

A black and white photograph of a large audience seated in a theater, facing a stage. The stage features a large screen displaying text and logos. The audience is seen from behind, filling the foreground and middle ground. The stage is flanked by ornate, dark-colored structures with circular openings. The screen is the central focus, showing the following text and logos:

AtAppStore

would like to thank

 **workfront™**

for inviting us to apply for their
Partner of the Year Award

And here is why...

would like to thank



for inviting us to apply for their
Partner of the Year Award

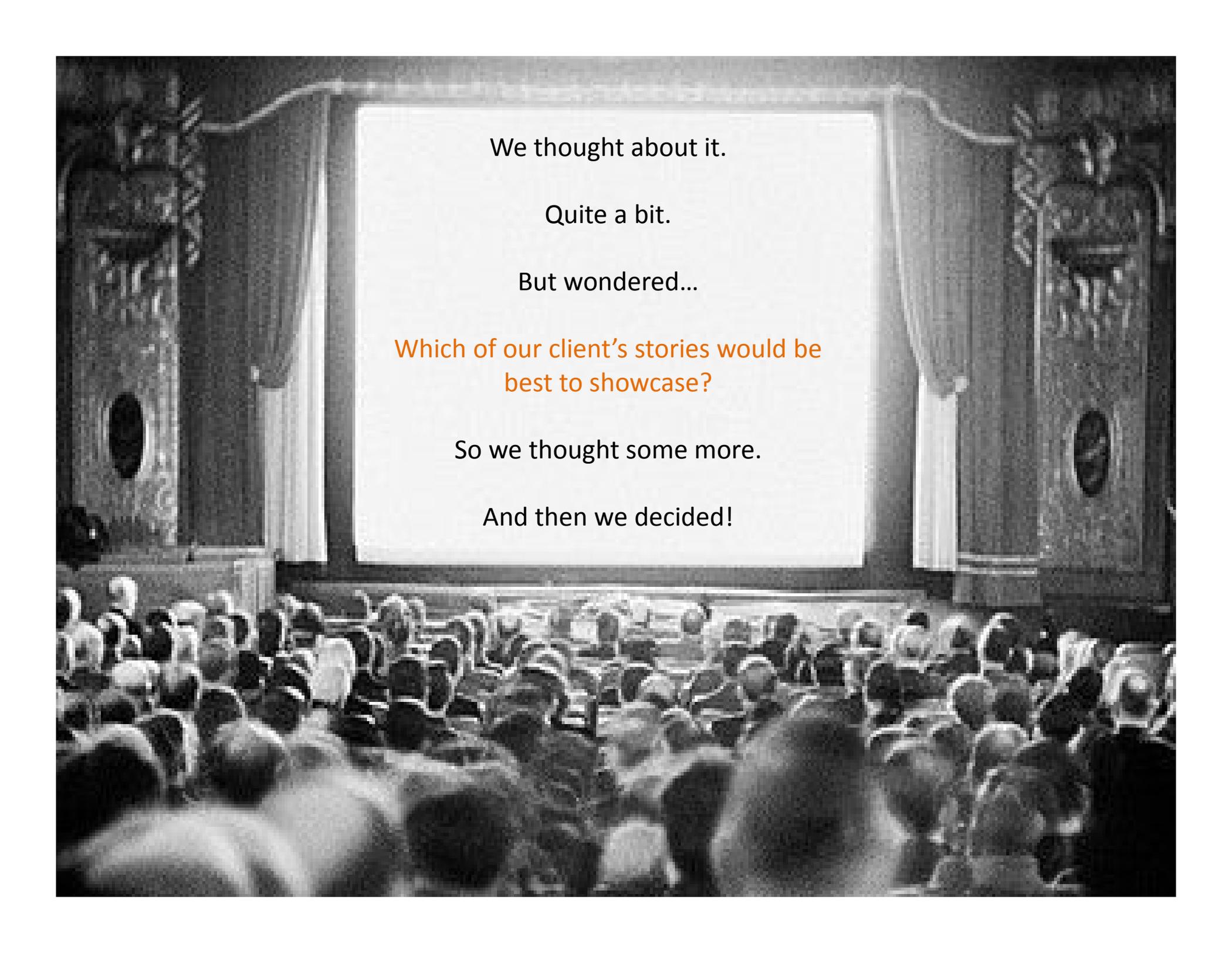
And here is why...

A black and white photograph of a large audience seated in a theater, facing a stage. The stage features a large screen displaying text. The audience is seen from behind, filling the foreground and middle ground. The stage is elevated and has ornate architectural details on the sides.

The LEAP team's invitation
went like this:

*"Tell us how you've helped Workfront
customers achieve something great. The
winner will be announced at our Award
ceremony dinner, and get the chance to
share their story/solution in front of all
Leap attendees."*

(that's you, down in front)



We thought about it.

Quite a bit.

But wondered...

Which of our client's stories would be
best to showcase?

So we thought some more.

And then we decided!



Let's ask our clients!

(there are a couple sitting near you)

We took a copy of
the submission form

2016 Awards

WORKFRONT LEAP 2016 LION PARTNER AWARD

Submit Online | View Online Details | Submit

Read the guidelines and fill out this form.

Purpose of the Award

You provide a great solution. For the Workfront customers that have worked with you, they know this, and they love the award you. Thank you for what you do and for making the biggest impact with Workfront customers. Demonstrate how one Workfront customer has benefited from working with you.

- Tell your story about how one Workfront customer was struggling or wanting to achieve success
- Explain how the customer got started with your solution
- Describe the additional value you add for other Workfront customers

Who
The person who received customer orders to you

The Challenge / Opportunity
How did the customer get started with your solution? What was the challenge or opportunity? (200 words max)

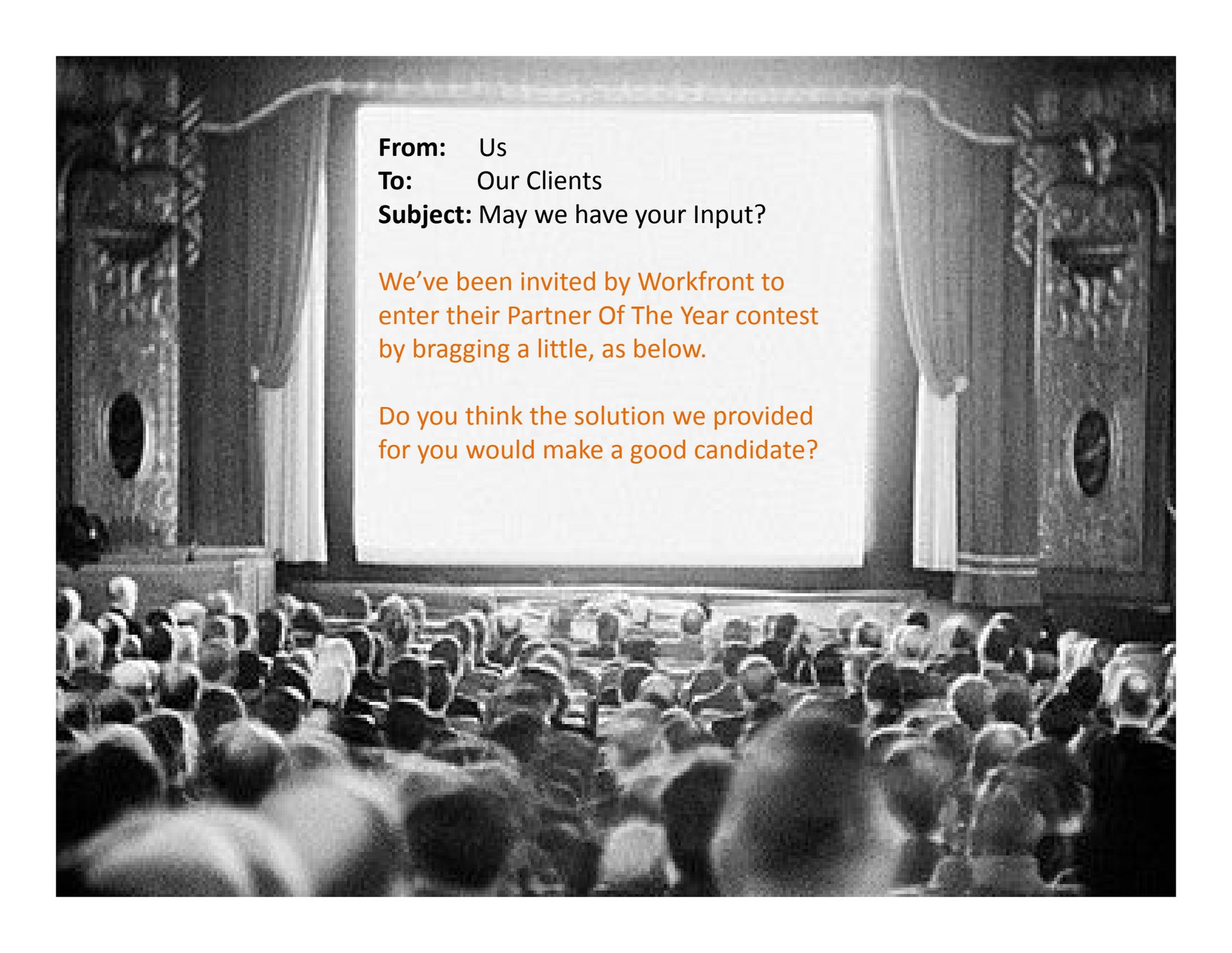
The Solution
How did you solve the customer's problem? (including pricing, customer service, and 200 words max)

The Results
How did the customer benefit from working with you? (including customer testimonials, and 200 words max)

Additional questions, guidelines, or other Workfront award information are available at [workfront.com/awards](#) or call 1-800-456-7890

AWARD # _____

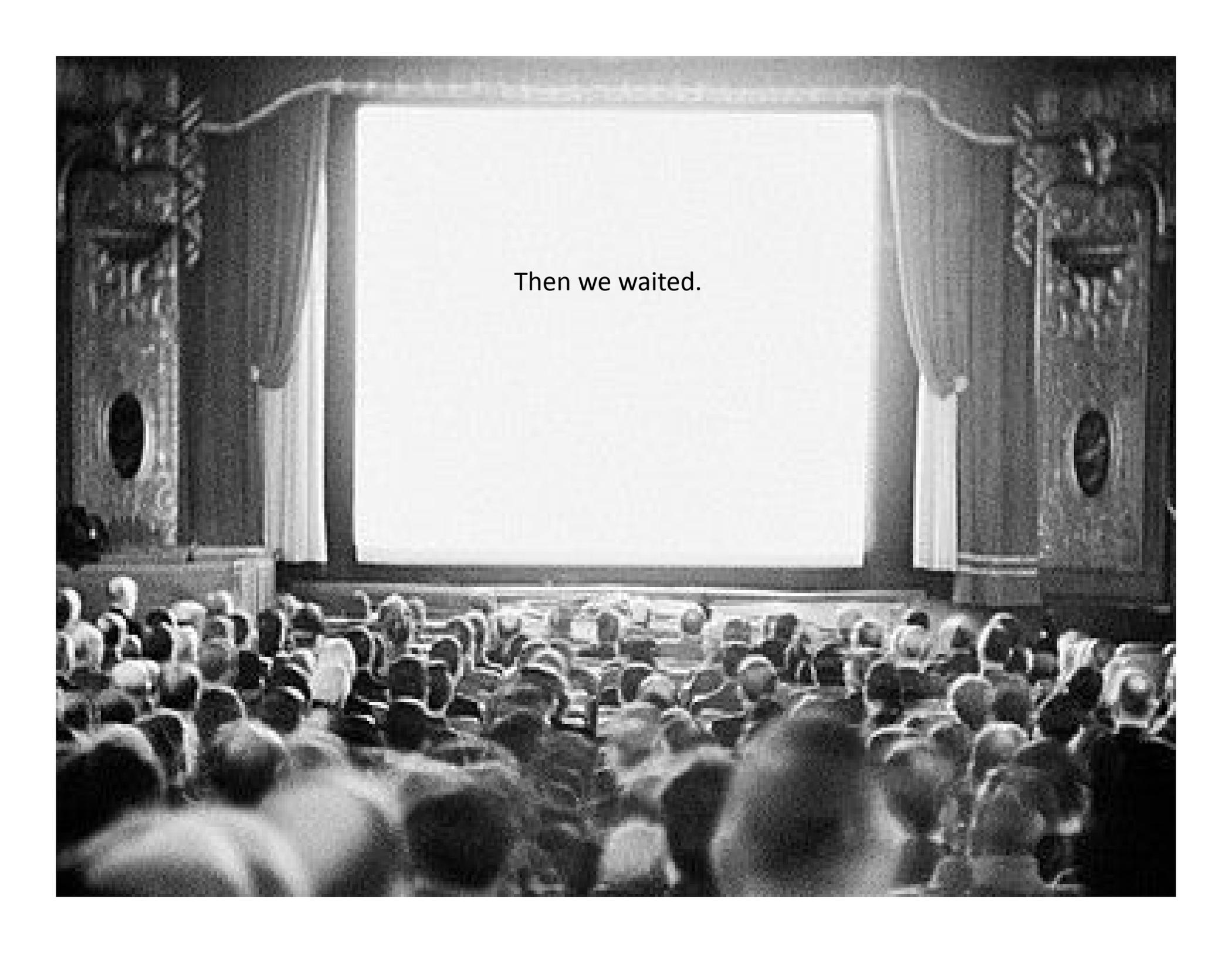
then emailed a simple request:



From: Us
To: Our Clients
Subject: May we have your Input?

We've been invited by Workfront to enter their Partner Of The Year contest by bragging a little, as below.

Do you think the solution we provided for you would make a good candidate?



Then we waited.

A black and white photograph of a movie theater. The audience is seated in the foreground, their heads and shoulders visible, looking towards a large, blank white screen at the front of the room. The theater's interior is ornate, with decorative panels on either side of the screen. The text "But not for long." is centered on the screen.

