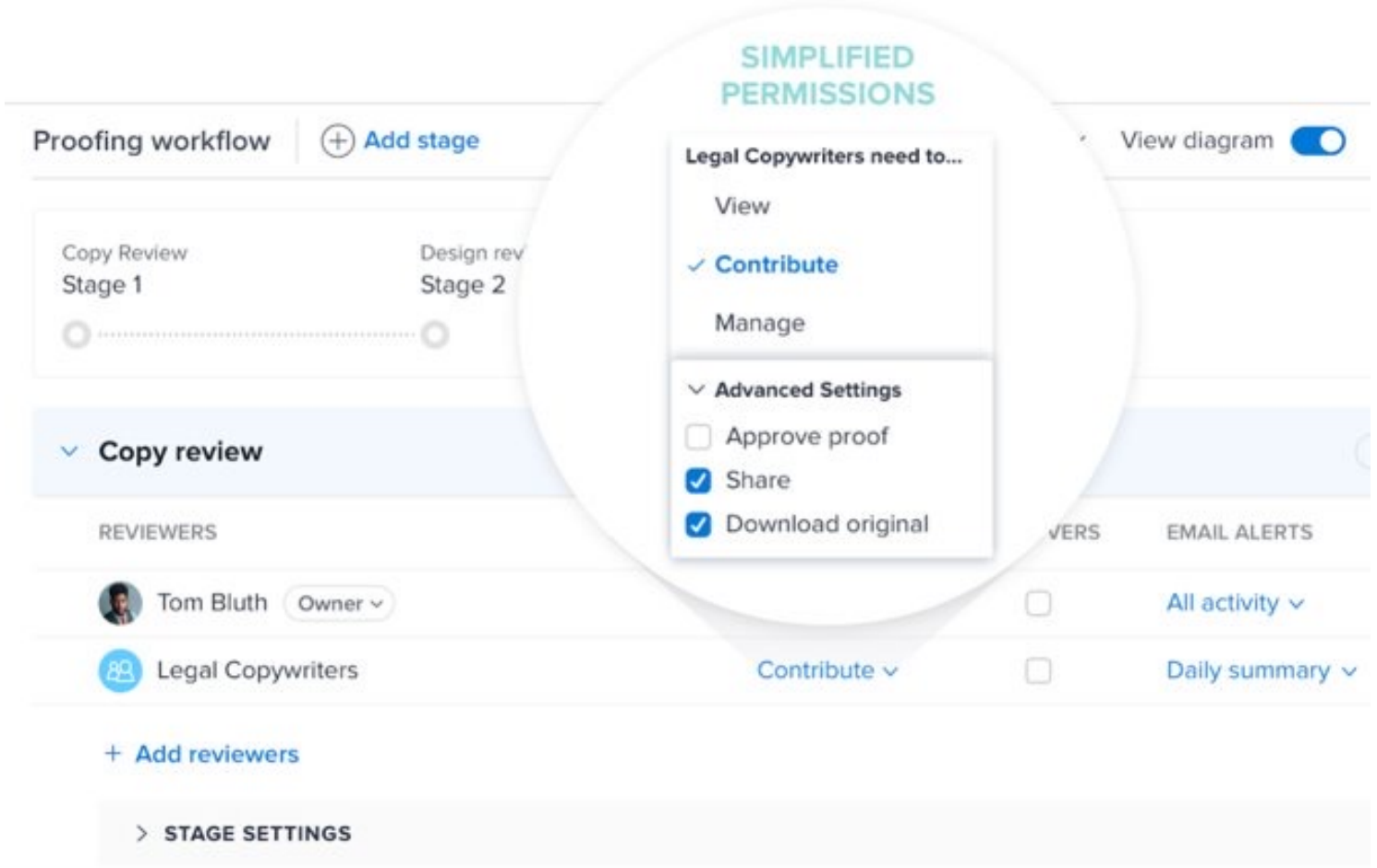
Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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.



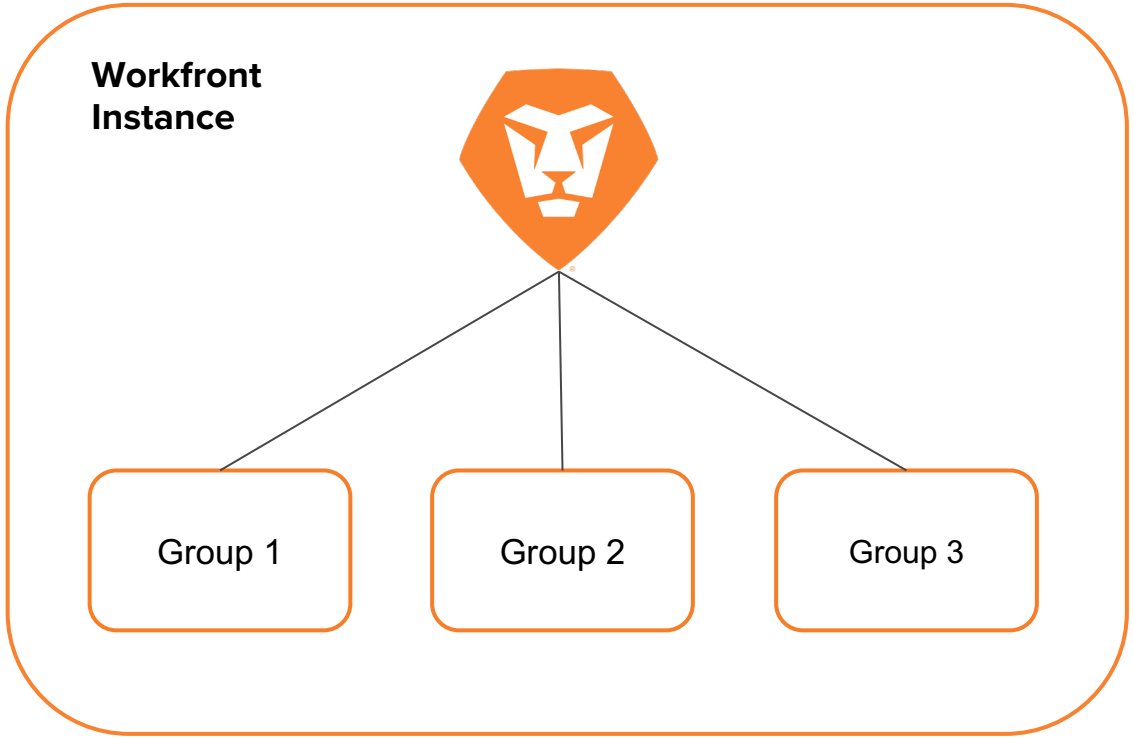
Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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.



