



Customer Success Stories

June 2023



Customer Success Stories



Marketing

IT

Automation

Personalization

Content supply chain

Fusion

Cross-Clouds

RETAIL


 Under Armour


 Dick's
 Walgreens
 Home Depot


 Under Armour

 Dick's
 Walgreens
 Home Depot
 Under Armour


MANUF.


 Coca Cola


 Coca Cola

 Coca Cola


HOSPIT.




 JLL



 JLL

 JLL


MEDIA


 WebMD

 WebMD
 xFinity
 T-Mobile

 WebMD
 xFinity


FINANCIAL SERVICES

 Sage

 Prudential

TECH

 EY

 Cisco
 IBM
 Kyndryll

 Kyndryll

 Western Dig.
 EY
 Cisco
 IBM
 Kyndryll



Connecting a globally dispersed marketing team

About:

Sage’s global marketing team of more than 550 people now have all work and its martech stack connected through [Adobe Workfront](#).

Sage automated the connections between Workfront, its enterprise work management solution, and other critical marketing technologies such as Eloqua, Salesforce, and JIRA. As Paul Tasker, Sage’s VP of marketing operations, puts it, “making the data flow seamlessly across our tools means that people won’t have to learn the individual point solutions, they can just go to Workfront and do everything they need to do there.”

This streamlined approach to marketing operations enables its marketing team to think about work differently, streamline intake, manage demand, and eliminate waste all while providing scalability within a global enterprise.



Results

Connects a globally dispersed marketing team

Automates connections between business-critical systems in the martech stack like Salesforce and JIRA

Streamlines workflows and processes in order to align strategy to delivery



Objectives

Enable a globally dispersed marketing team

Centralize disconnected marketing technology systems

Improve ability to report on key performance indicators



Workfront



“Workfront enables us to think about work differently. It allows us to step out of our comfort zone and try and innovate and optimize our processes in a way that we would have not thought possible before.”

Paul Tasker, VP Marketing Operations



Driving incremental revenue through personalization

About:

DICK's reaches more than 150 million customers through 850 stores and online sales channels. To achieve omnichannel personalization at scale, DICK's created a single secure source for all customer information with Adobe Real-Time CDP which enabled their team to increase the speed they sent sale alerts or products recommendations from days to seconds.

As personalization grows, DICK'S designers need to work faster and deliver more creative content for different campaigns. The company's designers use [Adobe Creative Cloud for enterprise](#) apps — including Photoshop, Illustrator, InDesign, Premiere Pro, and After Effects — to create content across digital channels. These growing demands require teams to stay on top of project timelines, managing brand standards, and managing creative output. [Adobe Workfront](#) maximizes the value of content at scale by making sure all digital assets are built, reviewed, approved, and automatically tagged to their associated projects.

Steve Miller, DICK's Strategy SVP, says "We're on a journey to find better ways of helping athletes across the U.S. have the resources they need to thrive in sports, and Adobe plays an important role in our transformation."



Results

80% of all sales come from athletes in the database

50% of homepage visitors receive a personalized experience, more than 2X what it was one year ago

10% more spent by visitors receiving a personalized experience vs. not



Objectives

Athlete-centric and nimble omnichannel operating model

Transform online presence to create a robust digital experience

United marketing systems for long term personalization



"Adobe Workfront makes it faster to create consistent content that we can reuse across channels. This allows us to scale our production and deliver the right messages for the right athlete."

Katie Smerick, Creative Director E-Commerce



9,000 marketing qualified opportunities identified per month

About:

“Building a better working world” – is the purpose that has driven EY to become one of the world’s largest and most well-known audit, tax and consulting organizations having a positive impact on clients, its people and society.

As an organization operating in over 140 countries, EY has insights into challenges affecting clients worldwide. EY embarked on a strategy to connect its global digital technology platforms to create a single, 360-degree view of a client that integrates sales and marketing needs. Adobe’s real-time customer data platform brings together data from across EY client teams, including data stored on proprietary EY platforms.

“The fact that the CDP is platform agnostic was a big selling point for us,” said Mackie (Global Integrated GTM Director, EY GS). “Previously, we needed teams to manually analyze data, connect executive profiles and activity, and create actionable insights,” says Mackie. “By automatically bringing information together using Adobe Real-Time CDP and providing a complete view of clients’ marketing signals in a single platform, we estimate seeing substantial efficiency savings annually.”



Substantial efficiency savings by automatically ingesting data into a single source

Reduces potential risk and increases compliance with privacy regulations via real-time view of global consent

Increased revenue by identifying opportunities for additional engagement



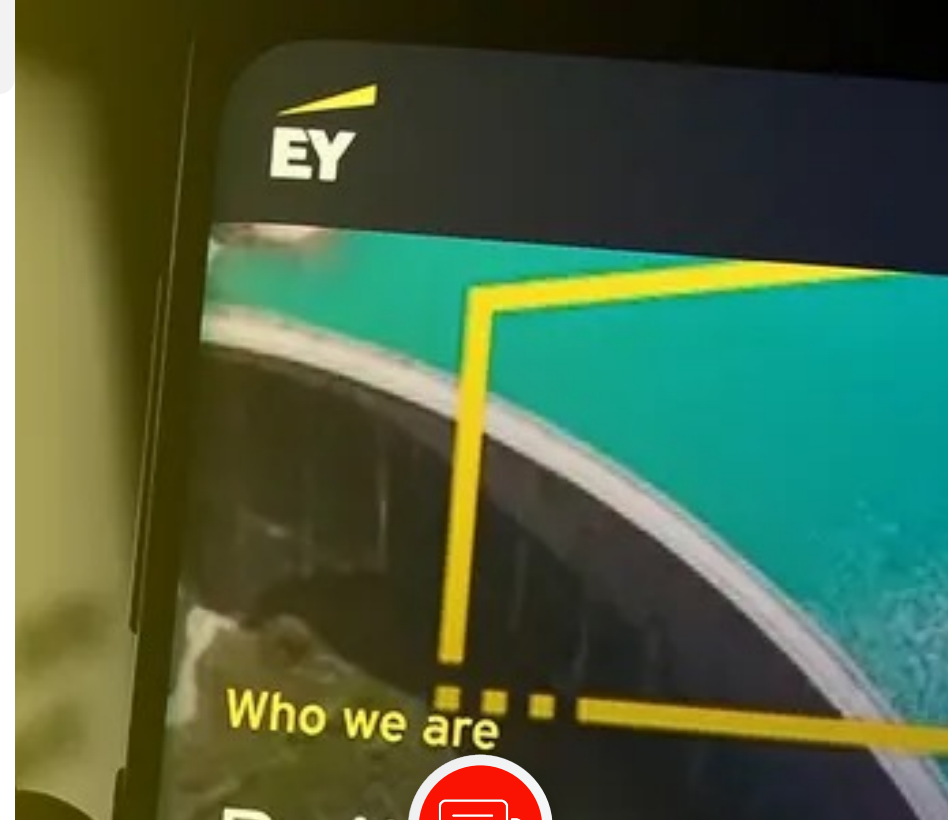
Create a consolidated view of audience interactions

Link and track campaign performance across multiple platforms and sources

Build actionable and real-time customer insight



Real-Time CDP | Customer Journey Analytics | Marketo Engage | Experience Manager | Target



“I’ve always had a vision of looking at marketing data more holistically from an account perspective — not an easy task when dealing with global clients and organizations. Adobe solutions work together to help us connect teams and find more proactive ways to work with clients.”

