CUSTOMER STORY

Thermo Fisher Scientific

Agility in the face of constraint: streamlining work amid rapid change.

Change often happens slowly—but sometimes, a pivotal moment requires more immediate adaptation.

The world and all its workplaces felt the impact of rapid change at the onset of the COVID-19 pandemic. For Thermo Fisher Scientific, a world leader in serving science, that meant an abrupt shift in where they worked, how they managed work, and how they kept content creation and legal approvals flowing during such a crucial time for the business and its customers.

A perfect storm: finding new efficiencies amid chaos.

While many industries faced a downturn during the pandemic, the medical industry needed to scale—and scale quickly—to meet the demand for rapid healthcare innovation and information. As work shifted to fully remote essentially overnight, Marketing Operations Manager Amy Zakrzewski and her team needed to find ways to streamline production and keep everyone connected and work centralized. They also needed to develop and globally speed up the delivery of customer-centric digital content to the market. Recently adopted legal approvals were slowing down process, so the Thermo Fisher Scientific team had to ensure increased compliance requirements wouldn’t significantly lengthen the time it took to get content out to market.

Zakrzewski and team were up for the task, and they embraced the uncertainties of the pandemic as opportunities for growth and efficiency.
Taking change in stride—and finding better ways to work.

While many companies scrambled to set up new systems and workflows to adapt to remote work, Thermo Fisher Scientific centralized and streamlined work in Adobe Workfront. This made it possible to quickly adapt to remote work and shifting priorities.

The team used Adobe Workfront to adjust workflows and meet new and existing needs exacerbated by the swift onslaught of the pandemic. They accelerated content creation to keep up with market demands, streamlined the compliance and legal process, gained clarity on everyone's roles, and automated tasks where possible. They also added an entire legal review process and only extended their workflow timelines by two days.

To facilitate and speed up these legal approvals, Zakrzewski and her team created stakeholder dashboards to store all relevant documents and information. The ability to collect and consolidate proofing comments in a report also helped Thermo Fisher Scientific keep partners and suppliers informed and apprised of new legal guidelines to further reduce legal approval timelines.

"Now we can put the information that's relevant to the legal team right upfront and give them some direction on where to find additional information they need quickly," said Zakrzewski. "The dashboard gives them one place where they can get reviews completed quickly."

At such a large organization, it’s impossible to pay attention to everything. Adobe Workfront gives us the ability to pull in the right information and show it to the right people at the right time so that they can do their work and not worry about all the other noise.

Amy Zakrzewski
Marketing Operations Manager
Thermo Fisher Scientific

High-impact results.

A 24% reduction in target duration of legal reviews—nearly 50% faster than the company average they can get reviews completed quickly.

This led to 20% reduction in project duration.
Adobe Workfront in action:

Adobe Workfront's online proofing, capacity planning, workflow automation, and reporting capabilities have helped Thermo Fisher Scientific achieve operational excellence.

- **Review and approval**: Easily collaborate on and efficiently review and approve creative work, so you spend less time tracking down approvals and more time doing the work you love.

- **Dashboards**: Give authorized users visibility into projects and give everyone the details they need to do their job well.

- **Fusion**: Automate manual tasks, streamline intake forms and legal approvals, and conduct compliance reviews to keep work moving along.

Take the next step in your own success story.

Adobe Workfront is here to help you streamline and scale content production and implement more agile ways of working so you can meet your customers where they are with more impactful digital experiences.

Learn more