

screendragon



VS



Screendragon Vs Workfront

A Comparative Analysis



Beauty & brains

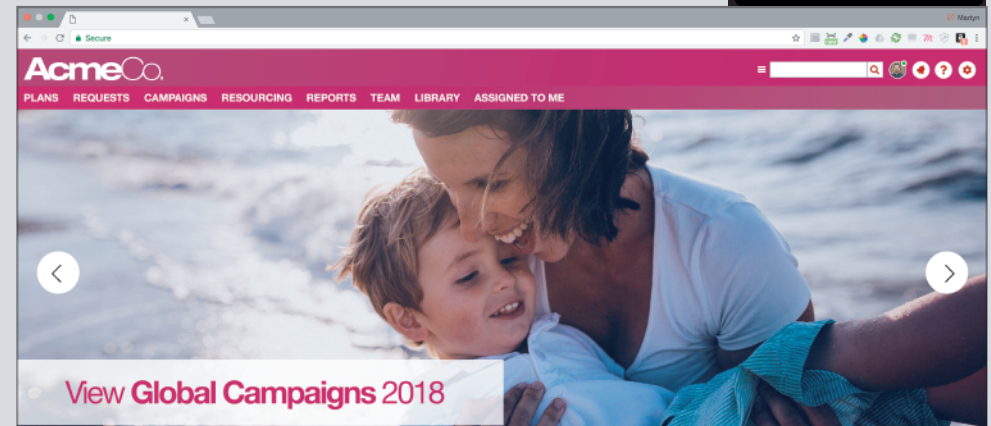
Don't let looks deceive. Screendragon looks great BUT it's also a high powered project, content, resource and workflow management system.

We understand that adoption is critical to system success, that's why we were so determined to balance brains with beauty to drive engagement.



Other systems can look technical and uninspiring when put alongside Screendragon tools.

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Featured Content



SHOWCASE / BEST PRACTICES:
Secrets to our success

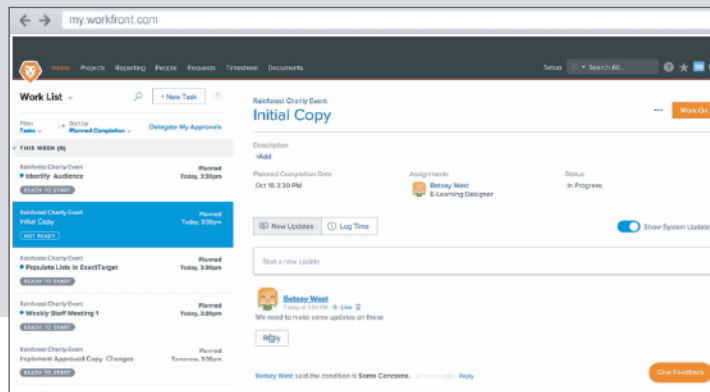
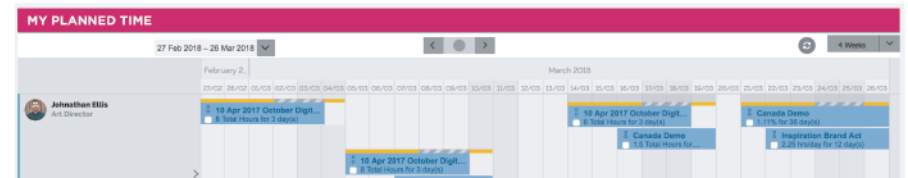


ONBOARDING & TRAINING:
Understand our brand & visual culture



NEWS & VIEWS:
Latest Trends and Insights

Resourcing Calendar



workfront



Your way of working 'Out of the Box'

Screendragon works the way you do.

As your organisation's framework is clearly defined, the system guides the user through the desired processes – leading to better adoption by teams.

Capture potential work, build scopes/staff plans, manage content, projects and workflows. All in one place – everything is fluidly connected.



Workfront's prescribed nature tends to force teams to conform to its methodology.