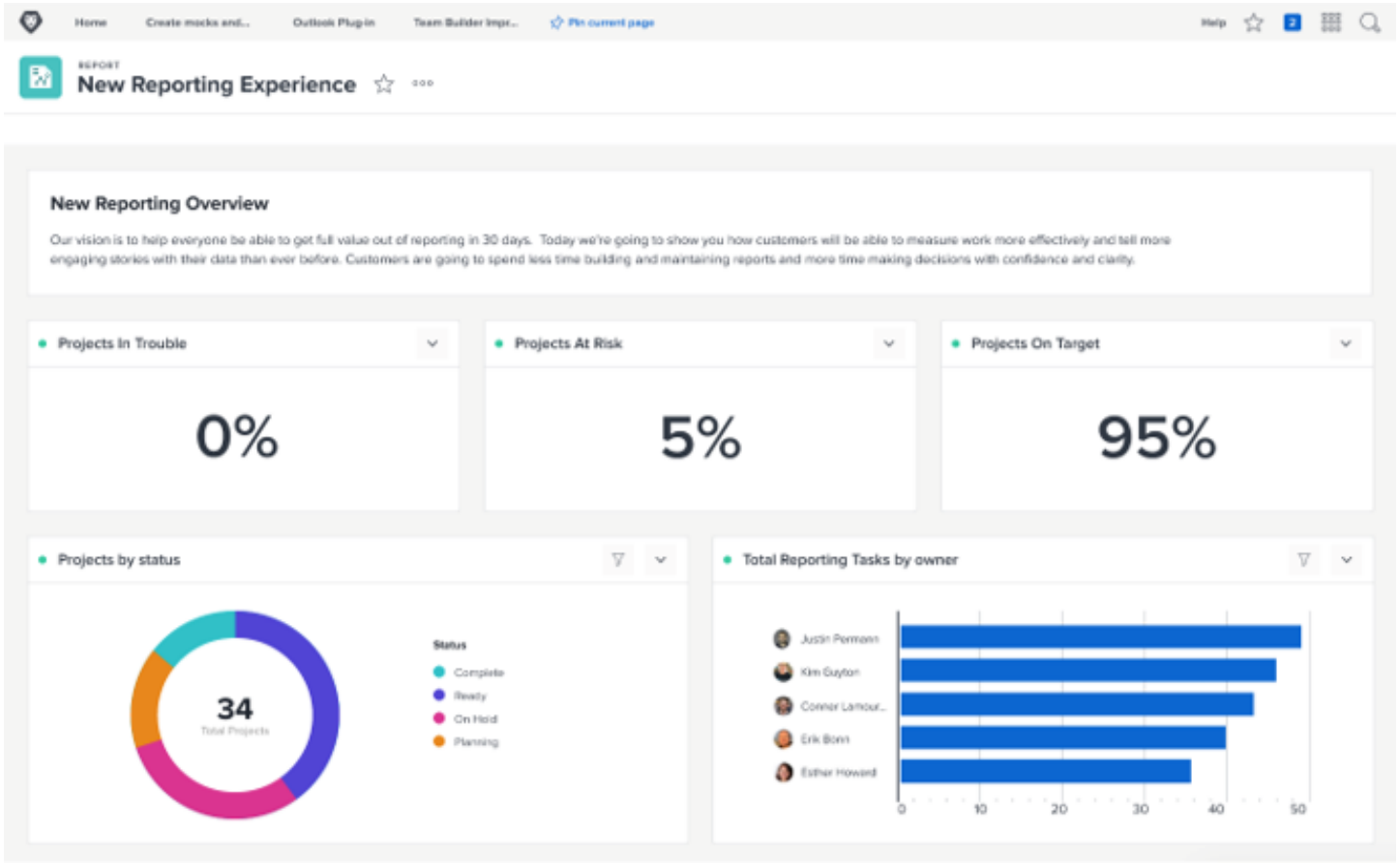
Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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



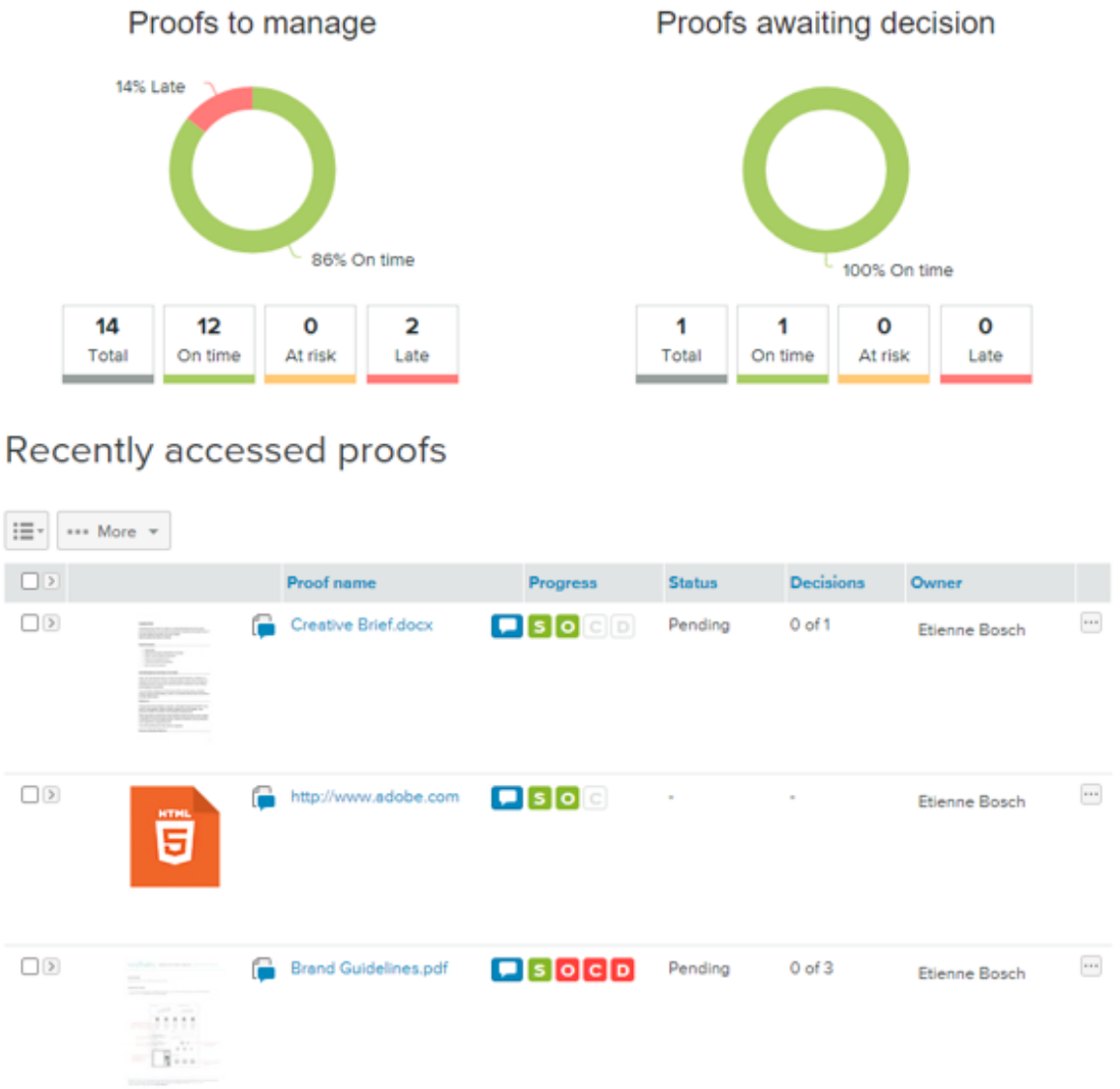
Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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



