



CASE STUDY

Implementation of Workfront turns team members at Heifer into project managers overnight

When its IT organization began to execute a greater number of business-aligned projects, Heifer International implemented Workfront to enable better project tracking, improve collaboration and increase productivity.



-  Heifer International
-  Humanitarian non-profit
-  www.heifer.org
-  Worldwide

AT A GLANCE

CHALLENGES

- Increasing workload
- Disjointed communication
- Progress was tracked manually or not at all
- Inconsistent reporting

BENEFITS

- Visibility into projects and status
- Ability to prioritize
- Improved collaboration and resource management

NEEDING TRUE PROJECT MANAGEMENT

The IT group at Heifer International works on a wide range of products that enable the 900 employees within the non-profit organization to better pursue its mission of helping families in need overcome poverty and hunger in over 30 countries worldwide. As the Director of IT for Heifer, Cedric D. Lambert knew that his team's work impacted operations not only in the organization's domestic offices in Arkansas, Massachusetts and Washington DC, but also at its international field offices in locations such as Guatemala, Haiti, Kenya, Nepal, Ukraine, and The Philippines.

Over time, the IT group's role had evolved from just providing routine management and support to a greater role in projects that contributed to Heifer's overall humanitarian mission.

Cedric's team tried to use spreadsheets and their existing help desk solution to handle the rise in projects, but the combination of those tools failed to deliver the desired results. The tools left his team with disjointed communication, inconsistent reporting, manual or non-existent tracking of progress, and no real coordination of effort.

It soon became clear to Cedric that their existing help desk solution was inadequate for handling his team's increasing number of project-oriented tasks.

INTUITIVE AND VISUALLY APPEALING

Cedric discovered Workfront while researching solutions in the Gartner Magic Quadrant for Cloud-Based Project and Portfolio Management. He had been evaluating a different recommended solution from a competing vendor, but it exhibited a variety of problems, including a complicated implementation and a difficult interface. After seeing a demo of Workfront, however, the entire team was convinced, and Cedric knew it was the solution they needed.

Cedric assigned Faith Wurl, an Application Integration Project Manager on his team, to carry out the implementation of Workfront along with an on-site Workfront consultant. Faith was pleased to discover that the implementation for Workfront was very straightforward and easy to carry out. The intuitive interface simplified her effort and any questions she had about the solution were answered in short order by the responsive team at Workfront. In a few weeks, Faith had Workfront up and running for the IT team.

“THE SETUP OF SOME PRODUCTS IS SO CRYPTIC, BUT WORKFRONT HAD A NICE, VERY LOGICAL IMPLEMENTATION. IT’S INTUITIVE, EASY TO MANAGE, AND VERY VISUALLY APPEALING. ITS LOOK AND FEEL IS SO MUCH BETTER THAN THE OTHER SOLUTIONS.”

– Faith Wurl, Application Integration Project Manager, Heifer International

STRENGTHENING THE CORE

After implementing Workfront, Faith, and the other project managers at Heifer experienced noticeable increases in productivity even as they continued to learn the best ways to leverage the solution and how to get the most out of it.

When Faith worked on any project, Workfront gave her a clear vision of what the project would entail and the proper sequence of events that needed to be carried out. It helped her focus on first things first, and not be overwhelmed with a daunting list of things yet to be done. She didn’t waste time jumping from one task to another, but instead could easily focus on critical and necessary actions in order of priority and proper timing.



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Faith and her fellow project managers also appreciated how easily Workfront tracked the time they spent on projects. As they completed and moved from one project to another, Workfront highlighted exactly what they had been working on. Even if a project only lasted a day or two, Workfront provided a clear paper trail that showed how they spent their time. That ability to track time spent on projects helped them justify to their managers why certain projects took more time or why they needed more resources in order to complete other projects in their queue. It even allowed Faith and her peers to easily charge for hours spent on projects.

Workfront let Cedric instantly see what his people were working on, how busy they were, and what tasks they had completed. For large projects that Cedric assigned to his team, Workfront made it much easier for him and team members to collaborate and be on the same page. It let Cedric and all his stakeholders see what progress had been made, what still needed to be done, and what tasks had to be completed by others before his programmers could move the projects forward. Workfront pulled together all the information and status on the different projects Cedric's team worked on to keep them on track in a way that increased their ability to productively and efficiently contribute to Heifer's overall success.

"FEW ON OUR TEAM HAD REAL PROJECT MANAGEMENT EXPERIENCE, BUT WORKFRONT TURNED US INTO TRUE PROJECT MANAGERS OVERNIGHT. EVERYTHING IS IN ONE SPOT SO WE ALL HAVE A VIEW INTO EVERYONE'S PROJECT STATUS. WORKFRONT MAKES IT EASY TO TRACK OUR PROGRESS AND TIME SPENT ON A PROJECT, AND TO FOCUS ON THE PROJECTS THAT STRENGTHEN THE CORE GOALS OF THE ORGANIZATION."

– Faith Wurl, Application Integration Project Manager, Heifer International

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