Digital briefs

Screendragon's form customization is unmatched in the industry and can be used to digitize any brief. In fact, any spreadsheet or manual form can be digitized and automated saving users time capturing and tracking data.

Some of the things you can do in Screendragon but at this time are unable to do in Workfront:

- Have triggers and business rules on a field level i.e. if this dropdown attribute is selected, bring this group into the workflow and notify them on when they need to perform their action.
- Apply permissions to parts of a form – for example hide finance info.
- Attach media formats to any part of the form.
- Have group within a group – for example for listing groups of deliverables within a project phase.



Beyond form format limitations, Workfront separates contextual files and images from your brief.

The screenshot displays the Workfront interface. At the top, the 'workfront' logo is visible. Below it, a navigation bar includes tabs for 'Tasks', 'Project Details', 'Updates', 'Documents', 'Issues', 'Risks', and 'More'. The 'Project Details' tab is active, showing an 'Overview' section with fields for Name, Project type, Description, Reference Number, URL, and Schedule. Below this, a table lists dates for Planned Start, Projected Start, Actual Start, Planned Completion, Projected Completion, and Actual Duration.

The main content area shows a project titled 'Digital Summer value promotion' under the category 'All Other'. A progress bar indicates the workflow stages: 'Creative Brief' (completed), 'Design' (in progress), 'Design Review' (pending), and 'Production' (pending). A sidebar on the left contains a navigation menu with icons for 'ACTIVITY LOG', 'PROJECT BRIEF INFORMATION', 'TASKS', 'WORKFLOWS', 'BOARDS', 'BUDGET', and 'RESOURCING'.

The 'Request Details' tab is selected, showing a form with fields for 'Project Type' (Digital), 'Assets Due Date (Creative Released)' (12 July 2019), and 'Content Push Date' (22 July 2019). Below this, a 'Project Summary' section contains text: 'Campaign dates: 01-June – 01 August', 'Theme: Summer breeze', 'Offer: Buy 3 get one for free', 'Value Proposition: Discount', 'Campaign Type: Retention', and 'Consumer benefit/reason to purchase: Great value for summer enjoyment'. At the bottom, a 'Creative Considerations' section features three images: a wooden pier extending into the ocean, a hand holding a chocolate ice cream cone, and a starfish on a sandy beach with seashells.



Visualizing process and campaign timelines

Screendragon's UI design helps users understand, at a glance, where they are in the process and what needs to be done.

Screendragon also allows customers to build their own 'methodology' language into the UI.

Workfront's visualization of processes tends to be limited and feel more technical.

The screenshot shows the Workfront interface for a project named 'Untitled Project'. The project owner is Jennifer Campbell. The project status is 'Planning' and it is 'On Target'. The project completion date is Feb 25, 2018. The project is divided into tasks, with a table showing task details:

#	Task Name	Assignments	Duration	Pln Hrs	Predecessors	Start On	Due On	% Complete
1	Concept	Andrew Stevenson	10 Days	45 Hours		12/2/13	12/13/13	100%
5	Design & Engineering	Project Manager	10 Days	32 Hours		12/2/13	12/13/13	66.7%
10	Legal	Grace Matsui	20 Days	20 Hours		12/2/13	12/27/13	10%
12	Manufacturing	Project Manager	40 Days	820 Hours		12/2/13	1/24/14	0%
17	Marketing	Chris Manning	0 Days	0 Hours		3/20/15	3/20/15	0%
22	Distribution	Jack Oliver	10 Days	20 Hours		12/2/13	12/13/13	0%
23	Placement	Jack Oliver	2 Weeks	20 Hours				



The screenshot shows the Acme interface for a campaign named 'Project Alpha'. The campaign is divided into four stages: Plan (12 July 2018), Brief (24 July 2018), Execute (12 Aug 2018), and Approve (12 Sept 2018). The 'Content' section shows a list of assets with their workflow status and asset type.