Adobe

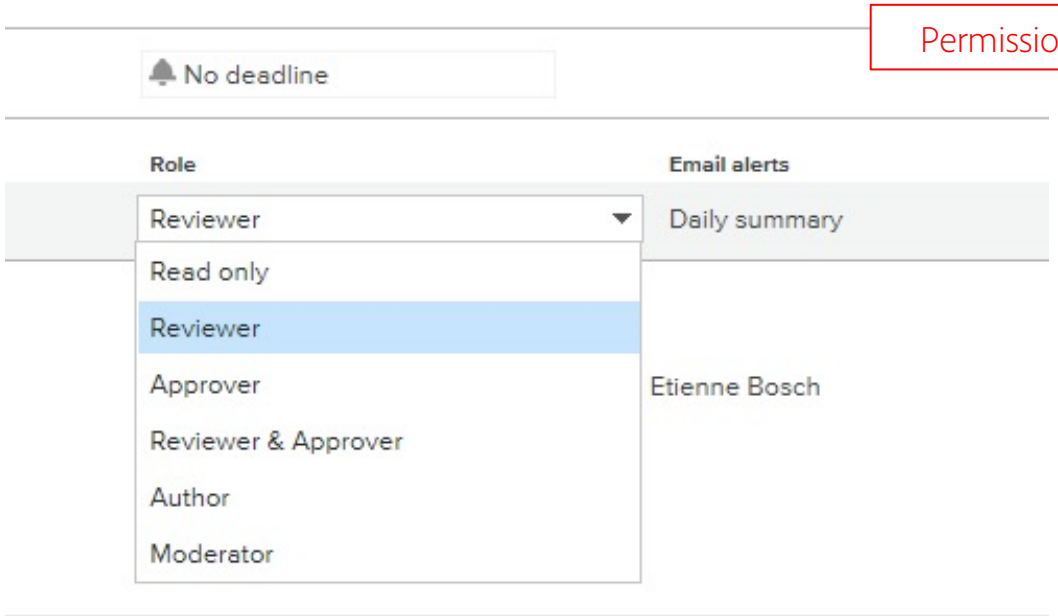
© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Reviewers inside Workfront

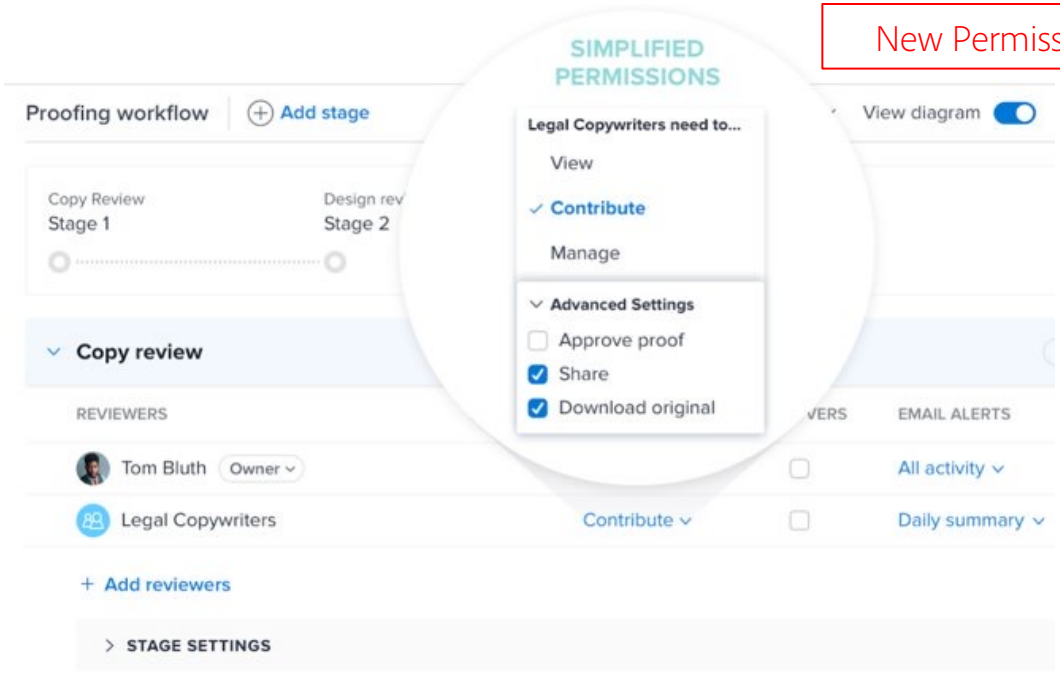
Gain visibility to all stakeholders of the content collaboration process, including those that provide comment feedback but don't make decisions.

