

Scaling Marketing Operations: McKesson's Automation Journey with Workfront Fusion



Director of Operations



Sr. Director of Digital Marketing

McKesson Workfront Instance

800

Forms to gather requirements for requests & project execution.

760

Templates for consistent project execution.

560 Dashboards allow for a collection of Reports for important info to align and quick visibility.

100 Boards/Kanban for Teams to manage Requests through.

4,200 Reports a customized way to view, analyze, and organize data projects, proofs, tasks, or issues.

40 Calendars for tracking tasks, projects and PTO.

3,700

Internal and external active **Workfront users** collaborate on projects across the enterprise.

390

Teams are used to designate work items by notifications and assignments.

45 Automations to handle enterprise-wide task management across numerous technologies.

11.4M Yearly Operations in **Fusion**. Savings valuable manual effort.

300

Groups of Users, from the same department or BU, who share access to specific objects.

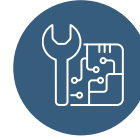
McKesson Campaign Operations

2,500 emails sent annually



Messages include critical customer communications, promotional and sponsored emails

Four Marketo instances managed



We own four Marketo instances, but there are a total of eight Marketo instances within McKesson

90 Marketo program templates



Total program templates across four instances, supporting seven brands

1,000 projects completed annually



Projects range from single emails to multi-channel campaigns across the web, social and email

