

Fusion Decoded:

What It Is and Why Every Org Can Use It

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About me

Jen Desmond
Senior Customer Success Architect

- Joined Adobe in 2021
- Former Workfront customer
- Self-implemented
- No previous API or automation background



Agenda

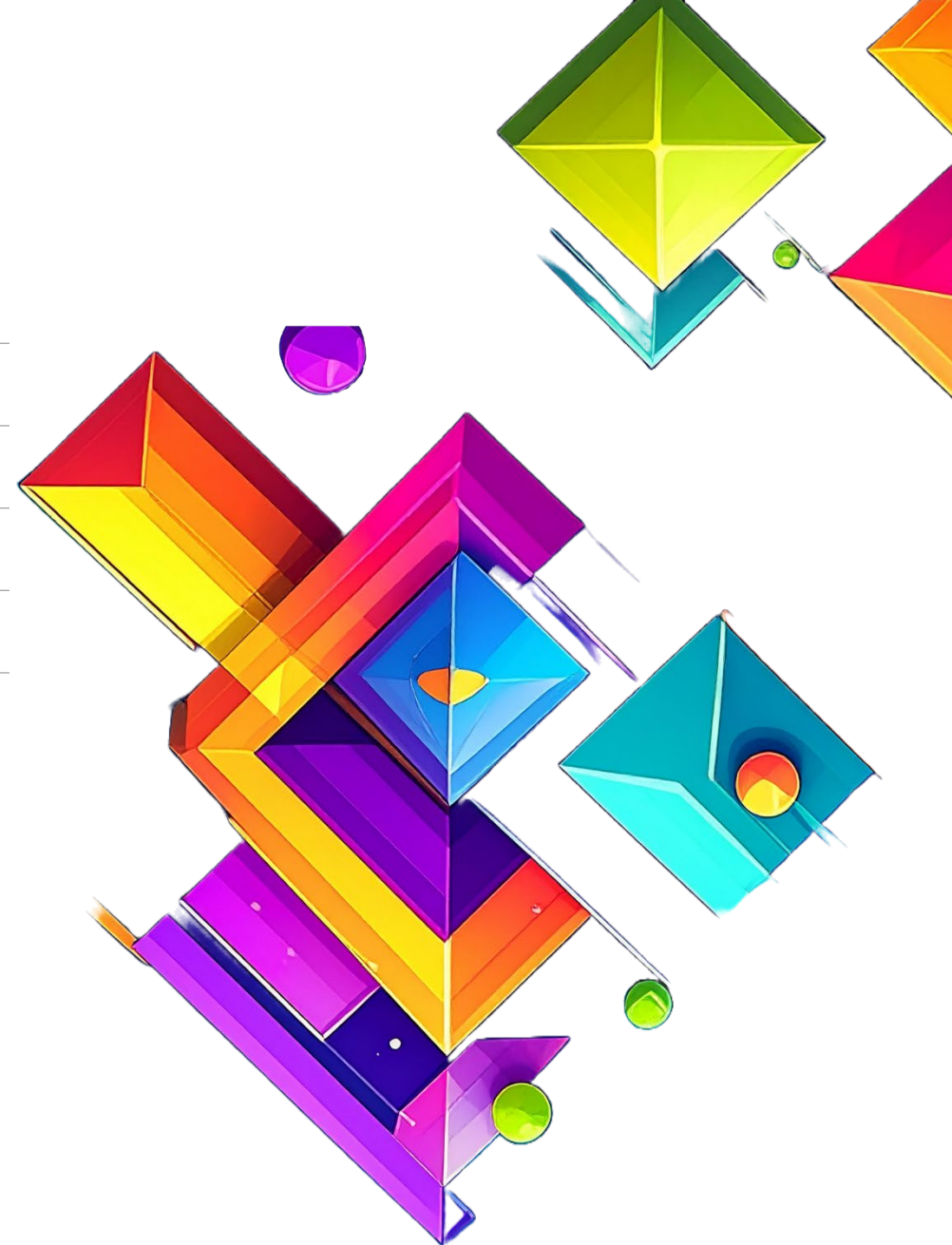
What is Fusion?

What can Fusion do?

How do scenarios work?

Demo

How do I get started?



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What is Fusion?

What is Fusion?