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

Permissions Today



New Permissions



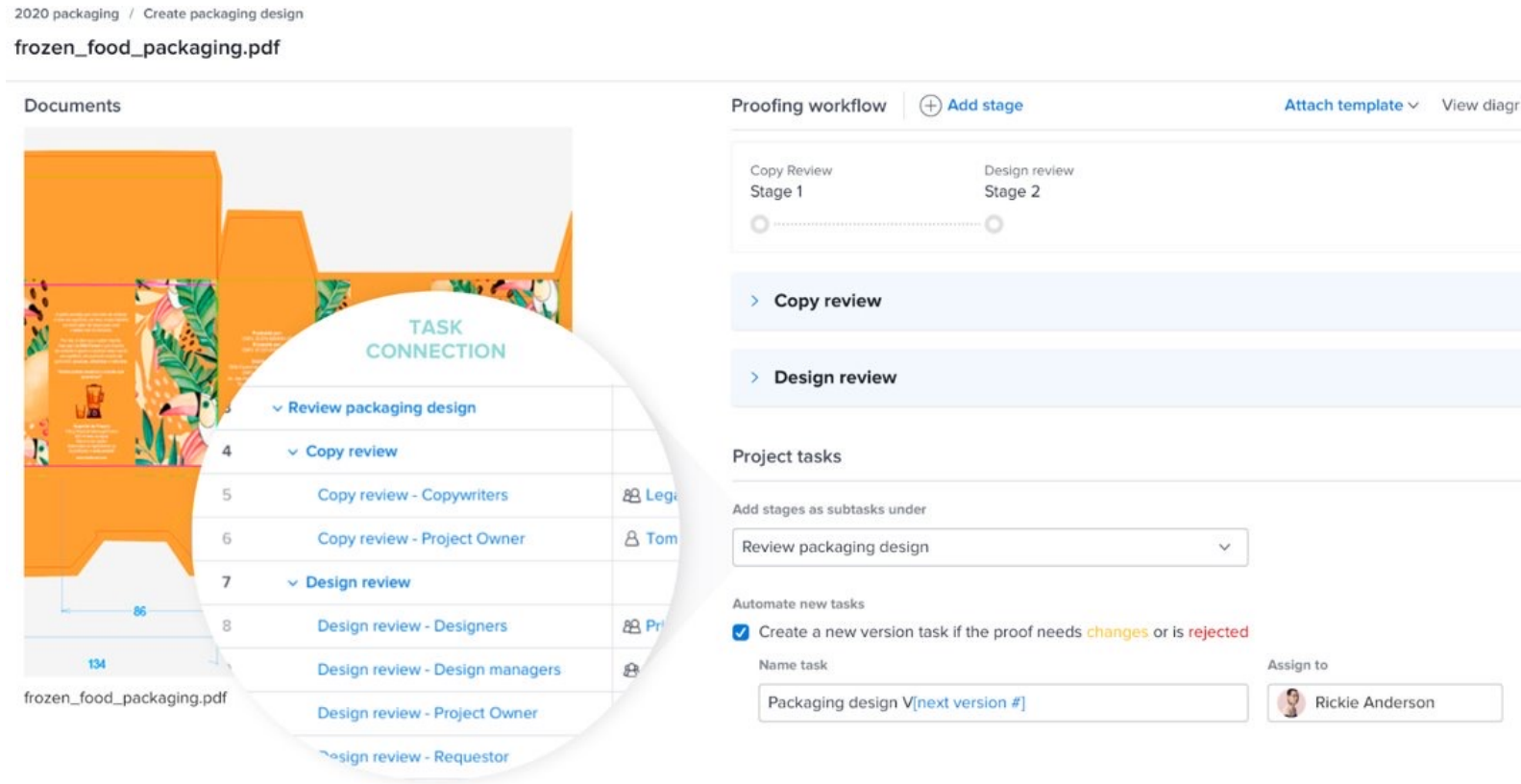
Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Tasks connected to Proof Approvals

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

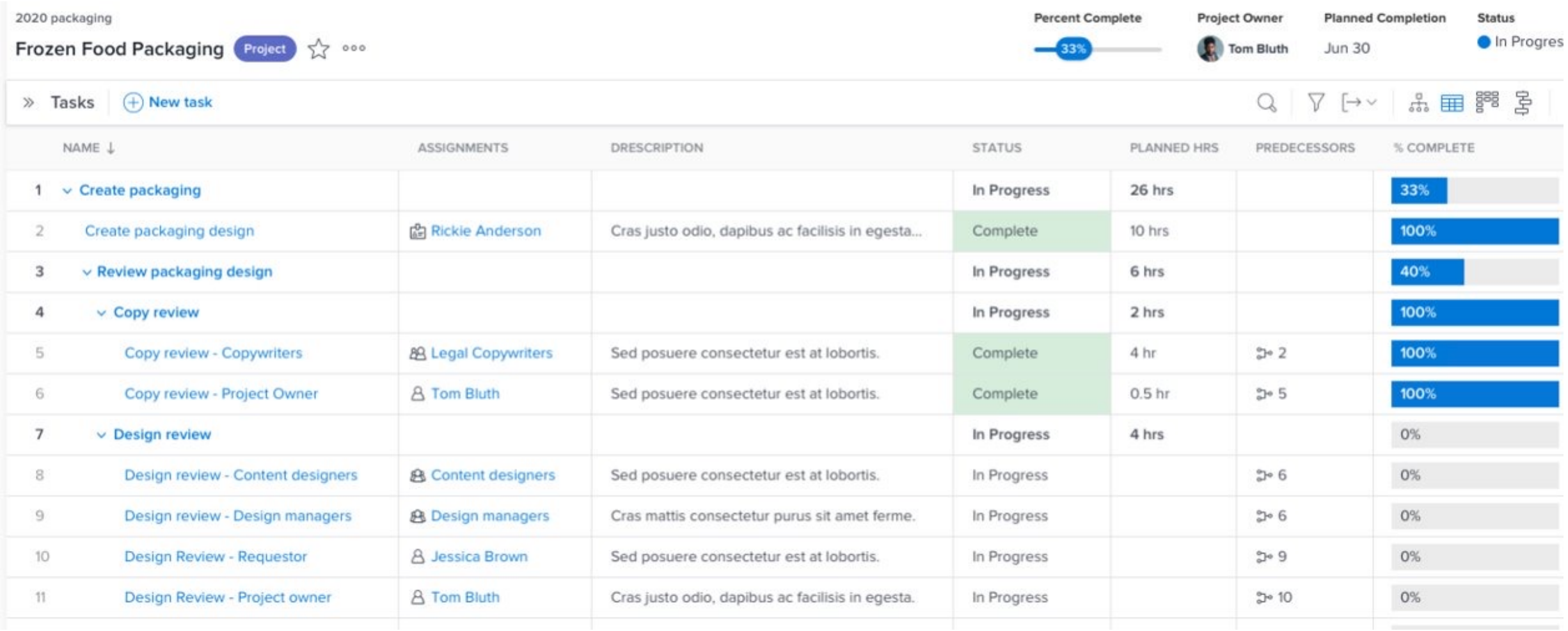
By connecting your proof approvals directly to a project task, the system will make all the necessary changes whenever a proof review and approval completes.



Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Tasks connected to Proof Approvals



2020 packaging

Frozen Food Packaging Project

Percent Complete 33%

Project Owner Tom Bluth

Planned Completion Jun 30

Status In Progres

Tasks | New task

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

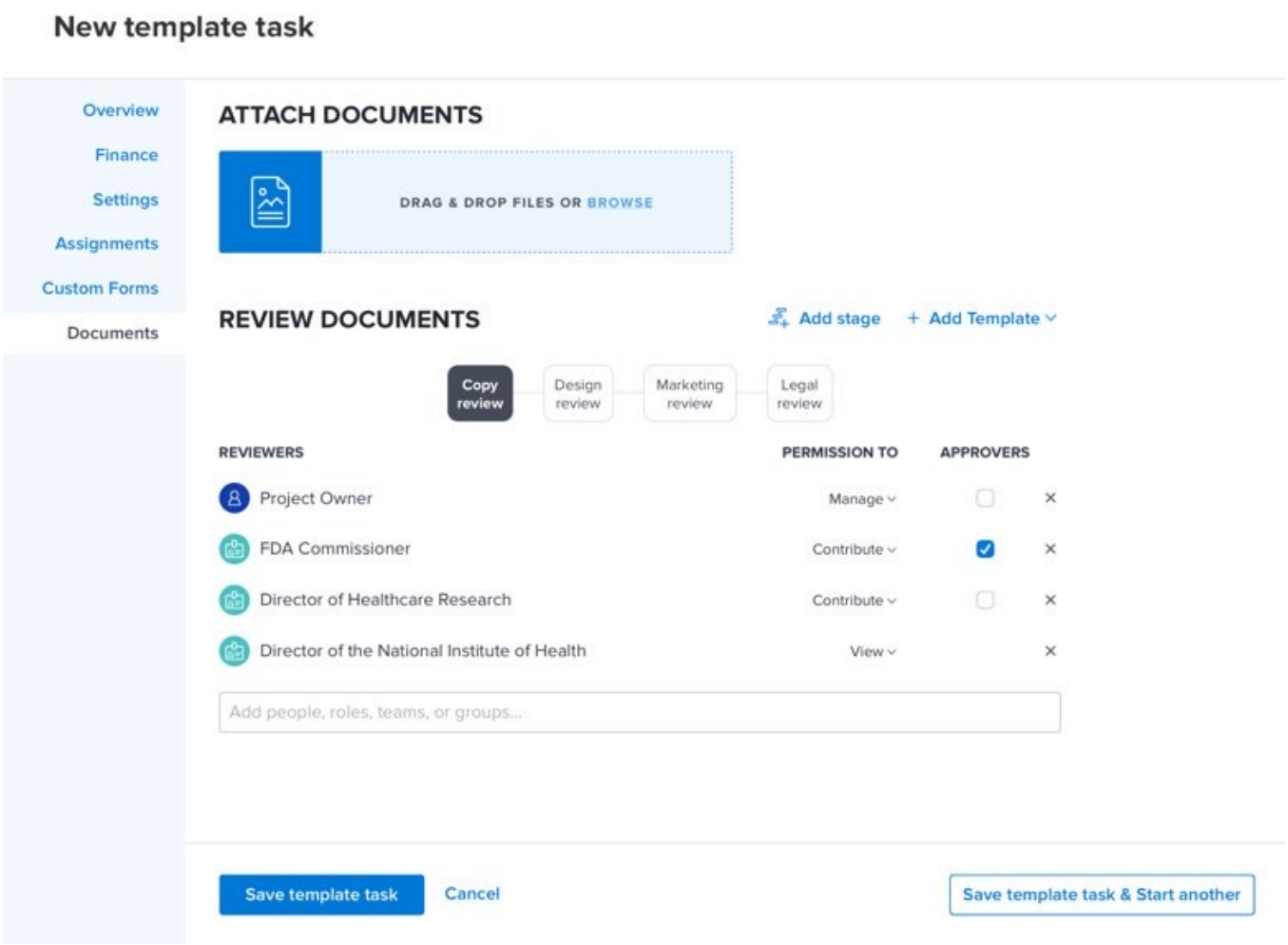
Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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.

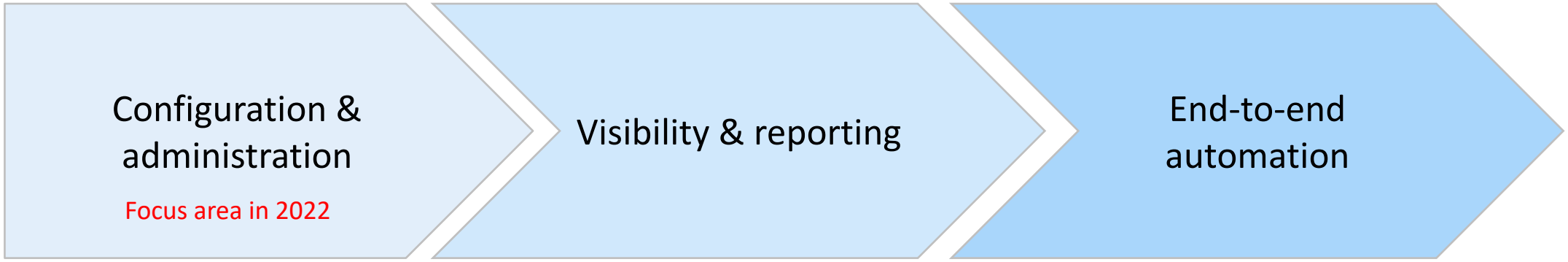
Restrict which proof workflows are available on your projects and automatically generate proofs using pre-designated workflows.



Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Workfront & Proof Integration



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

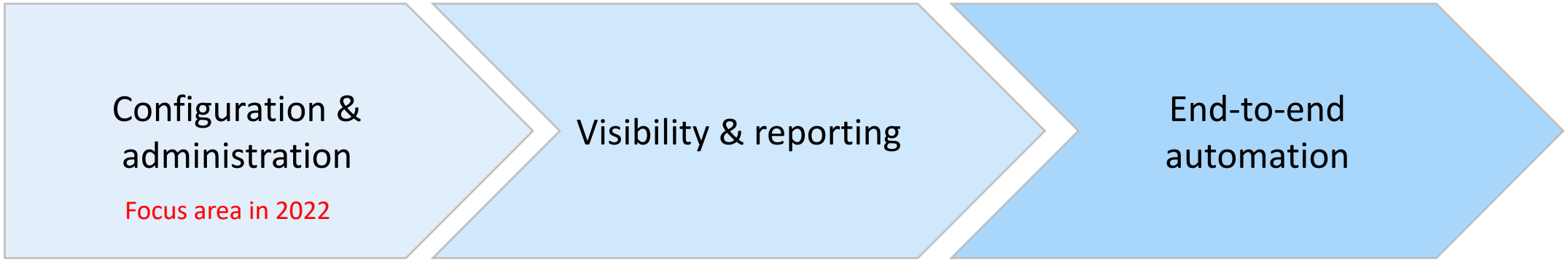
- Enhanced Workfront proof reporting
- Proof Reviewer visibility

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

Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Workfront & Proof Integration



We are here today

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

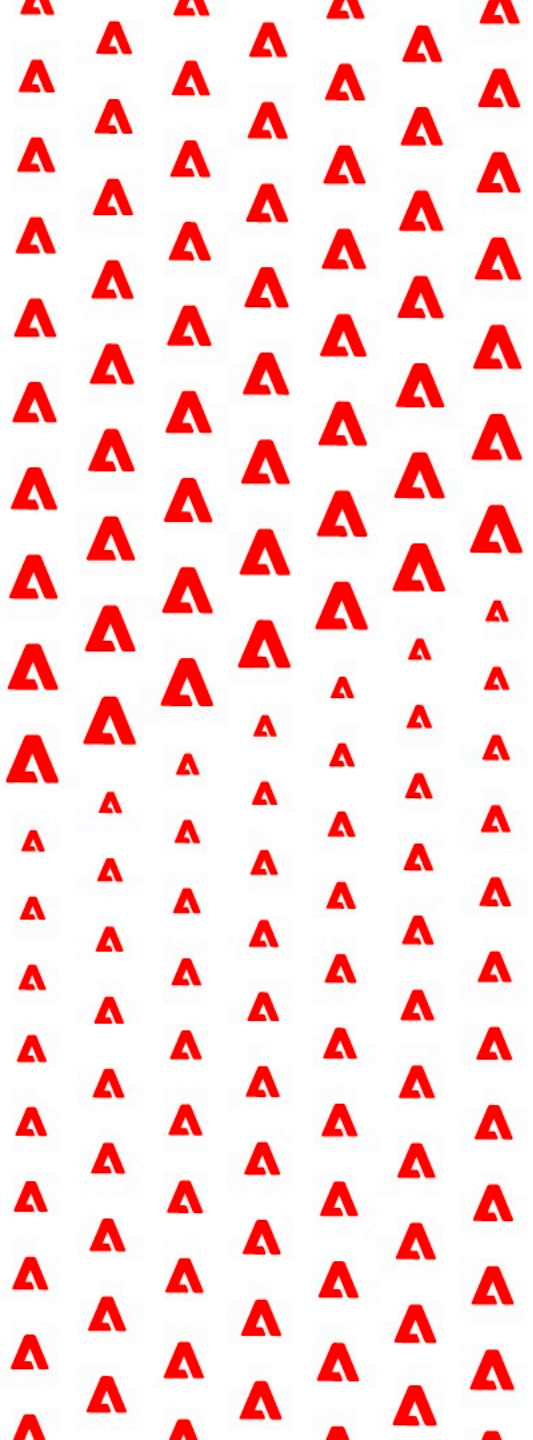
- **Enhanced Workfront proof reporting**
- **Proof Reviewer visibility**

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

Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Workfront Proof & Adobe



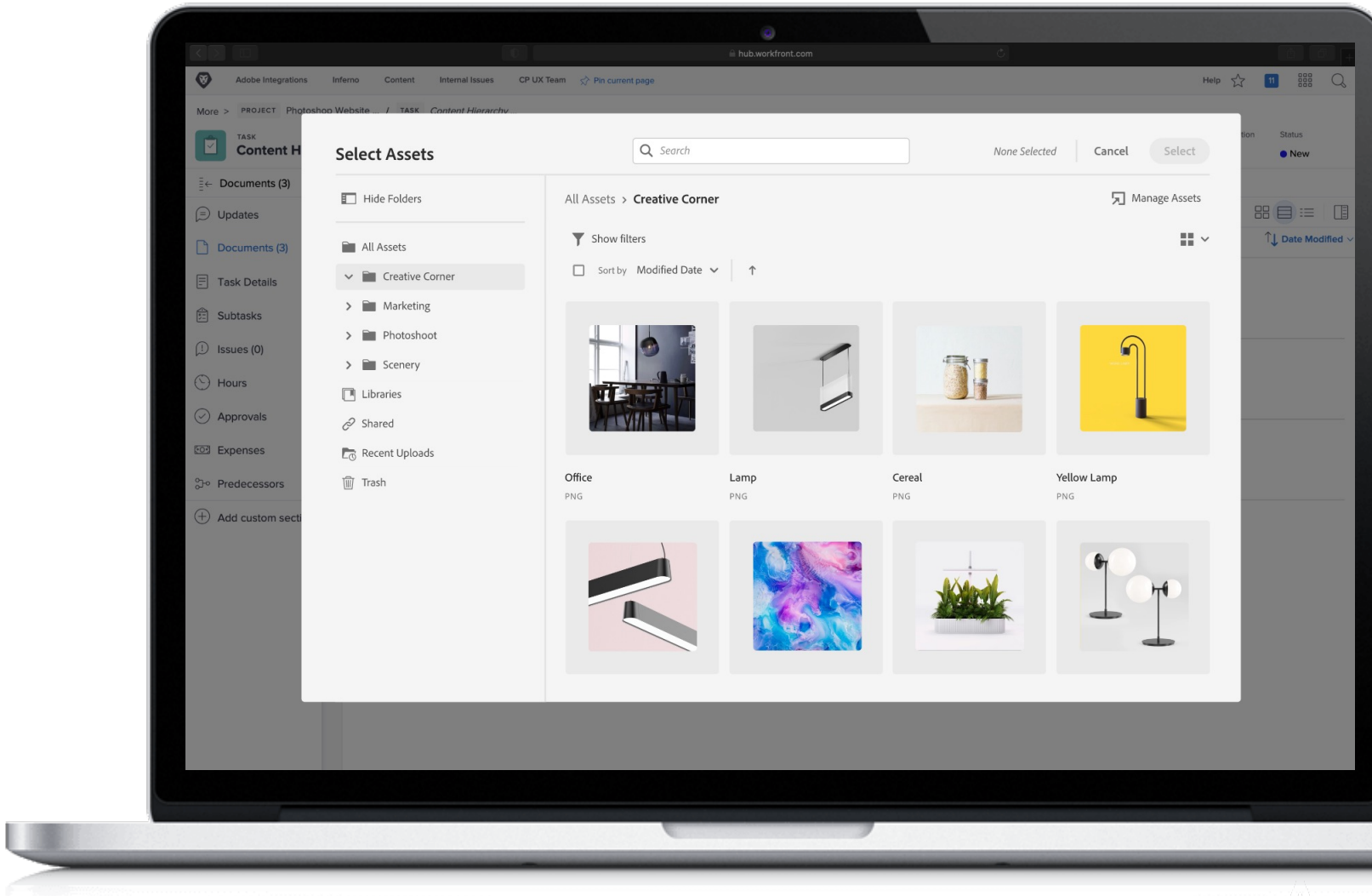
AEM Assets Essentials Native Integration

