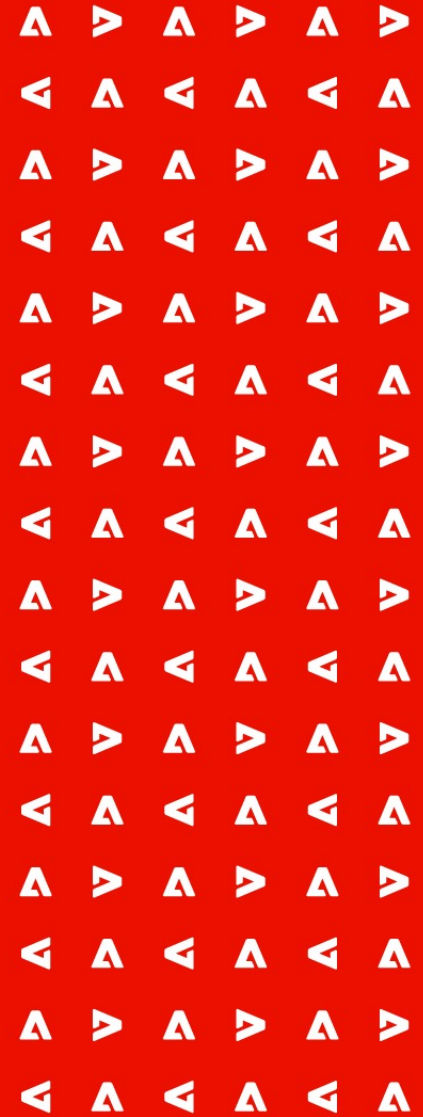




Adobe Workfront Virtual User Group

Transitioning to the New Workfront Experience
Tuesday, August 17, 2021



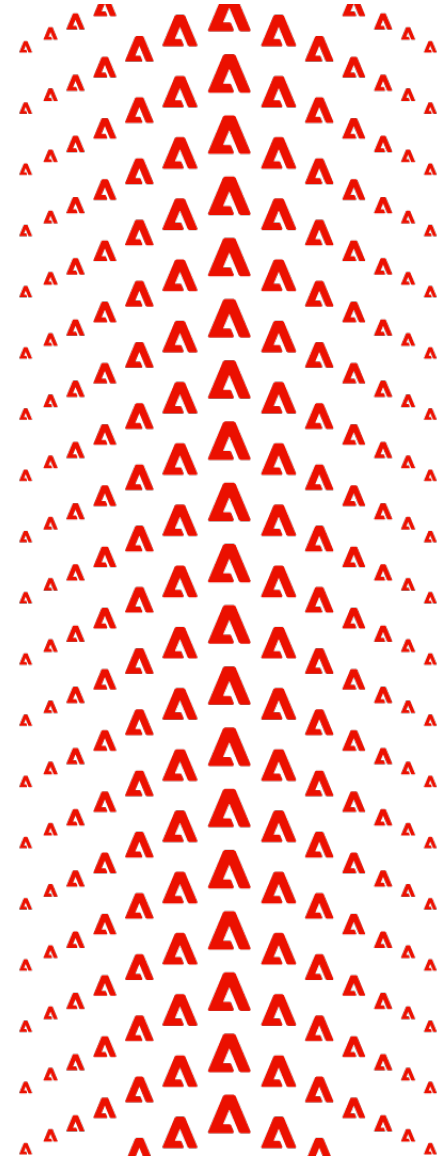
Today's host



Vanessa Vazquez

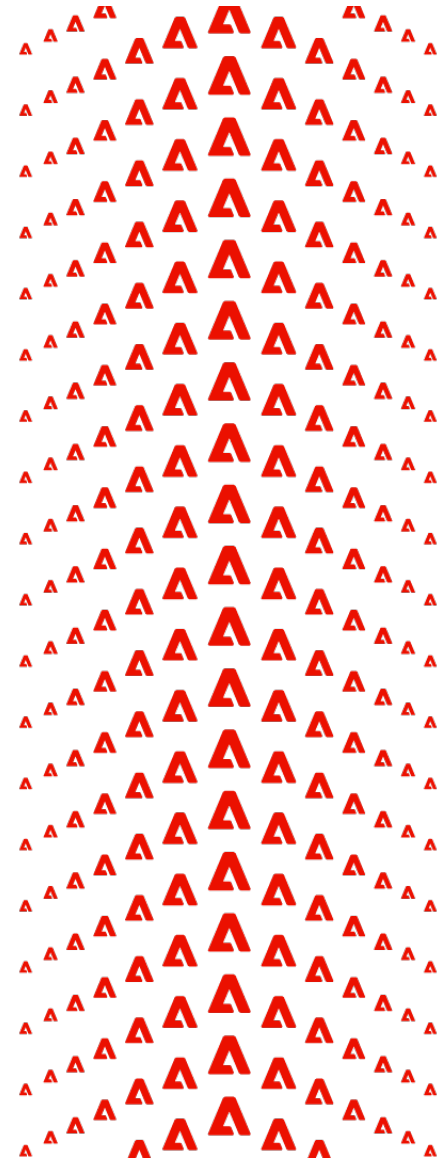
Principal Customer Success Manager

Adobe Workfront



Agenda (Pacific)

Time	Topic
8:00 a.m.	Welcome and agenda
8:10 a.m.	Transitioning to the New Workfront Experience <i>Vanessa Vazquez, Principal Customer Success Manager, Adobe Workfront</i>
8:35 a.m.	Fireside chat: Stanley Black & Decker <i>Monique Evans, Systems Operations Manager</i>
9:05 a.m.	Q&A / Group discussion
9:25 a.m.	Wrap-up and next steps
9:30 a.m.	Meetup ends



**The new Workfront experience (NWE) is
Adobe Workfront's cleaner, more modern
user interface designed for our customers.**



2,000+

hours of customer
interviews

15,000+

customer feedback
comments

600+

customer
interviews

We've spent more than 2,000 hours sitting side by side with you, learning how people from every industry, every size of enterprise, and across multiple continents work. We've interviewed thought leaders, analysts, and hundreds of workers from every level in a company.

Then we went to work with you. We designed, tested, and iterated together. And then we did it all over again.

Classic Deprecation Schedule



Final Release of any new Classic Functionality

Workfront 21.2 Release - Week of May 10, 2021



Q2
2021



Classic Customer Support/Bug Support Cut-Off

March 31, 2022



Q1
2022

New Workfront experience enhancements

2021.1

Navigate with greater ease

Optimizing the navigation and intake experience

- Better navigation between objects
- Breadcrumb labels, truncation, and page titles
- Request queue enhancements

2021.2

Engage with work faster

Usability

- Greater customizability (set a default Filter/View/Grouping via Layout Template)
- Optimize the viewing, creation, and editing experience
- Enhanced request submission and tracking
- Quicker access to projects (header filters)

2021.3

Unlock productivity and collaboration

Blueprints, a repository of pre-configured proven templates

Usability

- Edit mode not required after attaching a custom form
- Easy viewing and intuitive editing of object details
- Improved request type search
- Edit planned completion hours from header
- New Mobile homepage experience

Transition best practices

Identify a transition team

1

Create a migration plan and deadline

2

Communicate early and often



3

Transition best practices

Identify a transition team

1

Understand the needs of your different audiences and involve them in the testing, configuration and training.

-  Champions
-  Team Leads
-  Workfront Users

TIP: Establish a pilot team that can test the transition and provide feedback before rolling out to a larger audience.

Transition best practices

Create a migration plan and deadline

2

Download a sample transition plan project template from Workfront One.

