

MARKETING  
WORK  
MANAGEMENT  
SOFTWARE

# BUYER'S GUIDE

Work Chaos, Solved.

# THE CURRENT STATE OF AFFAIRS FOR MARKETING TEAMS IS CHAOS

In-house creative services teams and agencies face a constant deluge of work requests, endless interruptions, shifting priorities, and heavy workloads. The resulting disorder and confusion make it hard to focus on what's most important rather than on what fire is presently burning. But, with almost half of creative teams saying they don't use any kind of project tracking software and a quarter saying they don't track projects at all,<sup>1</sup> it's no surprise work is chaos.

Even marketing teams and agencies that use project management tools may still find themselves drowning in work, waiting for approvals stuck in the twilight zone, and confused about what to work on next. This is largely due to the fact that most "solutions" are missing two fundamental aspects of work management: first, a good marketing work management solution that intuitively and seamlessly works the way its users naturally work. Second, a comprehensive structure that provides complete visibility into all aspects of the marketing workflow. To eliminate work chaos and free up more time for real work, these teams need a solution that provides both aspects.

**1/2** OF CREATIVE TEAMS DON'T USE ANY KIND OF PROJECT TRACKING SOFTWARE.



1/4 OF CREATIVE TEAMS DON'T TRACK PROJECTS AT ALL

# 5 SIGNS YOUR MARKETING TEAM DEALS WITH WORK CHAOS

Whether your team is one of the lucky few currently using a project-tracking solution, or you're stuck relying on spreadsheets or scribbles on whiteboards, here are five signs that your creative team needs a different method to control their work chaos:

## 1. Disconnected tools



Everyone has their favorite tools—email, spreadsheets, timesheets, document asset storage, and more—to manage different parts of their work. But the problem is these tools don't work well together, which requires a lot of jumping from tool to tool. Disconnected tools add extra time, create more rework, and build information silos where no one has a comprehensive view of all the work.

## 2. Disconnected teams



Disconnected tools almost always lead to disconnected, siloed teams where no one knows what anyone else is doing and teams aren't as agile, productive, or responsive as they need to be. When every team or individual team member uses their own tools, there's no visibility into the work other teams are doing. As a result, teams have no insight into who or what is relying on them, so they schedule weekly (sometimes daily) meetings. Unfortunately, team members can spend inordinate amounts of time in status meetings and still have to run around trying to dig up the information they need.

## 3. Disconnected processes



Just like everyone has their favorite tools, everyone has their favorite way of doing things. However, when everyone has their own way of prioritizing work, tracking work requests, or keeping others up to date, it creates a landslide of inefficiency and ineffectiveness. With everyone in their own dark tunnel hammering away, there is no way to see how the tunnels (or tasks) should connect. Such disconnection results in wasted time, missed deadlines, budget overruns, rework, poor collaboration, and lots of fire drills.

## 4. Low productivity and less creativity



Work requests come in every size and flavor—emails, hallway conversations, and office drive-bys, to name a few. Add distractions and interruptions to the mix, and the resulting chaos throws not just productivity, but also creativity, right out the window. Without the proper structures in place, priorities tend to shift daily, team members resort to working on their “pet projects,” and the client who screams the loudest almost always gets what they want, regardless of strategic goals. In such a chaotic, fast-paced, and high-pressure environment, work is rarely delivered on time and creativity dwindles.

## 5. No credibility



With all the disconnection and chaos, work requests are often lost or forgotten. Teams suffer from a lack of clear communication. Teams frequently work overtime, but still miss deadlines. It only takes one bad experience for clients to lose confidence that their projects will be delivered as agreed upon and that the work will be high quality. The result is a slippery slope that leads to clients outsourcing the “good jobs” more often, the team getting less engaging work, and an overall lack of credibility with clients and executives about the value of the team.

# MORE WORK, LESS TIME.

## Do you have the tools to keep up?

Nowhere is the do-more-with-less mentality more present than when it comes to marketing and agency work. With smaller budgets, increased workloads, expanded scopes of work, and shorter turnaround times, it's a serious struggle to keep up. And since additional resources don't grow on trees, teams must find ways to eliminate inefficiencies and improve productivity if they want to avoid burnout.

