



workfront[™]



proofHQ[™]

FREQUENTLY ASKED QUESTIONS

Workfront Acquires ProofHQ

Who is ProofHQ?

ProofHQ is the global leader in online proofing. They have been delivering proofing solutions to marketing teams since 2007. ProofHQ, a Workfront company, will maintain its established company headquarters in London, England.

Why is Workfront acquiring ProofHQ?

Workfront has been partnering with ProofHQ to provide integrated proofing for almost 3 years. With the explosion of marketing channels, the need for content to support these channels, and the increasing mobile workforce, proofing is critical to all marketing teams and agencies -- reducing time and costs and speeding project completion and speed to market. Providing an integrated online proofing solution will allow Workfront to offer a more complete Marketing Work Management solution.

How will ProofHQ fit in with the Workfront solution?

Having worked closely together, ProofHQ and Workfront are very complementary solutions. Customers will continue to have a choice of purchasing the ProofHQ product as an integrated part of Workfront, or as a stand-alone offering.

What is the value to customers of both companies?

Customers of both companies will benefit from the joint strength of the companies coming together, with continued innovation, stability and growth. The proofing product will continue to have a robust roadmap and dedicated development team that will ensure that customers are using the premier work management and proofing solutions on the market.

What was the price of the acquisition?

Workfront is not making the purchase price of the acquisition public.

What will the organizational structure be for ProofHQ within Workfront?

ProofHQ will operate as a stand-alone company and will be referred to as ProofHQ, a Workfront company. The ProofHQ team will become members of the broader Workfront team, but will maintain a similar reporting structure and executive team to what they have today.

Will ProofHQ continue to be sold as a stand-alone product?

Yes.

What will happen to the ProofHQ brand?

ProofHQ is well known in the market, so we will continue to maintain the brand and its identity for the foreseeable future.

How does this acquisition affect the ProofHQ product roadmap?

The acquisition will allow ProofHQ to continue to deliver a market-leading solution. With the added marketing and awareness, it is anticipated that we will accelerate the success of ProofHQ in the market place.

Do ProofHQ and Workfront have any joint customers?

Yes, we have more than 300 joint clients. ProofHQ has more than 2600 global customers. Joint customers include Whole Foods, TracyLocke, Nestle, and more. ProofHQ will also add new brand and agency customers to the Workfront family, including Pampered Chef, Guitar Center, Ogilvy, and Publicis.

Can proofing be beneficial to teams outside of marketing?

Yes. In fact, proofing is a great solution for manufacturing teams, compliance, and finance.

ProofHQ, a Workfront company

ProofHQ, the global leader in online proofing, is now a Workfront company. This moves us much closer to our aspiration of having “every digital asset flow through Workfront,” by delivering a more comprehensive marketing work management solution than ever before.

Armed with this and the other capabilities from Workfront, marketing teams and agencies will be able to:

- Share and proof files all in one seamless environment
- Deliver more content, for more channels, in less time
- Maintain better quality, brand integrity, client satisfaction, and results

workfront.com/proofhq

