



From Self-Taught to Success: How Kyndryl Scaled Workfront to Power \$7B

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Kyndryl is a global IT services company that manages complex systems for businesses, from cloud to mainframes. We assist enterprise clients with digital transformation, focusing on AI, cloud, cybersecurity, and app modernization.

Our story in three numbers

If this were easy, what
would it look like?

10 days

“Get ready and be the example.”

\$7B

Support a global business

1,400 assets

Marketing creatives produced globally

Meet Gustov

If this were easy, what
would it look like?



People set strategy. Tools allow execution.

Asset Types

- “I need a thing”
- 7 names for flyers
- Condensed into menu

New request

Request Type

The Lab - Marketing Requests

The Lab - Marketing Requests

Analyst Materials + 3rd Party Sponsored

Audiogram

Banners & Social Posts

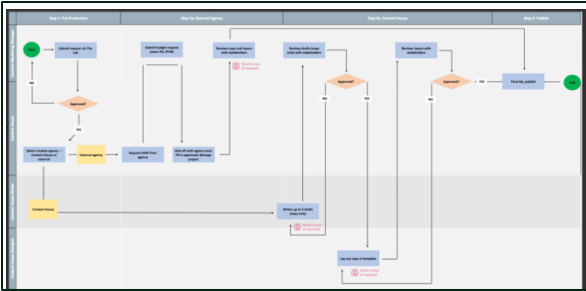
Blog Post

Copywriting

Customer Story

Swim Lanes

- Who? What? Where? When?
- Approvals
- Dependencies



Story Guides

- Creative briefs
- Tailored to asset type
- “Tell me less” approach

What is the impact? Briefly state the top 3 benefits.

EXAMPLE response:

1. Modernize systems
2. Reduce costs
3. E

What are the top 3 proof points?

This can be a stat, pull quote, etc. It may be featured in large font, plus supporting words in smaller font.

Provide the name and URL of your source for the data point.

EXAMPLE response:

- Customer growth: +178% since early 2024.
- Production clusters: +121% increase.
- VMs managed: +250% growth.

Content Marketing Guide

- 48 pages and growing
- Updated regularly
- Linked on every Workfront form

Content Marketing Guide

The single source for content marketing asset types, best practices, FAQs, and processes

Updated: Septe

Table of Contents

- Who we are
- How to use this guide
- Table of contents
- Asset type availability
- Content types
 - Overview
 - Descriptions

Template as much as possible

Custom Forms + Fields

26 forms, each built the same and slightly tailored

Is your request for an alliance? * ⓘ
☐ Yes
☐ No

Which alliance? ⓘ

Is your request for an event?
☐ Yes
☐ No

Events ⓘ

Industry *

Intended Distribution

Where will this asset be deployed? *

Desired live date ⓘ

What is driving your due date? *

Market *

Language *

Is this a new asset or an update to an existing asset? *
☐ New
☐ Existing

Please provide the existing asset URL. *

0/2000

Customer *
Start typing name...

Project Templates

58 active templates for 20 options – 10 for video!

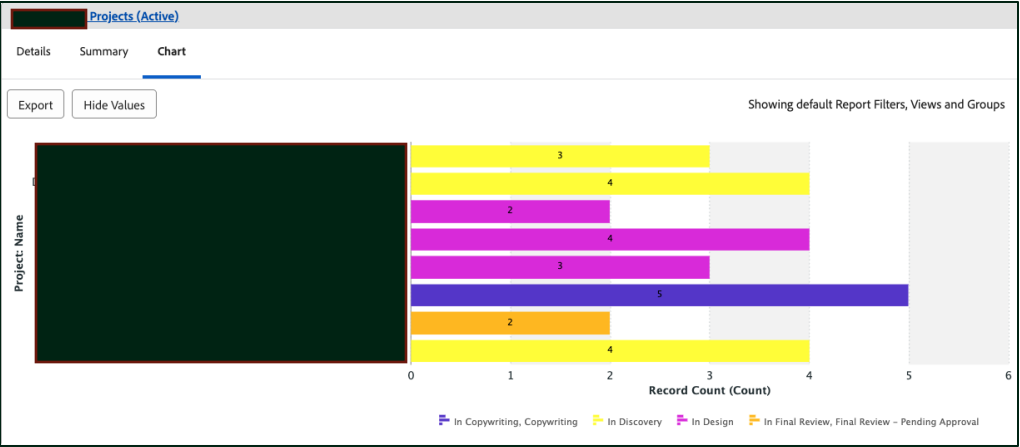
☐	# ↑	Task Name	Duration	Pin Hrs	Predecessors
☐	1	Request Intake	1 Day	1 Hour	
☐	2	Assign Lab Owners	1 Day	1 Hour	
☐	3	Discovery	3 Days	3 Hours	
☐	4	Review Story Guide and Supporting Documents	2 Days	2 Hours	↳ 2
☐	5	Airtable PO Request	1 Day	1 Hour	↳ 4
☐	6	Pre-Production: Script	5 Days	5 Hours	
☐	7	Delivery	5 Days	5 Hours	
☐	8	Delivery Script	3 Days	3 Hours	↳ 5
☐	9	Delivery Script Approval	2 Days	2 Hours	↳ 8
☐	10	Production	3 Days	3 Hours	
☐	11	Final Cut	3 Days	3 Hours	
☐	12	Final Cut	2 Days	2 Hours	↳ 9
☐	13	Final Approval	1 Day	1 Hour	↳ 12
☐	14	Publication	2 Days	2 Hours	
☐	15	QA	1 Day	1 Hour	↳ 13
☐	16	Publish to DAM	1 Day	1 Hour	↳ 15

