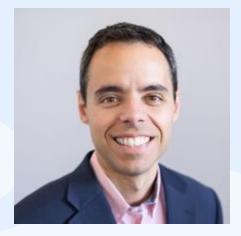
The Workfront Fusion Fix

Ericsson's smarter way to unlocking true event costs.

Meet the admins



Lucas Brito

Marketing Technology and Analytics Manager





Samuel Ramirez

Marketing & Communications Project Manager



Our journey with Fusion



Number of years with Fusion Administrators

Active scenarios (60 inactive)

Employees directly supported (100+ impacted)

Scenarios

- Auto task assignment
- Auto project creation following request approval
- Auto template selection based on input parameters
- Dynamically rename project and tasks

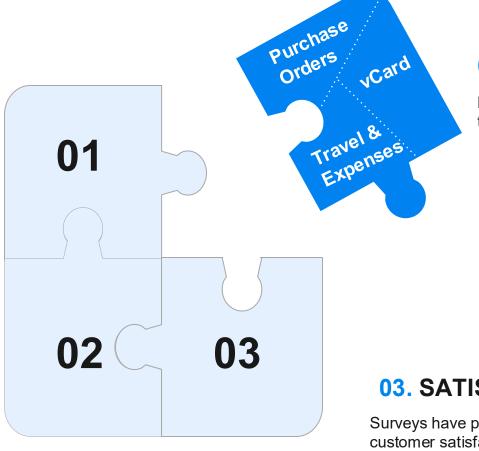
- Export Workfront project timelines into SharePoint
- Inventory tracking and asset management
- Expense reporting and tracking
- API integrations with data warehouse via Google BigQuery

Without complete expense data, event impact remains a guess.

The Event ROI puzzle

01. ATTENDANCE

Using Splash and Marketo, we track all metrics of event registrations.



04. COST

No longer the missing piece, now tracked with Workfront.

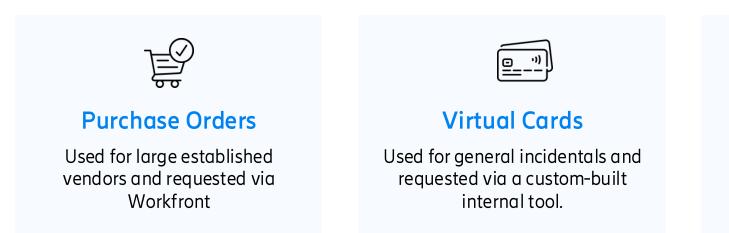
02. OPPORTUNITIES

Salesforce provides visibility into deals influenced via tagged opportunities.

03. SATISFACTION

Surveys have provided insights into overall customer satisfaction.

Fragmented event expense data across systems complicates reporting.





Travel Expenses

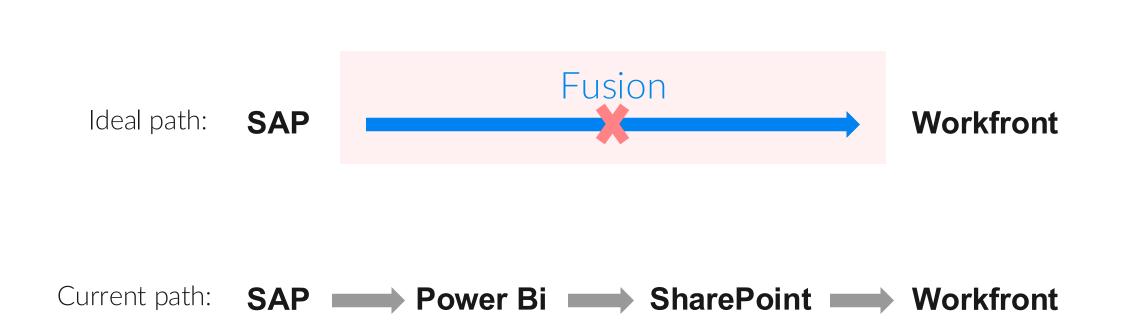
Used for general travel related costs and transactions are logged in SAP.

