



LEAP



2018 EUROPEAN USER CONFERENCE

Start Out Simple

Mature through your usage

Presenters



Russ Drury
Director of Customer Success

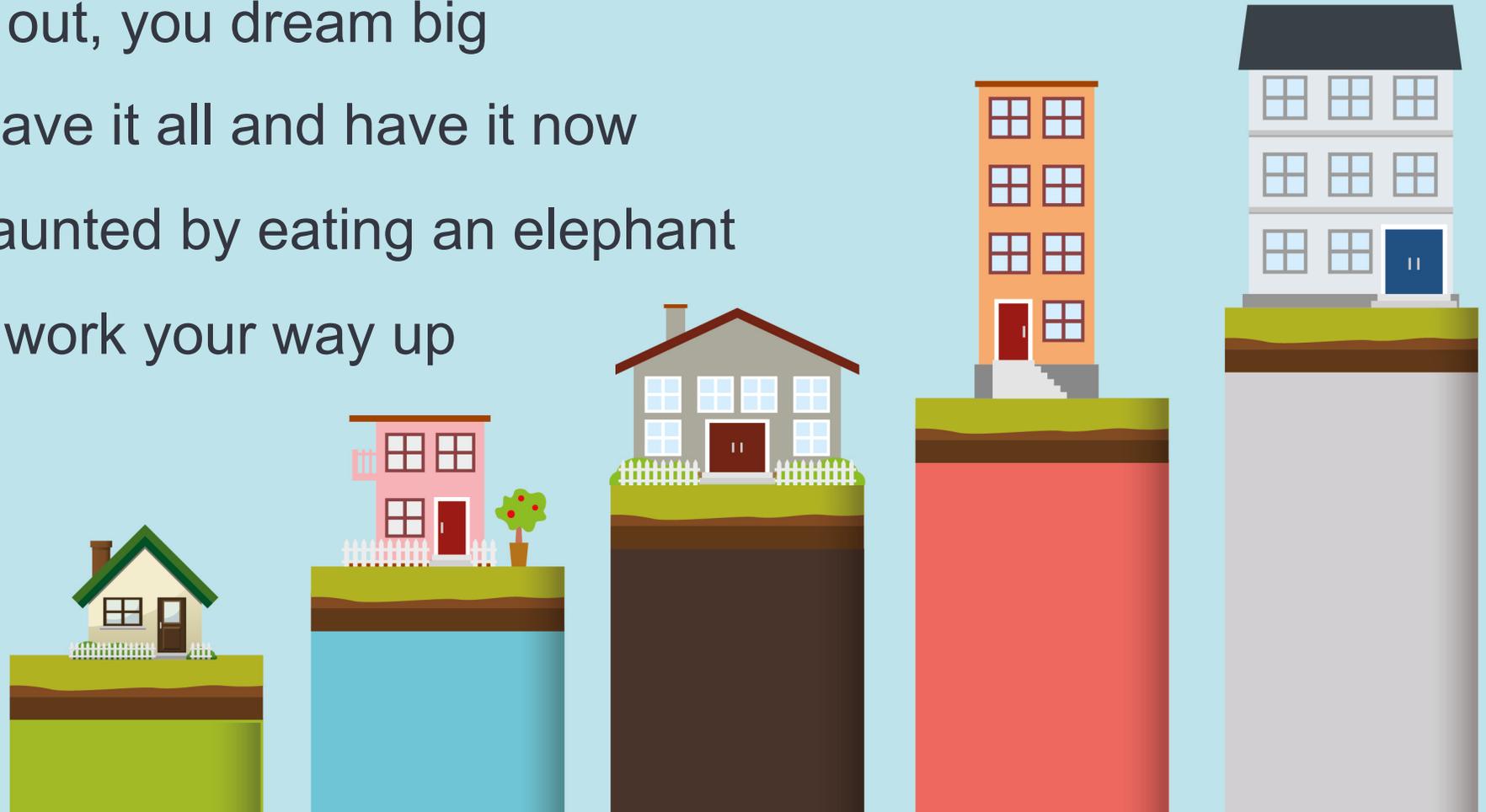


Amanda Sharp
Design Consultant



Growing At The Right Pace

- When you start out, you dream big
- Aspirations to have it all and have it now
- You might be daunted by eating an elephant
- Start small and work your way up



Maturing the use of Workfront

- Ensure that you do everything in order
- Crawl, Walk, Run. Don't try to sprint from the outset
- Don't confuse system requirements with and implementation plan
- Start out simple and think about what people can consume, learn, use.