Asset	Asset Name	Workflow Status	Asset Type
	Legal Review	Awaiting Review/Approval	Campaign Imagry
	Claims Review	Big Idea Approved	Animated LCS
	Proofing	Legal Rejection (Resubmit)	Vector Logo
	Design Approval	In Progress	Packaging
	Digital Coupon Request	In Progress	Flyer



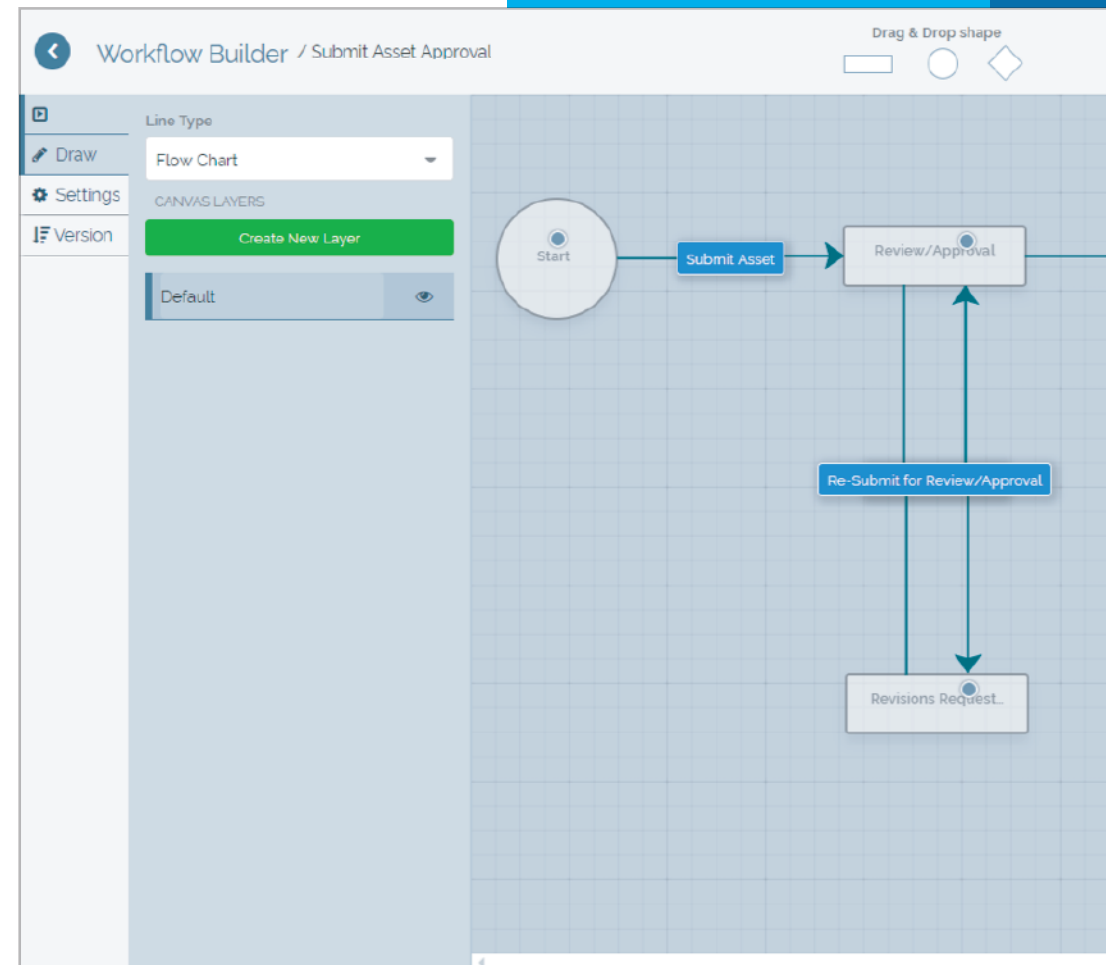
Workflow muscle

Screendragon can support advanced workflow requirements. Our workflow visual designer is used to create smart business rules that speed delivery and boost compliance.

Although the workflow can get as sophisticated as needed, the end user will see the beauty of simplicity; with visuals of the workflow progress, just-in-time actions, and a full audit trail of activities.



