Thermo Fisher Scientific’s Creative Innovation Studio improves operational and process efficiency with Workfront.

Workfront helps accelerate shared-services team production of 4,000+ marketing projects per year.

The success of a full-service, in-house, shared-services marketing team depends on the efficiency of its people, process, and technology. At Thermo Fisher Scientific, all three are effectively working together in the Creative Innovation Studio. Since deploying Workfront, the Studio has been recognized for improving operational and process efficiency, including taking on 16% more project work.
Thermo Fisher Scientific is the world leader in serving science, with revenues of more than $20 billion and approximately 70,000 employees globally. Its mission is to enable customers to make the world healthier, cleaner, and safer and it does so by accelerating life sciences research, solving complex analytical challenges, improving patient diagnostics, delivering medicines to market and increasing laboratory productivity.

The challenge

The Creative Innovation Studio sought to overcome process hurdles arising from team members’ use of multiple tools for marketing project planning and tracking as well as creative asset review and approval. The team of more than 40 on-site and remote staff—designers, copywriters, content authors, project managers, and resource managers—needed one, easy-to-use solution to speed production time for Studio assets and services provided to 75+ stakeholders.

The Workfront solution

The Studio deployed Workfront quickly, using its capabilities to standardize and streamline key processes. These included creative ideation; creative, campaign, brand, and content strategy; and creative execution across projects such as print and digital collateral, tradeshow graphics, marketing campaigns, email and marketing automation deliverables, and web destinations.

Studio employees and other departments working with them cross functionally—from digital marketing and information technology to science education—now rely on Workfront for day-to-day operations. Extensive use of Workfront’s online proofing, capacity planning, workflow automation, and reporting capabilities have helped advance operational excellence.

ONLINE PROOFING SPEEDS DELIVERY

Workfront digital proofing shortens Studio review and approval cycles, keeping work collaborative and on schedule. The capabilities replaced the cumbersome process of routing proofs via PDF, then capturing and consolidating all of the individual feedback.

CAPACITY AND RESOURCE PLANNING INTRODUCES TRANSPARENCY

Capacity planning and resourcing is simpler for the Studio because of Workfront. Estimates for all projects, translated from what the business has asked of the team, are entered into a full capacity plan that spans an entire year. Managers can quickly see if there are months or weeks where overall or particular resources will be underutilized or overutilized because of the types of projects businesses have requested during certain times of the year. Team members tracking time in the operational system of record enable the organization to generate weekly reports.
Additionally, Workfront’s workflow automation capabilities helped Studio leaders establish better role definition, leading to increased accountability. Who is responsible for what tasks is entered into the solution, supporting tighter collaboration among staff and across the organization.

**DASHBOARDS AND REPORTING IMPROVE VISIBILITY**

Workfront dashboards and reports give authorized users visibility into Studio projects. One administrator easily set up different dashboard views for business partners and Studio staff, for example, enabling project managers to see certain tasks while design managers see others. The solution gives everyone exactly the detail they need without being overwhelmed by unnecessary data.

Studio staff also use Workfront to streamline meeting preparation. They compare the yearly plan of weekly work hours and resource assignments tracked in the work management solution against new requests. Studio project managers then can quickly identify discrepancies and make recommendations—from requesting stakeholders reprioritize tasks to hiring outside agency partners to meet previously agreed upon commitments. For example, the Studio can use Workfront reporting to instantly show internal customers that while they may be under allotted creative time for the week, they have requested too many hours of a specific type of resource (e.g., copywriter) for the Studio to fulfill the request in-house.

**Benefits**

The Studio’s success in improving project and process efficiency with Workfront is being shared across the business. Since deploying Workfront, the Studio has experienced the following benefits:

- **16% more projects**
  Efficiencies gained with the help of Workfront have enabled the Studio to complete 16% more projects as demand continues to rise.

- **Increased team productivity**
  A central repository for Studio work and collaboration, Workfront ensures historical and current information is quickly and easily assessible to authorized employees. Greater visibility into all projects and one place to find all assets saves time. In under a year, the solution coupled with new work processes enforced by Workfront improved shared-services team productivity.

- **70% reduction in reporting time**
  Streamlined processes for setting up projects, reporting, and performing administrative tasks are saving team members time and increasing stakeholder satisfaction. It typically took the company about seven hours to run reports for all of its cross-functional business stakeholders each week. Now it takes about two.

- **Positive recognition**
  The Studio has received accolades from Thermo Fisher Scientific leaders for driving operational efficiency and process improvement.