Task Name	Description
Initial Testing (Pilot)	The most successful implementations and migrations typically begin with a pilot group to collect feedback and lessons learned before rolling out to a broader team.
Identify NWE Change Management stakeholders	NWE Champion - Responsible for overall socialization and coordination across all teams NWE Team Leads - Responsible for tactical project management of migration for their team Workfront Account Executive / Customer Success Manager - Available to assist in obtaining resources needed to ensure a successful transition.
Identify users to participate in pilot testing and establish plan for feedback collection	Consider users that are open minded to change, understand workflows well enough to thoroughly test and provide feedback, and will have the time to do so.
Have System Administrators and testing team attend preliminary Accent training on the new interface	Getting Started - https://one.workfront.com/s/getting-started?lang=en_US Comparisons to Classic - https://one.workfront.com/s/training?lang=en_US&label=e453e-3
Leverage Release Help site to ensure education of latest features released	New Features - https://one.workfront.com/s/article/Discover-the-new-features-available-only-with-the-new-Workfront-experience-24462235?lang=en_US Quarterly Release Page - https://one.workfront.com/s/article/Workfront-releases-212309096?lang=en_US
Identify key organizational artifacts which will need to be updated	Training Manuals, Job Aids, URLs on Intranet sites, Standard Operating Procedures, etc.) Guide for making updates - https://one.workfront.com/s/managed-content/guides/guide-to-updating-materials-2010x000000ipVEAG?lang=en_US

TIP: If you have multiple teams that will be making the transition to the new Workfront experience, copy the project and create a separate plan for each team.

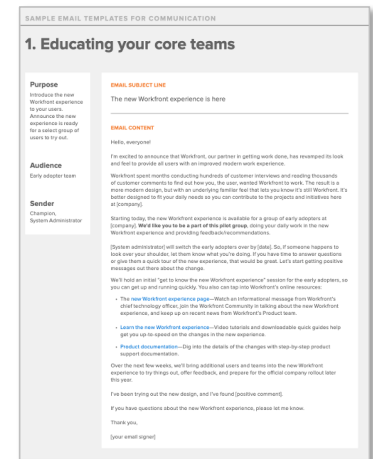
Transition best practices

Communicate early and often

3

Frequent communication will instill confidence in your users that they will be supported during the change and helps to address any outstanding questions to alleviate fears. Make sure you reinforce the benefit and value to the end users.

TIP: The new Workfront experience Onboarding Guide offers several communication templates (pages 19-23) to inform your teams at each stage of the transition.



Migration experiences from three different customers

Customer #1

"Flip the switch" approach

- Around 250 users
- Informed users on Thursday
- Migrated everyone to the new experience on Friday morning at 9:00 am.

Customer #2

60-day timeline

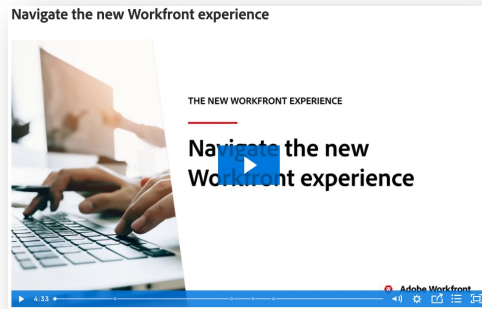
- Created plan and communicated in advance to their ~80-person team
- Leveraged Workfront PPTX docs (with a quick rebrand)
- Feedback after migration was positive! Users said NWE was easier to use

Customer #3

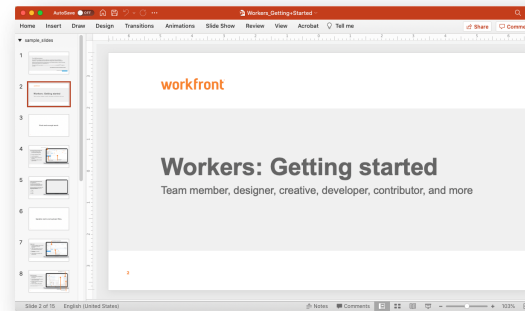
90+-day timeline

- Determined tiered groups for around ~30 Group Admins and 400+ users
- Created global training that Group Admins could tailor and deliver
- Used custom dashboards by Group to help monitor progress