Finding a tool that can reduce work inefficiency is a critical component of achieving success. However, most project management tools are designed to manage only the planning and execution phases of a project lifecycle, leaving the rest of the workflow up to other tools. Additionally, most solutions are designed for IT and development teams rather than for marketing teams or agencies, who work differently and need different features. Finally, many project solutions have a steep learning curve that can further reduce, rather than add to, your team's productivity.

# THE BIGGEST WORK INEFFICIENCIES OF MARKETING TEAMS AND AGENCIES

AtTask recently surveyed more than 260 marketing and agency professionals across the U.S. The survey revealed the following *top four* contributors to marketing work chaos:

## 1. Distractions and Interruptions

74 percent of marketing professionals cited distractions and interruptions as their number one work inefficiency.<sup>2</sup> Distractions and interruptions not only break the creative flow, but according to research, can eat up to 2.1 hours a day for the average worker.<sup>3</sup>

**74%** OF MARKETING PROFESSIONALS CITED DISTRACTIONS AND INTERRUPTIONS  
AS THE #1 WORK INEFFICIENCY



LISTED OVERFLOWING EMAIL INBOXES AS A TOP WORK INEFFICIENCY

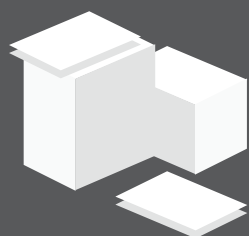
## 2. Overflowing Email Inboxes

Email may be the most commonly used tool, but it's not the most efficient. 63 percent of marketing professionals cited overflowing email inboxes as one of their top work inefficiencies,<sup>4</sup> and according to a recent McKinsey Global Institute report, the average worker spends 28 percent of the workweek managing email.<sup>5</sup>

## 3. Unproductive Meetings

56 percent of marketing professionals listed unproductive meetings as one of their top work inefficiencies.<sup>6</sup> With time wasted in chitchat and discussions that go nowhere, studies show that as much as 50 percent of meeting time is unproductive and up to 25 percent of it is spent discussing irrelevant issues.<sup>7</sup>

**56%** OF MARKETING PROFESSIONALS LISTED UNPRODUCTIVE MEETINGS AS A TOP WORK INEFFICIENCY



**36%** OF RESPONDENTS CITED RANDOM WORK REQUESTS AS A TOP WORK INEFFICIENCY

## 4. Random Work Requests

36 percent of respondents cited random work requests as a major work inefficiency,<sup>8</sup> making it clear that the common refrain of "It'll only take five minutes", is not so benign. Random requests rarely only take five minutes and almost always reduce your focus on getting the most important tasks done first.

# THE RIGHT STRUCTURE

When it comes to managing marketing and agency work, having the right structure in place is the key to controlling work chaos. What does the right structure look like? Here are the three most important components:



## 1. Manage All Work in One Place

When you're using several disparate tools, work and data get scattered, making gathering information from various tools, creating reports, and keeping everyone in the loop laborious. It requires you to constantly update spreadsheets, build reports from scratch, or some other manual process. Having a single tool that manages the entire work lifecycle in one place eliminates silos, provides instant status updates, and keeps all work connected and in context so work can continue to flow smoothly.

In addition, with a single source of truth provided by one tool, you'll be able to easily provide concrete data and real-time insights into what your team is doing and the value they deliver.



## 2. Automate Processes

Using templates and creative briefs to help automate processes may seem counterintuitive—more forms, more time—and you may encounter some initial pushback. But automating common processes eliminates starting from scratch every time you launch a new project or campaign. This saves you time, increases your outputs, and enhances your relationships with clients through building trust and credibility.

Most importantly, using templates and automating processes frees up time for creativity by eliminating repetition, building team consensus, and aligning expectations.

## 3. Collaborate in Context

Daily status meetings, long email chains, phone calls that no one else has visibility into, or instant messages that disappear with the closing of a window—these kinds of communications make it difficult to collaborate effectively. Who said what gets forgotten or time gets wasted looking for buried information. Instead, collaboration needs to happen in the context of the work done, in a social and natural way, so that all communication remains connected to the work.

When information such as team members, dates and times, related documents, project discussions, and other important information are all connected to the work, feedback doesn't get forgotten and time isn't wasted searching for answers or insights. Instead, everyone stays on the same page, in one place.