41 Workfront project templates



Enabling more than 80 campaign asset variations

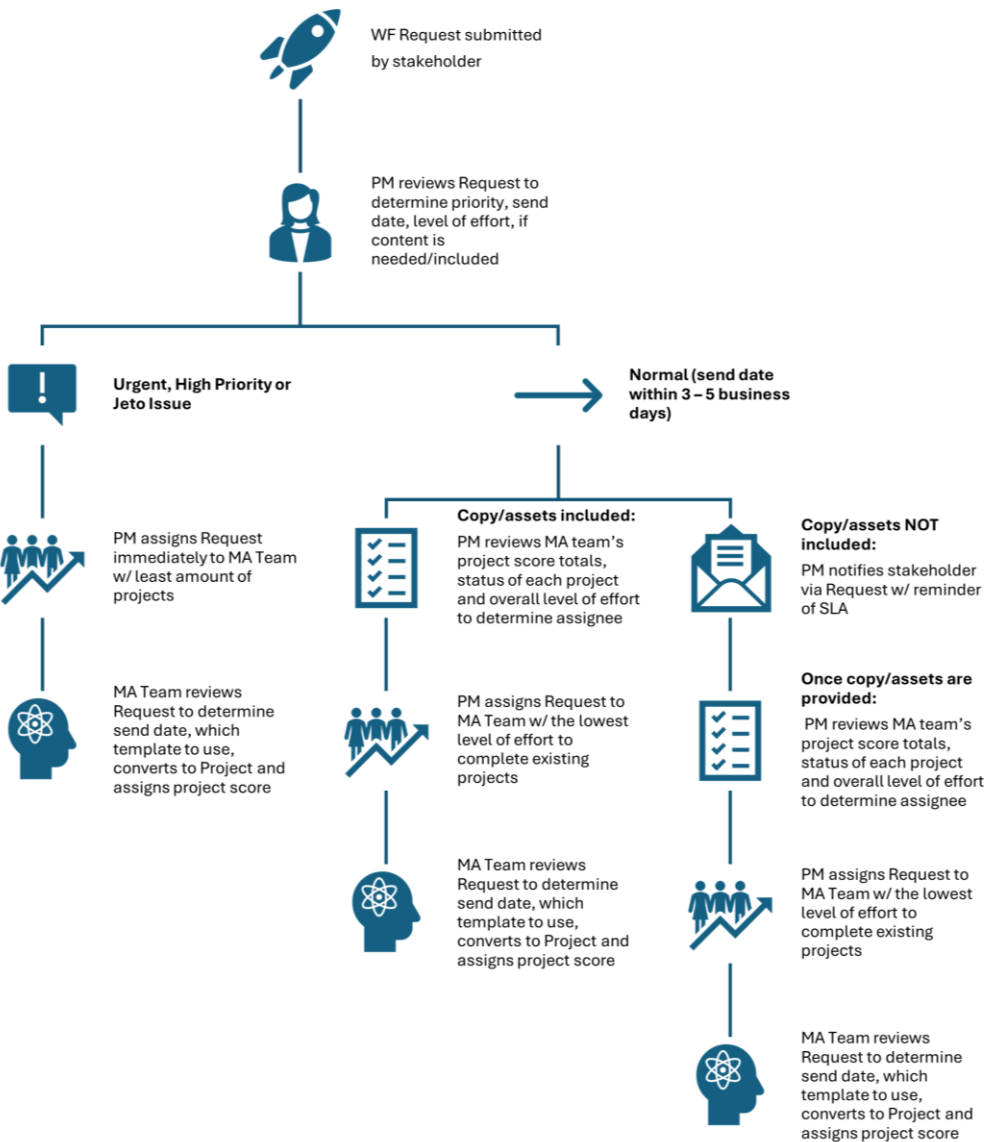
30 Workfront intake forms



Enabling scalable intake, assessment and assignment

Project Management Maturation



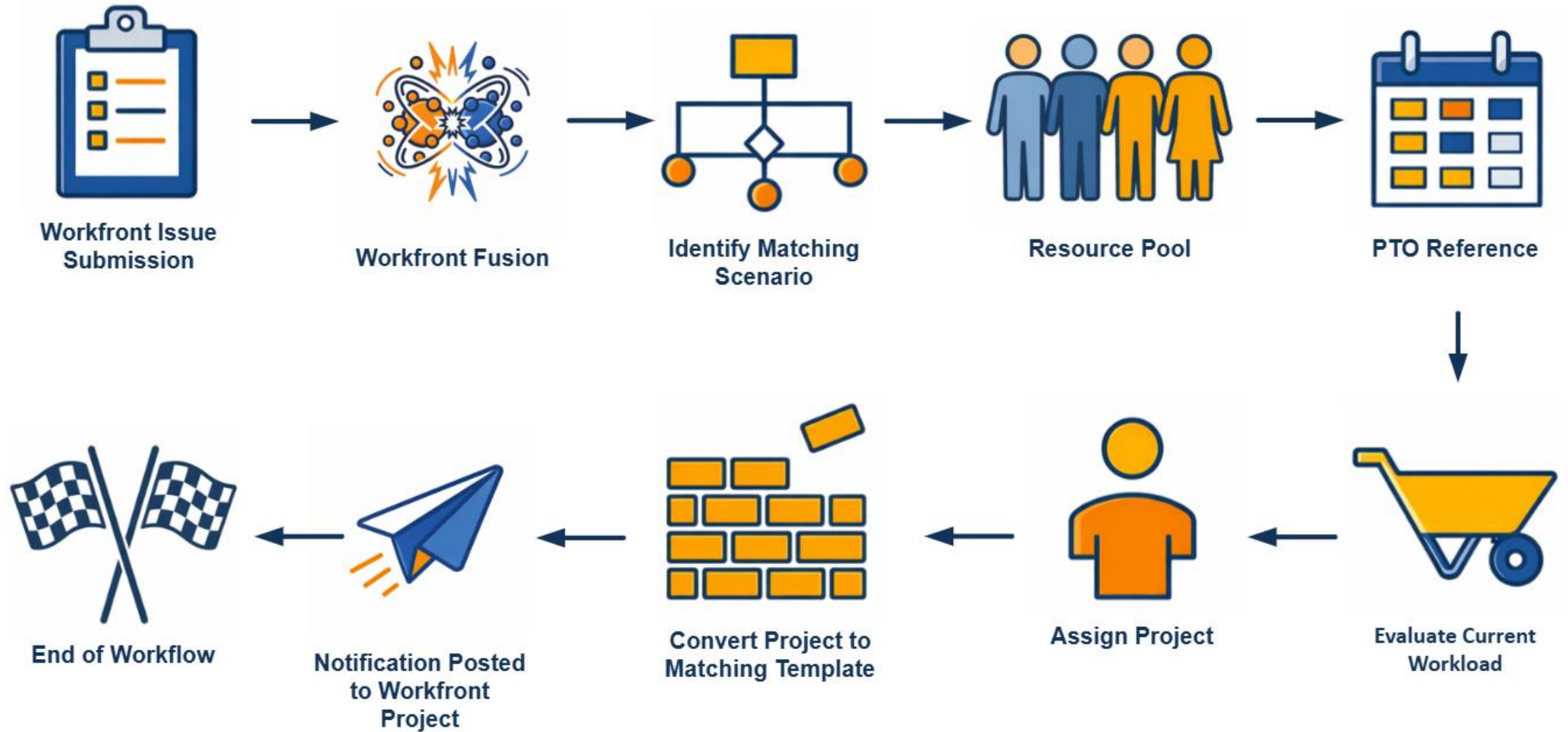


Manual Process

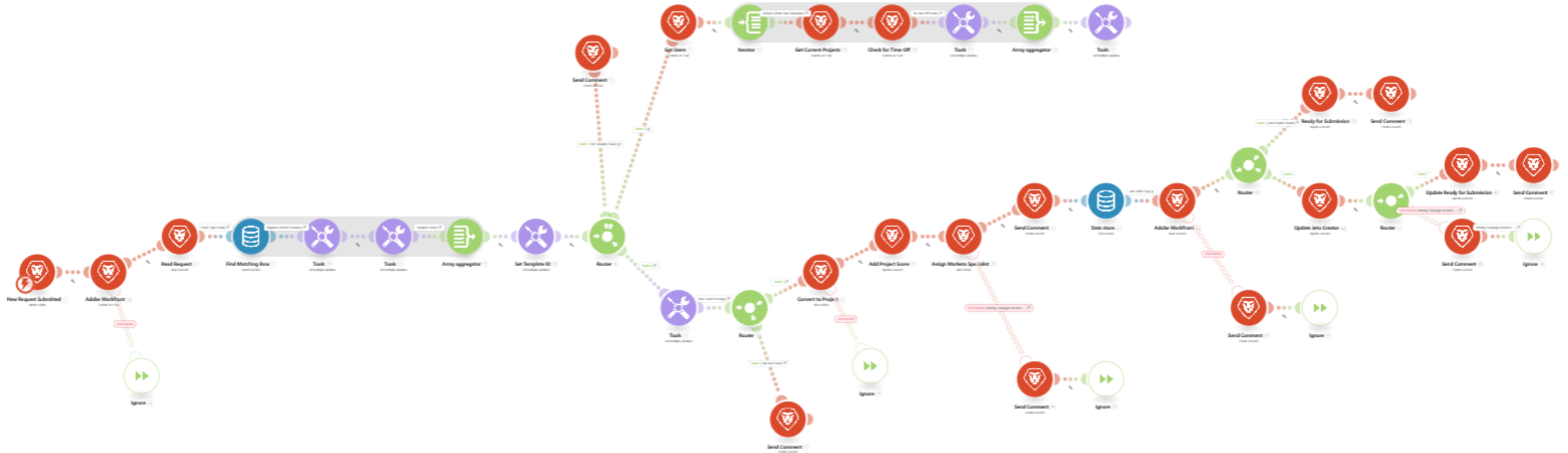
Manual Time Per Request → Project Conversion:

- Multiple Teams Reviewing Request
- Project Manager Time: 15 min
 - Determine Priority & Level of Effort
 - Resource Evaluation in WF & Outlook
- Marketing Automation Time: 15 min
 - Determine Priority & Level of Effort
 - Determine Template
 - Determine Project Score