Workfront tends to be equipped with rudimentary, tabular workflow capabilities with limited graphical options in their proofing tool.



Content is king

Screendragon supercharges content production workflows. While other PM tools focus overwhelmingly on planning. Screendragon offers tools to create, collaborate, route, annotate, deliver, track and report on the total content lifecycle.

Screendragon provides customers with DAM capabilities where assets can be auto-routed to a creative library following project approval.



Workfront's content management and workflow functionality tends to be limited and less integrated. The DAM is an additional cost and integration.

Budget management

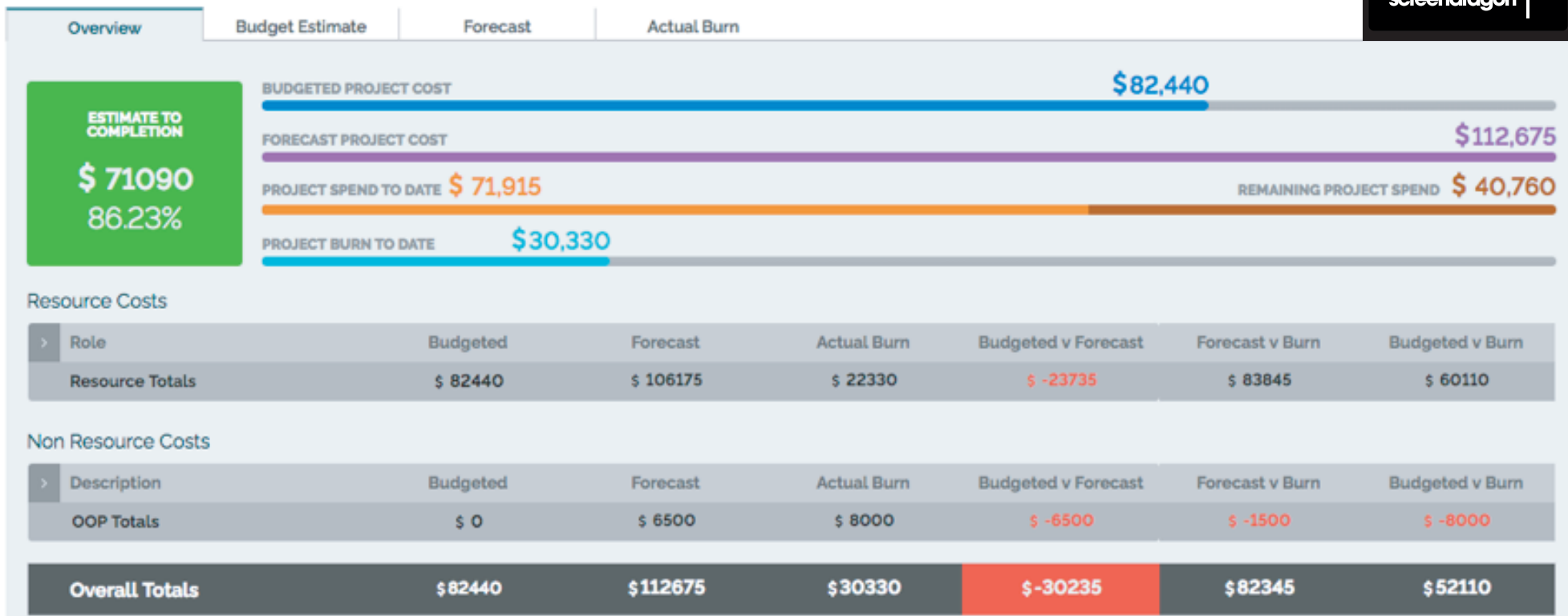
Screendragon automatically provides all the key data managers need on one screen. Based off client rate cards, it provides real-time data on:

- Budgeted project cost (*Approved budget*)
- Forecasted project cost (*Resource plan*)
- Actual cost (*Timesheet data*)
- Estimate to completion (*Timesheet data + resource plan to finish*)



Workfront does not present this data as simply and easily.