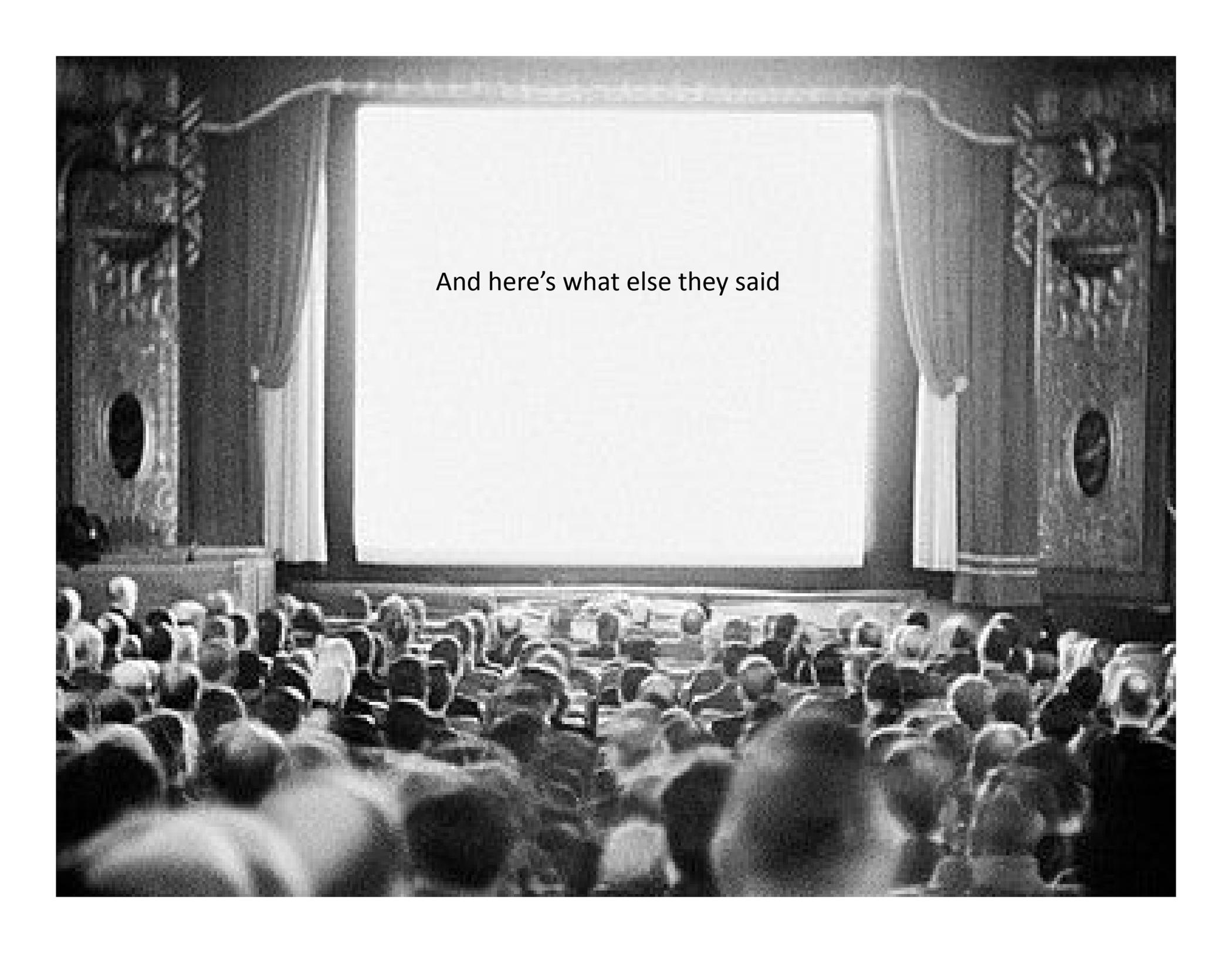
But not for long.



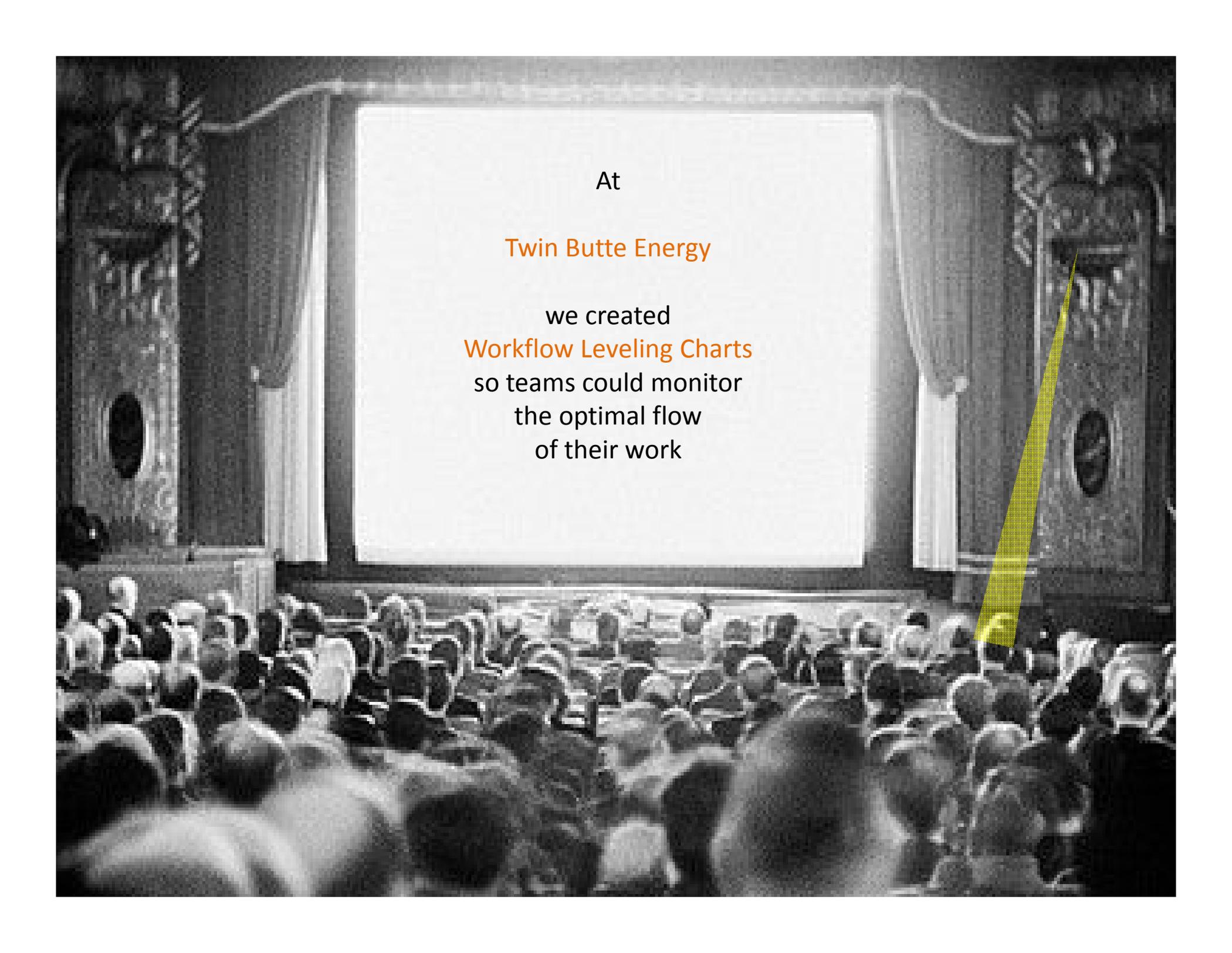
Everyone got back to us!

- AtAppStoreABC2016-02-25LEAPPartnerAwardsMayIHaveYourOpinionAudrey.msg
- AtAppStoreCapGroup2016-02-25LEAPPartnerAwardsMayIHaveYourOpinionShawnF.msg
- AtAppStoreFjeldheim2016-02-25LEAPPartnerAwardsMayIHaveYourOpinionRune.msg
- AtAppStoreRockfish2016-02-25LEAPPartnerAwardsMayIHaveYourOpinionJoe.msg
- AtAppStoreZions2016-02-25LEAPPartnerAwardsMayIHaveYourOpinionBrian.msg
- AtTask2016-02-25LEAPPartnerAwardsMayIHaveYourInputSteveZ.msg
- AtTask2016-03-02LEAPPartnerAwardsMayIHaveYourInputNateG.msg
- ESPIronHorse2016-02-25LEAPPartnerAwardsMayIHaveYourOpinionTodd.msg
- ESPPaintedPony2016-02-25LEAPPartnerAwardsMayIHaveYourOpinionTheresa.msg
- TwinButte2016-02-25LEAPPartnerAwardsMayIHaveYourOpinionClaude.msg