Project Assignment, Reimagined

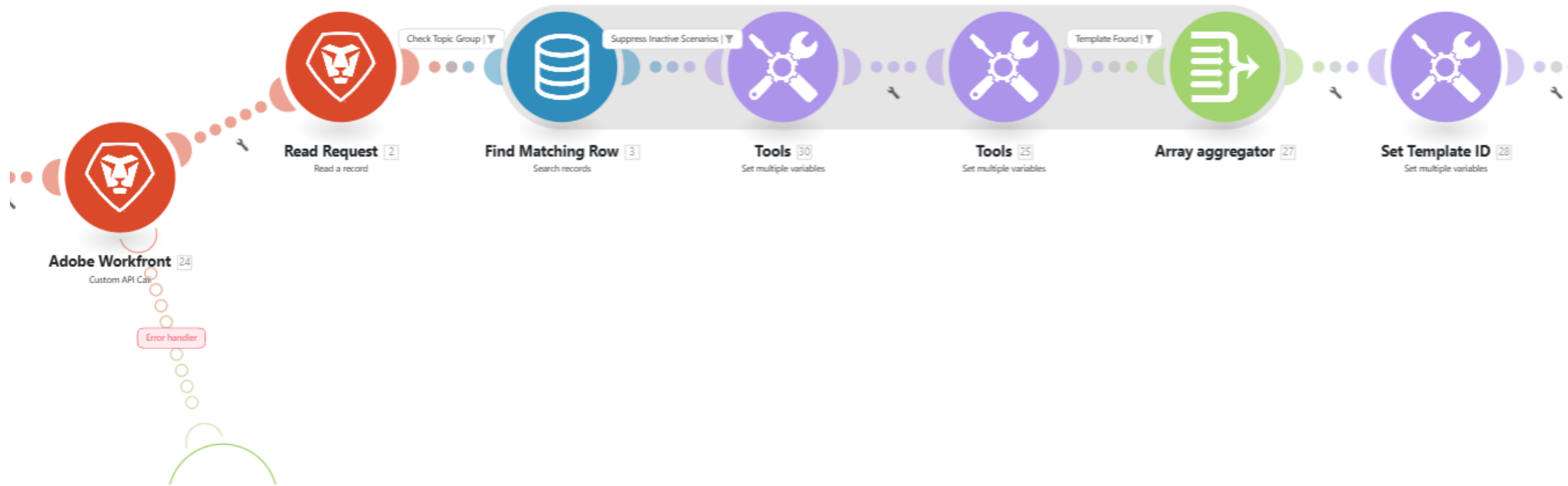


Full Automation Scenario



Template Assignment Route

Template assignment through utilization of a Data Store with 80 data sets



Resource Evaluation Route

Current workloads & time off - to evenly distribute work without any bias and to prevent projects from being assigned to unavailable team members



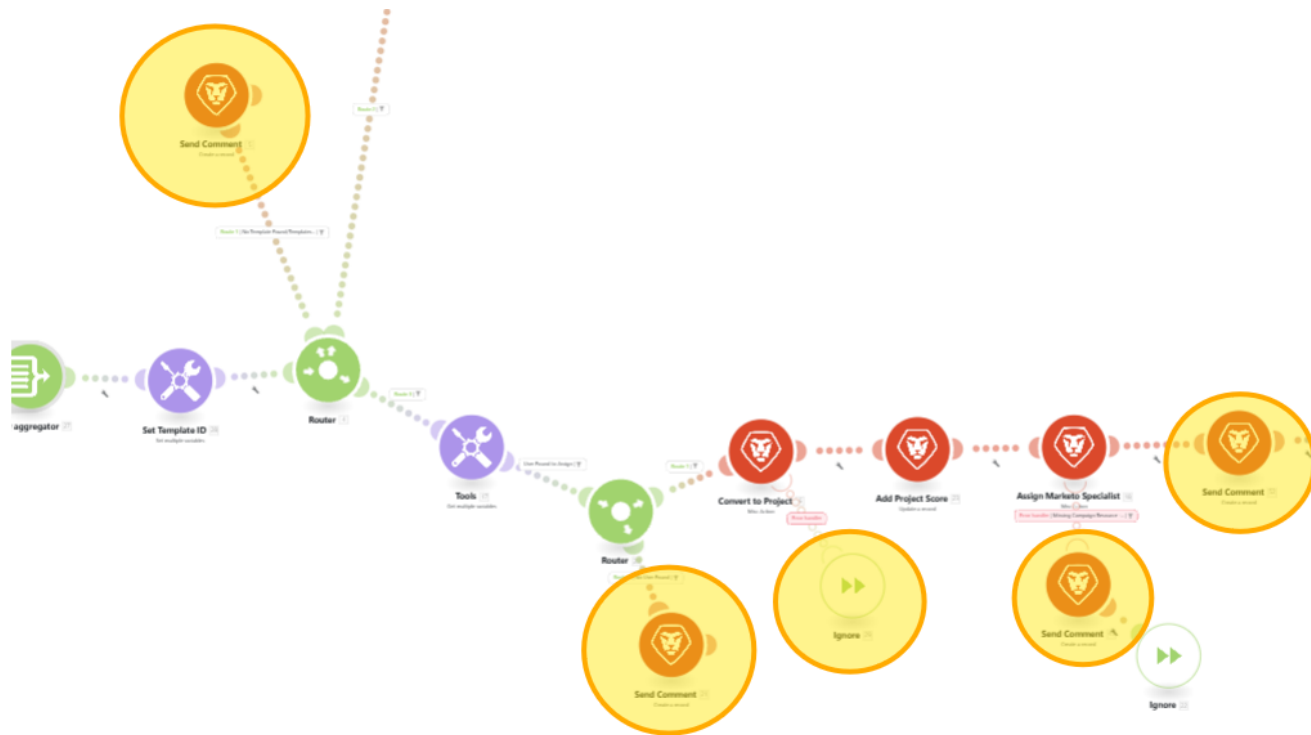
Assignment & Conversion Route

Projects conversion, resource alignment and scoring to strategic initiatives receive elevated priority status ensuring critical business drivers get resources