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Resource management simplified

Screendragon integrates all the resourcing related data into one simple to use UI.

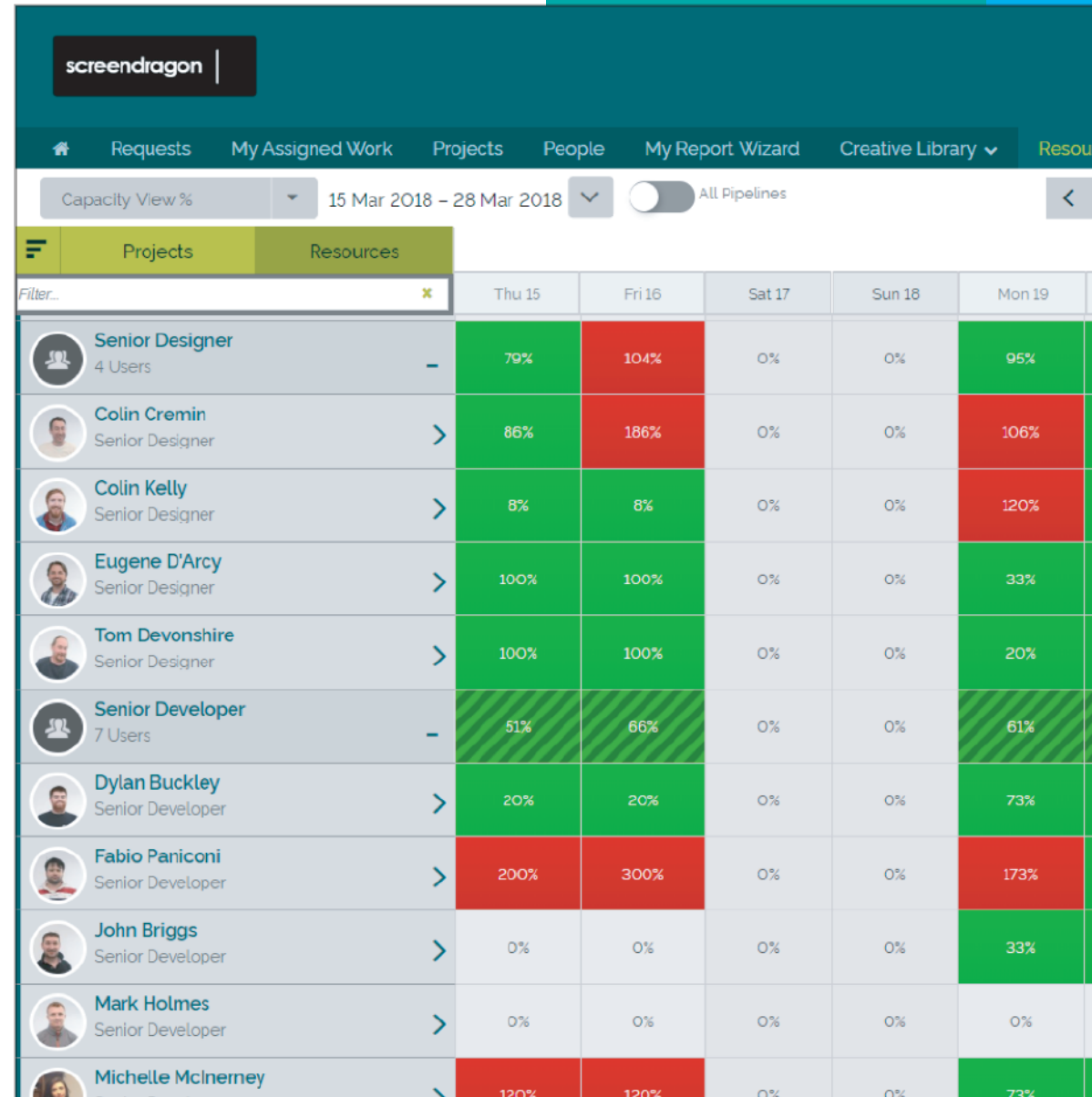
Executive dashboards provide at-a-glance views of utilization heat-maps.