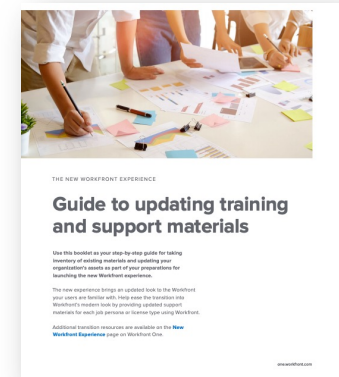
Resources to support your migration



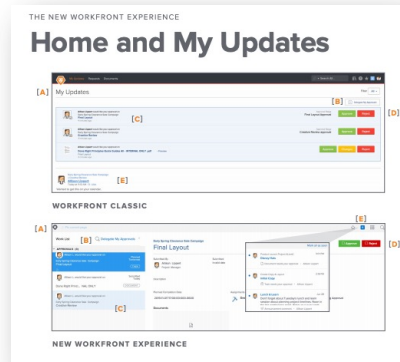
Video tutorials



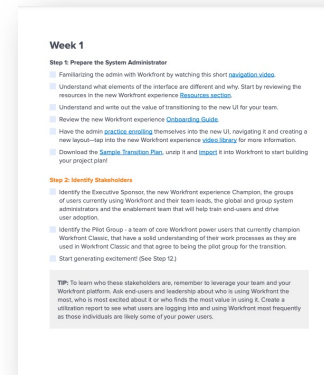
Downloadable PPT templates



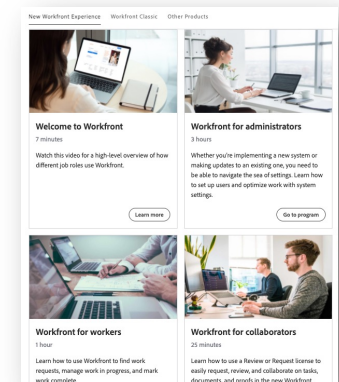
Downloadable guides



Interface comparisons



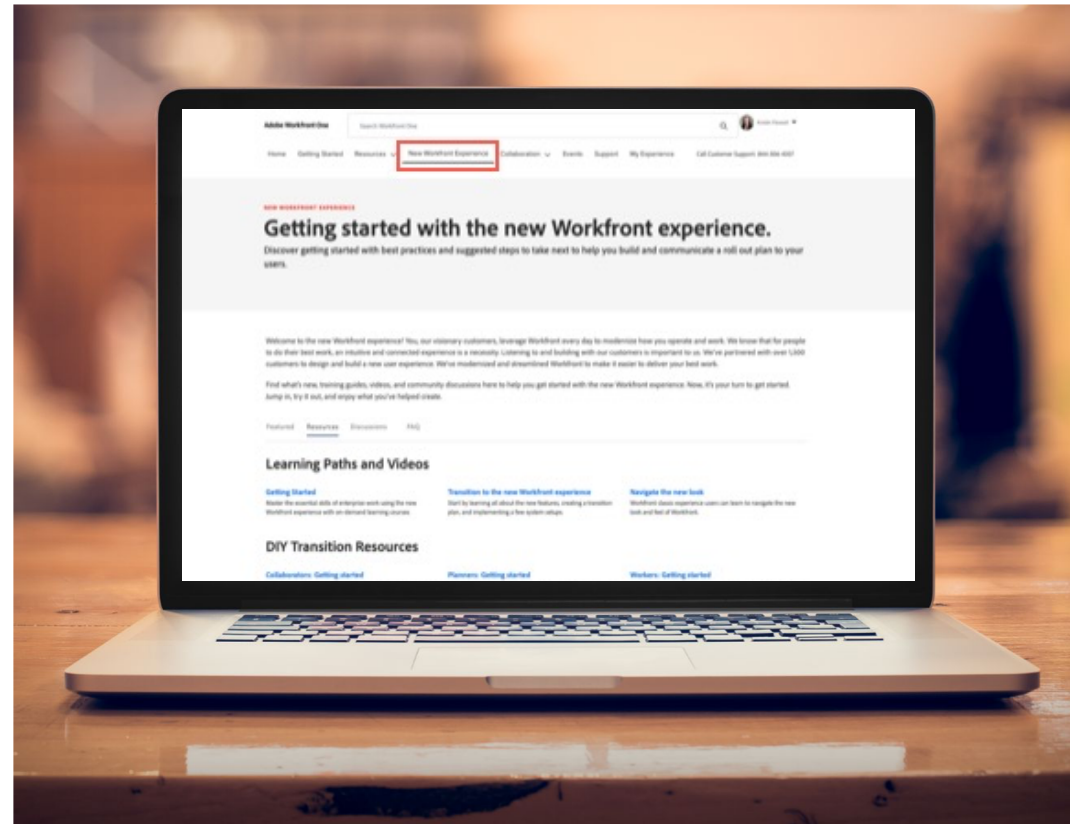
Sample transition plans

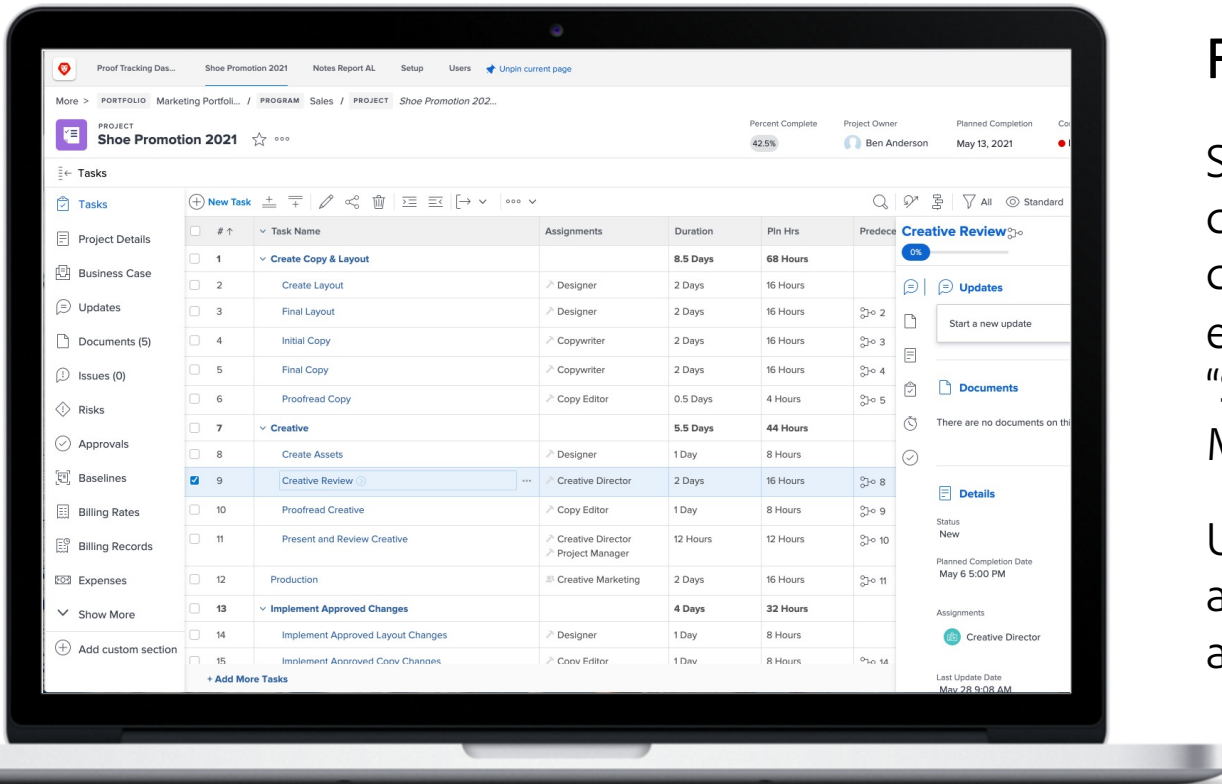


Free learning paths

Resources to support your migration

The new Workfront experience page on Workfront One has a complete index of everything you might need.





Familiarize yourself!

System Admins and Group Admins can easily switch between Workfront classic and the new Workfront experience (NWE) by selecting the "Switch to Classic" button in the Main Menu.

Use this feature to easily toggle back and forth to support non-NWE users and compare features.