And they all said **YES!**



And here's what else they said



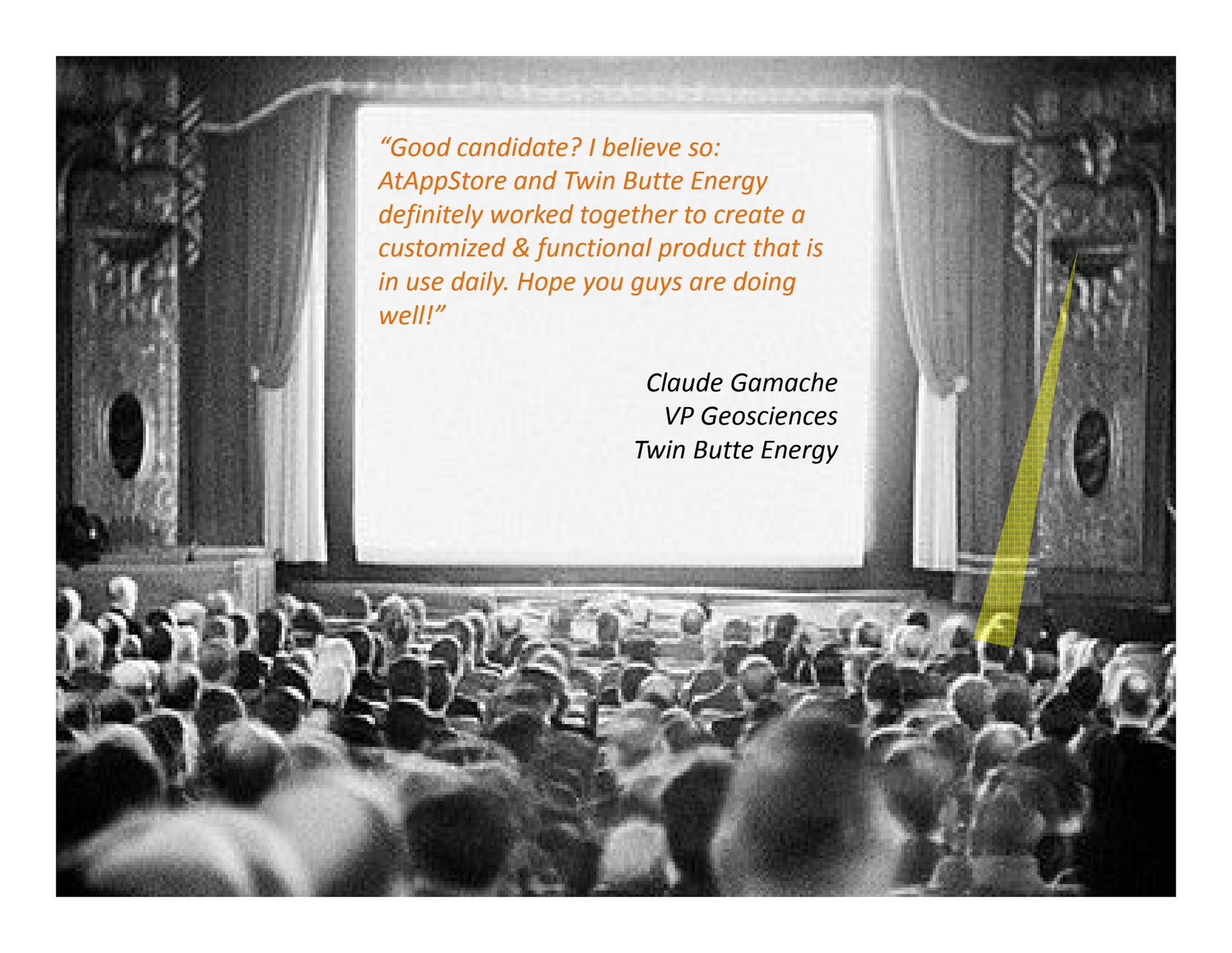
At

Twin Butte Energy

we created

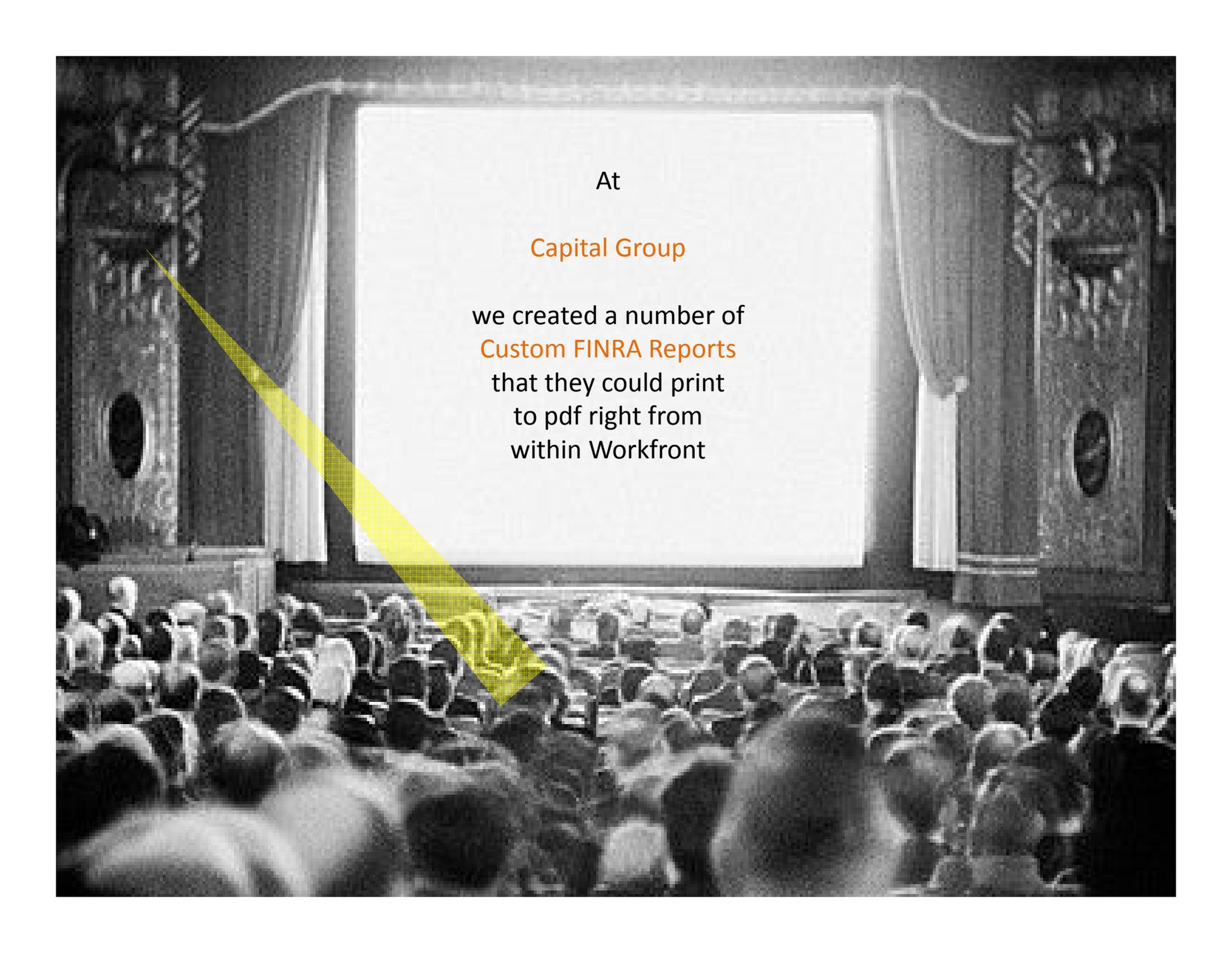
Workflow Leveling Charts

so teams could monitor
the optimal flow
of their work



*“Good candidate? I believe so:
AtAppStore and Twin Butte Energy
definitely worked together to create a
customized & functional product that is
in use daily. Hope you guys are doing
well!”*

*Claude Gamache
VP Geosciences
Twin Butte Energy*



At

Capital Group

we created a number of
Custom FINRA Reports
that they could print
to pdf right from
within Workfront



“Good Candidate? Yes, particularly as more financial services marketing teams express interest. While most will ultimately move toward digital signatures (as CG is doing) there's an adoption gap and rendering compliance forms helps bridge that. Both are huge gains in their own rite.

*Shawn Finnie
Capital Group*



At

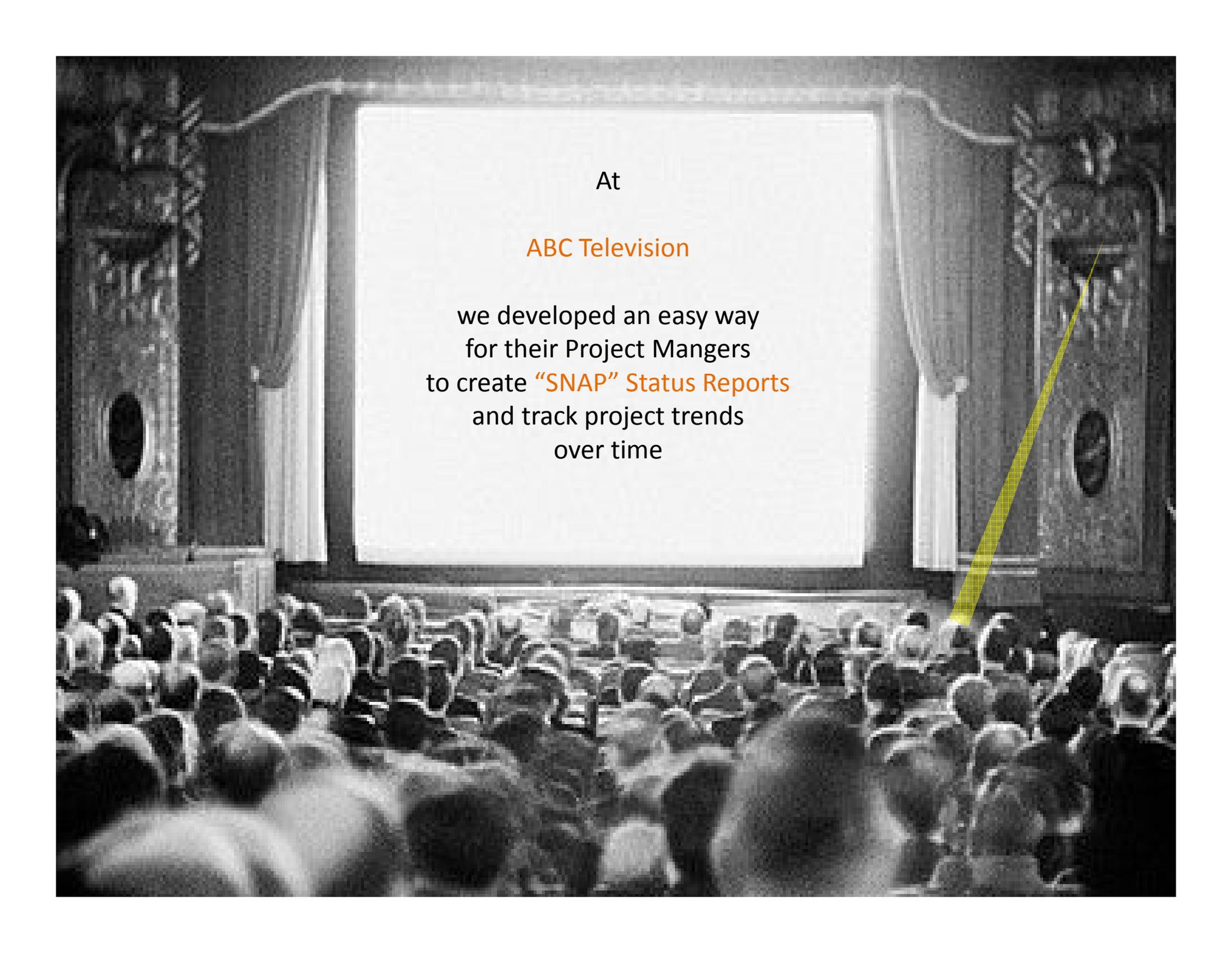
Iron Horse Energy Services

we implemented Workfront
in a way that let them manage their
Quotes, Price Books, and Bonus Calcs
using the amazing, extendable
native features in Workfront
(and a few tricks)



“Good Candidate? Absolutely. We needed you guys out in the field, training our staff, because at the end of the day, what counts is that the solution makes their lives easier. Period.”

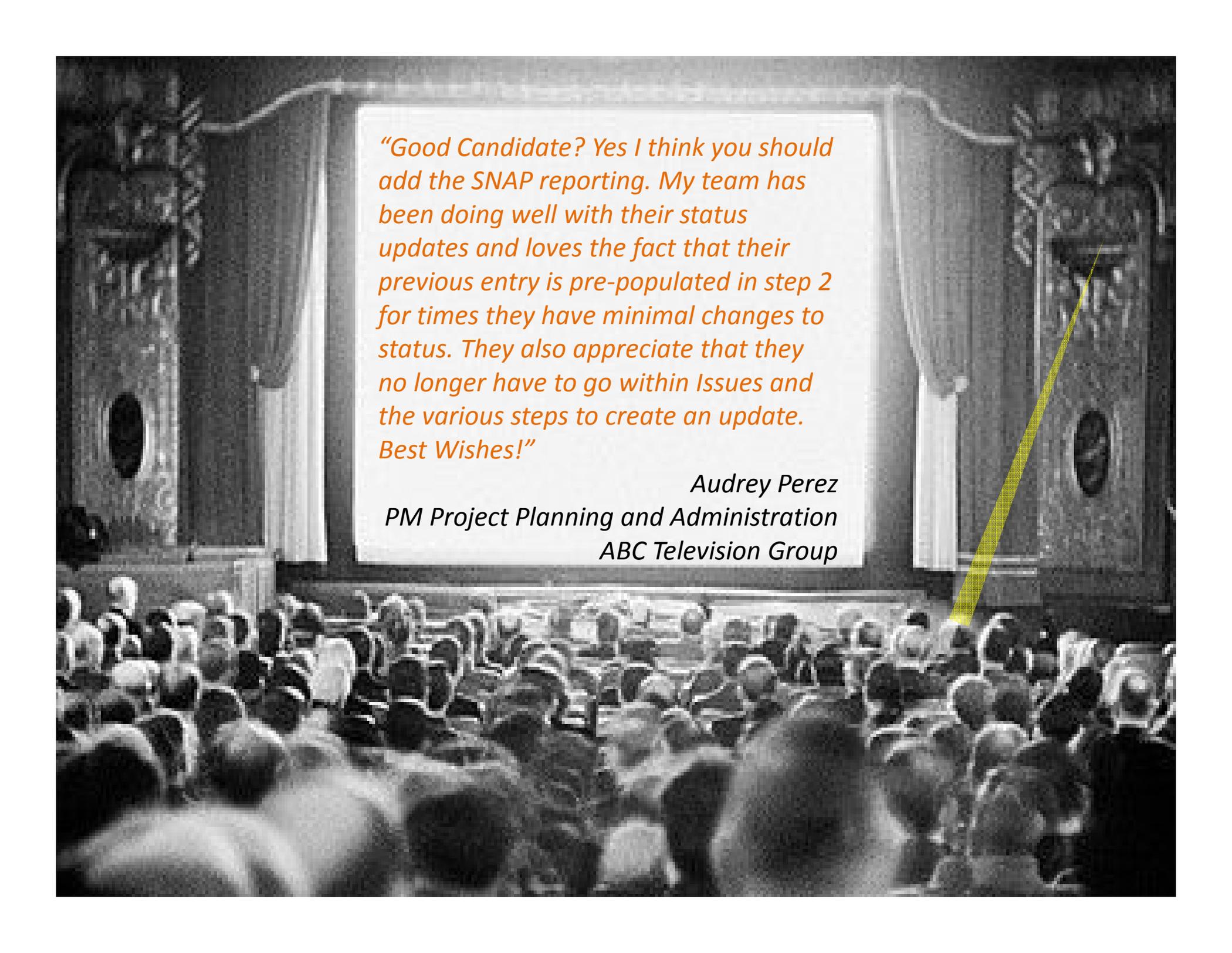
*Todd Garman
VP Corporate Development
Iron Horse Energy Services*



At

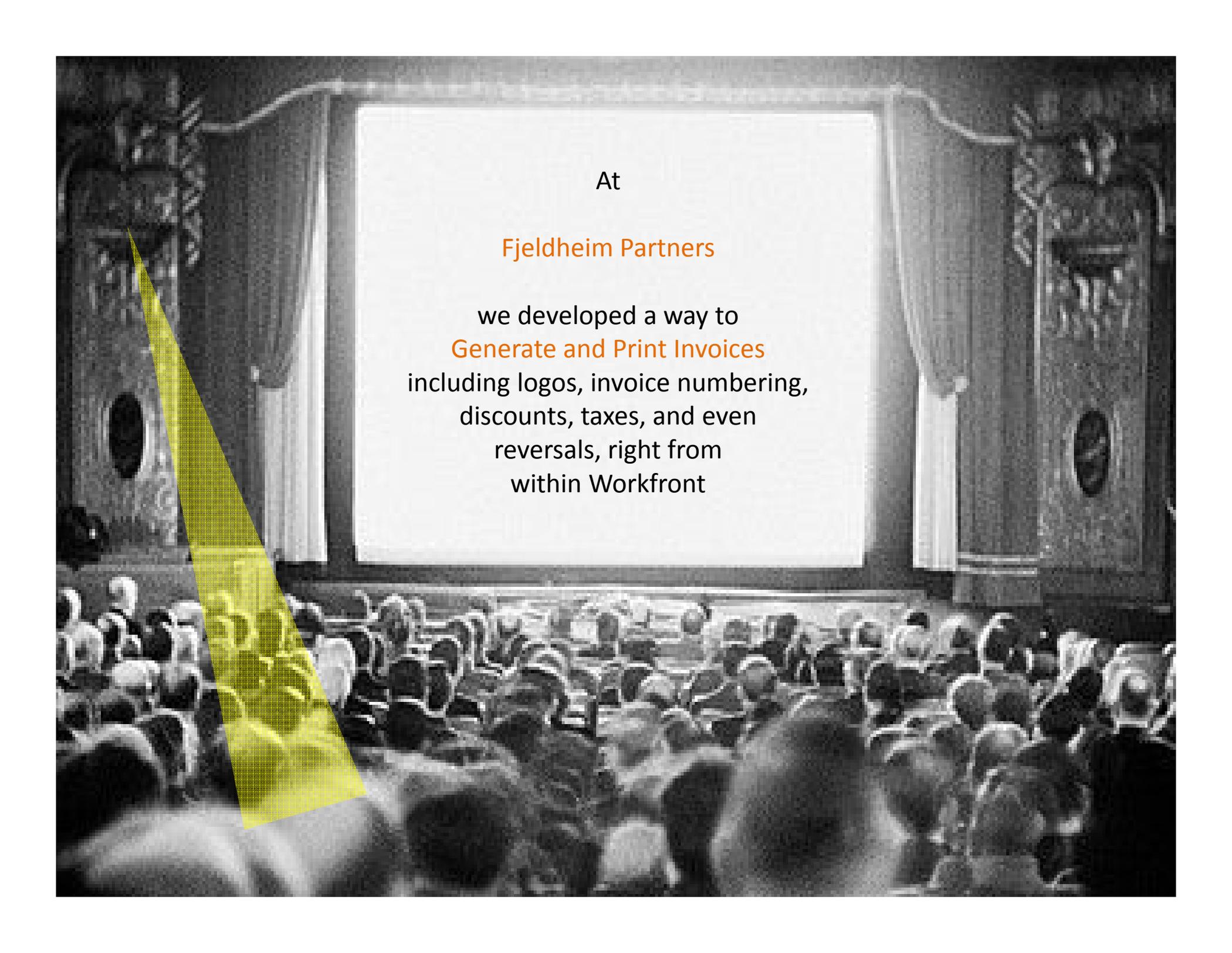
ABC Television

we developed an easy way
for their Project Managers
to create “SNAP” Status Reports
and track project trends
over time



“Good Candidate? Yes I think you should add the SNAP reporting. My team has been doing well with their status updates and loves the fact that their previous entry is pre-populated in step 2 for times they have minimal changes to status. They also appreciate that they no longer have to go within Issues and the various steps to create an update. Best Wishes!”

