The media team at the University of Virginia Darden School of Business needed a better way to track their work and build reports for management. They found Workfront Enterprise Work Cloud and discovered how automated, customized tools could give them unprecedented visibility into their work.

**THE NEED FOR TRACKING**

Regularly listed among the nation’s top-ranked schools for U.S. News, Forbes, and The Economist, the University of Virginia Darden School of Business embraces cutting-edge technology and learning experiences in its classrooms and online offerings. One big contributor to this environment is the Darden Media team, which creates interactive simulations that engage students in real-world exercises, multimedia case studies, video productions, Massive Open Online Courses (MOOCs), and a variety of other technology projects. As demand for the team’s services grew heading into 2006, however, the Darden Media team knew it needed a smarter way to manage its growing workload.

Chris Lehmbeck, Director of Darden Media, began experimenting with more accurate ways of tracking how many hours went into each project. He first tried spreadsheets but found that, with so many different projects going on at the same time, spreadsheets were too cumbersome, frustrating, and especially time-consuming. The process of exporting data and compiling reports alone cost him several hours every week.

Chris next experimented with popular project management software. Among his needs was the ability to see what team members were working on during any given day and to tie project development hours to individual clients. The limited reporting capabilities in his software failed to deliver on those needs.

Ultimately, Chris needed a solution that would not only make it easy for his developers to accurately record their project hours, but would give him the flexibility and ease to create and view a wide variety of reports tailored to his specific management and billing needs.

**AT A GLANCE**

**CHALLENGES**

- Increasing demand for team’s services
- Time tracking in spreadsheets was cumbersome, time consuming
- Inability to tie work hours to clients

**BENEFITS**

- 100% visibility for improved resource management
- Improved client communication around project status
- Alignment with strategic goals and priorities

**INCREASE IN PROJECT DATA TRACKED AND REPORTED**

With Workfront tracking every task in every project, the amount of work data visible to Darden Media nearly doubled.
INTUITIVE ACCESS ANYWHERE

In late 2006, Chris and his team began reviewing other project management systems. During that search, in the middle of their research, they discovered Workfront, were instantly intrigued, and requested a demo.

They were impressed further when, during the demo, they saw just how easy it would be for them to set up projects, input hours, and create custom reports in the solution. The fact that Workfront gave them online access from anywhere also played an important role in their decision to go with the solution.

SUPERIOR WORK MANAGEMENT FRAMEWORK

Workfront proved to be an excellent tracking mechanism for Chris and his team at Darden. It enabled them to easily track every hour on every project they engaged in and provide ongoing feedback to clients on their projects’ progress. Chris could also ensure that he was distributing his team’s resources evenly across their clients and aligning their efforts with organizational strategy.

The accuracy of tracking and ease of custom reporting in Workfront didn’t just benefit Chris’ clients. It was a major benefit in helping Chris better manage his team. Rather than wasting his time compiling reports, Workfront gave him an instant view into what his developers had been working on, how they spent each day, and the progress they had made. That became a great asset in day-to-day management, preparing for weekly one-on-one developer meetings, and contributing to accurate performance assessments.

In terms of visibility, Workfront gave Chris and his team a significant increase in work data that they could track and report. This visibility enabled them to balance and allocate their resources in alignment with the goals and priorities of the institution as a whole.

ABOUT WORKFRONT

Workfront is a cloud-based Enterprise Work Management solution that helps marketing, IT, and other enterprise teams conquer the chaos of excessive email, redundant status meetings, and disconnected tools. Unlike other tools, Workfront Enterprise Work Cloud is a centralized, easy-to-adopt solution for managing and collaborating on all types of work through the entire work lifecycle, which improves team productivity and executive visibility. Workfront is trusted by thousands of global enterprises, like Cars.com, Cisco Systems, Covario, National Geographic, Schneider Electric and Trek.

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