Maturing the use of Workfront

- Actively think about ways you can simplify the setup
- Plan how the staged growth will look as maturity grows
- Broad and shallow vs narrow and deep
- You can use every part of Workfront from the outset, starting with simplicity



	Requests	Tasks/Projects	Finance	Resource Mngt	Reporting
<p>1 Simple</p>	<p>Basic request forms with no more than a dozen simple fields</p> <p>Routing to one team/person per request queue</p> <p>A couple of request topic options</p>	<p>Simple projects with basic custom form of few reporting fields</p> <p>High level tasks representing milestones or project phases</p> <p>Task durations</p>	<p>Actual hours logged on tasks</p> <p>Rates associated with roles and people</p>	<p>People assigned to tasks</p> <p>Collaboration on tasks and projects via Updates</p>	<p>Basic reports for visibility and status reporting</p> <p>Dashboard per user persona to manage their work</p>
<p>2 Medium</p>	<p>Request forms with a couple of custom forms per request</p> <p>Routing to different team/person by request topic</p> <p>Multiple topic options</p>	<p>Tasks estimated with duration and effort</p> <p>Projects planned with <100 tasks and 2 level WBS</p>	<p>Expenses tracked on tasks/projects</p> <p>Weekly timesheets submitted and approved</p>	<p>Roles assigned to tasks and use of resource swapping tools</p> <p>User utilization and availability visibility</p>	<p>Reporting for managing large work structures</p> <p>Dashboards for deeper reporting; time, expenses</p>
<p>3 Complex</p>	<p>Several request forms using all custom field types and custom form logic</p> <p>Nested request topics with complex routing</p>	<p>Risk and Issue mngt actively managed by PMs</p> <p>Projects planned with >100 tasks and 2 level WBS</p> <p>Projects with Business Cases, Portfolio Planning and extensive custom data for reporting</p>	<p>Budgeting and Finance mngt</p> <p>Integrations with external Financial ERPs</p>	<p>Use of resource scheduling tools for advanced task assignments</p> <p>Capacity Planning</p>	<p>Multiple dashboards of complex reports per user persona, with mature data</p> <p>Extensive custom reporting of custom data elements</p> <p>Financial reporting</p>



Launch

6 months

12 months

18 months

Requests



Tasks/Projects



Finance



Resource Mngt



Reporting



Implementation Iceberg

- System setup is 'above the waterline'. Everything else sits 'below the waterline'.
- Don't just focus on what the system does, remember what it will take to use and adopt it.
- Things that lie beneath the waterline; training, dealing with process change, planning the implementation as a real project, communication, culture, testing, ongoing assistance for new or struggling users, system administration.
- The bigger the tip of the iceberg (system setup), the much larger the rest of the iceberg will be



Global Mass Media and Information Provider

“The central issue with our setup and usage of the system is related to the learning required by the ‘casual user’. Simplification here is critical for our successful adoption, I believe. For me the complexity we have setup is eroding the benefit of the Workfront solution and we need help and guidance on how we might optimise and simplify the users experience and empower the organisational management structures.”



Global Drinks Manufacturer

"The implementation has gone swimmingly". Now that we're live we're going to spend the next 8-12 weeks focusing on adoption and driving this change. We used 95% of the out of the box functionality, because we wanted to make sure that Workfront is sticky for our users, and the best way of doing that was by keeping it simple. We recognised early on that this change would be as much culturally based as technological.”