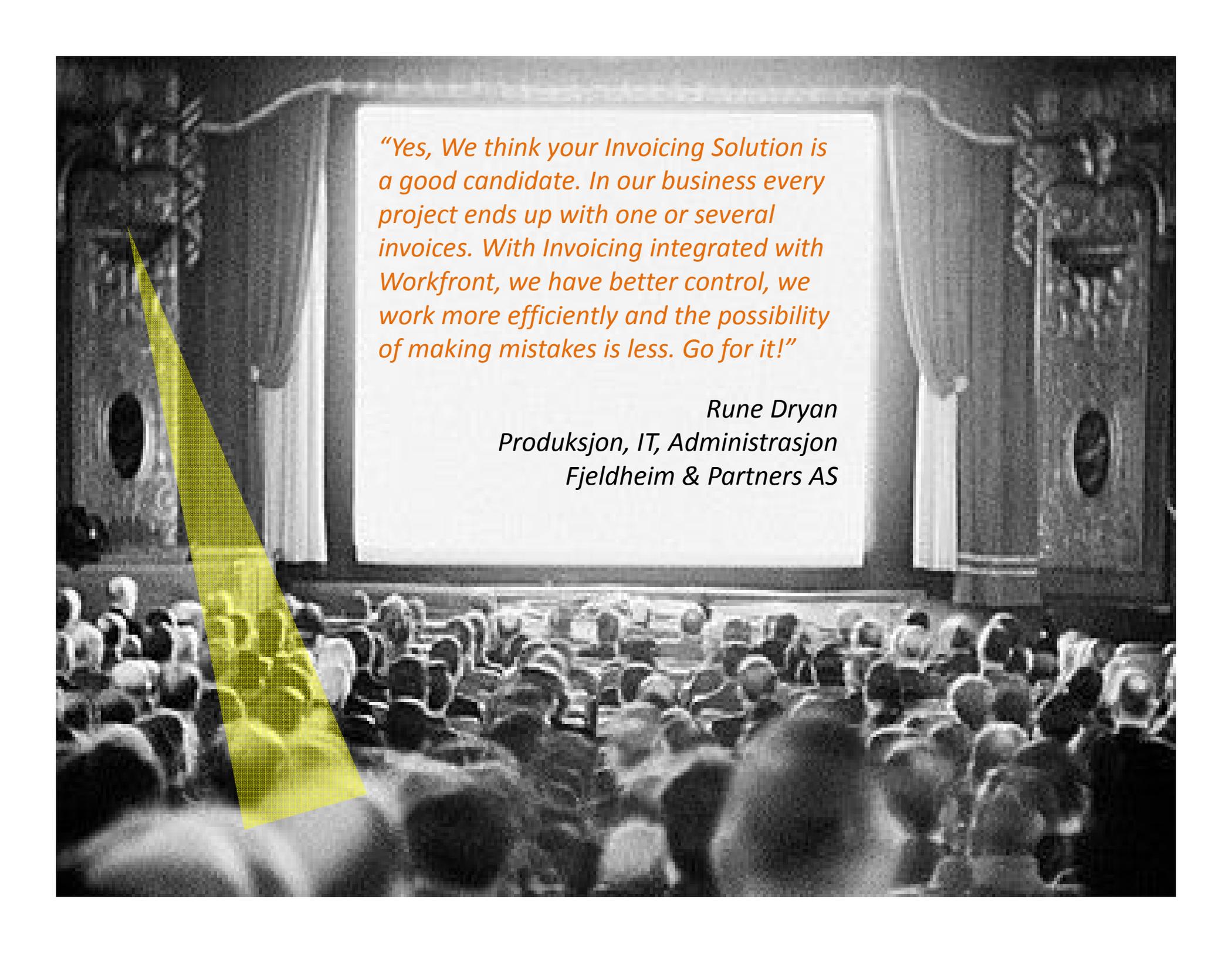
*Audrey Perez
PM Project Planning and Administration
ABC Television Group*



At

Fjeldheim Partners

we developed a way to
Generate and Print Invoices
including logos, invoice numbering,
discounts, taxes, and even
reversals, right from
within Workfront



“Yes, We think your Invoicing Solution is a good candidate. In our business every project ends up with one or several invoices. With Invoicing integrated with Workfront, we have better control, we work more efficiently and the possibility of making mistakes is less. Go for it!”

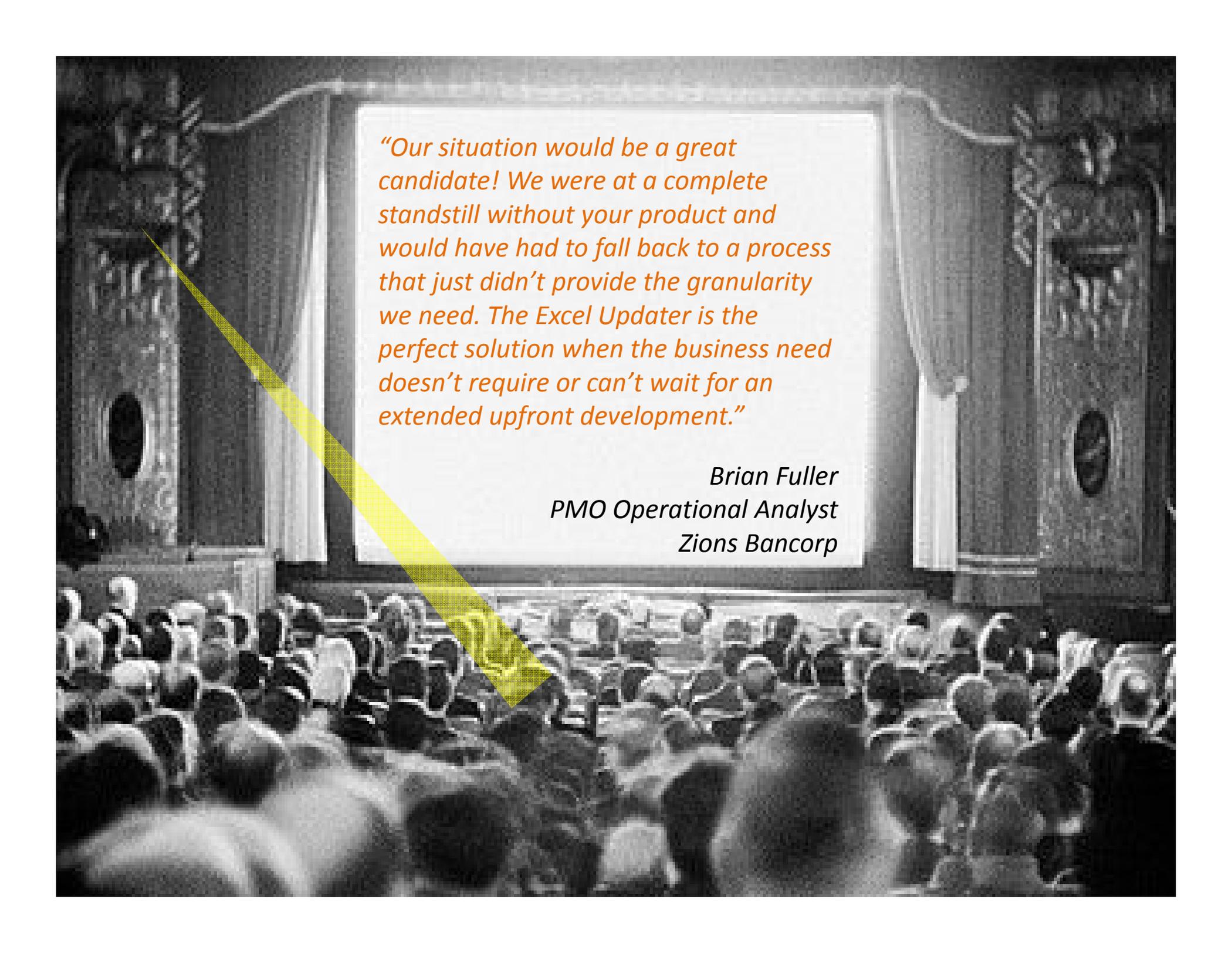
*Rune Dryan
Produksjon, IT, Administrasjon
Fjeldheim & Partners AS*



At

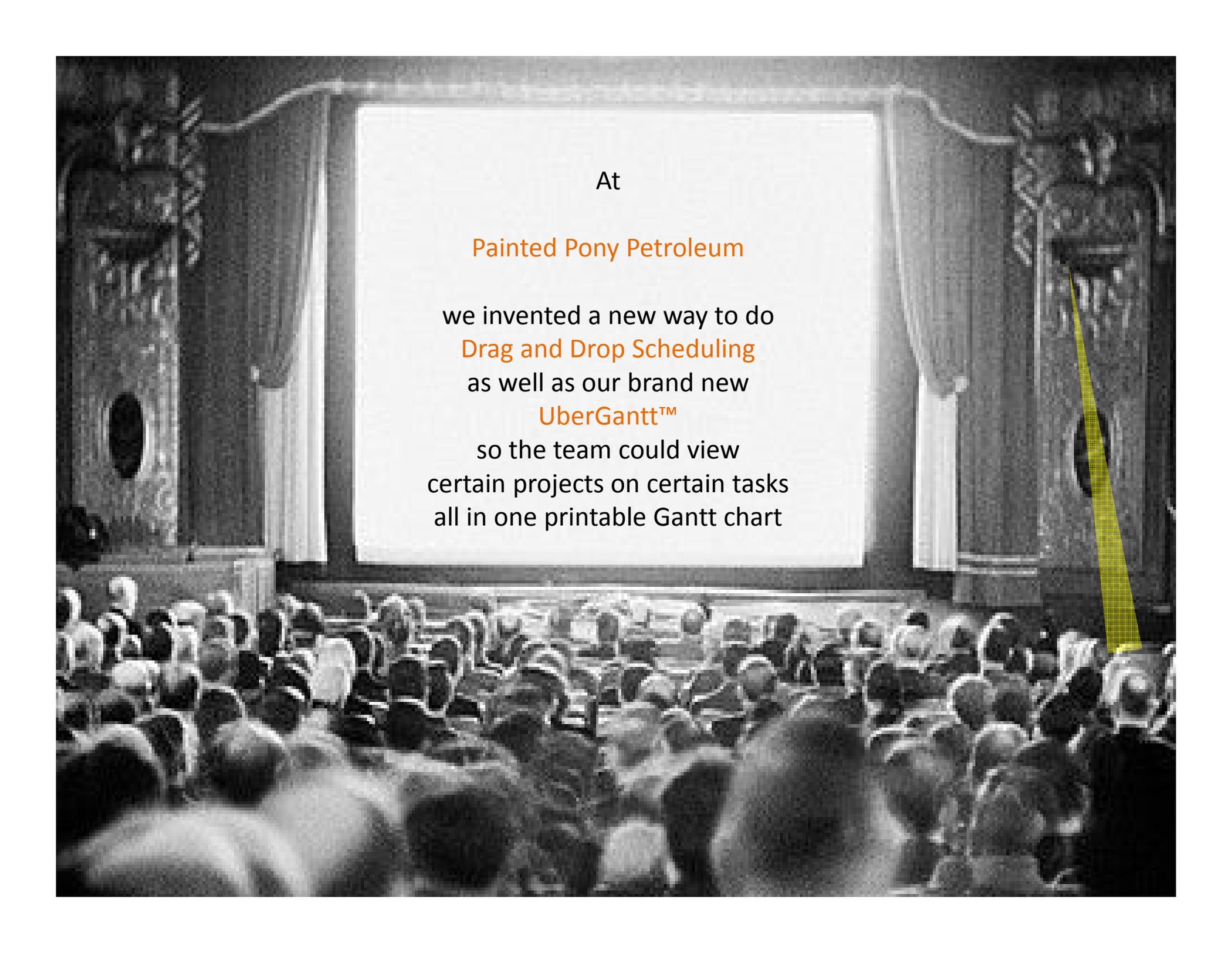
Zions Bancorp

we helped them catch up on
a year long backlog of
time entry imports
using our
Excel Updater™



“Our situation would be a great candidate! We were at a complete standstill without your product and would have had to fall back to a process that just didn’t provide the granularity we need. The Excel Updater is the perfect solution when the business need doesn’t require or can’t wait for an extended upfront development.”