Raw financial exports are unclear and demand analysis to uncover insights

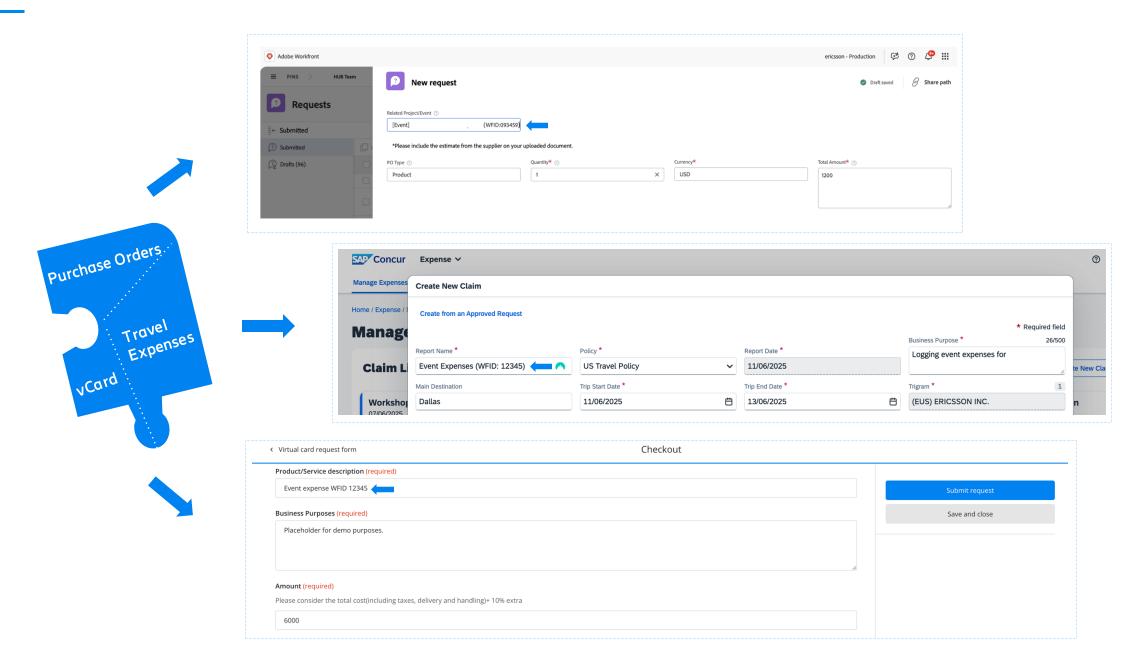
Period (Vear	Cost element name	Cost element descr.	/al/COArea Crcy 💟 CO area currency	Value in Obj. Crcy VObject Currency	✓ Posting Date ✓ GL Categor ∠(15)(2025) Havei	Major GL Category
	2023	Travel expenses oth	Travel expenses other, non-transport, lodg	3.91 USD	5.26 CAD	2/13/2023 Travel	2. Travel and Entertainmen
	2023	Travel expenses, tax	Travel expenses, taxi fares	50.37 USD	50.37 USD	2/3/2023 Travel	2. Travel and Entertainmen
	2023	Travel expenses, tax	Travel expenses, taxi fares	65.9 USD	65.9 USD	2/3/2023 Travel	2. Travel and Entertainmen
	2023	Travel expenses, tax	Travel expenses, taxi fares	67.08 USD	67.08 USD	2/3/2023 Travel	2. Travel and Entertainmen
	2023	Trav oth no taxi air	Travel expenses, other fares, non-taxi, ai	30 USD	30 USD	2/3/2023 Travel	2. Travel and Entertainmen
	2023	Trav oth no taxi air	Travel expenses, other fares, non-taxi, ai	30 USD	30 USD	2/3/2023 Travel	2. Travel and Entertainmen
	2023	Travel expenses car	Travel expenses, car hire	341.67 USD	341.67 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, hot	Travel expenses, hotel expenses	153.8 USD	153.8 USD	2/3/2023 Travel	2. Travel and Entertainmen
	2023	Travel expenses, hot	Travel expenses, hotel expenses	189.89 USD	189.89 USD	2/3/2023 Travel	2. Travel and Entertainmen
	2023	Travel expenses, mea	Travel expenses, meals deductible	14.78 USD	14.78 USD	2/3/2023 Travel	2. Travel and Entertainmen
	2023	Travel expenses, mea	Travel expenses, meals deductible	15.91 USD	15.91 USD	2/3/2023 Travel	2. Travel and Entertainmen
	2023	Travel expenses, mea	Travel expenses, meals deductible	23 USD	23 USD	2/3/2023 Travel	2. Travel and Entertainmen
	2023	Travel expenses, mea	Travel expenses, meals deductible	5 USD	5 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses oth	Travel expenses other, non-transport, lodg	25.78 USD	25.78 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses oth	Travel expenses other, non-transport, lodg	30 USD	30 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses air	Travel expenses, air fares	767.25 USD	767.25 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, tax	Travel expenses, taxi fares	11.53 USD	11.53 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, tax	Travel expenses, taxi fares	12.33 USD	12.33 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, tax	Travel expenses, taxi fares	143.75 USD	143.75 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, tax	Travel expenses, taxi fares	143.75 USD	143.75 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, tax	Travel expenses, taxi fares	21.92 USD	21.92 USD	2/3/2023 Travel	2. Travel and Entertainme
	2023	Travel expenses, tax	Travel expenses, taxi fares	32.5 USD	32.5 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, hot	Travel expenses, hotel expenses	197 USD	197 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	T&E Hotel Room Taxes	T&E Hotel Room Taxes-Allowable	20 USD	20 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, mea	Travel expenses, meals deductible	19.27 USD	19.27 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, mea	Travel expenses, meals deductible	32.3 USD	32.3 USD	2/3/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses oth	Travel expenses other, non-transport, lodg	20.3 USD	27.32 CAD	2/4/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses air	Travel expenses, air fares	777.75 USD	777.75 USD	2/13/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, hot	Travel expenses, hotel expenses	367.01 USD	367.01 USD	2/13/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, hot	Travel expenses, hotel expenses	367.01 USD	367.01 USD	2/13/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, hot	Travel expenses, hotel expenses	367.01 USD	367.01 USD	2/13/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, hot	Travel expenses, hotel expenses	367.01 USD	367.01 USD	2/13/2023 Travel	2. Travel and Entertainment
	2023	Travel expenses, hot	Travel expenses, hotel expenses	367.01 USD	367.01 USD	2/13/2023 Travel	2. Travel and Entertainmer
	2023	Travel expenses, hot	Travel expenses, hotel expenses	367.01 USD	367.01 USD	2/13/2023 Travel	2. Travel and Entertainmer