Cleaning reporting, consistent data + workflows, fewer manual tweaks

kyndryl

6

All roads lead to dashboards - team view



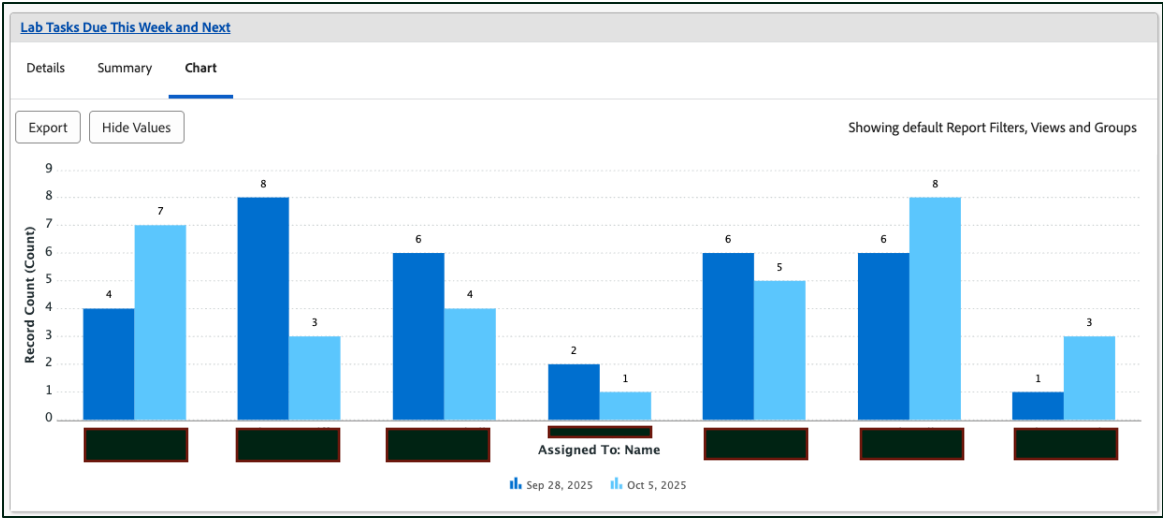
→ Task report grouped by name and project status

Project Details	Task Name	Project Priority	Task Progress
Project Name: Infographic: [Redacted]			
Project Status: In Copy Review - Pending Approval (1)			
Project Name: [Redacted]	Copywriting	Normal	On Time
Infographic: [Redacted]			
Project Owner: [Redacted]			
Marketing Team: Central: Alliances			
Project Status: In Copy Review - Pending Approval			
Project Condition: On Time			

→ [Stacked columns \(reporting cookbook, page 32\)](#)