Low code iPaaS automation and integration tool



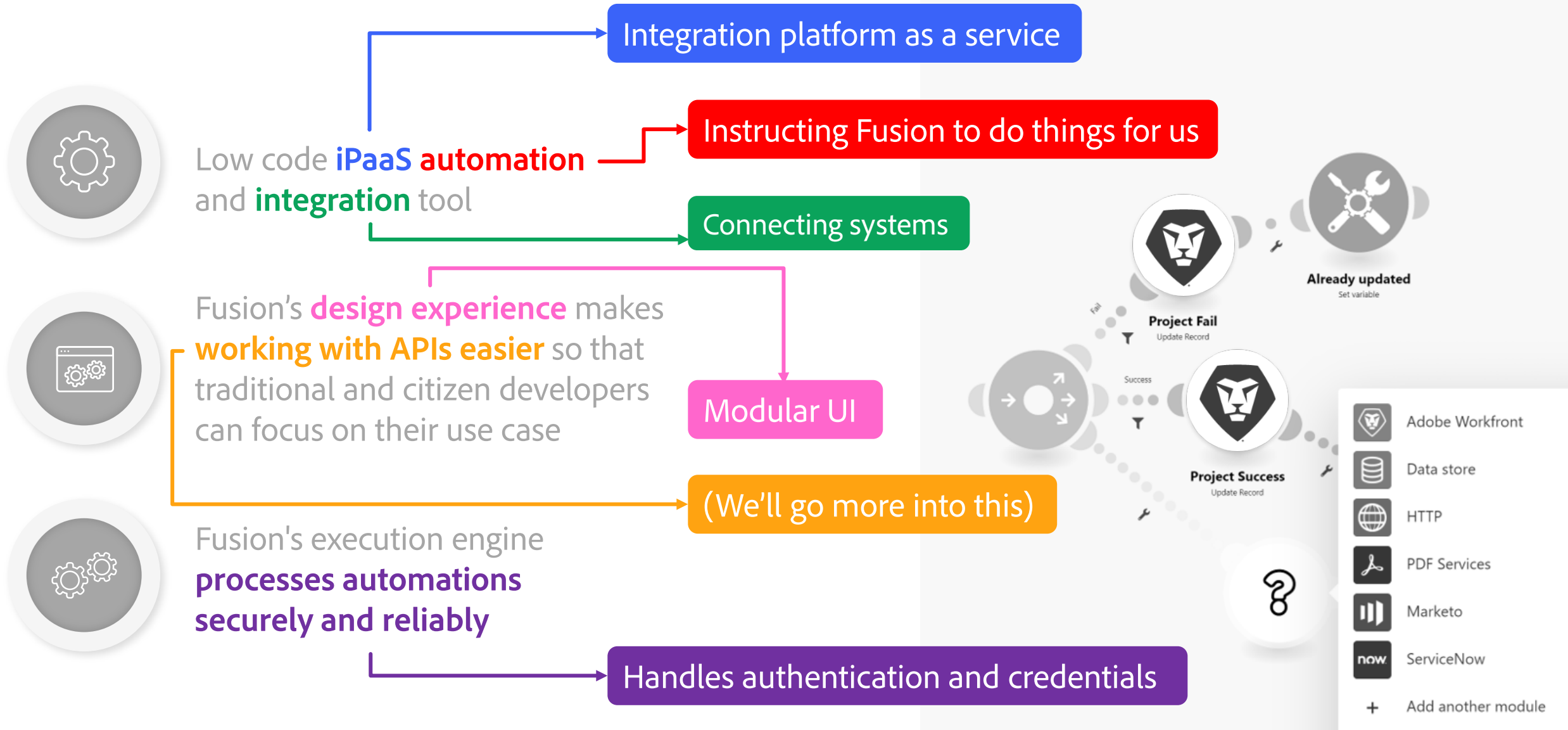
Fusion's design experience makes working with APIs easier so that traditional and citizen developers can focus on their use case



Fusion's execution engine processes automations securely and reliably



What is Fusion?



Explain it to me like I'm 5 years old...