ORGANISATION AFTER IMPLEMENTATION: THE JOURNEY OF DEVRO'S PRODUCT DEVELOPMENT TEAM

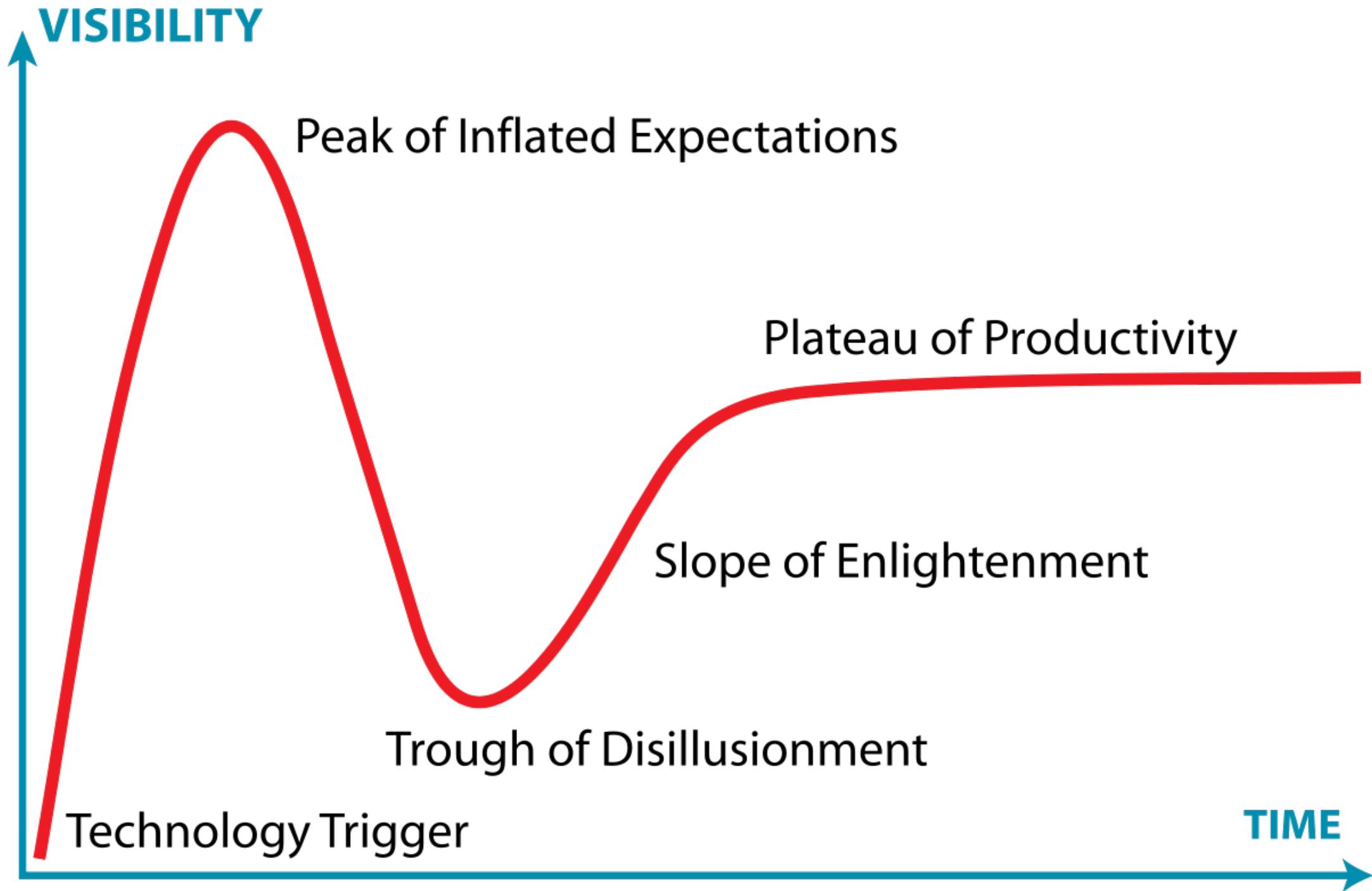
Katie Stephen & Richard Hughes

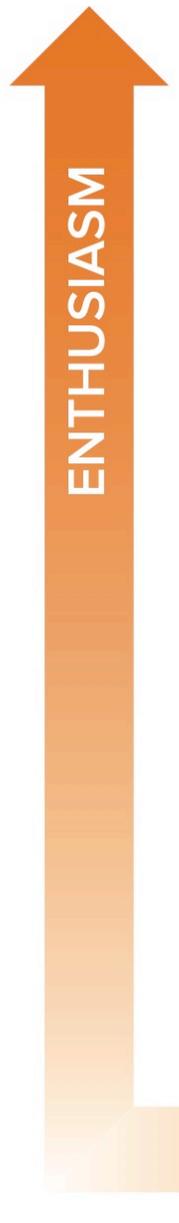


This Afternoon, 2:15pm, Plaza 2

You launched Workfront about a year ago. Are you seeing the expected results? Has adoption and work management improved? How do you measure success? Join us on a journey through Devro's Product Development organisation's road to optimisation. Learn how workflows, processes and reporting were streamlined—eliminating dozens of time consuming pain points of over 50 users while increasing adoption of users and executives. You'll leave with real-world insight into how Workfront can be optimised to improve performance in your business.







ENTHUSIASM



"It can't get any worse."
"We are finally going to fix things."
"I don't know what I don't know."