*Brian Fuller
PMO Operational Analyst
Zions Bancorp*

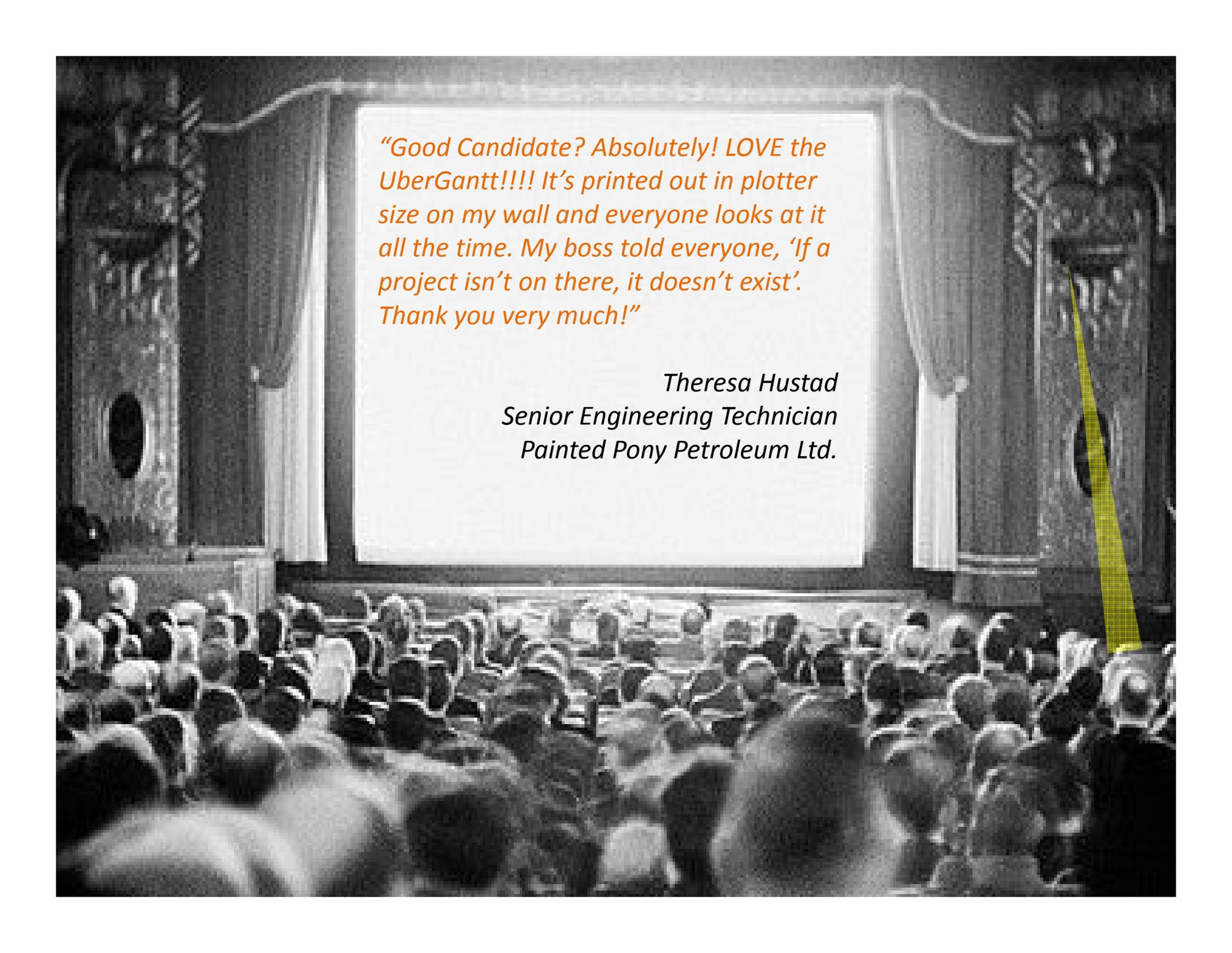


At

Painted Pony Petroleum

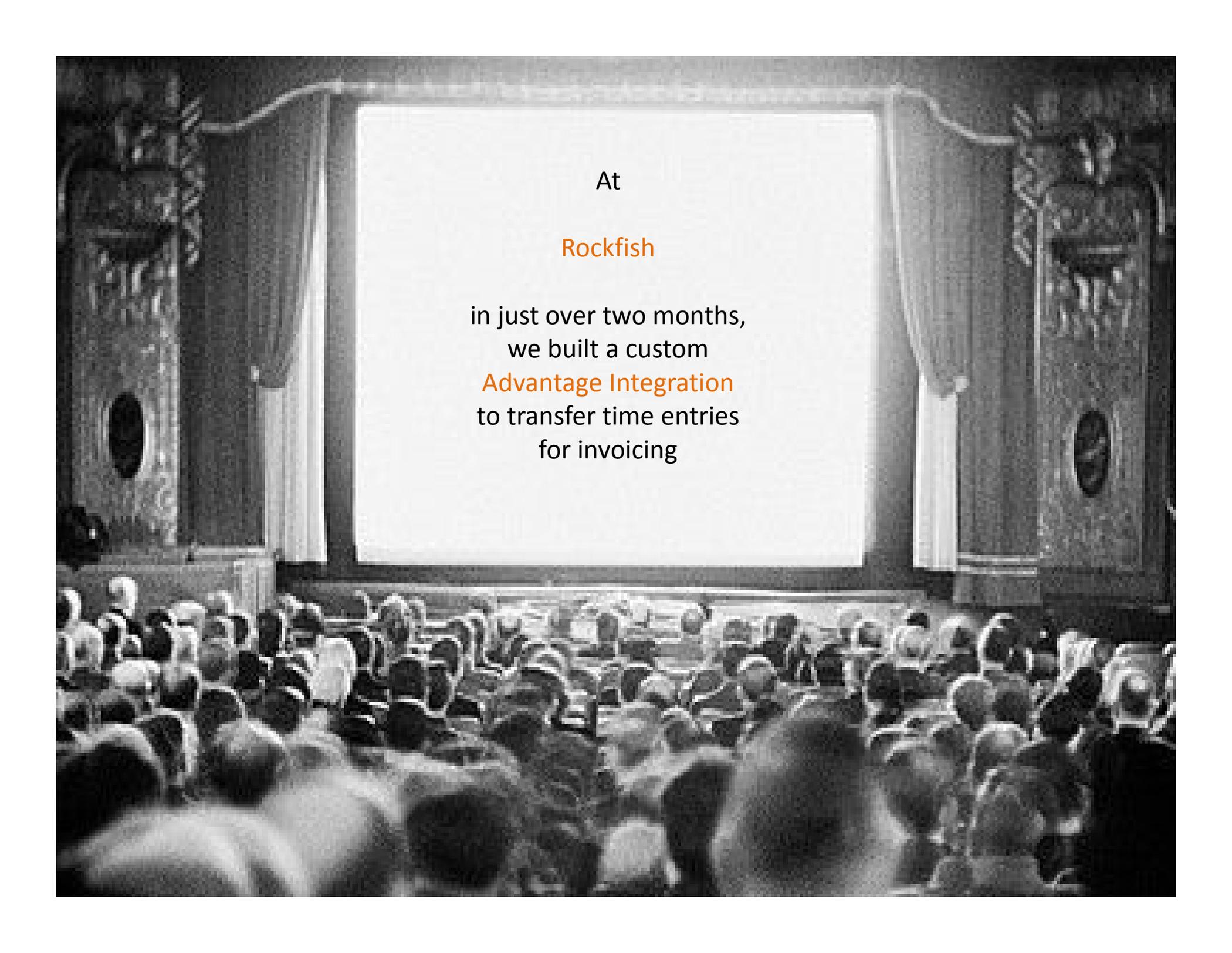
we invented a new way to do
Drag and Drop Scheduling
as well as our brand new
UberGantt™

so the team could view
certain projects on certain tasks
all in one printable Gantt chart



“Good Candidate? Absolutely! LOVE the UberGantt!!!! It’s printed out in plotter size on my wall and everyone looks at it all the time. My boss told everyone, ‘If a project isn’t on there, it doesn’t exist’. Thank you very much!”

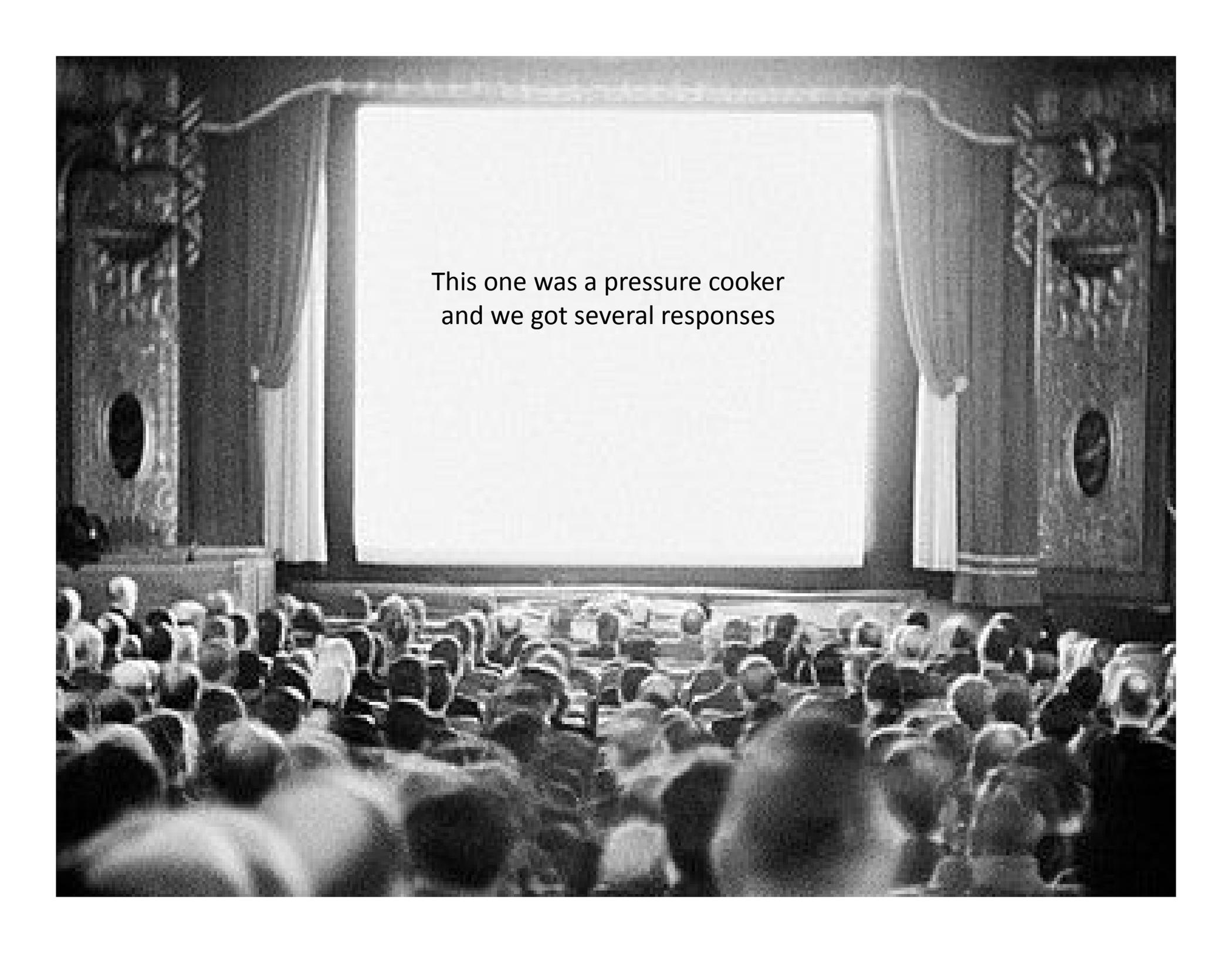
*Theresa Hustad
Senior Engineering Technician
Painted Pony Petroleum Ltd.*



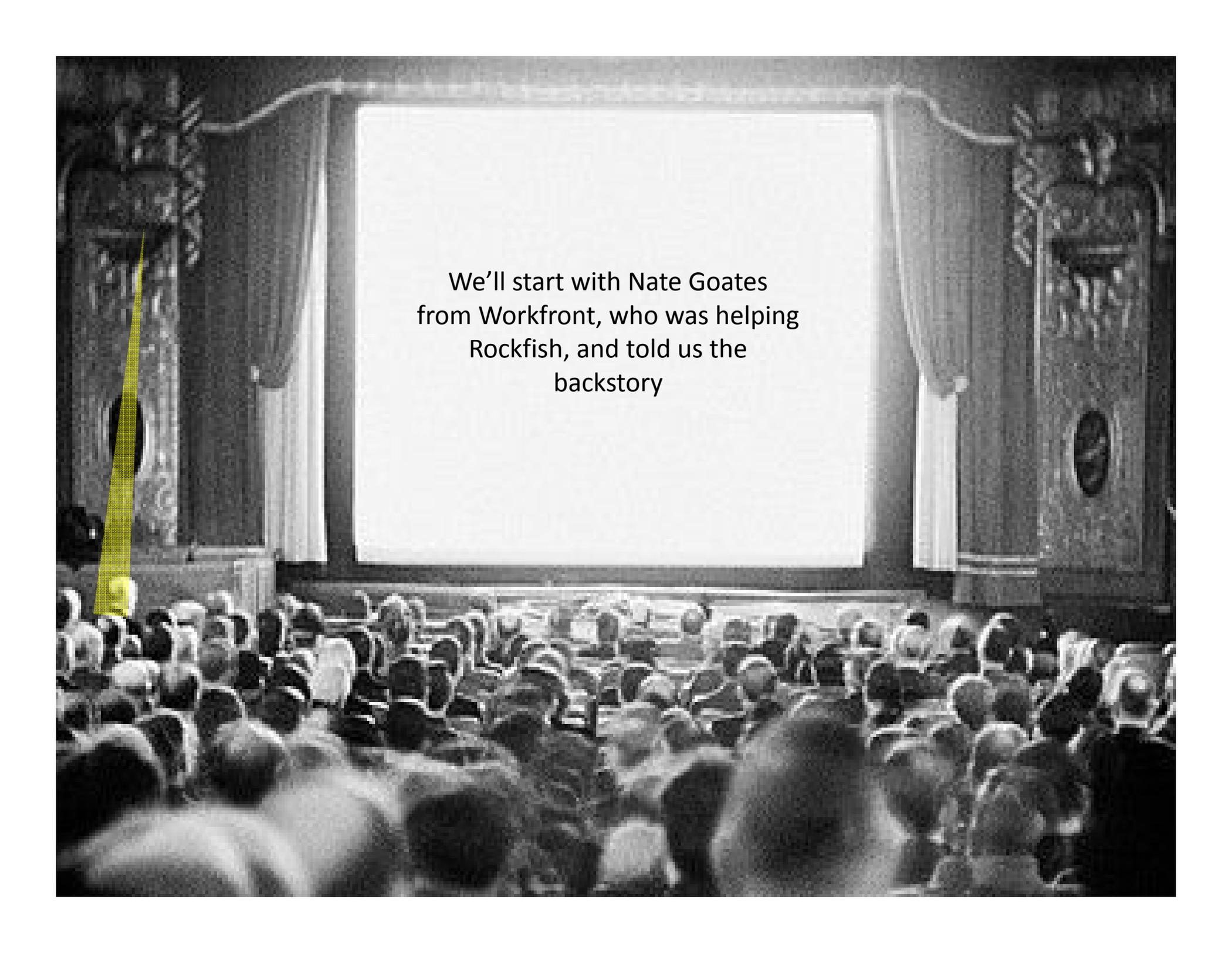
At

Rockfish

in just over two months,
we built a custom
Advantage Integration
to transfer time entries
for invoicing