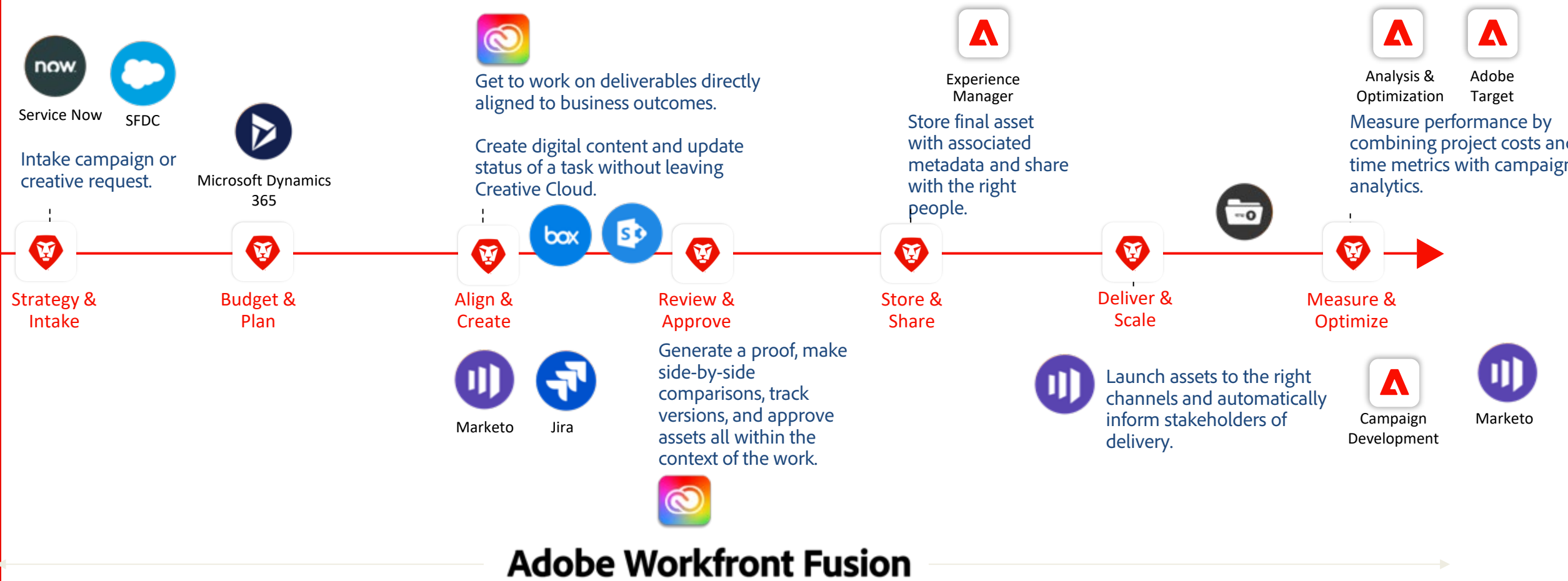
Fusion is a magic robot helper. You give it the plan, and it works all by itself—fast, easy, and just the way you like.

It takes work off everyone's hands by automating actions for you and your users. If you can describe what needs to happen, Fusion will make it happen—when you want and how you want.



What can Fusion do?

Empower a Marketing System of Record



Can Fusion...?

Fusion uses APIs to automate and integrate and in turn, its actions are confined to those APIs.

Workfront uses the following APIs the most so you'll use these with Fusion, though there are a few others for edge cases:

- [Workfront REST API](#)
- [ProofHQ SOAP API](#)
- [Workfront Planning RESTful API](#)
- Boards GraphQL API (beta, unpublished)

If you want to integrate with another application, if it has a public API, Fusion can interact with it using either a pre-built **connector** or with an [OAuth 2 application](#). Again, what Fusion can do is confined to what is available in the API.




Speaking of connectors...

Set of pre-built modules that:

- Perform actions for Workfront and other applications
- Generic connectors to be used with any application with a public API

Full list of connectors [here](#).



Connectors List:

- Adobe Acrobat Sign
- Adobe Authenticator **beta**
- Adobe Campaign Classic
- Adobe CC Libraries
- Adobe Firefly
- Adobe I/O Events
- Adobe Journey Optimizer
- Adobe Lightroom **beta**
- Adobe PDF Services
- Adobe Photoshop
- Adobe Storage **beta**
- Adobe Target
- Adobe User Management **beta**
- Adobe Workfront
- Adobe Workfront Boards **beta**
- AEM Assets
- AEM Forms
- Airtable
- Allocadia
- Anaplan
- Archive
- AWS S3
- Azure AD
- Azure DevOps
- Box
- Bynder DAM
- CloudConvert

TRIGGERS

- Watch Events** **INSTANT** **ACID**
Watch Events
- Watch Field** **ACID**
Start a scenario when a specific field is updated
- Watch Record** **ACID**
Start a scenario when a record is created or updated

ACTIONS

- Convert object**
Convert tasks and issues to projects, issues to tasks.
- Create a record**
Create a new record and attach custom forms
- Custom API Call**
Make a custom HTTP request to the Workfront API
- Delete Record**
Destroy an existing record
- Download Document**
Download a document
- Get a Presigned File Url**
Get presigned file URLs that can later be used by other APIs
- Misc Action**
Misc Action
- Read a record**
Read a record and its custom forms
- Update a record**
Update an existing record and its custom forms
- Update Events Payload Version**
Update all existing Workfront event subscriptions version
- Upload Document**
Upload Document

SEARCHES

- Read Related Records**
Read Related Records
- Search**
Search a records

What can it do with the data it returns?

- Math functions
- Text manipulation/parsing
- Date/time formatting
- Array/object operations
- Apply conditional logic
- Iterate and aggregate
- Route behavior based on filter rules
- Set and get variables
- Work with CSV files

All [functions](#)



What would we use it for?