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

Investment Theme	Accelerate the Right Work
Core Capability Pillar	Content Storage
Availability	GA August 30, 2021 (LIVE)

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



© 2021 Adobe. All Rights Reserved. Adobe Confidential.

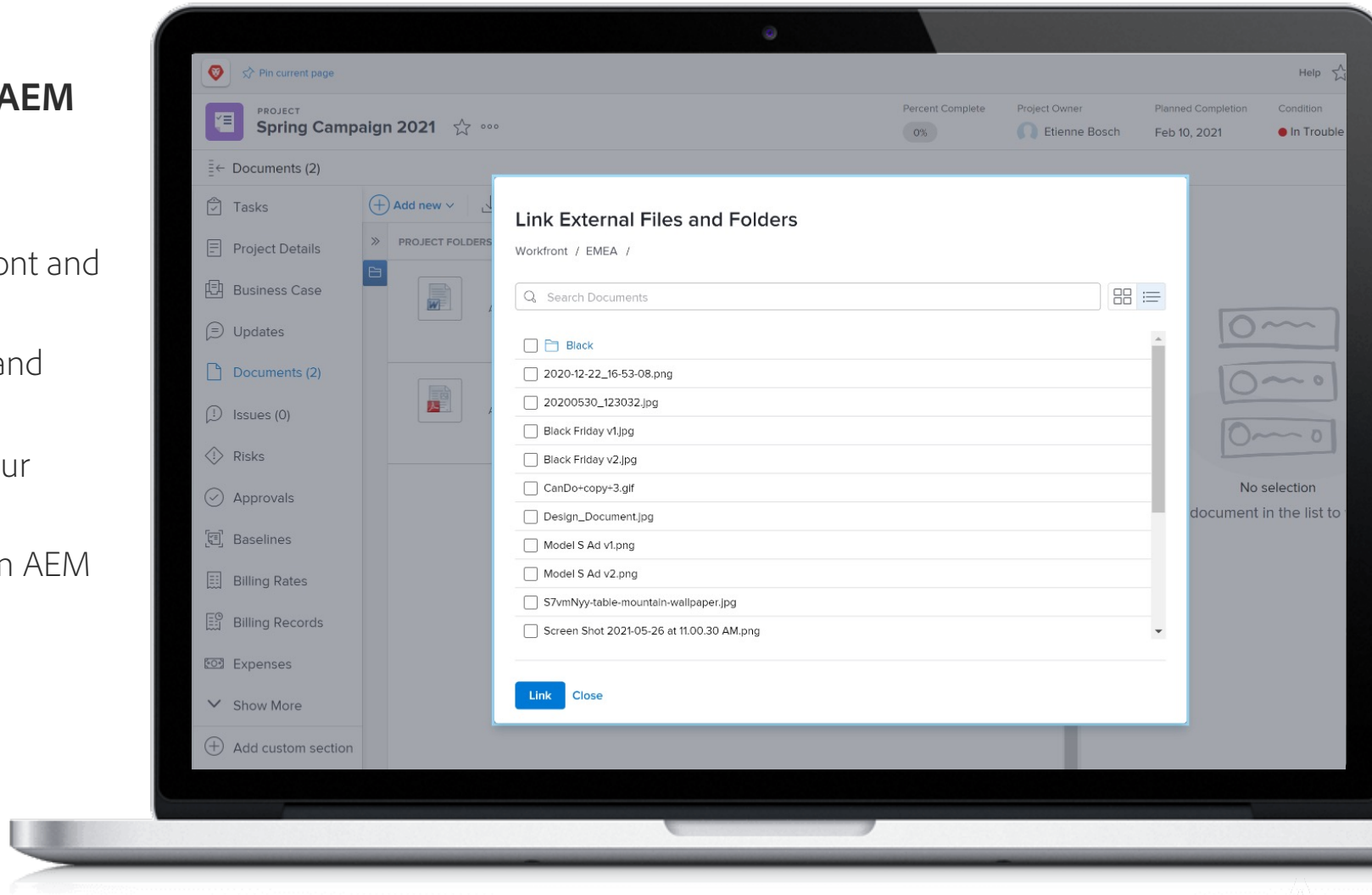
Enhanced Workfront to AEM Assets Connector

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



© 2021 Adobe. All Rights Reserved. Adobe Confidential.