Karen Hopkins, Global CMO



WebMD Medscape Medscape EDUCATION


 Producing 3,000+ videos annually with remote video production workflows built on Adobe


About:

Revolutionary advancements in medicine are transforming our world at breakneck speed, and more than 127 million people each month turn to WebMD and Medscape for credible medical information, in-depth reference material, and tools related to health and wellness.

The biggest challenges, according to Bennett, exist in the volume and speed of video produced for WebMD and Medscape. Working with [Adobe Creative Cloud](#), [Frame.io](#), and [Adobe Workfront](#), WebMD created a video workflow that is efficient, agile, and fully compatible with flexible remote work. This remote workflow enabled the production team to increase the number of videos they produced by 40% over the course of three years. “We’re always looking for ways to eliminate obstacles so that we can focus on creating content,” says Bennett (VP WebMD and Medscape Solutions).

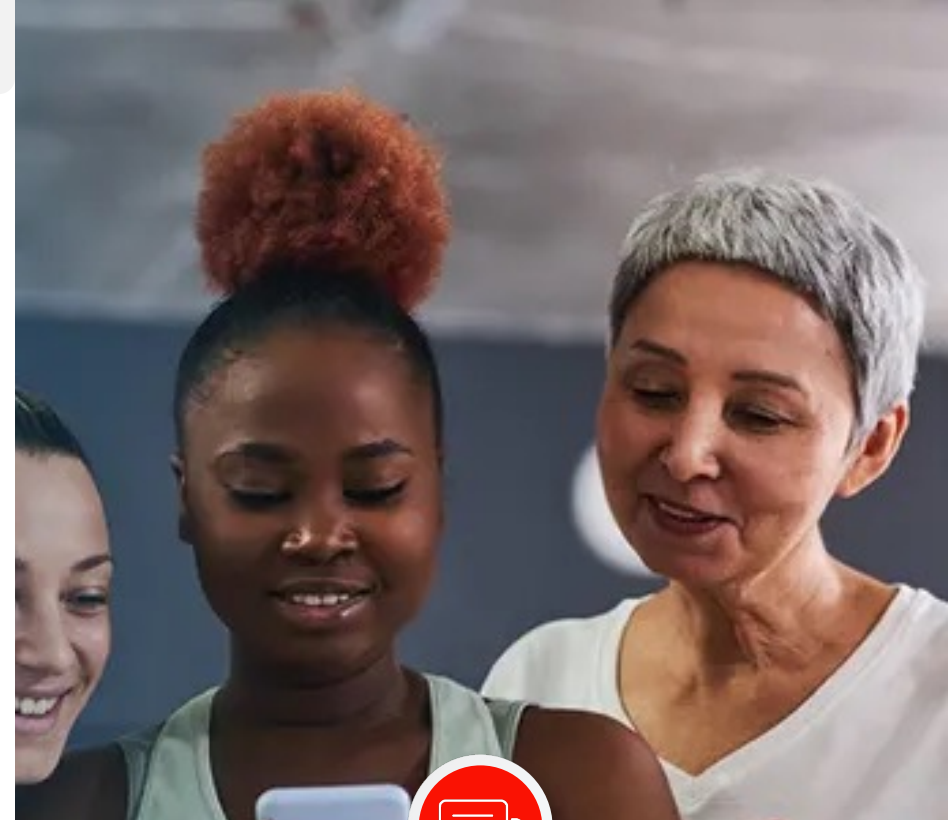
“When you combine the Adobe video workflow with Frame.io and Workfront, the possibilities are endless. I know most people don’t think that project management could be exciting, but with Adobe, it is.”

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|  Results | Produces 3,000 videos annually - a 40% increase in 3 years | Reduces turnaround time on social media videos by up to 75% and doubles review workflow speed | Expands talent pool with remote workflows |
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| | | | |
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|  Objectives | Deliver engaging, scientifically accurate videos | Keep patients and medical professionals updated on latest medical and wellness news | Work with video production teams anywhere in the world |
|--------------------------------------------------------------------------------------------------|--------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------|



Creative Cloud For Enterprise | Frame.io | Workfront



“Reviews are so critical to our work at WebMD and Medscape. By using Adobe apps to improve internal workflows and reviews, we can concentrate on delivering important medical videos that are both accurate and engaging.”

Zachary Bennett, Vice President WebMD and Medscape Studios



Building a culture to exceed savings targets by 3x

About:

When Christopher Grove, the Xfinity Creative VP of Operations, and Ephraim Gerard Cruz, Director of Operations and Software Initiatives Lead, said yes to standing up Xfinity’s first in-house creative agency, they knew they’d need ingenuity and strategic savvy to pull together a creative team that could deliver big business wins. Two weeks in, they found themselves facing an even bigger challenge — the March 2020 pandemic lockdown meant they’d need to build the agency completely virtually.

To say they pulled it off is an understatement — their innovative approach to digital-first team-building, creative workflow design, and a tech stack built around [Adobe Workfront](#) have resulted in significant savings in external agency fees and helped contribute to the brand’s revenue and customer acquisition growth — and they’re just getting started.

The team was looking for an enterprise work management solution that could scale as the agency grew and easily handle both creative and administrative workflows — from project intake, onboarding, and training through reporting and dashboarding. “We needed to figure out how to centralize the source of truth for campaigns — a place where people could reference everything” Cruz says.

They found their answer in Workfront, an innovative work management solution that acts as the organization’s marketing system of record and the nexus of every creative project they undertake.

Results

| | | |
|-----------------------------------------------------|-------------------------------|---------------------------------------|
| 3x target savings in agency fees from previous year | 7x delivered project velocity | 89% retention rate of full-time staff |
|-----------------------------------------------------|-------------------------------|---------------------------------------|

Objectives

| | | |
|--------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------|
| Deliver engaging, scientifically accurate videos | Keep patients and medical professionals updated on latest medical and wellness news | Work with video production teams anywhere in the world |
|--------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------|



“The whole Adobe suite that we’ve put together has really helped the creatives focus on creating. The whole idea of these tools and integrations is that they’re supportive — they’re not hindering or creating any speed bumps for the creatives.”

Ephraim Gerard, Director of Operations





Creating a seamless pick-up online orders from lockers with 20% incremental purchases

About:

The Home Depot has grown into the fifth largest ecommerce site in the world, offering millions of products and achieving \$151 billion dollars in annual revenue in 2021. As ecommerce expanded, The Home Depot realized it needed to create a unified customer experience online and in stores. The goal was to help customers quickly find the right information and the right product, whether they're browsing on the website or walking the aisles of their local store.

