

Workfront Honors Illumina with a Lion Award for Exemplary Product Implementation and Adoption

SILICON SLOPES, Utah, April 4, 2017 /PRNewswire/ -- [Workfront®](#), the leading provider of cloud-based [Enterprise Work Management](#) solutions, today announced that [Illumina](#) has been awarded a Workfront Lion Award for their achievements within their first year of product implementation. Illumina is a global leader in DNA sequencing and improving human health by unlocking the power of the genome. The company gained impressive results from its Workfront implementation by adopting best practices for user adoption.

The Illumina task force knew that if they were going to get strong results from Workfront, they needed the full team on board using it. The team hosted product demos and social events, including an ice cream social, and a campus-wide beach-themed launch party. They also followed up with weekly pre-launch updates via email and developed training programs for each team and functional area. One month after functional training was complete, the participation numbers from the new system were identical to those from the legacy system.

"We immediately got 100% engagement," said Lynn Carrier, associate director of content process and technology at Illumina. "Equal numbers demonstrated to us that the move was seamless. That's both a testament to the way we built it out and how easy Workfront is to use."

Post implementation, Illumina regularly communicated with employees and partners with Workfront support for services. They also designated Workfront ambassadors for each functional team to help answer questions, they hosted weekly open house meetings, and sent weekly post-launch resolution emails addressing any issues that might have come up.

"Workfront has been an amazing partner throughout our journey," added Carrier. "I've benefited from learning how different groups adopt best practices, forming relationships across teams, and helping construct a better way for our whole organization to work together."

Prior to implementing Workfront in 2016, ease of use, workflow, and reporting challenges with an existing marketing resource-management solution led Illumina to search for a system replacement. To address the current and future needs of strategic and execution roles across marketing, the company established an internal employee task force supported by a steering committee of high-level directors. The task force oversaw the requirements gathering, selection, training, implementation, and ongoing troubleshooting of a new work management solution. The team selected Workfront and incorporated best-practice implementation strategies to provide complete visibility into integrated campaign projects, improved cross-functional collaboration, and increased project-reporting capabilities.

Since implementing Workfront, Illumina has seen the following benefits:

- Successfully managed over 1,200 marketing projects from start to finish and have seen these projects completed 25% faster than before.
- Project templates have streamlined cross-functional handoffs and reviews and have also ensured that they provide their partners a consistent experience. Project templates have also allowed the marketing team to adapt quickly if the data reveals inefficiencies in processes.
- Communications on projects have moved out of email and they have decreased project status meetings by 50%.
- Ease of reporting allows the team to answer questions about productivity, identify bottlenecks, and ensure their activities align to corporate priorities in ways they were not able to do so previously.

Illumina will officially be honored at the [Workfront Leap 2017 User Conference](#), being held from April 10 to 13, 2017 at The Grand America Hotel, Salt Lake City's premier five-diamond hotel.

To read the complete case study, visit <https://resources.workfront.com/case-studies/illumina-case-study>. To learn more about how Workfront can help your team, visit <https://www.workfront.com>.

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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, Comcast, iProspect, Schneider Electric, and Trek. To learn more, visit www.workfront.com or follow us on Twitter @[Workfront_Inc](https://twitter.com/Workfront_Inc).

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