Reducing manual effort



Cleanup



Governance & Process
Compliance



Integrations &
supplement native
integrations



Reporting



Data
Migrations



How does that translate by persona?



Assignees



Reduce busywork

Reduces manual efforts and lets you focus on high-value work; reduces context-switching



People Managers



Reduce oversight

Better allocation; visibility on bottlenecks; automated process compliance



Executives



More value from Workfront

Cleaner data; quantified efficiencies; cross-org alignment; scalability; emphasis on work that matters

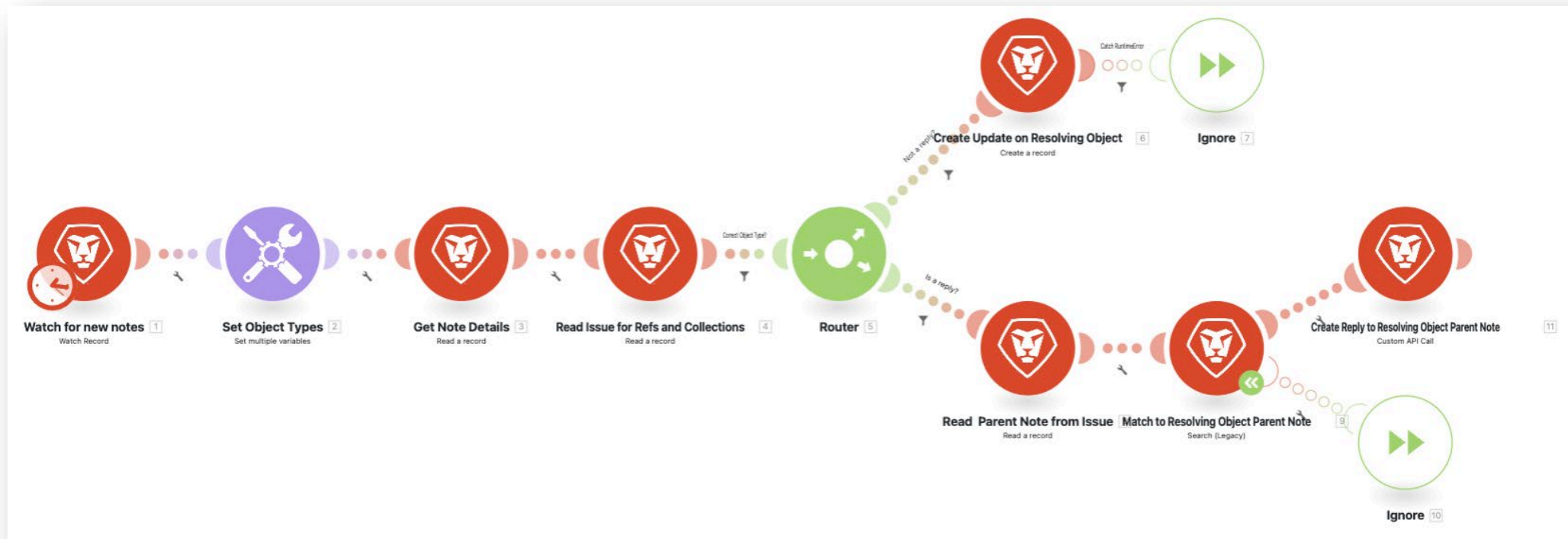
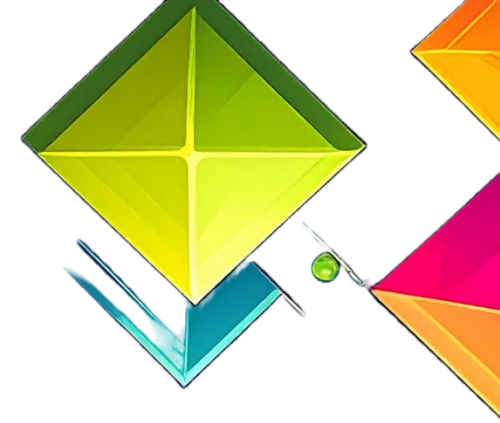


**How do scenarios
work?**

What is a scenario?

