Bulldog Solutions Experiences 35% Gain in Project Planning Efficiency with Workfront

In marketing, measurable results matter and Bulldog Solutions delivers. Over the last decade, the agency rapidly expanded its staff and services to support some of the world's best B2B brands. Yet its project management platform lagged behind.

Bulldog deployed the Workfront enterprise work cloud to reduce manual data gathering, improve workflow efficiency, and streamline project planning.

Bulldog is a full-service marketing technology company, focused on the needs of B2B leaders. The company uniquely mixes world-class creative with technical services to deliver disruptive campaigns and strategies that solve clients' unique business challenges.

THE CHALLENGE

In 2008, Claudia Brozda had been charged with building a professional services organization at Draeger Medical, a manufacturer of medical devices, to install and configure their products for customers, but she was facing significant hurdles. First, her five project managers were distributed throughout the U.S. and had not received actual project management training. Second, the team was using notepads and MS Project, with only five to ten lines per project to follow milestones.

This provided Claudia with little of the visibility she needed to effectively manage her team. Unable to see how all of their projects lined up, the project managers usually found themselves taking on too many projects at once and, as a result, missing their deadlines. To make matters worse, PM's would update their projects after the fact with inaccurate, incomplete data. This made it virtually impossible to see what was holding projects back or how late they were, track on-time metrics, or report progress to management.

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MARKETING IN HD

🏢 **Bulldog Solutions**

🏛 **IT/Online Marketing Services**

🌐 **www.bulldogsolutions.com**

🗺 **Austin, TX**

AT A GLANCE

CHALLENGES

- Inability to monitor individual tasks within existing project management tool
- Too much time spent manually gathering data and meeting with team members to share it
- No visibility into capacity planning or forecasting

BENEFITS

- 35% gain in project planning efficiency
- More productive meetings
- Faster time to project completion with greater visibility into each task

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workfront™

THE WORKFRONT SOLUTION

After evaluating several traditional project management tools, Bulldog selected Workfront to improve project and planning efficiency. "The primary reason Bulldog selected Workfront was its flexibility. We knew we would be able to integrate it with the rest of our infrastructure, and customize it as needed," explains Parisi. Bulldog deployed the work cloud solution quickly to meet its particular needs by integrating Workfront into its existing infrastructure via an open API.

Throughout the agency, Workfront now drives daily work, team communication, and project collaboration. It automates countless tasks and standardizes Bulldog processes. As a result, teams are saving time. For example, templates eliminate redundancy and make it easier for team members to complete deliverables faster while gaining visibility into each task. Moreover, because work data is collected and stored automatically, team members spend less time manually entering data.
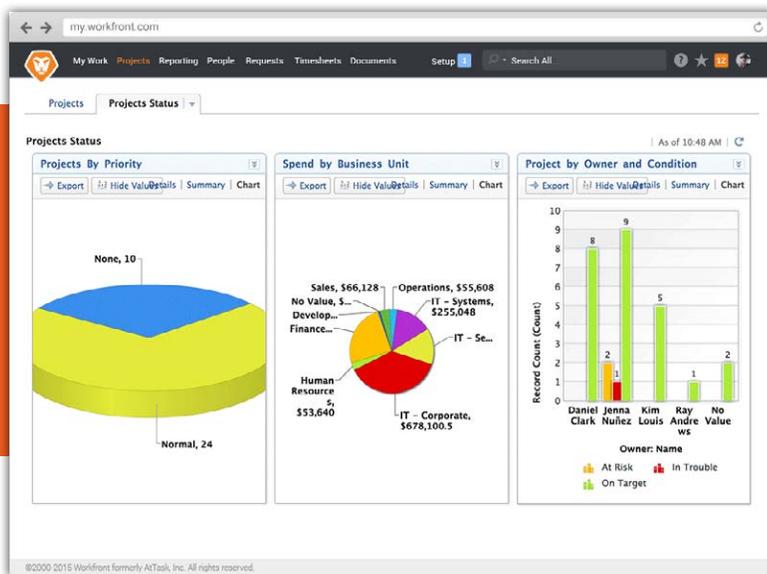
Upcoming tasks and priorities are now more visible, which enables Bulldog management to quickly spot bottlenecks in agency workflows. Managers can then adjust resources or more properly prioritize tasks to get projects back on track.

"Our teams look at Workfront daily and can see a task or project coming in advance. This allows us to get tasks done early," says Parisi.

With the enhanced visibility Workfront provided, the agency further customized the project portfolio management solution to support revenue recognition policies. The accounting group can now assess profitability in real time as each project is completed. The group can also identify where additional revenue opportunities can be gained.

> "WORKFRONT GIVES OUR TEAM THE ABILITY TO BE PROACTIVE VERSUS REACTIVE. OUR TEAM IS FOCUSED ON RAPID DELIVERY AND NOW WE HAVE THE VISIBILITY TO SUPPORT THAT FOCUS."
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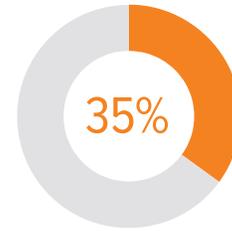> —Chris Parisi, Vice President of Technology, Bulldog Solutions

WORKFRONT DASHBOARDS ALLOW USERS TO CUSTOMIZE WHAT DATA THEY WANT TO SEE. INFORMATION IS NO LONGER ALL OR NOTHING BUT CUSTOMIZABLE MAKING IT EFFICIENT.

BENEFITS

Bulldog experienced a 35% gain in project planning efficiency by using Workfront to reduce project planning tasks and ramp-up time. Employees now serve clients faster while doing less manual work.

Automated data gathering has also improved meeting productivity by 75%. Team members no longer waste time gathering and compiling data in preparation for status meetings. Weekly operations meetings that consumed hours of 45 staff members' time, now required only a dozen people to attend for 30 minutes.

"With Workfront reports in hand, conversations are more focused on streamlining problem spots," Parisi says.

35%

BULLDOG EXPERIENCED A 35% GAIN IN PROJECT PLANNING EFFICIENCY.

75%

MEETING PRODUCTIVITY IMPROVED BY 75%.

Devour Your Team's Work Chaos With Workfront

Meet the King of Work Management. With real-time work planning, tracking, collaboration, and reporting, Workfront enables enterprise teams to:

- Drive greater productivity by automating repetitive manual tasks

- Increase communication and transparency through social-style updates and dashboards

- Reduce project failure with real-time views into project progress and resource workloads

- Provide data-driven insights for constant improvement

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