

Workfront

## **Workfront Acquires ProofHQ**

### **Addition of Market-leading Online Proofing Solution Broadens the Workfront Marketing Work Management Offering**

SILICON SLOPES, Utah, July 22, 2015 /PRNewswire/ -- [Workfront](#), the leading provider of cloud-based [Enterprise Work Management](#) solutions, has acquired the global leader in online proofing, ProofHQ. The acquisition of ProofHQ expands the Workfront marketing work management (MWM) capabilities, and further demonstrates Workfront's commitment to calming the chaos of work for marketing teams and agencies.

Workfront and ProofHQ have had a successful partnership for nearly 3 years, with ProofHQ powering the proofing capabilities within Workfront. ProofHQ streamlines the review and approval process for any type of creative asset. It has changed the workflow for marketing teams and agencies from clunky, hard copy, manual approval processes, to on-demand solutions that can be accessed by any team member at their convenience on any device. Bringing Workfront and ProofHQ together combines the marketing work management capabilities of Workfront with the online proofing of ProofHQ into a seamless best-in-class solution.

"Every modern marketing team and agency needs online proofing in order to deliver more content, for more channels, in less time, without sacrificing quality, brand integrity, client satisfaction, or results," said [Eric Morgan](#), CEO Of Workfront. "We are committed to delivering solutions that meet those needs and we see proofing as an essential part of a comprehensive marketing work management suite. Our acquisition of ProofHQ, the leader in this space with more than 2600 customers, adds essential capabilities to our already-broad offering as we provide marketing teams and agencies with a single system to prioritize, plan, and manage work."

The combined offering allows marketing teams and agencies to plan all of the tasks surrounding a project, coordinate resources to execute the work, have all stakeholders weigh in on the creative proof, and manage its distribution, all in one single comprehensive solution.

"Online proofing is the bridge between creative design and customer engagement. Combining ProofHQ with Workfront will provide our customers with immediate value via access to an integrated workflow solution to support their high velocity marketing activities," said Mat Atkinson, CEO of ProofHQ. "We see significant value for all of our current and future customers."

ProofHQ is the global leader in online proofing. The [2015 In-house Creative Services Industry Report](#) found that ProofHQ is the most commonly used proofing software. Additionally, ProofHQ is already integrated with Workfront with more than 350 joint customers between the two companies.

As Workfront has expanded its Marketing Work Management capabilities, the company has caught the attention of industry analysts, including Gartner. Workfront was listed as a Challenger in the 2014 Gartner Magic Quadrant for Marketing Resource Management.

Advisors to the transaction included [Union Square Advisors, LLC](#), [Dorsey & Whitney LLP](#), [Goodwin Procter LLP](#), and [Taylor Wessing](#).

#### **Additional Resources:**

- [See](#) how ProofHQ integrates with Workfront
- [Learn](#) more about the Workfront Marketing Work Management solution
- [Read](#) the FAQ

#### **About Workfront**

Workfront is a cloud-based Enterprise Work Management solution that helps marketing teams, creative agencies, 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, Comcast, iProspect, Schneider Electric, and Trek. To learn more, visit [www.workfront.com](http://www.workfront.com) or follow us on Twitter [@Workfront\\_Inc](#).

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