Using Workfront to centralize and streamline expense tracking

E PINS > HUB Tear	m Resource Managem	PO Report Template	es Projects 📌 Pin curre	ent page						🕶 🏠 🕚 Q
More > ACCOUNT	PROJECT									
[Event]		(WFID:09345	9) 🖧 Share 👓			Percent Complete 100%	Project Owner	Planned Completion Dat Jul 15, 2024	te Condition In Trouble	Status Complete
≣← Expenses								_		
Tasks	(\rightarrow) Add an Expense $[\rightarrow]$	Add an Exp	pense						$Q_{\rm e} \mid \nabla$ Filters	Expense List DO Nothing
Project Details	Description							ne	Flags	
🗐 Business Case	Printing - Step & Repeat	Overview	Overview						Not Billable	Not Reimbursable
(三) Updates		Custom Forms	Flight from Kansas City to Dall	as					Not Reimburse	4
Documents (3)								1		Not Reimbursable
() Issues (0)			Expense Type Task					Not Reimburse		
C Risks	Printing - Banners		🖘 Airfare	-	Start typing name			(Not Billable Not Reimburse	Not Reimbursable
Approvals	0		Planned Amount		Actual Amount \$250.00					Not Reimbursable
[T] Baselines			Planned Date		Date Paid			·	Not Reimburse	
Billing Rates						**			Not Billable	Not Reimbursable
Billing Records	• • •		Bilable Reimbursable						Not Reimburse	
E Expenses	Shirts								Not Billable	Not Reimbursable
MANA Event Expenses Dashboard			Custom Forms					_	Not Reimburse	d
🕒 Hours	Shipping		Save Changes Cancel	Save a	nd Add Another				Not Billable Not Reimburse	Not Reimbursable
C Workload Balancer	+ Add More Expenses									Showing 7 expenses
🕾 People										
Utilization Add a Dashboard										



Building the puzzle with the Workfront reference ID.