With its newly personalized experiences, The Home Depot has seen a 14% increase in net sales year over year — coming a long way since its humble beginnings as an idea in a coffee shop to deliver a seamless online and in-store experiences that help customers with every home improvement project.

“At the heart of our transformation is the power of data and the trusted relationship The Home Depot has built with its customers,” says Babcock (VP Integrated Media). “With Adobe Real-Time CDP and Adobe Experience Platform, we now provide much more relevant, targeted messaging to inspire millions of customers.”

| | | | |
|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------|
|  <p>Results</p> | 10X faster to deliver personalized experiences | 62% increase in personalized campaigns | 55% of online orders made by using buy online, pick up in store |
|  <p>Objectives</p> | Creation of a unified customer experience online and in-store | Help customers quickly find the right information and product | Redefine the overall customer experience |



“Adobe Experience Platform acts as a foundation for our personalization efforts while also empowering organizational efficiency, strict data governances, and privacy controls to help us achieve customer-based marketing and personalization at scale.”

Melanie Babcock, VP Integrated Media



Changing the narrative on digital marketing

About:

IBM has helped pioneer information technology for 100 years, and when Ari Sheinkin joined as VP of Global Experience, he set to strengthen data as its storytelling language. IBM was comfortable using data from a technical perspective, but it wasn't telling complete narratives that a marketing or creative role could shape into compelling customer experiences.

Sheinkin's vision was to unify all of IBM's marketing technology onto 5 platforms — [Audience Manager](#), [Experience Manager Sites](#) and [Assets](#), [Marketo Engage](#), and [Adobe Target](#), alongside the IBM instance of Salesforce CRM. The work has paid off. Once a page is published in English, it's automatically pushed into the platform's globalization process. Translation that used to take 14 days now happens in 3 to 5 days.

Building IBM's new technology platform was just the "beautiful basics," according to Sheinkin. His focus now is on building upon that foundation. Sheinkin's team will soon be able to work more seamlessly together by implementing [Workfront](#). "People are so excited about the other platforms because the work is better and the user experience is better," he said. "But Workfront has such a human dimension to it. I do think that in adding it next, people's lives are going to be better."



Results

Consolidated from 40+ to 5 unified marketing technology platforms

Decreased time to create web pages from 3 days to 45 minutes

Saved 72% of costs on webpage globalization efforts

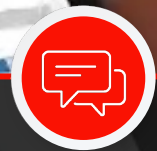
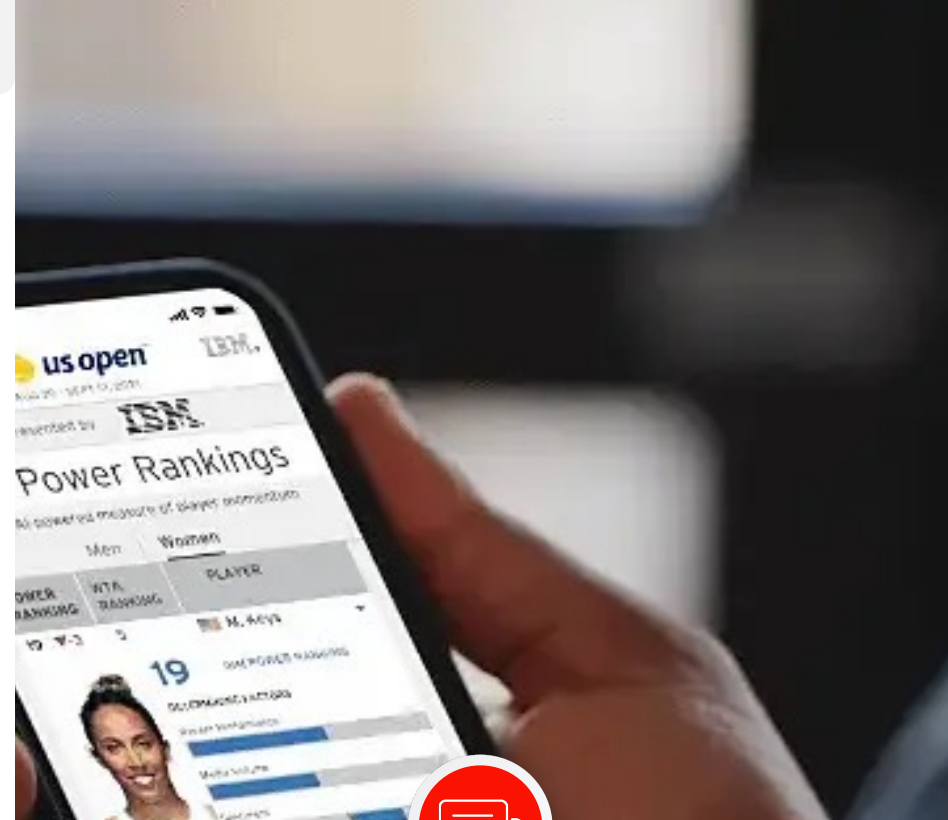


Objectives

Achieve product-led growth by increasing productivity and efficiencies

Provide a common view of marketing to IBM marketers

Deliver product-driven experiences in core markets



"Adobe Marketo Engage is such a foundational element of the change we're driving. We just couldn't wait for this, and Adobe, together with our consulting organization, did an amazing job standing up in 28 days. It's the beginning of a new culture, and one of my proudest moments last year."

Ari Sheinkin, VP Global Experience Engine



200% Growth supported through scalable platform

About:

T-Mobile isn't afraid to challenge the status quo. In 2013, they turned the standard carrier plan on its head, eliminating annual contracts and mysterious fees, while offering free data when traveling abroad and unique customer rewards.

"We have completely transformed the company," says Peter DeLuca, SVP of Brand Communications. "We repositioned the brand as 'the Uncarrier' and what that means is we're squarely focused on our customers and their pain points."

This "Uncarrier" brand promise marked a considerable shift for the T-Mobile customer experience — and the marketing organization felt the pressure to deliver. This expectation required finding a more agile, flexible, and connected way to get work done quickly and efficiently.

"We needed a way to organize our work and scale to the next level," says Ilona Yeremova, Senior Manager, MarComm Business Operations. "With the volume and velocity at which we work, there is no other tool that can enable us to move forward. Adobe Workfront is our only way to really move forward in a way that's going to enable people to stay focused."



Scaled its platform to meet the 200% growth of its organization

200% increase in the size of the marketing organization

Achieved 80% growth in active participation in the centralized platform

92% decrease in weekly process meetings, from 12 meetings to 1

Increased the amount of projects per month to 300; a 275% increase



Address inconsistent processes that made it difficult to deliver incredible customer experiences to a growing customer base

Find a more agile, flexible, and connected way to work quickly and efficiently



"Adobe Workfront is our only way to really move forward in a way that's going to enable people to stay focused."