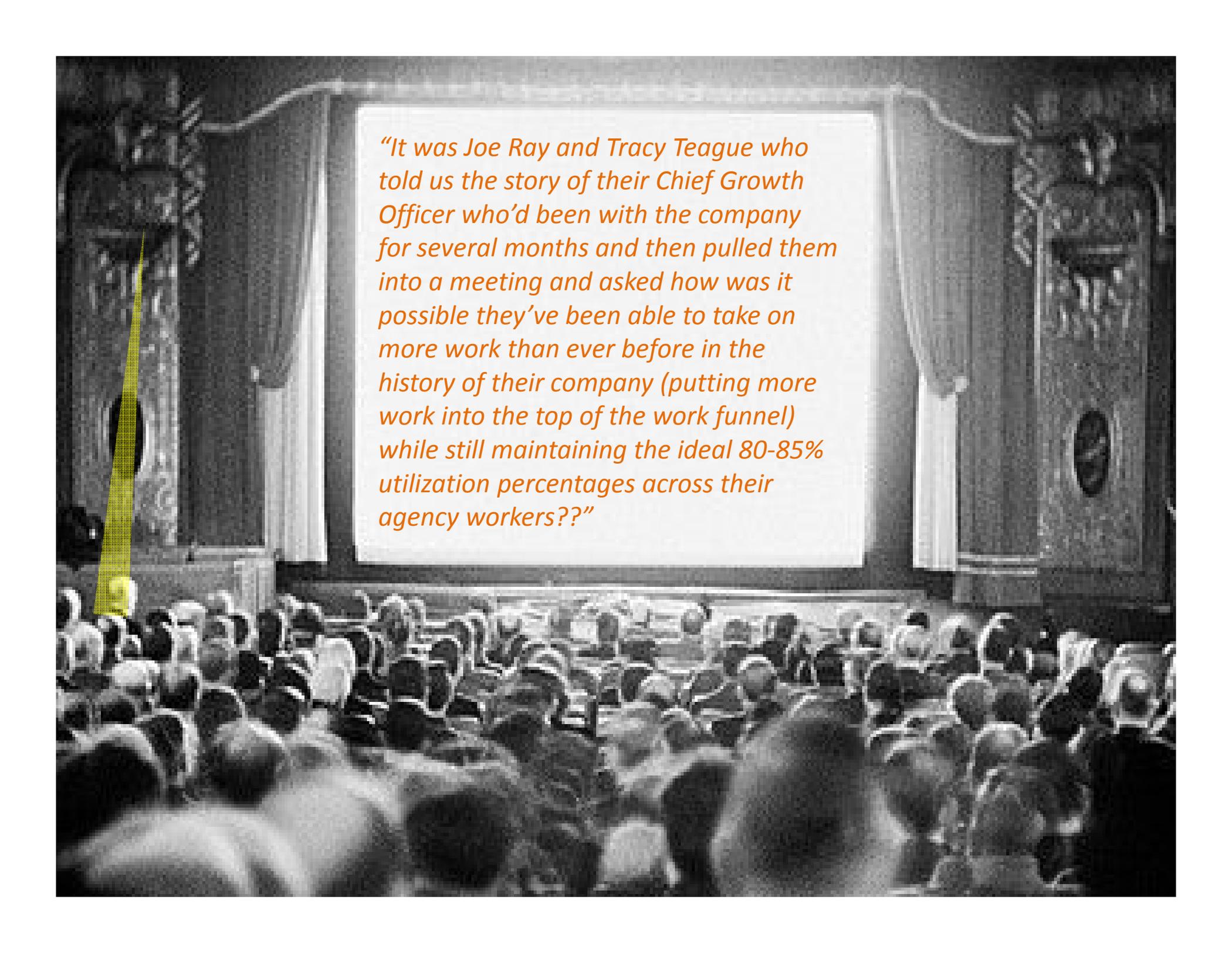
This one was a pressure cooker
and we got several responses



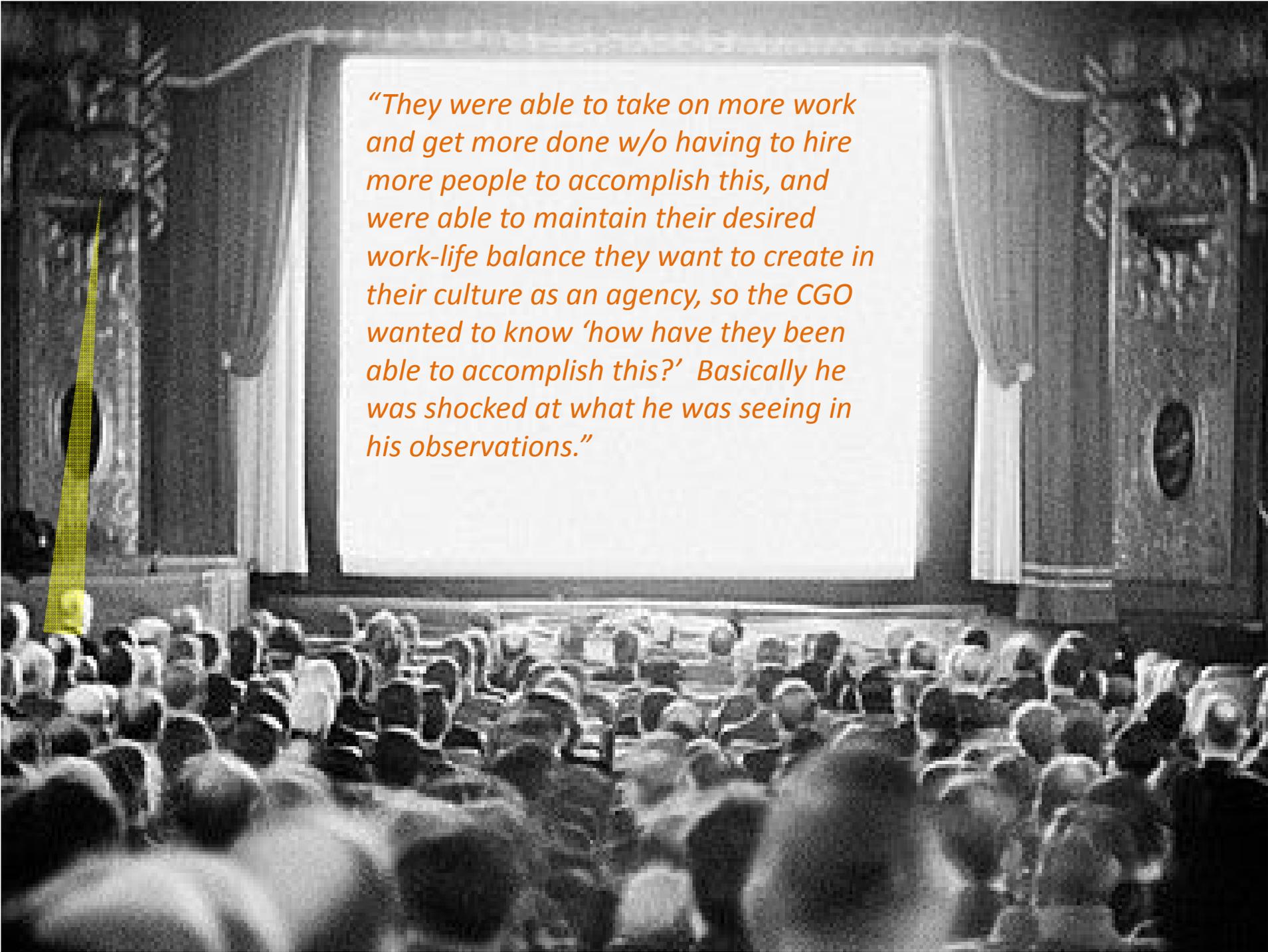
We'll start with Nate Goates
from Workfront, who was helping
Rockfish, and told us the
backstory



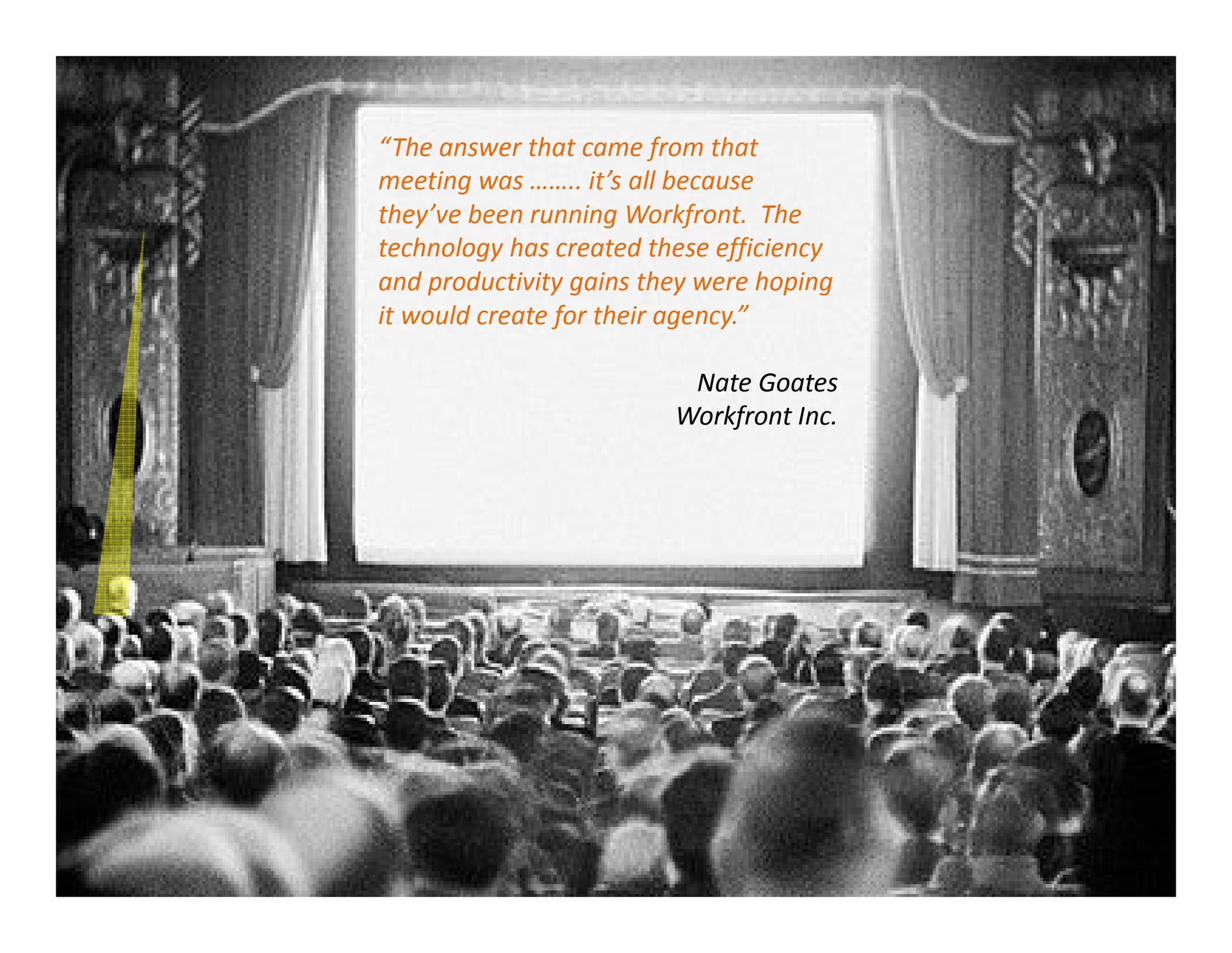
“The business goals Rockfish was trying to accomplish via this integration between Workfront and the Advantage system. Ideally, they wanted the two systems to be connected and syncing every 15 minutes to provide their teams with fresh up-to-the-minute information on new client job requests, timelines, shifting of priorities, deadlines, staffing, finances, and billing/invoicing.”

A black and white photograph of a large audience seated in a theater or auditorium, looking towards a stage. A large screen on the stage displays a quote in orange text. A yellow highlight is visible on the left side of the image, pointing towards the screen.

“It was Joe Ray and Tracy Teague who told us the story of their Chief Growth Officer who’d been with the company for several months and then pulled them into a meeting and asked how was it possible they’ve been able to take on more work than ever before in the history of their company (putting more work into the top of the work funnel) while still maintaining the ideal 80-85% utilization percentages across their agency workers??”