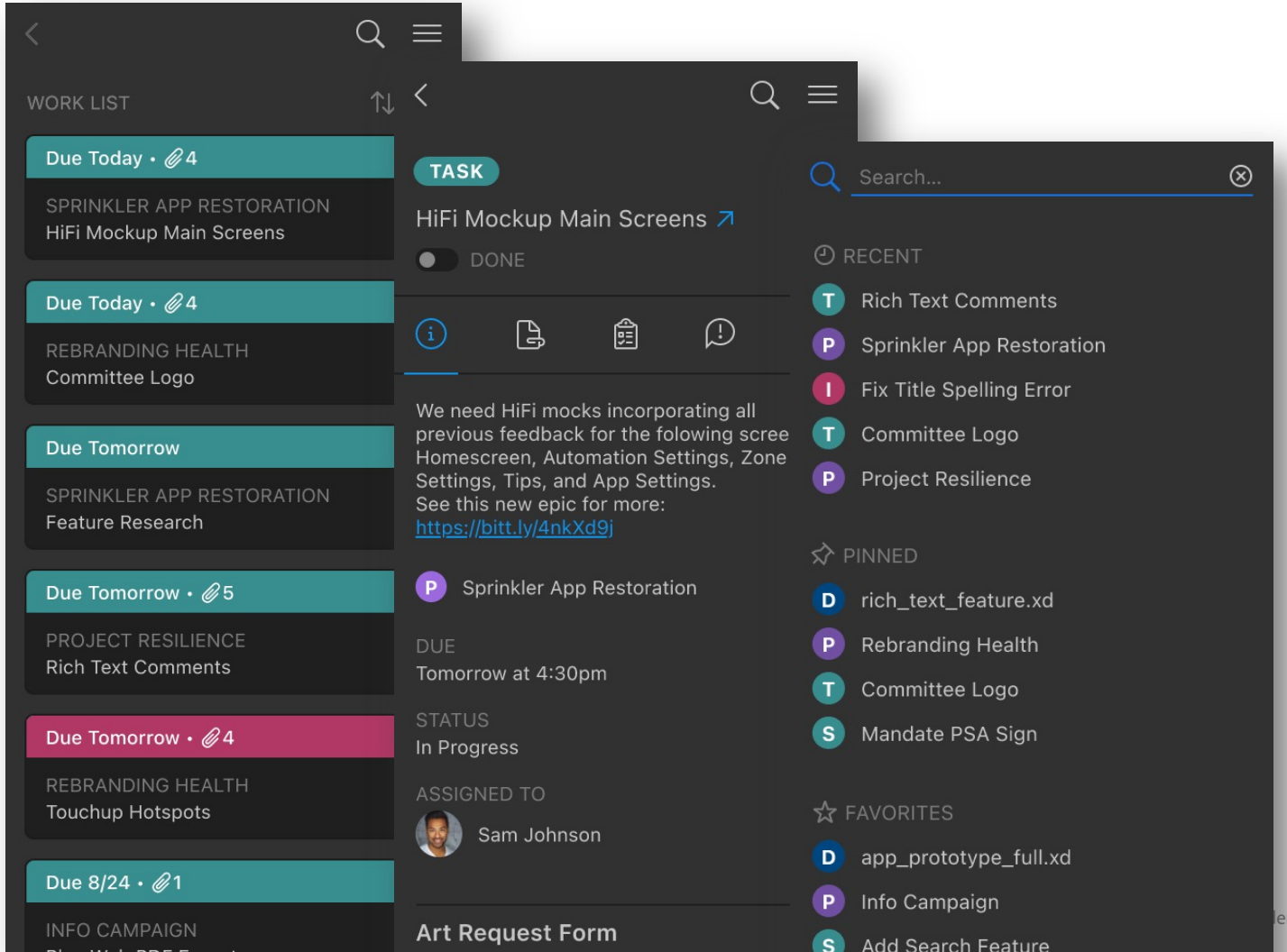
Enhanced Workfront Plugin for Photoshop

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.

Investment Theme	Accelerate the Right Work
Core Capability Pillar	Content Authoring
Availability	GA: Q4 (LIVE)

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



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

Native Integration (Adobe)

No Connector Required
Simple In App Configuration

Adobe Experience Manager Assets Adobe Managed Services
ENTERPRISE DAM

Adobe Experience Manager Assets On Premise
ENTERPRISE DAM

Enhanced Workfront to AEM Assets Connector

Install/Configure Connector

Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

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!

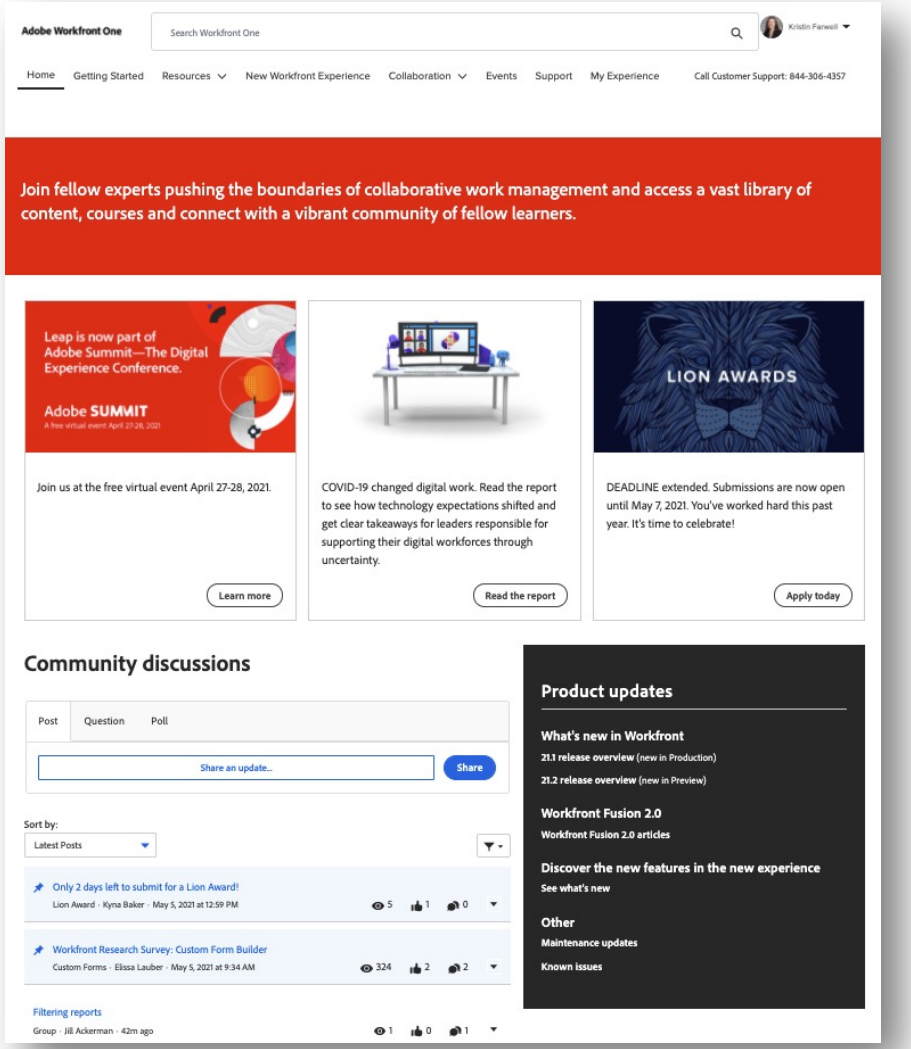
Adobe

©2020 Adobe. All Rights Reserved. Adobe Confidential.

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



© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Upcoming meetups

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

- Nov 16: System Admin Enablement (Panel Discussion)

Coming soon!

- *Dec 7: Workfront Fusion: Integrations*

Adobe

© 2021 Adobe. All Rights Reserved. Adobe Confidential.

Thank you!

Adobe