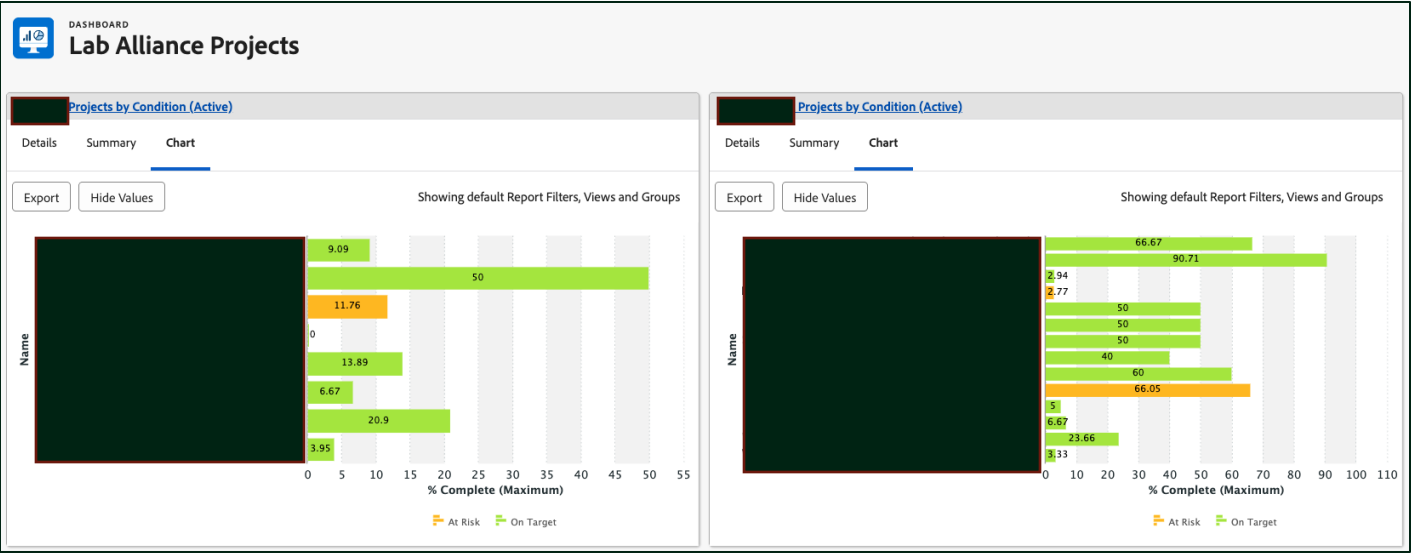
Lab Start to v1 Delivery						
Name	Marketing Team	Project Owner	v1 Copy	v1 Design/Video	v1 Delivery ↑	
[Redacted]	UKI	[Redacted]	N/A	0	0	
[Redacted]	Central: Alliances	[Redacted]	N/A	0	0	
[Redacted]	U.S.	[Redacted]	N/A	0	0	
[Redacted]	Central: Thought Leadership	[Redacted]	N/A	1	1	
[Redacted]	Central: Content	[Redacted]	N/A	1	1	

→ Project report using calculated fields on a custom form (v1 copy, v1 design/video, v1 delivery)

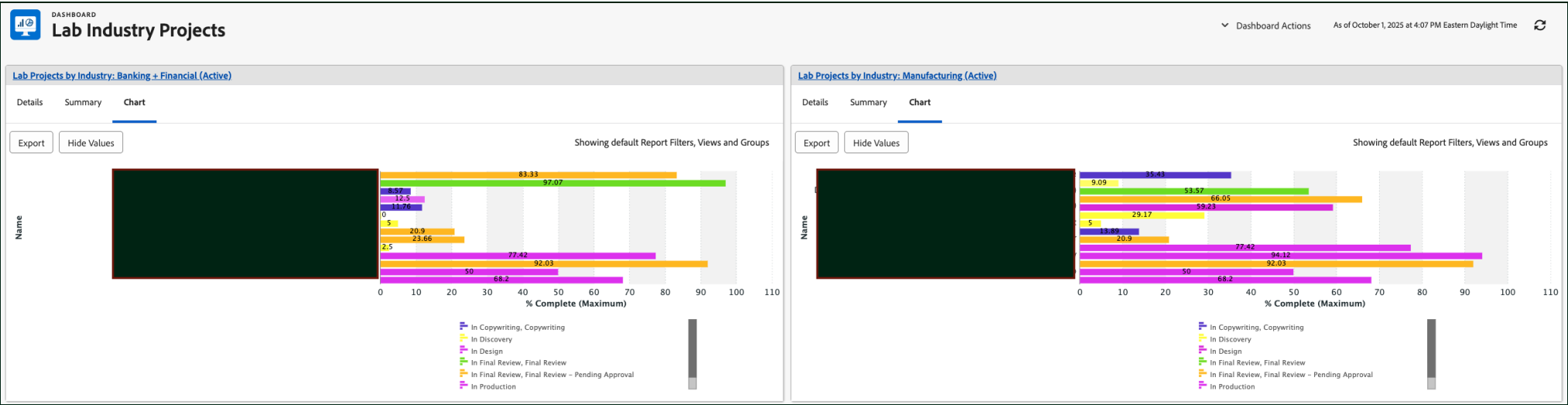


→ Task report – Task Planned Completion Date between \$\$TODAYbw and \$\$TODAYe+1w

All roads lead to dashboards – stakeholder view



→ Project reports, broken out by alliance and grouped by project condition



→ Project reports, broken out by industry and grouped by project status

What we wish we knew

01

We were closer on Day One than we thought

02

Avoid starting from scratch

03

Custom forms and fields are Plan A and Plan B

04

Run, don't walk, to the Workfront community

Q&A