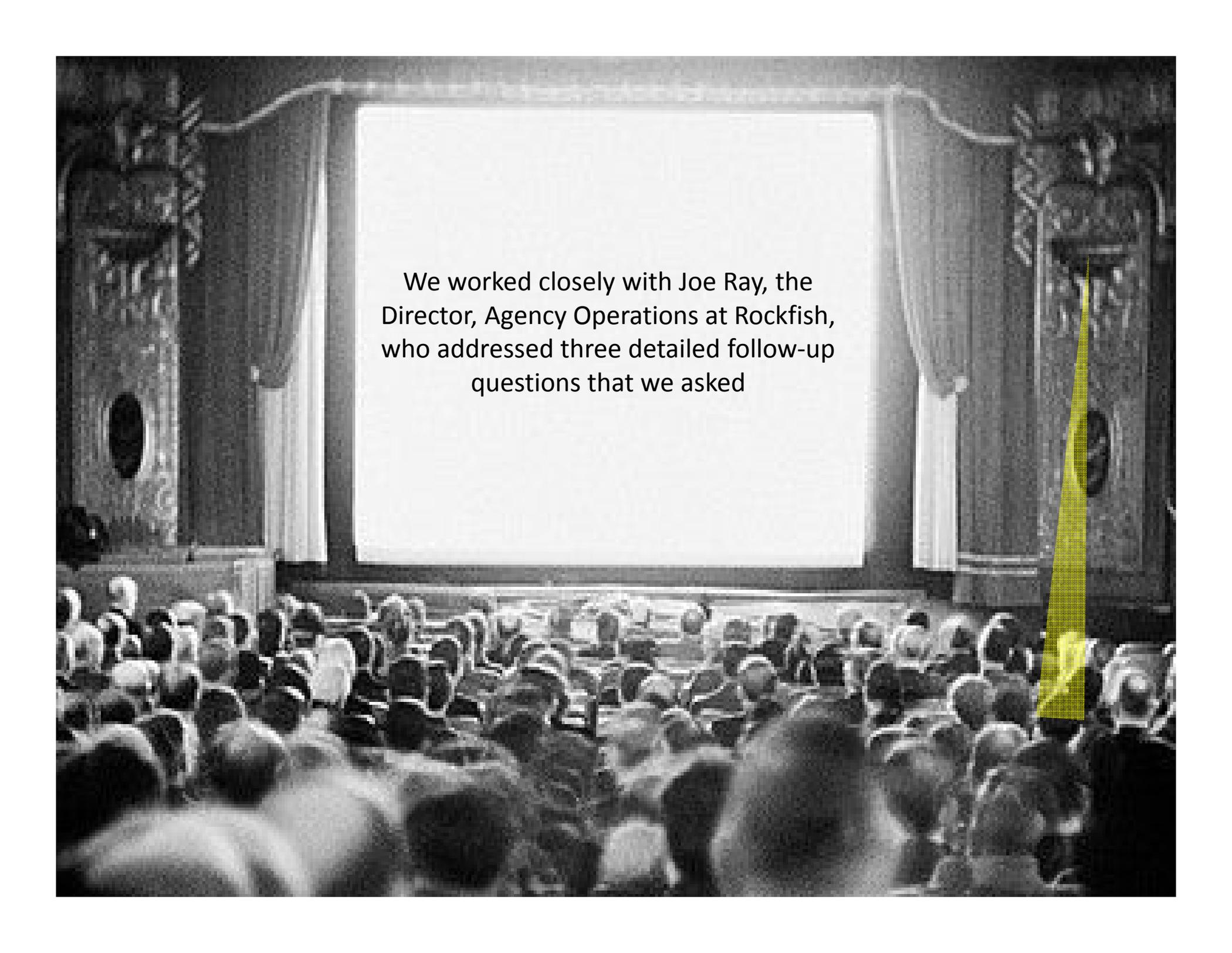


“They were able to take on more work and get more done w/o having to hire more people to accomplish this, and were able to maintain their desired work-life balance they want to create in their culture as an agency, so the CGO wanted to know ‘how have they been able to accomplish this?’ Basically he was shocked at what he was seeing in his observations.”

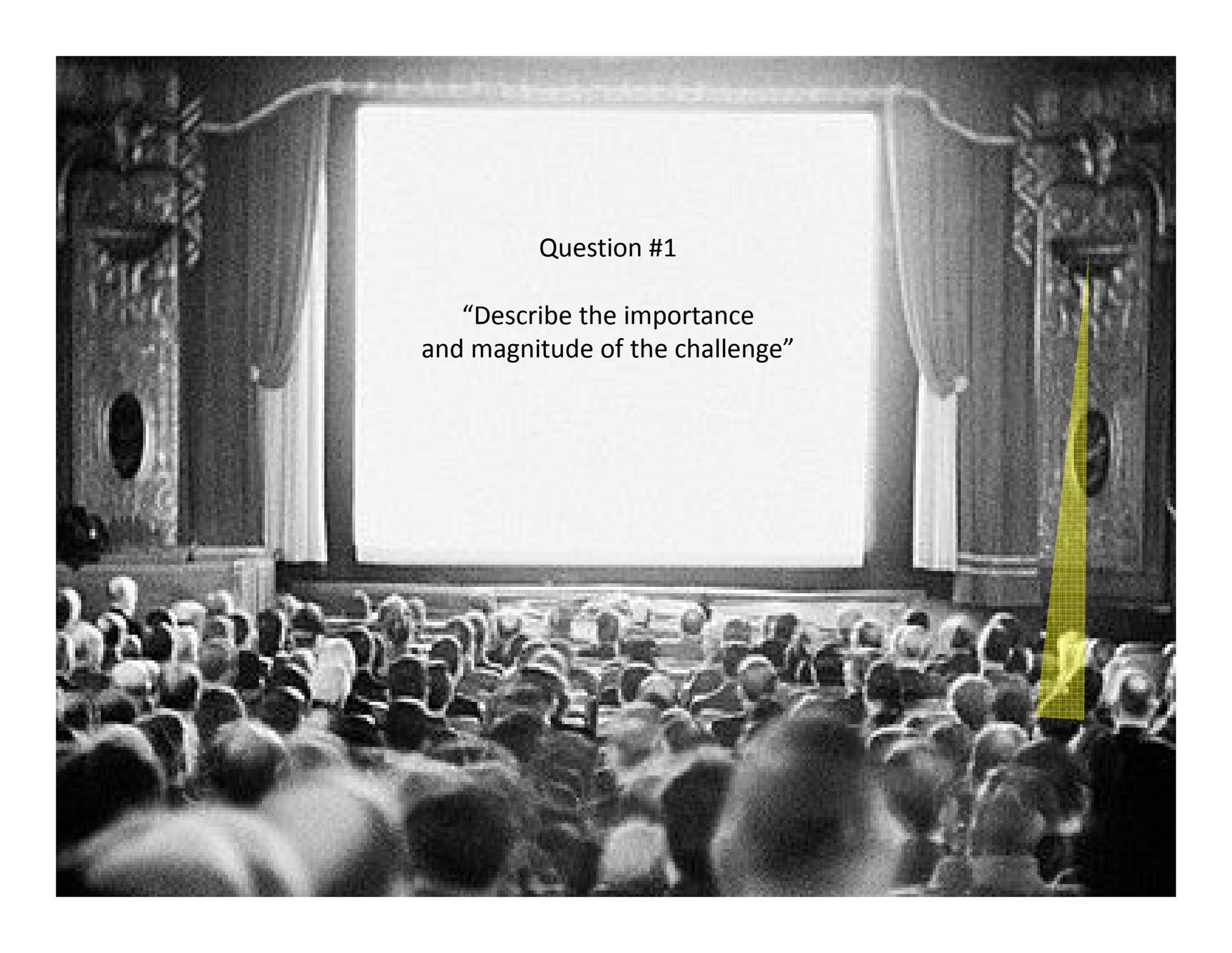


“The answer that came from that meeting was it’s all because they’ve been running Workfront. The technology has created these efficiency and productivity gains they were hoping it would create for their agency.”

*Nate Goates
Workfront Inc.*



We worked closely with Joe Ray, the Director, Agency Operations at Rockfish, who addressed three detailed follow-up questions that we asked

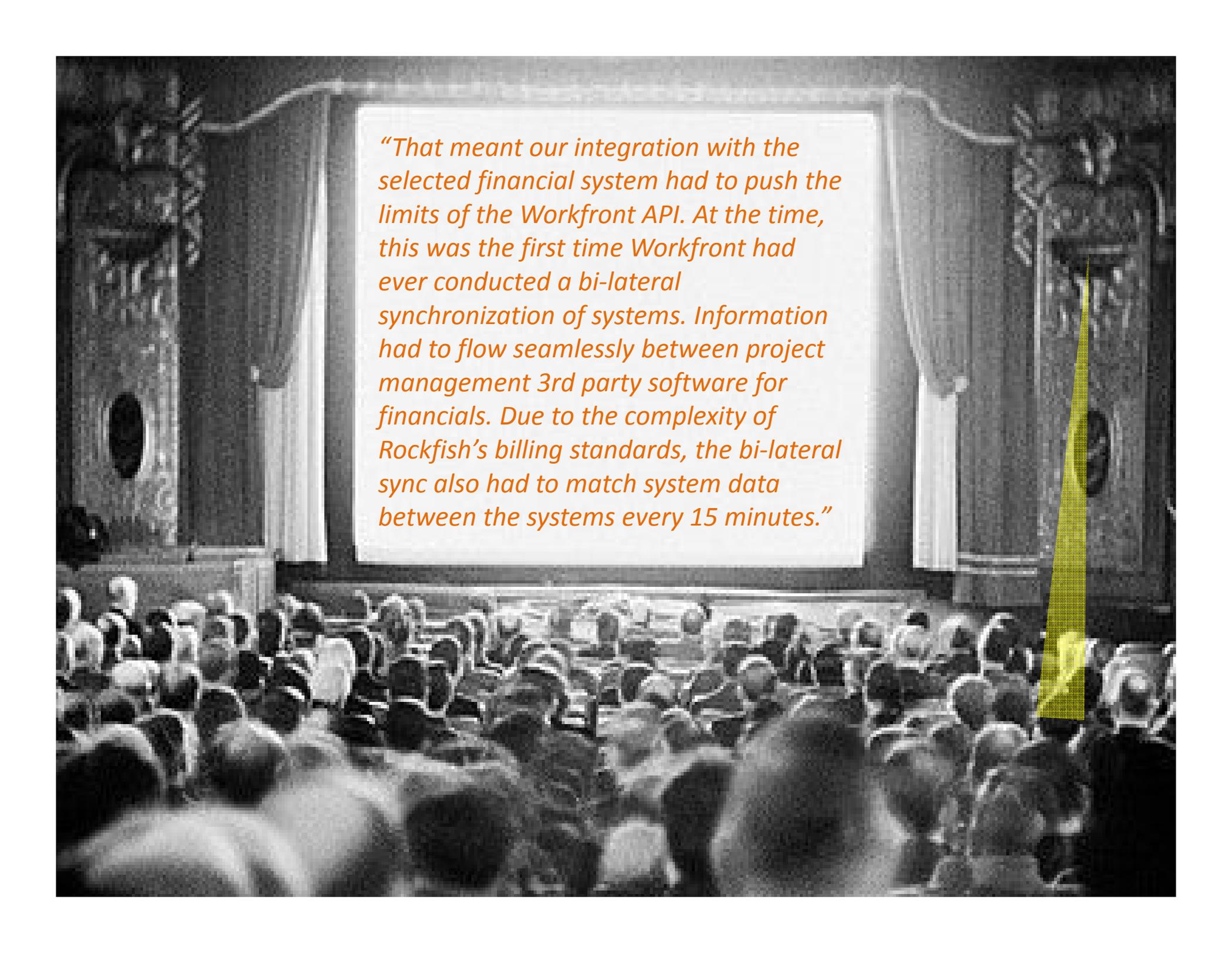


Question #1

“Describe the importance
and magnitude of the challenge”



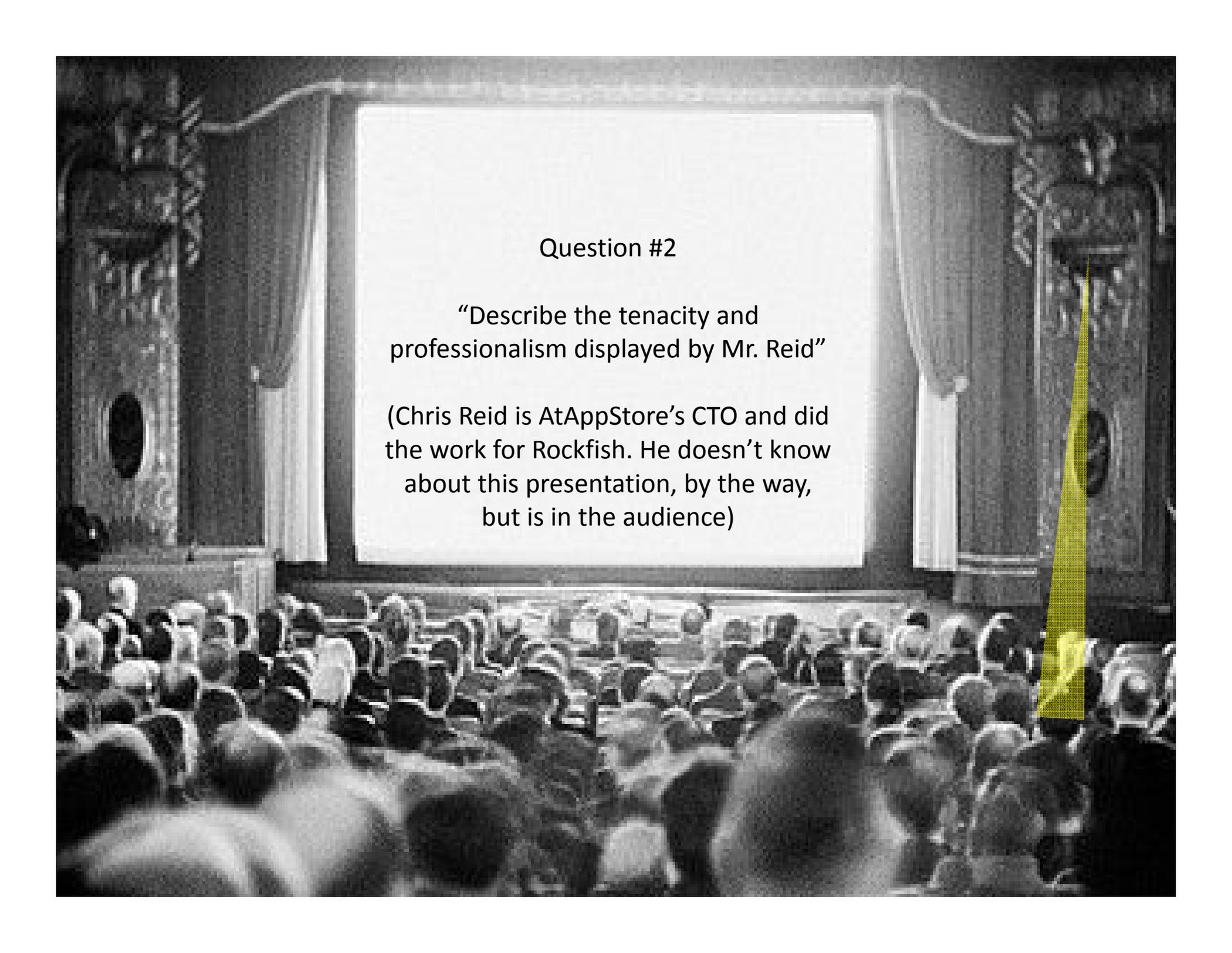
“When Rockfish, a digital agency with 250+ employees across 10 offices nationwide, sent its RFP for a new project management software, we had high expectations for our tool. Workfront fit the bill, but there was work left to be done. Rockfish holds some of the highest accounting standards in the industry, being touted by its holding company WPP as a trailblazer in regards to process and accuracy.”