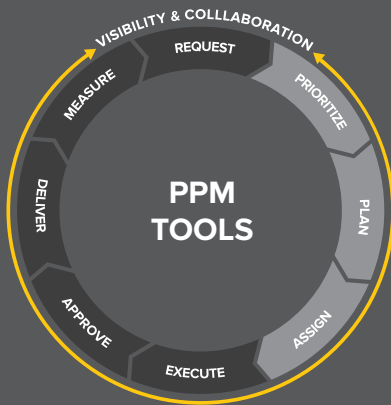


# MANAGE WORK THROUGHOUT THE ENTIRE WORK LIFECYCLE

Most of the solutions available to help marketing teams and agencies manage work fail to manage the work lifecycle, end to end. At best, they only focus on one or two pieces, which forces marketers to enlist the help of additional tools and resources to supplement the rest.



# MOST TOOLS ONLY OFFER PARTIAL SOLUTIONS



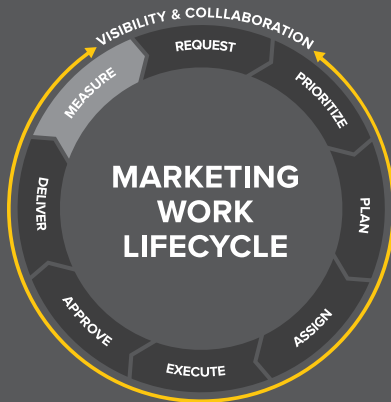
## Project Management Tools

Most project management tools fail to accommodate non-project work (i.e., unstructured work, everyday “lights on” work, ad hoc requests, etc.). They may work fine for project planning and execution, but will leave you struggling with how to manage the flood of work requests, prioritize work according to strategic goals, or streamline approvals to keep deliverables on time.



## Task Management Tools

There are thousands of task management apps or tools out there for you to choose from, but they are usually simplistic and only help manage one aspect of your work execution. You’ll need other tools to help you plan, prioritize, collaborate, track time, or measure outcomes.



## Social Tools

Most social tools are apps or add-ons that don’t allow you to collaborate in the context of your work. This means communication about a specific asset or campaign remains disconnected from the actual work it’s related to and collaboration doesn’t flow through the entire work lifecycle.



# CHOOSE THE RIGHT TOOL

There are a number of essential components to consider when investing in a marketing work management solution. To make it easier, use this comparison chart for evaluating up to three project or work management tools you may be considering.

## DIRECTIONS:

Use the checklist below to compare up to 3 solutions side-by-side (Shortcut: Check all the boxes for AtTask). Next, note the features that are missing and evaluate how important they are to your team's ability to manage the entire lifecycle of work (the only way to avoid work chaos). Understanding the trade-offs between different solutions will help you see the benefit of implementing one tool over another.

## WORK REQUESTS

FUNCTIONALITY	SOLUTION ①	SOLUTION ②	SOLUTION ③	VALUE
CENTRALIZED REQUEST MANAGEMENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Standardize request intake
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Organize client/customer requests
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Customize queues and routing rules
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Easily convert requests into projects
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Stop requests from getting lost or forgotten
CUSTOMIZED CREATIVE BRIEFS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Get all job information up front
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Create customized fields
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Build creative briefs into work requests and eliminate extra steps
REQUEST TRACKING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Provide requestors/clients with visibility into the requests they've submitted
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Get visibility into requests made of your team

## WORK PRIORITIZATION

FUNCTIONALITY	SOLUTION ①	SOLUTION ②	SOLUTION ③	VALUE
PRIORITIZING REQUESTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• See all requests in one place
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Choose requests with the most strategic value to the company
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Work on the best work instead of the next work
PRIORITIZING TASKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Prioritize personal 'Working On' tasks
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Prioritize work by commit date, project name, or a customized drag and drop order

CONTINUE TO NEXT SET OF QUESTIONS >>

## WORK PLANNING

FUNCTIONALITY	SOLUTION ①	SOLUTION ②	SOLUTION ③	VALUE
WORKFLOW AND PROJECT PLANNING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Customize project plan based on desired workflow
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Plan out tasks, subtasks, budgets, resources, and approval processes
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Avoid forgetting dependencies
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Plan out deadlines, hard dates, predecessor relationships, and milestones
CUSTOMIZABLE WORK TEMPLATES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Create templates that fit to your workflow
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Ensure no steps are forgotten
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Easily convert existing or past projects into templates
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Streamline repeatable work
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Analyze past projects for constant improvement