A **scenario** is the modular flow where you build the steps in your automation and/or integration in Fusion. You specify:

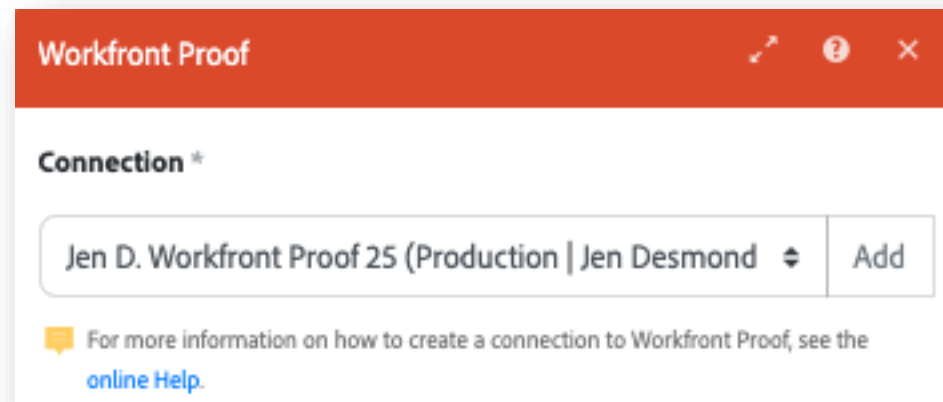
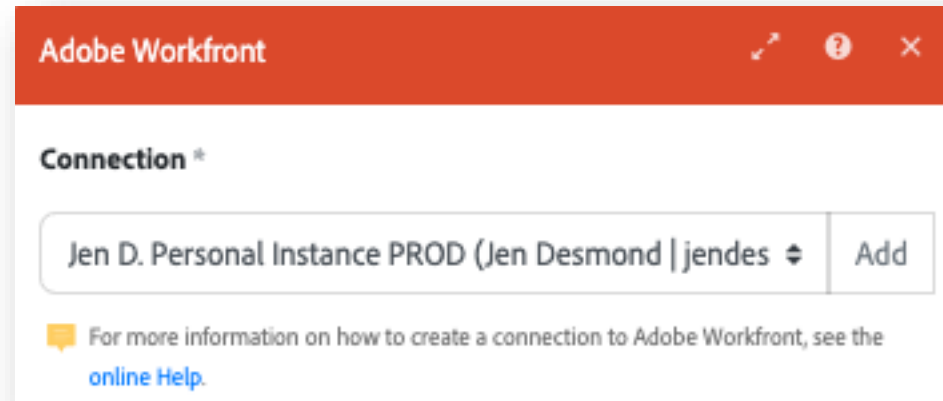
- How it starts
- How often it starts
- What happens in each module
- How it handles errors



What are connections?

They're how you connect Fusion to applications. They:

- Can be reused in all the modules within that connector
- Point to a specific environment e.g. production, sandbox preview, sandbox 1, etc. This is why we say there is no "sandbox" for Fusion.
- Should be tied to [service/technical accounts](#) instead of personal accounts wherever possible
- Are shared by Fusion teams

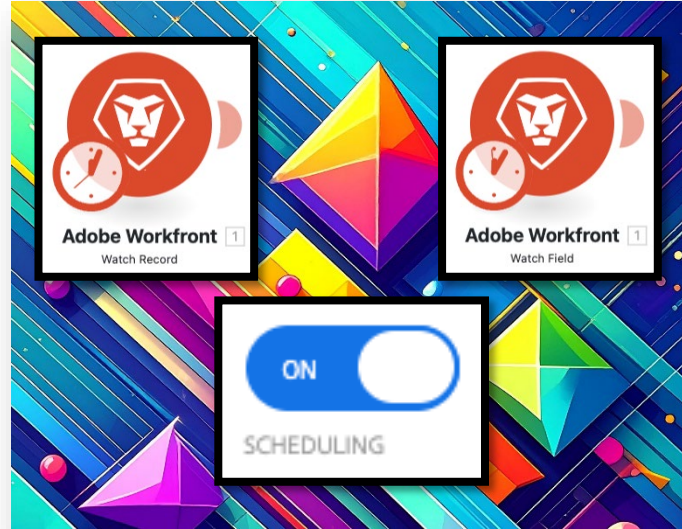


Ways to start a scenario



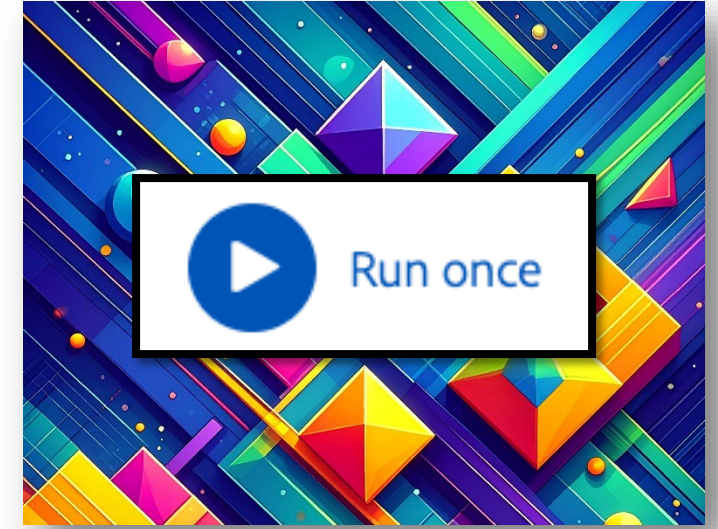
Instant

- Webhooks
- [Watch Events](#), Custom Webhook



Scheduled

- Polling trigger: Watch Record, Watch Fields
- Many other modules, like a Search