Ilona Yeremova
Senior Manager, MarComm Business Operations





Creating a next-gen digital experience to build a pharmacy fit for the 21st century

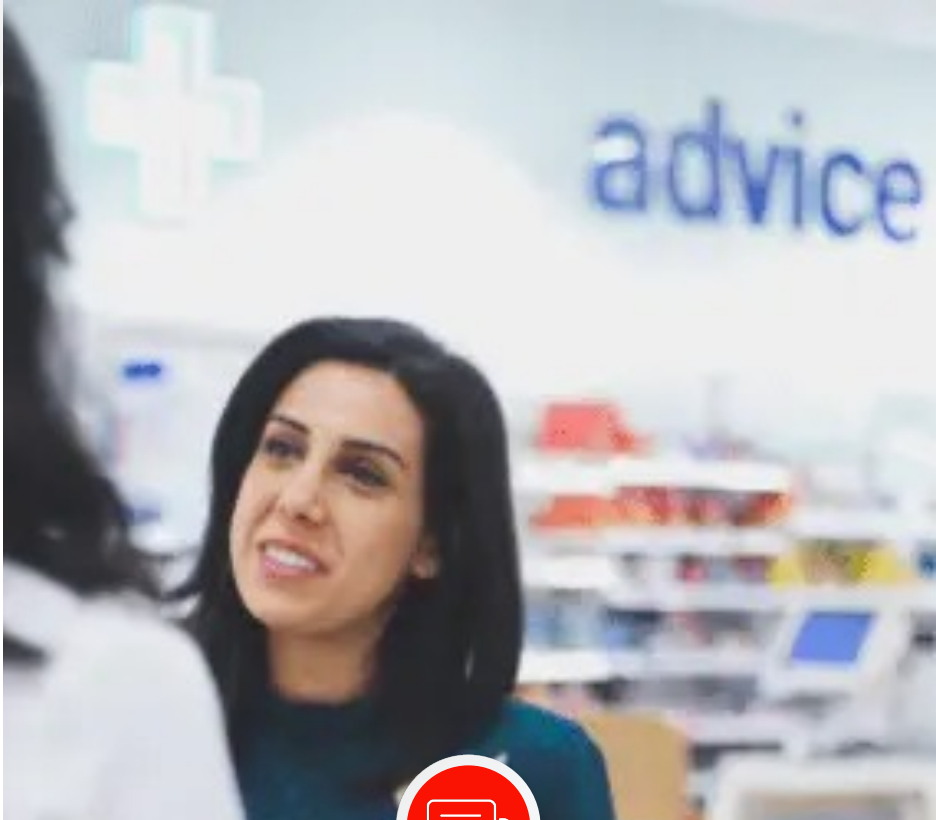
About:
The COVID-19 pandemic added urgency to a challenge that had already been looming in the healthcare industry for years — delivering customer experiences that are on par with other industries. WBA needed to manage the sudden increase in digital experiences with extreme care. WBA championed a partnership with Adobe and Microsoft to lead the company on the path to personalized customer experiences at enterprise scale.

As WBA’s work management platform, Adobe Workfront accelerated these efforts and allowed WBA to move with greater efficiency to deliver new digital experiences and content to its expanding audience online.

“Our technology partnership with Adobe helps ensure we can execute this experience across all relevant channels by putting the customer first and meeting their highly personalized individual needs,” said Raine (Group VP of Global Customer Marketing). Customer satisfaction has dramatically improved, boosting myWalgreens app usage by 30% and overall digital traffic by 50% year over year. Lifetime myWalgreens app downloads are approaching 100 million and the number of contactable Walgreens customers has 2x to +50 million. Walgreens Q1 2021 earnings alone show that 155 basis points of sales increases can be attributed to these mass personalization efforts.

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|-------------------------------------------------------------------------------------------|----------------------------------|------------------------|-------------------------------------|
|  Results | 30% increase in mobile app usage | 50% in digital traffic | 155 basis points of sales increases |
|-------------------------------------------------------------------------------------------|----------------------------------|------------------------|-------------------------------------|

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|-----------------------------------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------|------------------------------------------|
|  Objectives | Creating a personalized omnichannel pharmacy experience | Produce and manage tens of thousands of assets annually | Gain deep understanding of customer base |
|-----------------------------------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------|------------------------------------------|



“Our technology partnership with Adobe helps ensure we can execute this experience across all relevant channels by putting the customer first and meeting their highly personalized individual needs.”

Alyssa Raine, Group VP of Global Customer Marketing



Increase home page visits by 10% and 190% increase in clicks to “How to Buy” on Cisco.com

About:

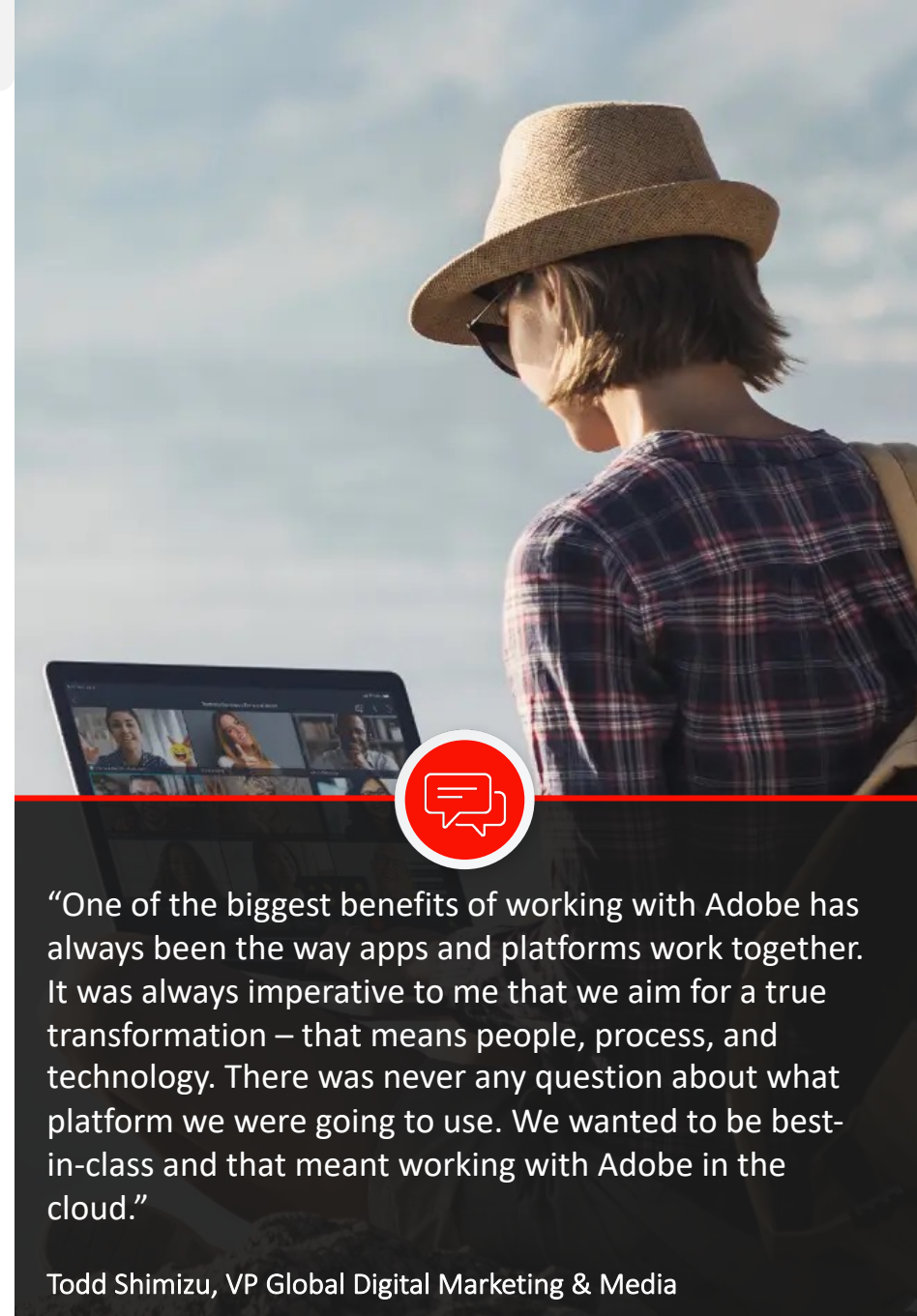
In 2021 Cisco embarked on a three-year digital transformation of Cisco.com – an initiative they call “Cisco.com Reimagined” – and create simple, meaningful digital customer experiences that showcase innovation and drive growth.