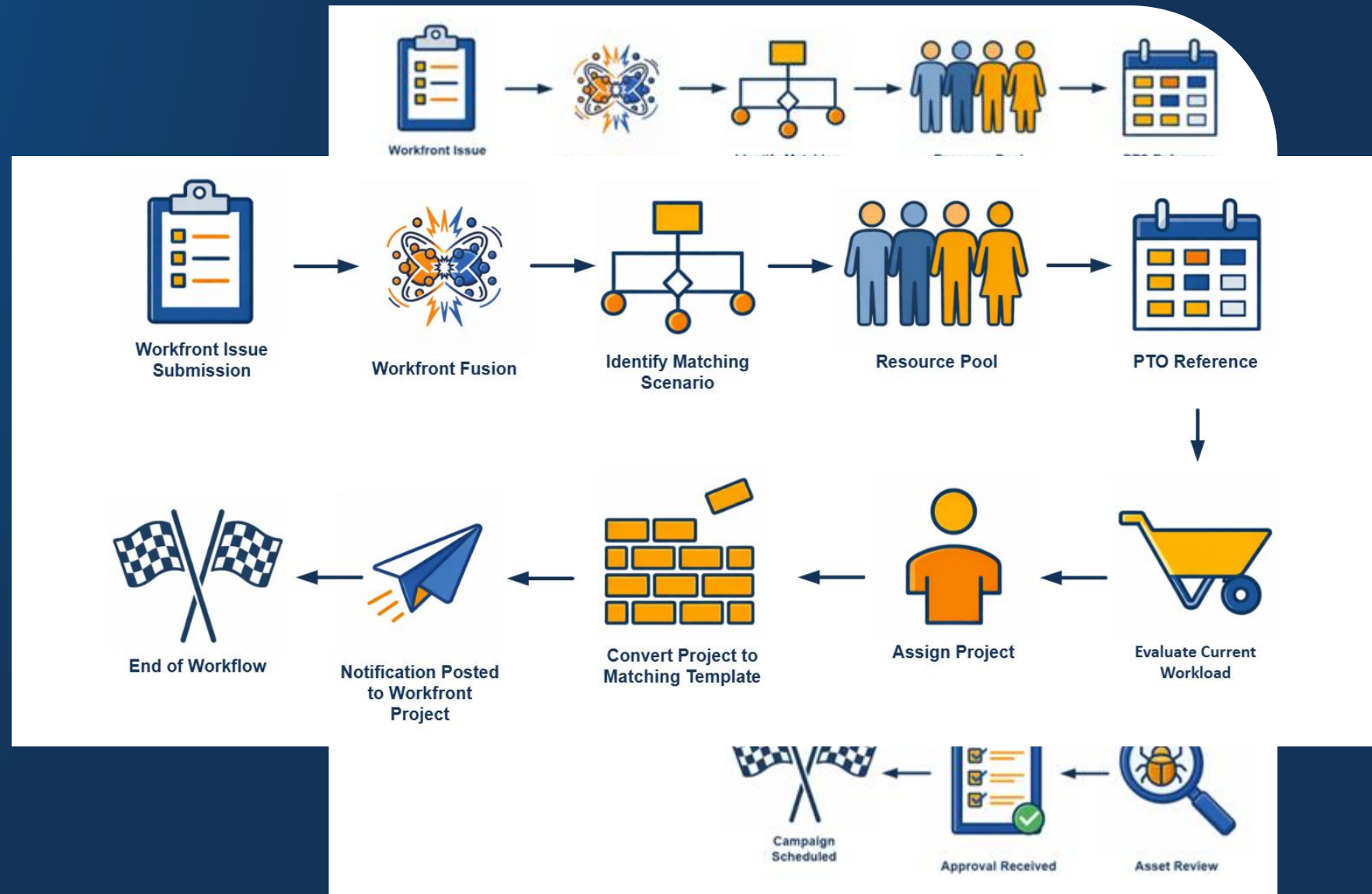


Governance Checkpoints

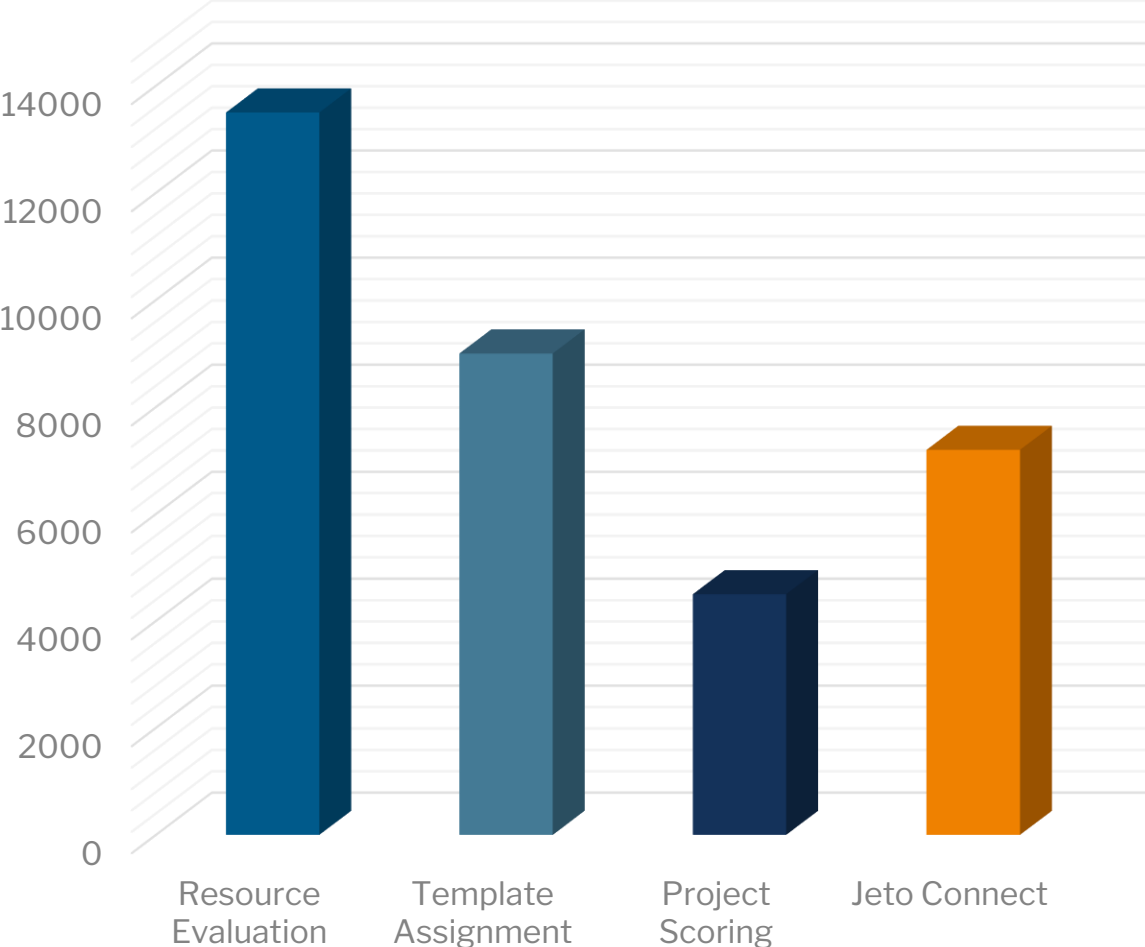
Throughout the flow there are several fail safes in place for immediate course correction, like template misassignment and resource misallocation



Campaign Orchestration Engine



Measurable Impact

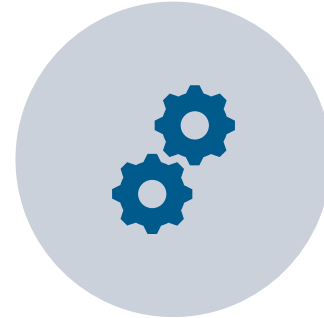


- 27,000 minutes saved through Workfront automated setup & scoring and intelligent routing
- 7,200 minutes saved through Jeto Connect automations

Lessons Learned - Keys to Successful Implementation



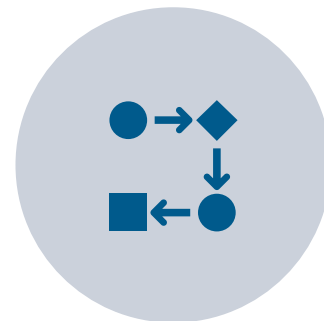
Start small with pain points



Fix processes first then automate



Change management equals technical work



Build feedback loops

Thank you!