On demand

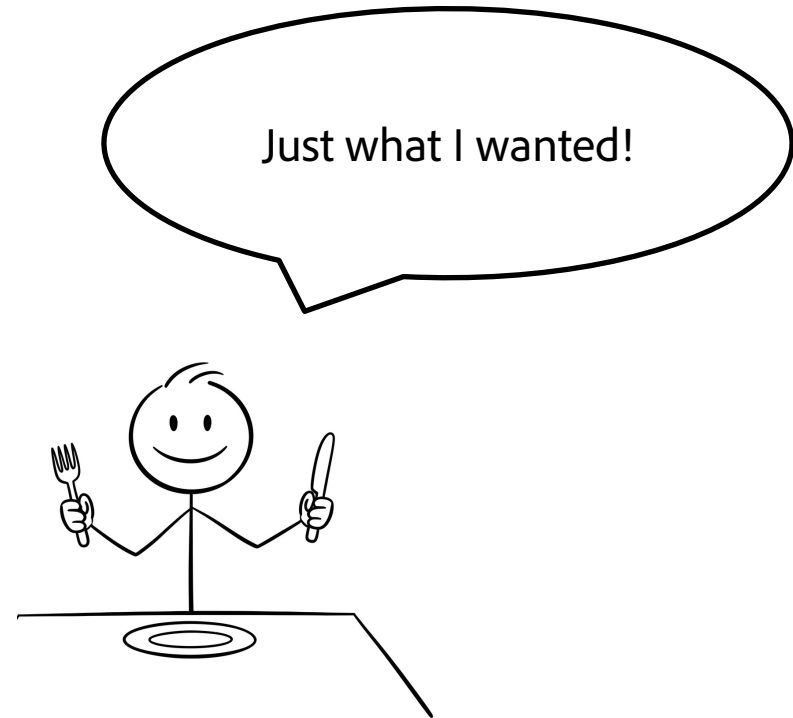
- Run once button

Watch Events

[Video](#)