"This is not what I had in mind."
"I'm losing what I had, and I don't know what I'm getting."
"Will I be able to do things the new way?"



"Now they will see what I am doing?!"
"I heard they will be tracking time!"
"Will this affect my work?!"



"I'm starting to understand it."
"This might actually work well."
"It won't get better if I don't try it."



"The sense of achievement is fantastic because I understand the role I played to meet our targets!"
"I feel for the first time that I really am in control!"
"We have a better map to become more proactive—taking some of the stress out of our work day!"

TIME



workfront[™]

Receive a digital version of the Implementation Guide



WORKFRONT IMPLEMENTATION GUIDE

Start Out Simple

Why its important to focus your implementation on adoption

When you purchased Workfront you probably did so with a long list of requirements you wanted the system to be able to meet. Don't confuse system requirements with what's going to be implemented and usable on day 1 of

At this point you might be thinking 'hold on, I just purchased it, I want to use it. All of it. Now'. Sounds like something 8-year-old Johnny might say when he finds out he's going to be getting that birthday gift he wanted.



The secret is, you can use every part of Workfront from the outset. We often use the saying "broad and shallow, rather than narrow and deep". You're going to get much better adoption, and earlier value out of Workfront, if you focus lots of users (broad) on a really simple use case or piece of functionality (shallow), compared to a smaller group of users (narrow) with a really complex use case (deep) that ticks off all of the requirements you purchased Workfront for.

Over the following pages, we're going to give you some things to think about how you mature the use of Workfront.

3 Complex	Several request forms using all custom field types and custom form logic Nested request topics with complex routing	Risk and Issue mgmt actively managed by PMs Projects planned with >100 tasks and 2 level WBS Projects with Business Cases, Portfolio Planning and extensive custom data for reporting	Budgeting and Finance mgmt Integrations with external Financial ERPs	Use of resource scheduling tools for advanced task assignments Capacity Planning	Multiple dashboards of complex reports per user persona, with mature data Extensive custom reporting of custom data elements Financial reporting
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Resource Mngt	Reporting
People assigned to tasks Collaboration on tasks and projects via Updates	Basic reports for visibility and status reporting Dashboard per user persona to manage their work
Roles assigned to tasks and use of resource swapping tools User utilization and availability visibility	Reporting for managing large work structures Dashboards for deeper reporting, time, expenses

Things that lie beneath the waterline that you must consider, to have a successful implementation, include: training, dealing with process change, planning the implementation as a real project, communication, culture, testing, ongoing assistance for new or struggling users, system administration.

The most important thing you can learn here, is the bigger (or more complex) the system configuration is above the waterline, the bigger, longer (or more complex) the rest of the work below the waterline becomes.

Complexity adds time to your implementation. Simplicity means earlier value realization.



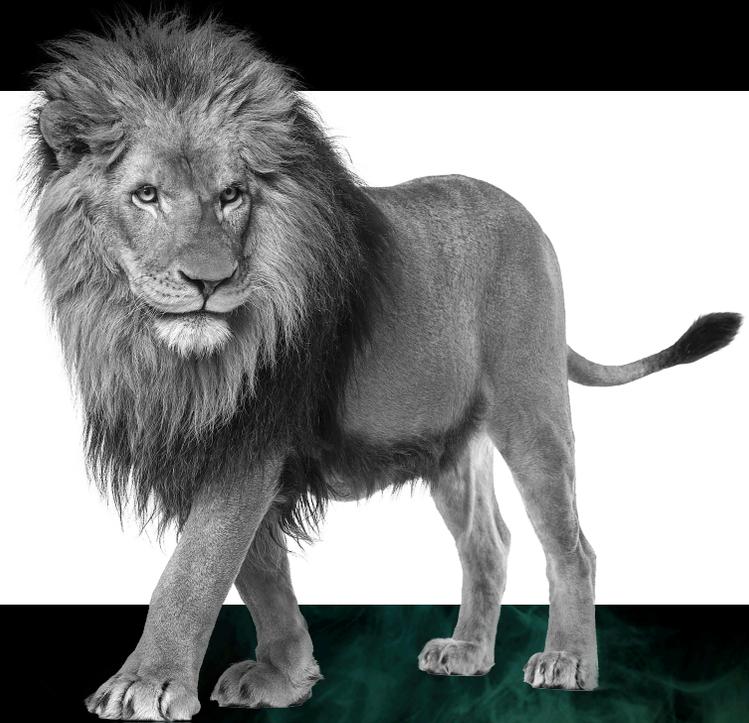
Questions?



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