Cisco has been a longtime Adobe customer, and this latest partnership involved migrating Cisco.com from an on-prem Adobe Experience Manager environment to a cloud environment. Its on-prem, highly customized platform made it difficult to add integrations and functions quickly, and it wasn’t set up to deliver personalized, one-to-one experiences at scale to the businesses and consumers they serve. Krishnamurthy (Chief Marketing Technologist) explained, “Everything else was on cloud. Everything else was bleeding edge. But Cisco.com was not. And that’s where the most engagements are.”

They set up hybrid cloud architecture to scale publishing globally and provide seamless customer experiences. Cisco is now benefiting from a speedier time to market, moving from monthly to weekly release cycles. Performance on desktops and mobile phones has improved with a 33% increase in page load time. And Cisco can now take advantage of the latest Adobe innovations as soon as they come to market. And that’s just in the first year of transformation.

| | | | |
|--|-----------------------------------------------------------------|------------------------------|---------------------------------------------------|
| | 190% increase in “How to buy” clicks and 10% increase in visits | 24% reduction in bounce rate | 6x click-through increase for personalized offers |
|--|-----------------------------------------------------------------|------------------------------|---------------------------------------------------|

| | | | |
|--|----------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------------|
| | Creating simple, meaningful digital customer experiences | Continue to keep collaboration flowing between different departments | Embodying the company’s commitment to progress, creativity, and connection |
|--|----------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------------|



“One of the biggest benefits of working with Adobe has always been the way apps and platforms work together. It was always imperative to me that we aim for a true transformation – that means people, process, and technology. There was never any question about what platform we were going to use. We wanted to be best-in-class and that meant working with Adobe in the cloud.”

Todd Shimizu, VP Global Digital Marketing & Media



ORVIS®



Consolidate multiple content workstreams onto a single system of record

About:

Orvis has been one of America’s most beloved outdoor brands for 165 years. In keeping with its status as an enduring brand, Orvis has transformed its business model in recent years and created an internal creative agency, Flybox Creative. Since 2018, Flybox has been using Adobe Workfront, Adobe Experience Manager Assets, and Adobe Creative Cloud Enterprise to reimagine Orvis’s marketing workflows and content creation process, making them faster, more relevant, and more efficient as the business adopts a modern omnichannel approach to customer engagement.

Today, virtually every marketing project at Orvis runs through Workfront. From the submission of campaign briefs, to creative ideation, to brainstorming between teams, to the content creation process itself, every element of Orvis’ marketing workflow is visible and manageable via the platform. Thanks to integrations with Creative Cloud, Orvis’s creative teams can build and edit assets with InDesign, Photoshop, or Illustrator without leaving their creative tools. Their progress is tracked and saved in Workfront and they can collaborate, trigger review cycles, and track time without having to application-shift. Meanwhile, integrations with Experience Manager Assets ensure that every content asset is tagged, stored, and accessible for approvals or future use.

“Workfront has given us complete visibility into the status and workloads surrounding our creative assets, which is central to delivering consistent and personalized experiences across channels,” says Poddick (Director of Creative Operations).



Results

Cut 1,000 per year from the catalog creation workflow

75% reduction in time to produce project plans

Increased content output to reach customers on new channels

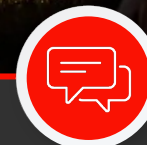


Objectives

Gain control and centralize content & marketing workflows

Gain visibility across content creation and marketing processes

Speed up creative workflows to meet fast-rising demand



“Having all our planned hours logged in Workfront allowed us to play Tetris between projects and shift hours at a moment’s notice, so that resources are always focused on our more pressing needs.”

Renee Noel-Cutler
Project Manager



1 source of truth for 12 Adobe offices and 150 external teams

About:

As organizations wade deeper into the digital age, the ability to put creative content into motion is at the center of success. Nowhere is this more apparent than in the marketing arena, where delivering the right message at the right time is critical.

It's a concept that's at the core of Adobe's corporate marketing philosophy. With hundreds of thousands of assets on hand—photos, logos, banners, videos and much more—finding the right item and managing complex projects is a challenge. The rapid growth in demand for content isn't making things any easier. From 2020 to 2021 alone, Adobe creative assets grew by 300%.

As a result, Adobe has tapped Adobe Experience Manager Assets and Adobe Workfront to construct a world-class corporate marketing content hub and brand repository. Twelve global teams within the company—as well as 150 agencies, vendors, and partners outside Adobe—rely on these assets to create and manage campaigns but also to produce corporate presentations and other materials.

With powerful search features and embedded workflows, the content hub delivers an advanced digital framework. "It's the de facto place where content lives," says Creighton McEwen, Group Studio Manager at Adobe.



Adobe's brand portal, designed with AEM and Workfront, have simplified numerous processes.

Adobe introduced a single platform: one point of intake and a single source of truth.

Teams are better able to manage assets despite a 300% increase in the last year alone.

Creatives, marketers, project managers and others can access desired content and assets with only a few clicks across 12 Adobe offices and 150 external teams.



Connect marketing teams to content so they can work faster and better.

Eliminate silos and consolidate the need to perform work in various products.

Oversee a rapidly growing repository of creative assets.

Streamline creative asset management.