## WORK ASSIGNMENTS

FUNCTIONALITY	SOLUTION ①	SOLUTION ②	SOLUTION ③	VALUE
SMART TEAM ASSIGNMENTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Assign tasks to team members based on job roles and availability
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Make smart , balanced resource decisions
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Eliminate resource planning meetings
RESOURCE CALENDAR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• See every team member and task assigned in visual, linear calendar view
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Drag and drop work requests or tasks to individual resources
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Get a high-level view of who's working on what
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Drag and drop resources into a task to automatically make assignments
RESOURCE PLANNING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• View resource grid to see how many hours are allocated to each team member
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Get notified when hours exceed capacity
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Mitigate burnout by keeping hours within appropriate capacity level

CONTINUE TO NEXT SET OF QUESTIONS >>

## WORK EXECUTION

FUNCTIONALITY	SOLUTION ①	SOLUTION ②	SOLUTION ③	VALUE
PROJECT AND TASK MANAGEMENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Receive notification when project/task is at risk or late
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Receive notification if changing date affects overall project schedule
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Receive notification on pending approvals
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Customize notification settings on an individual user basis
WORK NOTIFICATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Receive notification when project/task is at risk or late
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Receive notification if changing a date affects overall project schedule
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Receive notification when dependent tasks can be started
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Receive notification on pending approvals
COLLABORATION IN CONTEXT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Get real-time status updates
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Communicate in the context of work
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Keep all work communications in one place, with time stamps
AGILE CAPABILITIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Create flexible, agile teams
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Organize work in sprints or iterations
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Give point values and assign work based on team member availability
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Color code storyboard tiles to communicate important info
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• View burndown chart to see how iterations are moving along
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Measure capacity and reallocate stories based on points/hours
ALL WORK IN ONE LOCATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Create a central location to manage all work, not just large projects or campaigns
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Use one tool to manage all aspects of work
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Eliminate disparate or excess tools
WORK ACCOUNTABILITY AND RECOGNITION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Keep team members accountable for their work
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Provide instant feedback to team members
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Ensure team members are recognized and feel appreciated for their work

CONTINUE TO NEXT SET OF QUESTIONS >>

## WORK APPROVALS

FUNCTIONALITY	SOLUTION ①	SOLUTION ②	SOLUTION ③	VALUE
INLINE DIGITAL PROOFING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• View any digital asset
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Provide feedback and edit assets in real-time in one central location
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Compare asset versions side by side
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Streamline the creative and feedback processes
TEMPLATE APPROVAL CHAINS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Set up boxed approvals or one-off approvals
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Automatically route approval requests to the right person at the right time
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Receive notification when bottlenecks occur
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Cut back on time it takes to get work approved
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Get time stamped record of approvals

## WORK VISIBILITY

FUNCTIONALITY	SOLUTION ①	SOLUTION ②	SOLUTION ③	VALUE
CALENDAR VIEWS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Customize calendar views
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Pre-defined filters to automatically keep track of everything
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Build team, project, or client specific calendars
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Share calendars with clients/3rd parties so deadlines are visible
TIME TRACKING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Track hours by task within user's workflow
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Automatically update deliverables from time-tracking numbers
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• View planned vs. actual hours
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Set and view work durations in a Gantt chart
REPORTING AND DASHBOARDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Get high-level or granular visibility into the progress of all work
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Demonstrate the progress and value of projects in real-time
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Find all assets and data in one place and trust they are up to date
INDIVIDUAL AND TEAM INSIGHT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Justify existing and additional resources
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Easily control the workflow process
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Get visibility into resource utilization and availability
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• View current task lists/work loads for individuals or team entities
GLOBAL VIEW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Get visibility at every stage of the workflow, from initial request to final metrics