Questions?

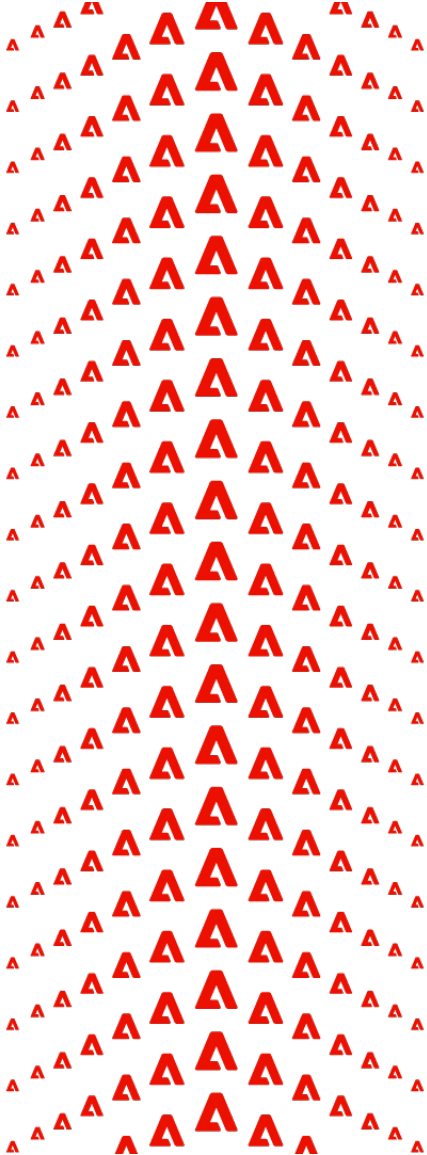
Fireside Chat



Monique Evans
Systems Operations Manager
Stanley Black & Decker, Inc.



Kyna Baker
Sr. Customer Marketing Manager
Adobe Workfront



Wrap-up and next steps



Tips from other customers who have migrated

- Familiarize *yourself* with the new experience
- Review the available resources – what can you leverage?
- Determine your timeline and "tiers" of users (should everyone migrate at the same time, or will you stagger the transition)?
- Communicate the WHY behind the change
- Determine and share your timeline
- Share the things that AREN'T changing
- Add “Enroll in the new experience” to your WF Support Queue This is a celebratory moment, move those people as quickly as possible.
- Celebrate accomplishments! (50% migrated, teams fully migrated, etc.)

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 shows the Adobe Workfront One community homepage. At the top, there is a search bar and a navigation menu with links for Home, Getting Started, Resources, New Workfront Experience, Collaboration, Events, Support, My Experience, and Call Customer Support. A red banner below the navigation contains 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." Below the banner are three featured cards: 1. "Leap is now part of Adobe Summit—The Digital Experience Conference. Adobe SUMMIT A free virtual event April 27-28, 2021." with a "Learn more" button. 2. "COVID-19 changed digital work. Read the report to see how technology expectations shifted and get clear takeaways for leaders responsible for supporting their digital workforces through uncertainty." with a "Read the report" button. 3. "LION AWARDS DEADLINE extended. Submissions are now open until May 7, 2021. You've worked hard this past year. It's time to celebrate!" with an "Apply today" button. Below these cards is a "Community discussions" section with a "Share an update..." input field and a "Share" button. It lists two posts: "Only 2 days left to submit for a Lion Award!" by Kyna Baker and "Workfront Research Survey: Custom Form Builder" by Eliza Lauber. To the right is a "Product updates" sidebar with sections for "What's new in Workfront" (21.1 and 21.2 release overviews), "Workfront Fusion 2.0" (2.0 articles), "Discover the new features in the new experience" (See what's new), and "Other" (Maintenance updates, Known issues).

Upcoming meetups

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

- Aug 31: Leveraging Custom Forms

Coming soon!

- *TBD: Extending Workfront with Integrations*
- *TBD: Governance in Workfront*
- *TBD: Managing Workflows in Workfront Proof*

What other topics would you like to see?



Thank you!