"Producing beautiful content is table stakes at Adobe. Nothing less can be expected."

Creighton McEwen Group Studio Manager



Elevating work through strategic collaboration

About:

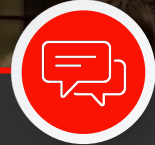
Like other long-established companies, Prudential needed to make a significant transformation to handle the demands of a modern digital marketplace. Content velocity — the ability to create, manage, and publish digital content to the right audiences as quickly as possible — is increasingly essential for business success, but it’s not easy to achieve.

To keep the insights in the brief front and center throughout the lifespan of a project, they began adding it to Workfront — the single source of truth that coordinates all of the moving pieces and people involved in each project. “Workfront is the muscle. It’s like the bouncer outside,” says Esposito, VP and Group Creative Director. “The entire team knows that when creative work is needed — large campaigns or small projects — the first question we ask is, ‘Is it in Workfront?’” It also gives visibility into project resources so she can easily see which people are overloaded or which projects are stalling. “When you have 170 strategists, some projects will go wrong,” says Esposito. “We have a great source to go back and look and see what happened. It’s made a huge impact on our process, holding people accountable and becoming more efficient.”

Workfront also integrates with other apps, including Creative Cloud apps, so creatives can complete Workfront tasks from within Photoshop or InDesign, a big time-saver! And an integrated proofing tool helps efficiently gather client feedback, helping avoid errors. This new process is empowering the team to drive powerful creative campaigns, including the Curtain Up Broadway Festival, a 3-day outdoor theater experience in NYC that Prudential sponsored in partnership with Playbill. From the discovery call and audience insights to the efficiency of coordinating all assets through Workfront, everything was in place to successfully manage a complex campaign.

1.24X Return On Investment | **365% YoY increase in number of people engaged** | **94% net positive sentiment for media and social media mentions**

Modernize creative workflows for a 150-year old company to handle digital marketplace demands | **Digging deeper for audience insights in a standardized and cross-functional manner**



“Our creatives spent a ridiculous amount of time doing work that should not be necessary at all. Cropping an image in five different ways — why do we have someone doing that? Being able to self-service those capabilities or have them already done gives our creatives back a lot of their time.”

Terry Chu
Director of Martech Creative & Collaboration Stack



Increased daily active users & monthly asset downloads from Asset Sharing Portal by over 2x

About:

For a high-performance sportswear company, image is important. To promote their products, Under Armour produces hundreds of thousands of creative assets, including product shots, marketing copy, store displays, videos, and images of the gear in action, worn by the stars of baseball, basketball, and golf.

These assets are used in a variety of sales and marketing promotions—both internally and by partners who sell Under Armour products. But accessing the files hasn't always been easy. Creative and marketing teams stored content in a number of repositories, including SharePoint, Dropbox, file servers, and even USB drives, creating duplication of content and inefficient use of resources and workflows. "We wanted to create a single source of truth. Our goal was to create a one-stop shop where you can find any asset you need," says Snyder, IT Product Owner. "Adobe Experience Manager Assets offered a great enterprise option to make a wide variety of assets available both internally and externally."

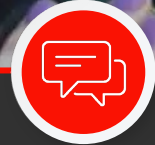
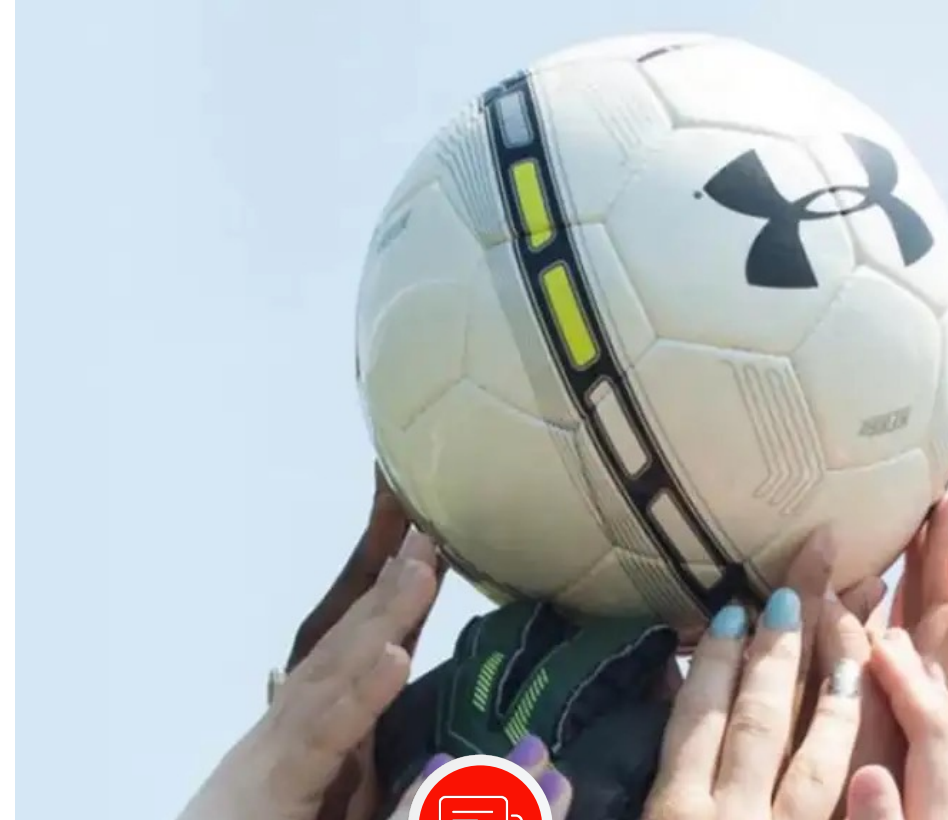
"We're already saving time and money by making our creative assets more accessible, and we're eager to keep exploring the benefits".

Results

- Makes creative assets easier for internal users and wholesale partners to find
- Reduces manual processes with automated asset tagging
- 4 hours saved /user through easier license management for +1K users
- Lower storage costs by reducing file duplication, workflows & tools
- Increases daily active users and monthly asset downloads from Asset Sharing Portal by over 2x

Objectives

- Share assets more effectively across the organization and partners, and consolidate multiple tools in a central repository
- Gain visibility into how assets are being used with central logging and dial in asset management and communication using reusable dvpm processes



"We're trying to work in an agile methodology, where we were able to break up requirements into items to deliver on a regular basis. We worked with Adobe Customer Solutions to dial in our process and communication updates, and do any training that was necessary."

Ben Snyder
IT Product Owner



Running a startup at-scale

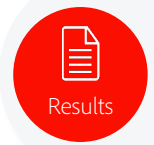
About:

Not every new company starts out with a global market presence and \$19 billion in annual revenue. But that was Kyndryl's unusual start after it spun off the Infrastructure Services business from IBM in 2021. The company focuses on designing, building, and managing large-scale IT systems for its 4,000 global customers — including 75 of the Fortune 100 companies.