CONTINUE TO NEXT SET OF QUESTIONS >>

## PRODUCT INTEGRATIONS

FUNCTIONALITY	SOLUTION ①	SOLUTION ②	SOLUTION ③	VALUE
MICROSOFT OUTLOOK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Submit and receive work requests, manage work, and collaborate without leaving Outlook</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>See all work requests in Outlook and easily update status, log time, and mark work as done</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Reduce emails and status meetings and improve visibility</li> </ul>
DIGITAL ASSET MANAGEMENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Store, organize, and tag all documents and assets</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Upload documents and assets to tasks so they stay in context</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Maintain version control</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Integrate with DAM leaders Widen or WebDAM</li> </ul>
ONLINE DOCUMENT AND CONTENT MANAGEMENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Create a seamless connection between work and leading cloud storage solutions</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Integrate with Google Drive, SharePoint, Box.com, or Dropbox</li> </ul>
BUSINESS APPLICATIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Make digital campaign management, data, and approvals easy</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Integrate with critical applications like ExactTarget, Salesforce.com, and Jira</li> </ul>
SOCIAL AND COLLABORATION TOOLS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Break down information silos and unify social and collaboration tools</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Integrate with common and critical applications like Jive and ProofHQ</li> </ul>
CUSTOM CONNECTIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Integrate with any tool your team uses with RESTful APIs</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Build custom integrations with solutions such as SAP and Oracle</li> </ul>

## PRODUCT USABILITY

FUNCTIONALITY	SOLUTION ①	SOLUTION ②	SOLUTION ③	VALUE
USER-FRIENDLY INTERFACE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Make it work the way you and your team work</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Ensure adoption with a simple, user-friendly interface</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Customizable, user-focused interface</li> </ul>
CLOUD/MOBILE ACCESS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Work on the go with full-featured apps for the iPhone and Android</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Capture a complete view with iPad dashboard reporting</li> </ul>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Maintain visibility and control from anywhere, anytime, and any device</li> </ul>

PRODUCT USABILITY CONTINUES >>

## PRODUCT USABILITY (CONTINUES)

TOOL CONSOLIDATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Do it all in one tool (request, prioritize, plan, assign, execute, approve, deliver, and measure)
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Get data all in one place with tailored integrations for critical point solutions and applications
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Eliminate _____(##) of existing disparate point solutions
ENTERPRISE GRADE SECURITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Ensure work is secure throughout the process
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	• Ensure compliance with company security and regulatory requirements such as, SLA, SAML 2.0, HIPAA, PCI DSS, SOX, FISMA, etc.

# WHY CHOOSE ATTASK?

AtTask Marketing Work Management brings order to the chaos of marketing work.



*“AtTask has brought order to chaos. It has allowed us to regain our reputation for creative excellence. It’s allowed us to take smart, creative people and take away the burden of trying to organize themselves and trying to find stuff. It allows them to be creative.”*

#### BILL GATTINGER

Senior Manager, Traffic, Production & Direct Marketing  
ATB Financial



*“Before AtTask, we were bouncing between so many different systems, between our internal portal and our project management software. We were using email way too much and trying to get approval on graphic design work and managing budgets within Excel, then emailing those to executive management. All that stuff took time we didn’t have.”*

#### CASEY FLOYD

AVP/Campaign Manager  
Nevada State Bank



*“AtTask really helps to focus the communication between our departments. It gives us a centralized location to track, review, and archive the information being exchanged. It prevents a lot of the stray communication and the fragmentation that can happen with email and voicemail. We get stuff done faster and more accurately, without a lot of unnecessary back and forth.”*

#### GRETA MIKKELSEN

Director of Creative Services  
Harry & David




## Endnotes

1. Brenits, Andy; Schaffer, Jackie; Smith, Conor. "2013 In-House Creative Services Industry Report," The Boss Group, Cella, InSource, 2013. <http://www.creativeindustryreport.com/2013-In-House-Creative-Services-Industry-Report.pdf>
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## AtTask Marketing Work Management

AtTask is a cloud-based Marketing Work Management solution that helps in-house creative teams, marketing departments, and agencies conquer the chaos of excessive email, redundant status meetings, constant rework, and tedious approval processes. Unlike other tools, AtTask Marketing Work Cloud is a centralized, easy-to-adopt solution for managing and collaborating on all creative work through the entire work lifecycle, which improves team productivity, credibility, and executive visibility. AtTask is trusted by thousands of marketing teams and agencies, like Adobe, Sapient Nitro, Covario, RAPP, Cisco, HBO, House of Blues, REI, Schneider Electric, ATB Financial, and more.

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