Event Subs



Fusion

Watch Field & Watch Record



Fusion



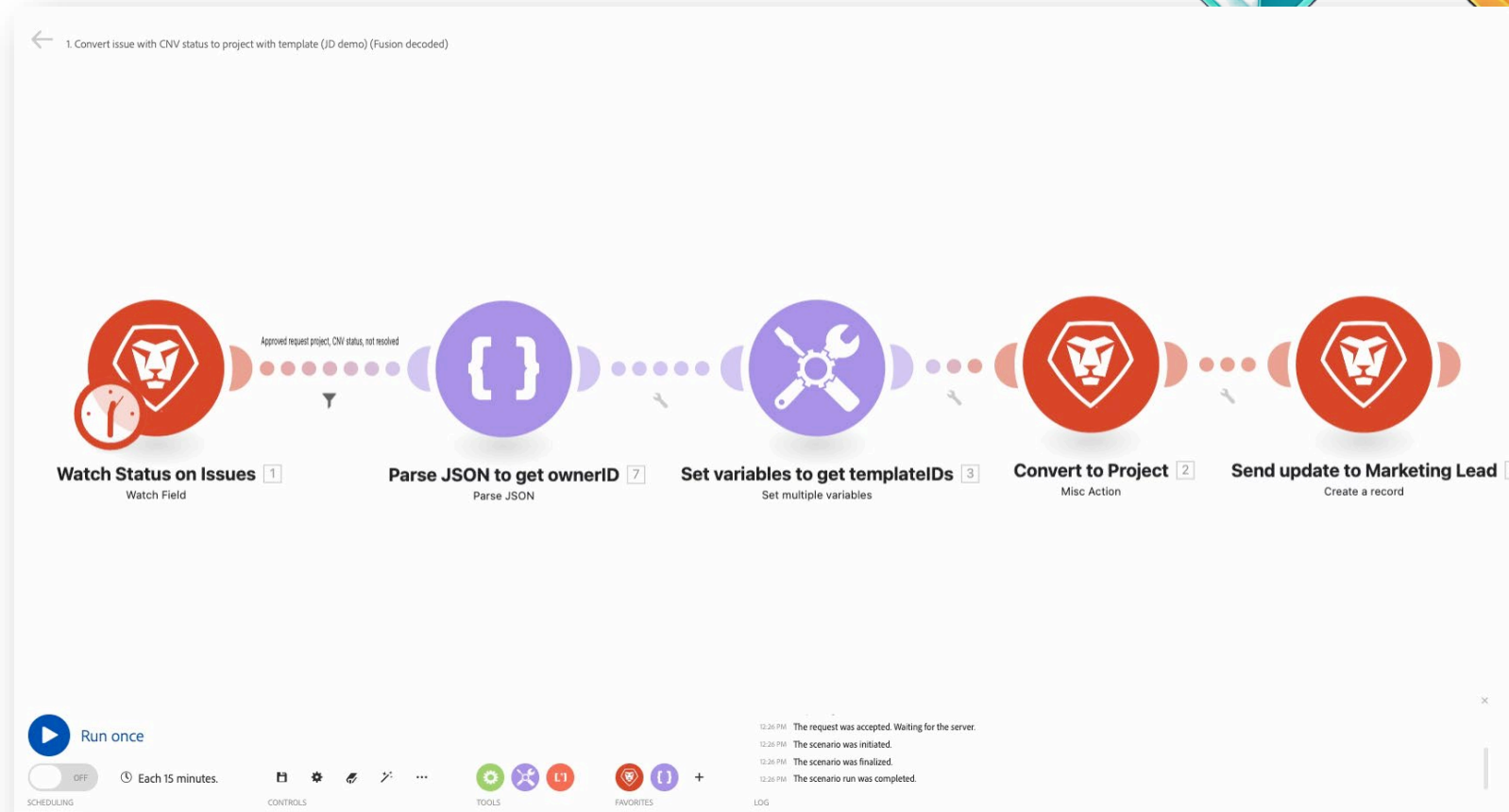
Workfront

What is an execution?

An [execution](#) is the active running of a scenario.

It consists of:

1. Initialization
2. Cycles (completion of each module)
 - Initialization
 - [Operation](#) – successful action performed by a module
 - Commit or rollback
 - Finalization
3. Commit or rollback
4. Finalization



JavaScript vs. Fusion

```
// 1. Web server to receive event webhooks from Workfront
const express = require('express');
const fetch = require('node-fetch');
const app = express();
app.use(express.json());

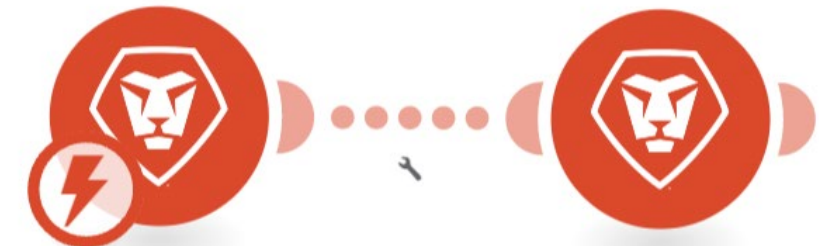
// Configs
const WORKFRONT_URL = 'https://yourdomain.my.workfront.com/attask/api/v10.0/project';
const AUTH_TOKEN = 'Bearer {INSERT-YOUR-AUTH-TOKEN}';

// 2. Endpoint for Workfront to call (webhook)
app.post('/workfront-events', async (req, res) => {
  const event = req.body;
  // Workfront's event payload may vary; check docs for structure!
  if (event && event.eventType === 'taskCompleted') {
    const taskName = event.taskName || 'Auto Project';
    // 3. Call Workfront API to create a project
    try {
      const response = await fetch(WORKFRONT_URL, {
        method: 'POST',
        headers: {
          'Authorization': AUTH_TOKEN,
          'Content-Type': 'application/json'
        },
        body: JSON.stringify({
          name: taskName,
          description: 'Created automatically from custom integration'
        })
      });
      const data = await response.json();
      console.log('Project created:', data);
      res.status(200).send('OK');
    } catch (err) {
      console.error('Failed to create project:', err);
      res.status(500).send('Failed');
    }
  } else {
    res.status(200).send('Ignored (not a complete event)');
  }
});

// 4. Start the HTTP server
app.listen(3000, () => console.log('Listening for Workfront events on port 3000...'));
```

This?

Or that?



A solid red vertical bar runs along the left edge of the image.

Demo

Keep in mind...

Goals

- Show how to start a scenario from a template and edit it
- Show you the value (and magic!) of Fusion
- Jumpstart your brainstorming on automations and/or integrations

About the scenarios

- Real use cases, real customer asks
- All started from templates
- I'm starting them manually on demand, but in the real world, you'd set most to trigger on their own either instantly or on a schedule you specify
- The data in my Workfront environment is very much test data. Imagine it with what you're used to.



Templates

45+ Fusion Templates in our to help kick off your automation journey (including integrations with Adobe Marketo, Anaplan, and soon JIRA)

Start with our template library and customize to meet your needs, which is what I'll show you today.