Centralized, automated, and easy to analyze – all expenses in one place.

\$274k

vCards

Total Event Cost

Reports

ska			Entry Date						
oject Details	Expense Type: Name	9/3/24	9/6/24	\$/24/24	10/16/24	11/6/24	11/12/24	Total	
ojeci Detalio	Alcohol			*		10	\$0.00	\$0.00	
usiness Case	Business Meals/Meetings-Employee				+		\$1,304.87	\$1,304.87	
	Daily Allowance	-			4		\$1195.90	\$1,195.90	
odates	Hotel		· · · · · · · · · · · · · · · · · · ·	1.0		1.0	\$5,578.54	\$5,578.54	
ocuments (1)	Mileage Personal Car		8			10 C	\$25.46	\$25.46	
Acamerica (1)	Other Miscellaneous	-		a .:		- 182 	\$0.00	\$0.00	
iues (0)	Parking	-	*/	1.1		10 C	\$457.00	\$457.00	
	PO	\$87,03.67	\$132,274.36	\$30,450.00	\$5,939.68			\$255,797.71	
sks	Rental Car	1	a1	- A -		a	\$767.08	\$767.08	
provels	Tasi				+	÷	\$883.84	\$883.64	
	Tota				8		\$33.89	\$33.89	
selines	Train/Bus/Metro	12	2		-		\$11.20	\$11.20	
1999/19	VCerd		10 C			\$2,500.00	\$5.500.00	\$8,000.00	
lling Rates	Total	\$47,133.67	\$132,274.36	\$30,450.00	\$5,939.68	\$2,500.00	\$15,757.78	\$274,055.49	
VNA Event Ex X II surs orkload Balancer ople	Export Hide Values \$300,000.00 \$270,000.00 \$220,000.00 \$240,000.00 \$180,000.00 \$180,000.00 \$150,000.				\$255.297.71			Details Summary C	
lization	3 \$90,000.00					57.08 \$883.84	\$11.49	\$11.20 \$8,000.00	

Percent Complete

Project Owner

Planned Completion Date

Condition

PROJECT

1

All numbers displayed on this slide have been altered to preserve confidentiality.

Status

Challenges, hurdles, and more

No transformation happens without a few bumps in the road

Inconsistent naming conventions

Inconsistent use of the Workfront ID naming standards created challenges in linking data.

- Ericsson Event (WFID: 12345)
- 2025 Ericsson Event (WFID: 12345)
- Ericsson Event WFID: 12345 EPF 456
- WFID 12345 Ericsson Event

<u>Regex101.com</u> WFID:?\s*(\d+)

Access Restrictions

Access limitations in source systems required multiple data hops.

Missed inputs

Source system locked expense reports after initial submission.

Fusion Upskilling

Knowing which modules to use, when to use them, and how they interact with system objects.

What comes next?

Pushing automation further: less manual work, greater accuracy

O Adobe Workfront			Create New Report		
E PINS > HUB	Team Resource Managem PO Report Templates Projects 📌 Pin current page				
[Event]	(WFID:118003) $\mathcal{V}_{\mathcal{V}}^{\wedge}$ (Share) $\mathcal{V}_{\mathcal{V}}^{\wedge}$		Create From an Approved Request		
e People					
Documents (1)	(\exists) Update All \bigcirc Add users $[\rightarrow \lor$		Report Name *	Policy*	
Issues (0)	Name	•7•	Report Name	roity	
Risks	C Reni	5-3	Innovation Day (WFID:11803)	US Travel Policy	~
Approvals	Erich	ረ ር ውን			
[य] Baselines		کرک			
Billing Rates	Chip		Main Destination	Trip Start Date *	
Billing Records		API		06/11/2024	Ü
EC2 Expenses	Elen	, (1 1		00/11/2024	0
MANA Event Expenses Dashboard	in the second se		Cost Object Type *	2 Cost Object*	3
S Hours					
🛗 Workload Balancer	Sav Sav		·		
B People	Lucas Brito				

Automating expense creation by connecting Workfront and SAP through Fusion

Enough talk, let's see it in action

The Fusion scenario

