



SOLUTION BRIEF

Adobe Workfront and Amazon Web Services (AWS)

Empower your marketing team to deliver their best work with a powerful, all-in-one marketing solution

Optimize marketing processes and empower teams to deliver their best work with Adobe Workfront and AWS

Adobe Workfront and AWS are the blueprint for executing marketing projects, from creative brief to campaign completion to process optimization. Adobe Workfront and AWS provide an enterprise-grade, cloud-based work management platform that enables marketers to plan, predict, collaborate, evolve, and deliver their best work by connecting people, processes, and platforms. It pulls together Adobe solutions and the other applications your teams already love, generating an advanced level of visibility, efficiency, and compliance.

According to a Forrester Total Economic Impact (TEI) Study, Adobe Workfront delivers a 285% return on investment (ROI) for enterprise customers.

With Adobe Workfront and AWS as your all-in-one marketing solution, your team is equipped with a comprehensive platform to easily:

- Automate project planning
- Facilitate better collaboration
- Improve resource management
- Deliver client results faster
- Streamline campaign management
- Increase output and ROI
- Optimize marketing processes

Adobe Workfront Benefits

- Make data-driven decisions about resource capacity and output
- Accelerate time to market and content velocity
- Uncover more knowledge using Data Lakes on AWS to store and analyze multiple data types from a variety of sources in a centralized repository
- Prove impact with real-time insights into the volume, velocity, and value of work being done across your marketing organization
- Leverage the Workfront applications suite to access a wide range of AWS and Adobe services, including AI and ML capabilities

In collaboration with



Customer Benefits:

ADP

- Saved over \$1M in potential outside agency fees
- Reduced regulatory compliance SLAs by more than 10 days

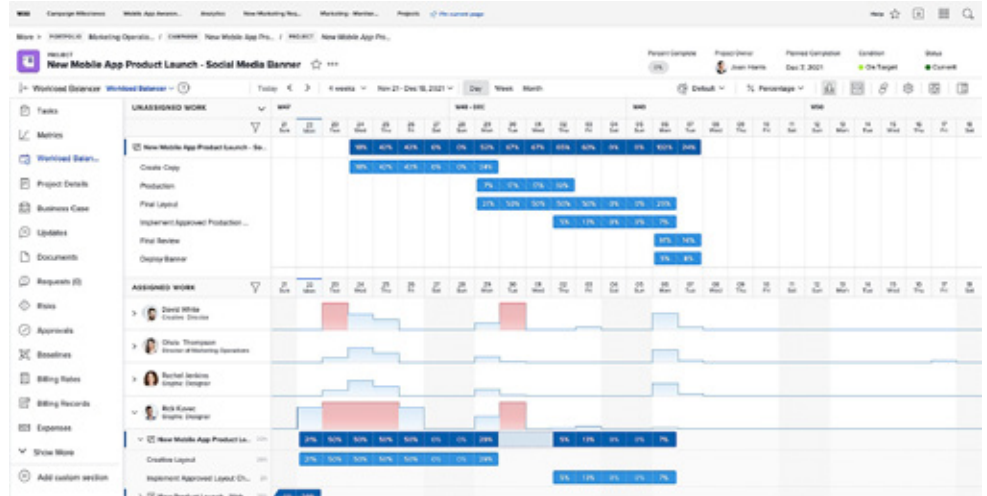
RWJ Barnabas Health

- United 62 business units
- Increased project capacity by 25%



All your marketing resources – all in one place.

Leveraging both Adobe Workfront and Adobe Experience Manager with AWS, marketing teams are able to easily locate, access and maximize the value of marketing resources to support new campaigns. All assets are centralized and easily accessible for remote or geographically dispersed teams. Adobe and AWS serve as the single source of truth for all marketing needs.



Ensure productivity, consistency, and collaboration amongst distributed teams

Adobe Workfront and AWS make it easier to ensure standardization, version control, and high quality output – especially among distributed teams. For example, design team members can easily send creative assets for proofing to project leadership, who can then make changes and send back to the creative team all within a centralized platform. Throughout this process, all necessary metadata is retained for real-time cataloging in Adobe Workfront, making it easy for campaign teams to streamline processes, maintain visibility across each stage of the project development process, and ensure high-quality output.

Transform creative operations with a comprehensive marketing management solution to unlock organizational productivity

- Adobe services and AWS bring your mission-critical workloads closer to high-value AWS cloud services, enabling you to simplify your operations and do more with your data.
- Work with your files in the cloud – no download required, so they stay protected and away from vulnerable local storage.
- Enable your developers to quickly automate scalable, custom document workflows via API.
- Right-size your compute to perfectly suit a particular workload – no more, no less, and only pay for what you use.
- Ensure high availability and business continuity for mission-critical workloads by replicating file systems across AWS Regions and integrate with AWS Backup for centralized backup management and additional levels of compliance.

Make life easier for your marketing team

Learn more about Adobe Workfront and AWS