“That meant our integration with the selected financial system had to push the limits of the Workfront API. At the time, this was the first time Workfront had ever conducted a bi-lateral synchronization of systems. Information had to flow seamlessly between project management 3rd party software for financials. Due to the complexity of Rockfish’s billing standards, the bi-lateral sync also had to match system data between the systems every 15 minutes.”



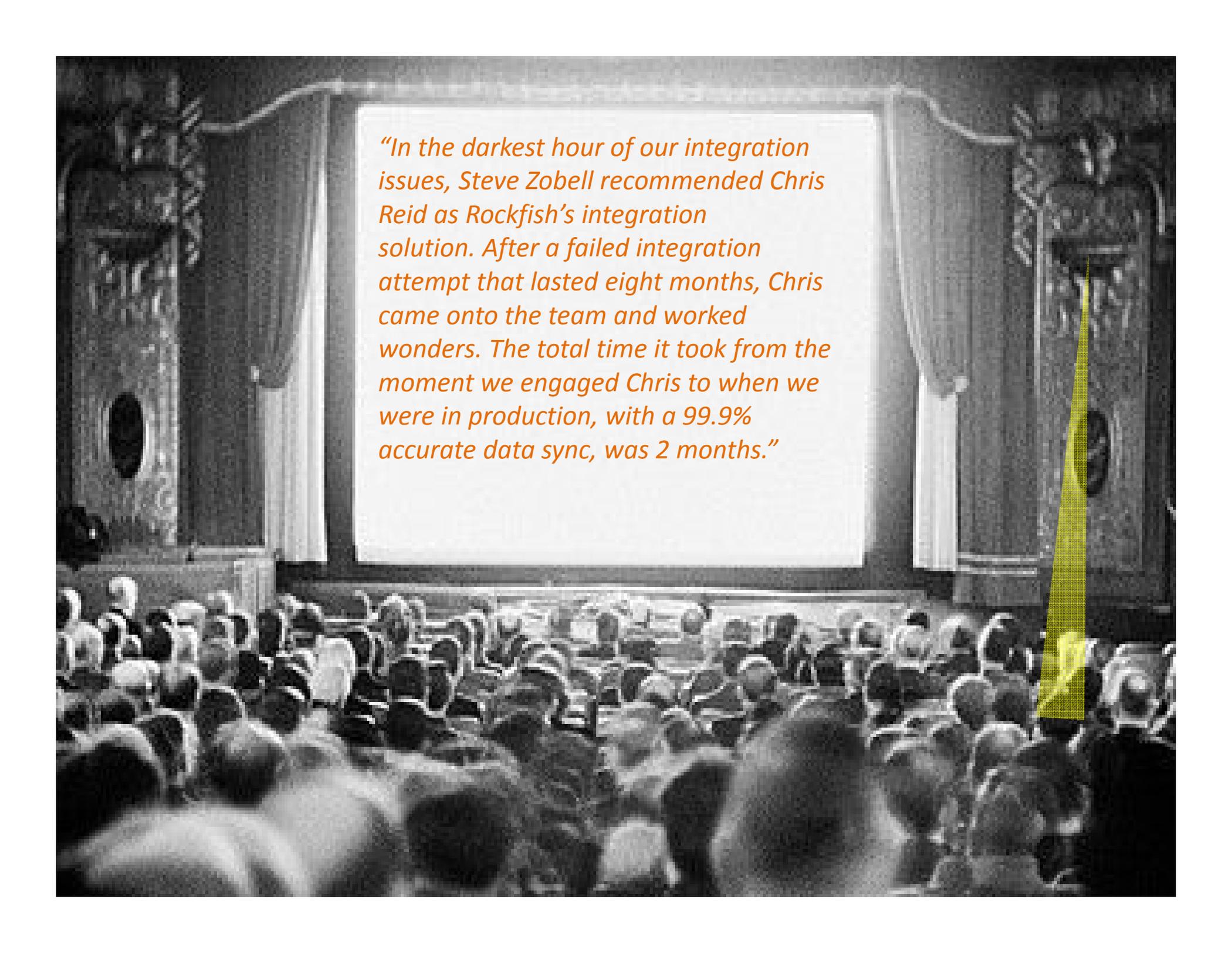
“This forced the team to develop highly sophisticated algorithms that would meet the ever-changing data to its financial counterpart. That data then had to relay back billing and record updates into Workfront in order to allow our teams a single platform to manage their fast-paced projects.”



Question #2

“Describe the tenacity and professionalism displayed by Mr. Reid”

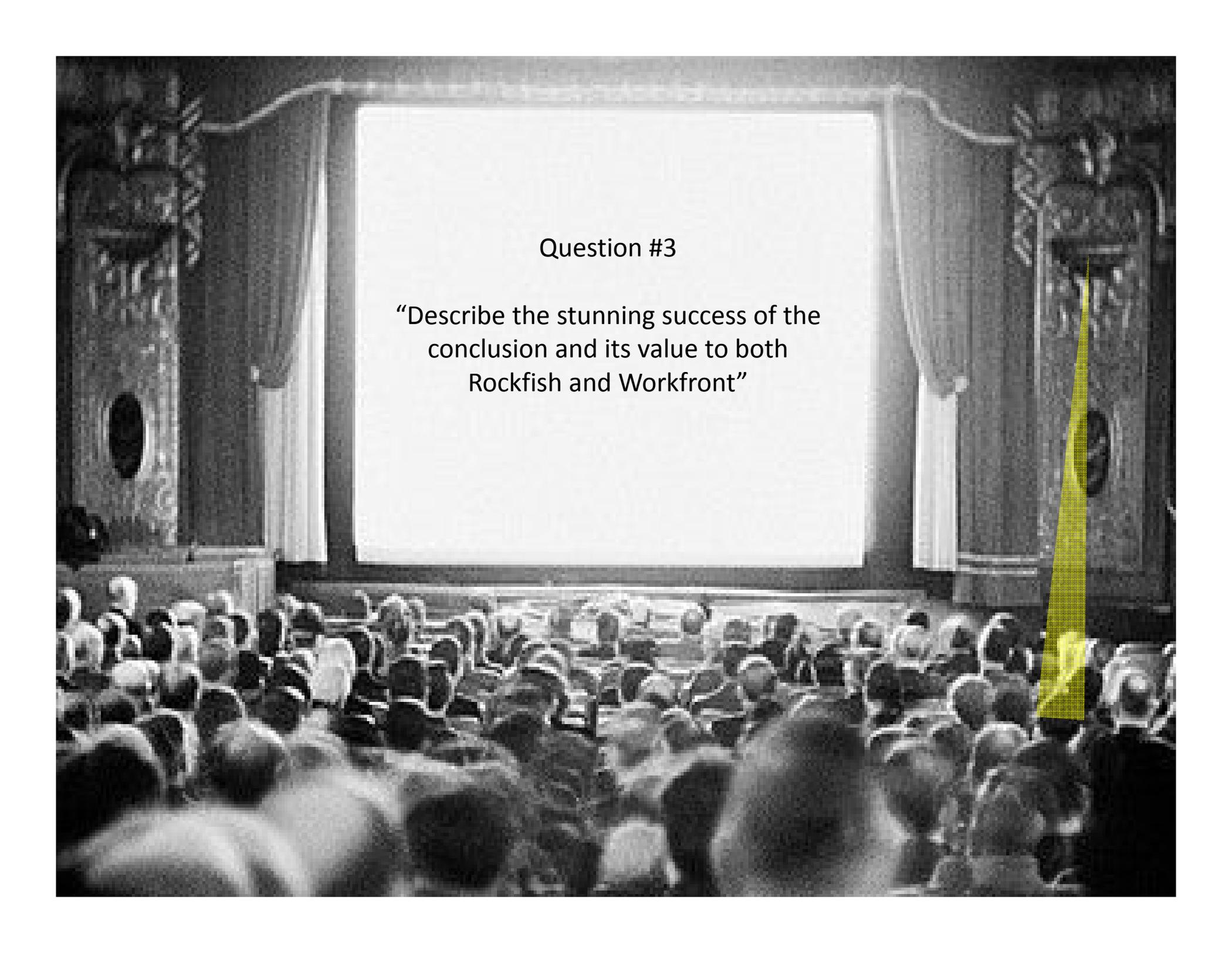
(Chris Reid is AtAppStore’s CTO and did the work for Rockfish. He doesn’t know about this presentation, by the way, but is in the audience)



“In the darkest hour of our integration issues, Steve Zobel recommended Chris Reid as Rockfish’s integration solution. After a failed integration attempt that lasted eight months, Chris came onto the team and worked wonders. The total time it took from the moment we engaged Chris to when we were in production, with a 99.9% accurate data sync, was 2 months.”



“It was immediately clear that Chris’ extensive knowledge of Workfront—mixed with the ice in his veins when operating under pressure—would rise to the scrutiny from a company that had been waiting for a successful integration.”



Question #3

“Describe the stunning success of the conclusion and its value to both Rockfish and Workfront”

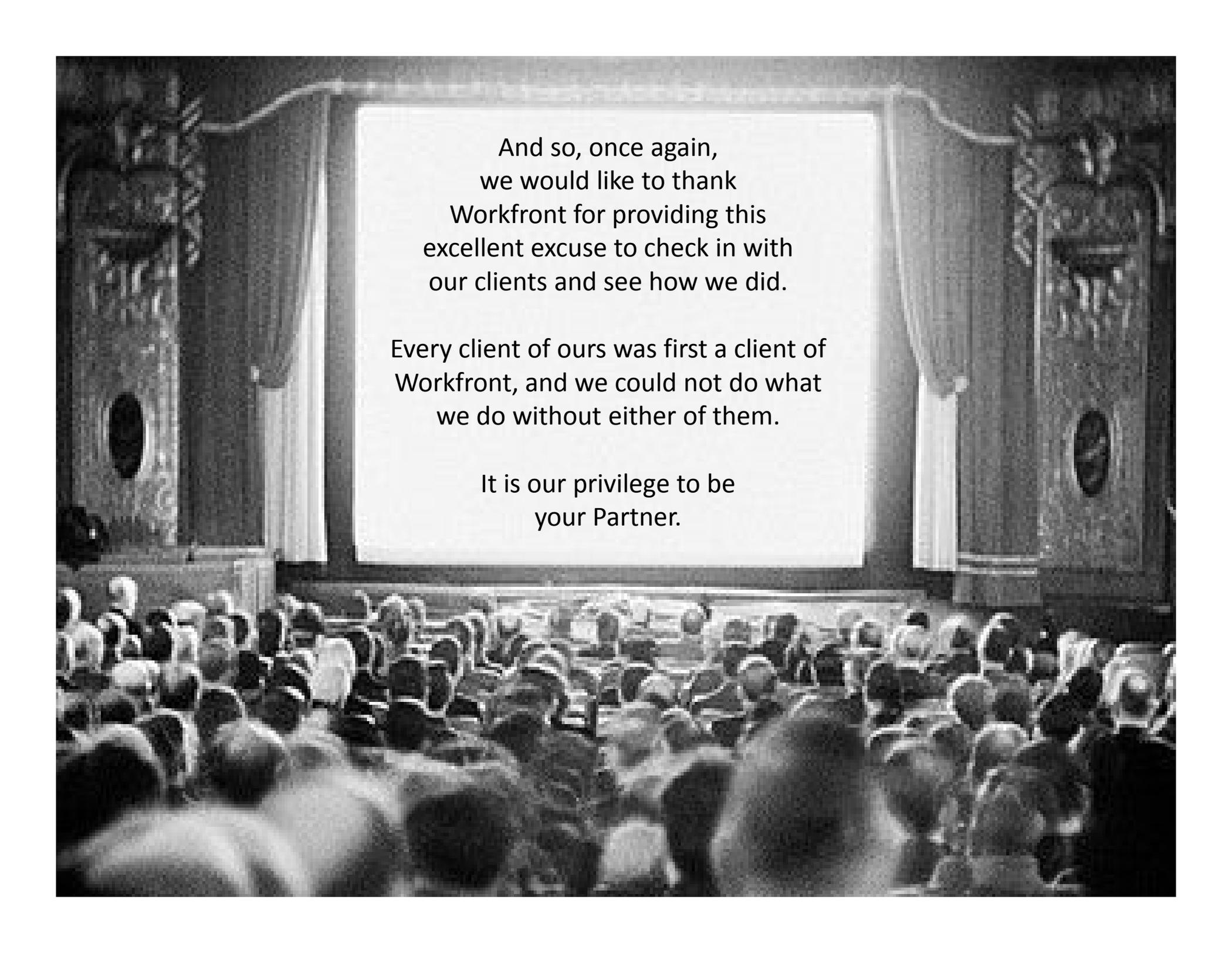


“Rockfish now has project management tool that services over 250 employees seamlessly. As our company has grown over the last three years, we’ve been able to maintain the same level of staff in our billing and operations departments because the project management software allows us to be very efficient.”



“This is no doubt a testament to the work that was done by Chris Reid in allowing our company to stay competitive and work efficiently in an ever-changing landscape.”

*Joe Ray
Director, Agency Operations
Rockfish*



And so, once again,
we would like to thank
Workfront for providing this
excellent excuse to check in with
our clients and see how we did.

Every client of ours was first a client of
Workfront, and we could not do what
we do without either of them.

It is our privilege to be
your Partner.



AtAppStore

+



SUCCESS