"IBM had already evaluated martech solutions and chosen Adobe Experience Cloud as the ideal set of applications," explains Stryker. "When we looked at our priorities, speed and potential for scale topped our list. Adobe Experience Cloud continued to be the best choice for us. Adobe has been a true partner to us since the start, helping us quickly move to our new martech stack."

The next step for Kyndryl involves streamlining processes with [Adobe Workfront](#). "We are consolidating all our marketing processes into Workfront. It's one of our "power links" for all marketers, as one stop to get their work done," says Stryker.

The work management solution replaces emails, spreadsheets, and disconnected custom tools with a centralized location to assign and manage all parts of a project, from requesting creative assets to managing asset storage and use. Through seamless integration with Adobe Creative Cloud, designers can see tasks, collaborate with stakeholders, and even log time without leaving their creative apps. And with native integration between Workfront and Experience Manager Assets, approved assets along with project metadata are automatically uploaded to the DAM for activation.



Launched a new website in 8 weeks using flexible cloud deployment

Rolled out websites in 14 global markets using out-of-the-box templates and components

Reduced page building process from 1+ days with a developer to less than an hour with a marketer

Created a foundation for personalization across website and marketing using analytics

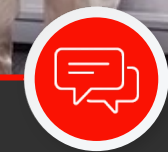


Build a new marketing tech stack from scratch after the company spins off from IBM

Maintain global market presence to support 4,000 existing customers

Develop marketing and technology strategy to nurture customers through long sales cycles

Improve content supply chain with integrated workflows for content creation and management



"Adobe is an obvious choice as a partner that supports the scale and importance of the work that we do to maintain mission-critical operations for businesses around the world."

Matt Stryker
VP Transformation & Operations



Empowering internal teams with a strategy-first approach

About:

For Josh Blackwood, being productive doesn't just mean getting work done. It means getting the right work done — a difference that may sound small but can impact a business' bottom line dramatically.

Blackwood and his team realized they needed the right one-stop tool to manage their one-stop shop product line. That's where Workfront came in. Prior to Workfront, work was handled in an ad hoc fashion. That meant no consistent standards, methodology or tracking. The group also suffered from a lack of transparency and visibility into work that was happening throughout the business.

Blackwood describes Workfront as ADP's one source of the truth; the common place where people put everything that matters to the business. Everyone is working off of the same source of information and is speaking the same language, which amps up efficiency, focus, and prioritization. When Blackwood first started with ADP, his team was changing platforms for another initiative, which was a massive project. So, there were a lot of 3-hour meetings filled with up to 130 people. But Workfront helped them get to a more focused group of about 50 people during that project. Because Workfront allows stakeholders to see project statuses in real time, Blackwood's team doesn't have to spend the amount of time they used to giving updates. Everything is current in the tool, so the right people started coming to the right meetings.

Ultimately, spending less time talking about the work has created more time to do the work that really matters. At the end of the day, the hands holding a tool do the work — not the tool. The very best result comes when you have a world-class tool in capable hands. And that's exactly how Blackwood approached streamlining his business and moving the revenue needle: with Workfront as the right tool.

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| | 100% of major projects are aligned to strategic priorities | Reduces the number of meetings by 50%, a savings of 240 hours | Strategy comes first |
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| | Reduce the number of meetings and number of required attendees | Provide departments with consistently complex projects with a single, robust project management tool | Address ad hoc projects that weren't aligned to priorities |
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“One of the biggest benefits is that meetings can now have a different focus. Instead of just sharing project statuses, we can use meetings to look at real issues cross- departmentally. That gives us more time to find real solutions.”

Josh Blackwood
Principal Technology Solutions Consultant



Reaching consumers anytime, anywhere

About:

Coke is one of the most iconic drinks around the world, but The Coca-Cola Company is more than just sparkling sodas. From water, sports drinks, coffee, and tea, to dairy, juice, and alcoholic beverages, the company has a diverse portfolio with more than 250 brands. But how does one of the biggest beverage companies in the world scale to deliver personalized messages to potentially billions of consumers?

Coca-Cola decided to bring together regional customer data platforms (CDP) from across the world to create a single view that delivered real-time insights into global customers. Rather than spending energy piecing together standalone solutions from multiple vendors, the company decided to shift to an IT platform strategy that leverages integrated solutions to minimize time needed to manage solutions.

"Few companies operate on such a massive scale as Coca-Cola. For us, Adobe Experience Cloud was the best choice," explains Bartig. "It has the breadth of solutions that we wanted — handling everything from ecommerce and content management to real-time personalization and analytics — with the scale needed to reach customers everywhere they are: at a restaurant, neighborhood store, and everywhere in between."

Every year, Coca-Cola continues to expand the beverages offered to consumers worldwide. Likewise, Bartig, the Coca-Cola martech team, and Adobe Professional Services plan to continue building upon the digital experience platform to mature use cases and better engage consumers. Future plans include automating content creation and asset management using [Adobe Workfront](#) integrated with Adobe Creative Cloud and Adobe Experience Manager.



Results

40% open rate for personalized rewards emails

63% uplift in click-through rates with personalization

350 email journeys running in multiple languages



Objectives

Bring all consumer information together in real time

Scale the delivery of personalized messages to billions of consumers

Increase engagement with rewards program members



"The ability to bring all of our consumer information together — in real time — is critical to helping us engage with billions of Coca-Cola consumers around the globe."

Keith Bartig
Director of Precision Marketing Technologies

Western Digital



Driving marketing innovation with Adobe Experience Cloud

About:

Tapping [Adobe Experience Manager](#), [Assets](#), [Adobe Analytics](#), [Adobe Audience Manager](#), [Marketo](#), [Workfront](#) and other solutions, Western Digital has eliminated data silos and connected a myriad of data points. For millions of web visitors per month, this has transformed the way they interact with the company. It also has led to improved customer insights, lower costs and higher sales on both the B2B and B2C sides of the business. Western Digital tuned into a critical fact: the strength of any initiative doesn't derive from a single product or technology. It's about how various components integrate to produce a framework that supports innovation and insight. How Adobe products complement each other and unlock business opportunities was a starting point.

With Adobe technologies at its core, Western Digital has put in place a framework to align with changing business conditions quickly and seamlessly. Creative teams produce new content within a couple of weeks rather than over a span of months. In addition, a new site visitor is greeted with a simple and uncluttered experience. As Western Digital learns what the person is interested in through machine learning and AI, it adapts and personalizes the site dynamically.

With this 360-degree view and a single source of data, teams have a clear view of 3-, 6- and 9-month goals. Various functional units can work in unison to fully leverage data, experiment with different marketing and commerce methods, and discover what ultimately lowers costs and drives revenues. The framework also supports complex multilevel nurture campaigns; it's possible to generate 90% of its content across 31 locales and 21 languages.