More about templates [here](#).

The screenshot displays the Adobe Workfront Fusion interface. On the left, a blue sidebar titled 'Workfront > Workfront Proof - Remove (if possible) specified proof approver and add new approver' provides details about the automation. It states: 'This automation finds an approver's proofs and adds a new approver. The original approver is removed from the proof if possible. Additional actions occur if the original approver is the creator or owner. Read notes in Module 1 for details.' Below this, it notes: 'This is a predefined template that will make the creation of your scenario much easier. Of course, you can always expand and customize the scenario to meet your own individual needs.' At the bottom of the sidebar are icons for 'Tools', 'Adobe Workfront', and 'Flow Control', along with the 'Workfront Proof' logo.

The main area of the interface shows a sidebar with navigation options: 'Org overview', 'Team overview', 'Scenarios', 'Templates' (selected), 'Connections', 'Webhooks', 'Keys', 'Data stores', and 'Data structures'. The central workspace displays a complex workflow diagram with numerous nodes and connections, representing an automation process. The top right corner of the interface shows 'Workfront Customer Success' and a user profile icon.

Automation examples from Templates

Automation	What does it do / value / problem solved
1. Convert issue/request with CNV status to project with template	Trigger – Request status changed to Convert Converts a request within a specific request queue to a project and applies a template based on a mapping and moves custom field data to resolving project. Sends an update to the Marketing Lead dictated in the request.
2. Copy new notes and replies from source issue/request to already converted project	Trigger – New note in an already converted request Sends the note made in a request to its resolving object.
3. Task Update and Completion (if Approved) on Proof Decision	Trigger – New proof decision If a proof is on a task, completes the task when the proof receives an approved decision. Sends an update to the task on its completion.
4. Tailored Notification Based on Field Change	Trigger – Your field of choice changed Sends an update to specified user(s) based on a field change to a specified value.
5. Workfront > Workfront Proof - Remove (if possible) specified proof approver and add new approver	Trigger – None, but could be added. Finds a specified approver's proofs (within a specified portfolio) and adds a new approver that you also specify. More happens than this based on if the specified approver is the proof owner, creator, or both, which aligns with what you can do manually in the UI.
6. Project Creation from CSV	Trigger – None, designed as a batch. Takes a CSV that you prepare and save as a document in Workfront and creates projects based on it. Sends an update to the new projects on what file they were created from.
7. Bulk rename projects with convention	Trigger – None, designed as a batch. There is a template that will watch for new projects and do the same thing Updates project names based on a convention you specify. Sends an update about name change.

How do I get started?

How do I start using Fusion?

- Start small
- Process map/document what you want your scenario to do
- Connect to sandboxes
 - Preview = magically cleaned over the weekend
- Test intensely
 - Create test cases around how the UI behaves with interaction. Run the scenario to test all cases.
- Get familiar with [error handling](#) as part of your early learning
- Deep dive on Fusion governance
- Use the public Fusion templates
- Lean on Experience League [documentation](#) and [tutorials](#)
- Take advantage of the [Community](#) and also watch past webinars
- Consider an [instructor-led or on demand course](#)
- Know when to use [Support](#)
 - Won't build a scenario, but will answer specific questions related to your scenario



Q & A



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Announcements

Events and more for 2026

Help us learn more about you, how you learn, and how we can support you on your Workfront journey!

The survey takes approximately 7-10 minutes.

Feedback will help us with future programming and direct some of our team's branding.

[**>>Start now**](#)

Thank you!
Leslie, Cynthia, & Nichole



FREE Events for Workfront System Administrators

All events are published to the [Events](#) page on Experience League. Check back often for updates and to register.

November 6 at 8:00 a.m. PT – [From Self-Taught to Success: How Kyndryl Scaled Workfront to Power \\$7B](#)

November 7 at 9:00 a.m. PT – [Connect: Admin Chat for Marketing & Creative](#)

November 10 at 8:00 a.m. PT – [From Vision to Value: Workfront Planning Release & Roadmap](#)

November 17 at 6:00 a.m. PT – [Workfront Collective](#)

November 18 at 8:00 a.m. PT – [Admin 101: Getting Users to Use Workfront](#)

November 19 at 9:00 a.m. PT – [5 Tips for Automating Naming Conventions Using Workfront Fusion](#)

December 3 at 8:00 a.m. PT – [Measuring What Matters: How Schneider Electric Drives Workfront Efficiency with Fusion](#)

Have a topic you'd like to see added to the list? Send us an email at csatscale@adobe.com

Feedback

Please complete [this short survey](#) to share feedback on today's workshop. Responses are anonymous, so transparency and honesty is appreciated!

Adobe