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|  <p>Results</p> | Increased velocity from 1.46 tests a month to 22 and produce new website capabilities every 4 – 6 weeks | Increased e-commerce transaction growth by 100% using machine learning and AI – a 15% spike in cross-sell and upsell purchases | A single source for data and content available across all channels without any dependence on IT |
|  <p>Objectives</p> | Expand A/B testing for marketing and create capabilities to rapidly generate relevant experiences | Enhance customer engagement by developing a relationship with customers and improve customization | Consolidate data from 39 locations and sites, including numerous microsites |



“We finally had a single solution to tie all the products, brands, and business requirements together.”

Akshay Sharma
Sr Director, IT-Web Technologies & Advanced Services



Building effective creative workflows

About:

As Associate Director of Creative Operations at JLL, a global leader in commercial real estate services, Caracci works with a team of more than 90 creators across the United States and Canada. JLL Creative produces nearly 10,000 deliverables a year, ranging from creating new brands for properties to building pitches for new business to complex websites and motion graphics videos for clients.

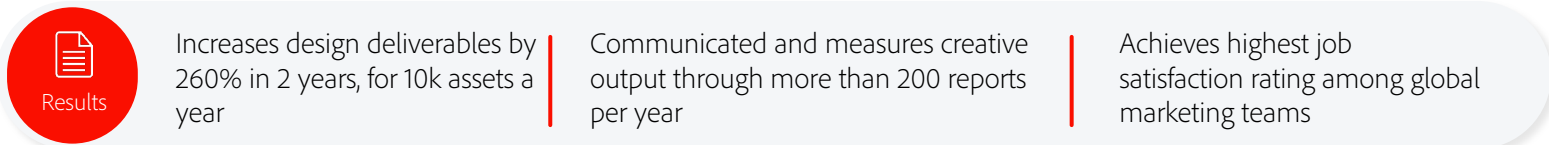
JLL adopted five instances of [Adobe Workfront](#) to manage workflows across the company, including Marketing, IT, and the global PMO office. Within Caracci's creative team, the solution allows designers to work more efficiently than ever — an investment that benefits business teams while raising employee satisfaction to new heights.

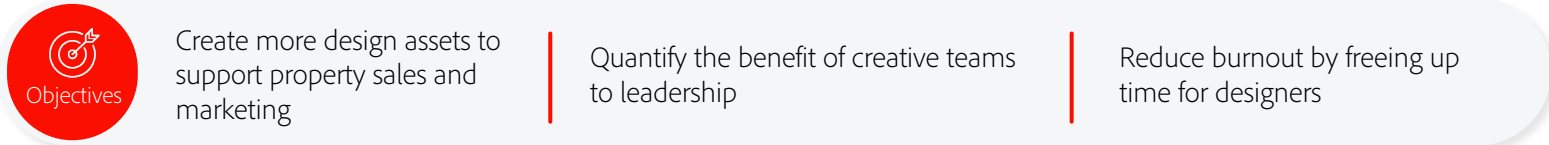
"When designers think about essential work tools, they often think about [Adobe Creative Cloud](#) apps," says Caracci. "Workfront is just as critical. It's the missing link to managing workflows so designers can create their best work without burning out."

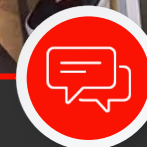
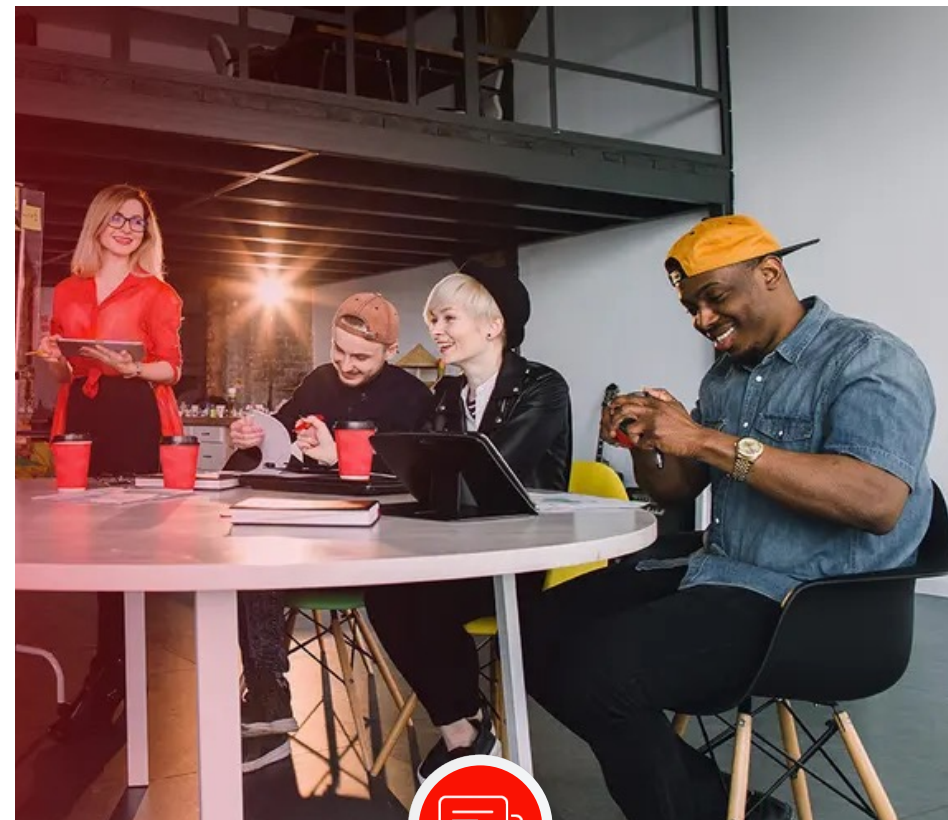
"The way the dashboard visualizes projects helps make sure that everyone involved in a project looks at the same thing," says Caracci. "For the creative team, understanding the data around projects helps us create SLAs and determine whether requesters are sending us the right information in creative briefs. With this, we can set realistic expectations and avoid back-and-forth communications that delay projects."

The dashboards are also invaluable to designers. Designers might be juggling multiple parts of a project, and each part may require several rounds of reviews. The designer dashboards show exactly what assets have been assigned to each designer and what the status is — leaving designers more time to be creative and less time managing work.

Because traffic managers have more visibility into schedules, they can also balance workloads and help designers maintain a better work-life balance. As a result, the creative team achieved the highest job satisfaction rating among JLL global marketing teams, with only a 7% unplanned attrition rate compared to 30% for some comparable teams.

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|  Results | Increases design deliverables by 260% in 2 years, for 10k assets a year | Communicated and measures creative output through more than 200 reports per year | Achieves highest job satisfaction rating among global marketing teams |
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|  Objectives | Create more design assets to support property sales and marketing | Quantify the benefit of creative teams to leadership | Reduce burnout by freeing up time for designers |
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"For us, Workfront is just the right solution to create workflows that keep communication flowing without overwhelming people, resulting in more creative output in less time."

Joel Caracci
Associate Director of Creative Operations