Look for available talent based on profile meta data.

Turn on pipeline projects to scenario plan resourcing based on new biz wins.



Workfront tends to make planning, estimating, rates, and scheduling more difficult by forcing the user to dance between screens.





Engage creatives and spur creativity

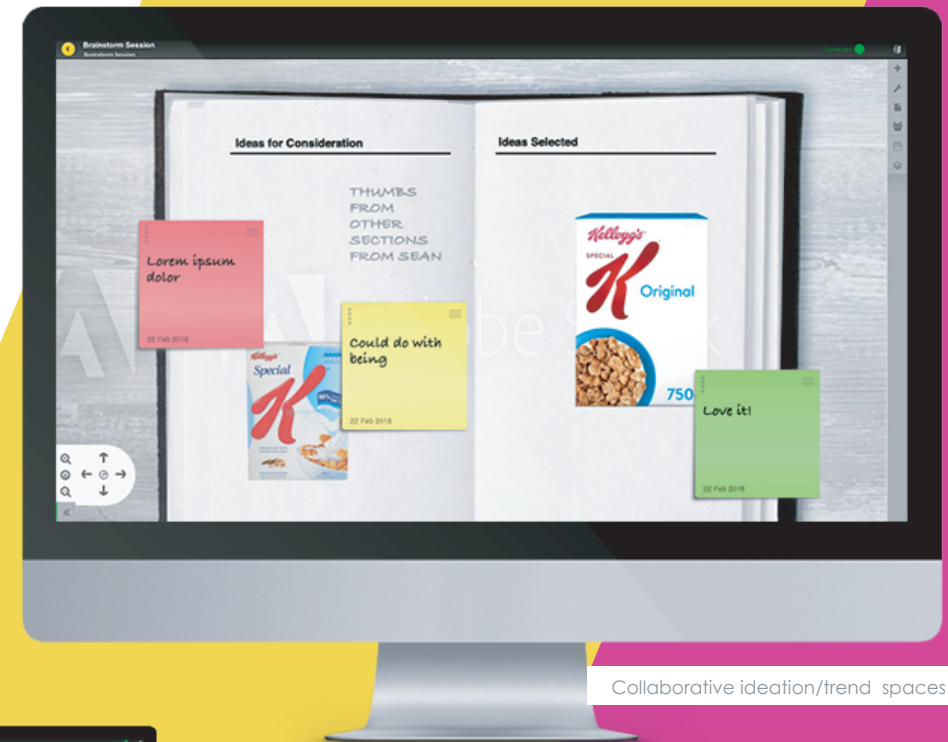
With Screendragon you can enable custom 'Creative Spaces' to add context and engagement with visual collaboration and ideation in real-time – to do things like:

- Ideation/Crowdsourcing of digital concept/mood/trend boards
- Onboarding, training, sharing and presentation environments
- Visually support methodologies (SWOT, Agile, Design Thinking, etc)
- Whiteboard/sticky note thoughts and ideas *etc.*



Workfront does not have these exciting collaborative capabilities.

Drag & Drop content on Real-Time collaboration canvases



Collaborative ideation/trend spaces



Custom project/practice methodology visualisation spaces



Contextual collaboration spaces

Specialist industry partner

Unlike Workfront, Screendragon is 100% focused on the needs of agencies and marketing organisations.

Our roadmap is dedicated to their needs.

The professional services team you work with are experts in the agency & marketing sector so you get a trusted partner rather than a 'software supplier'.



“ We needed a tool that allowed us to be creative and rigorous at the same time. Screendragon were the only people we found that could deliver....”

Nick Vale
Head of strategy and product,
market development
GroupM

Kellogg's

 **Keurig
DrPepper**

OmnicomGroup

WPP Group plc

IPG

virgin atlantic 



Total cost of ownership

While cost should not be a leading factor in the decision-making on a mission critical system, it is a bonus that Screendragon is extremely cost competitive with Workfront & other leading sector tools.

We are confident that we are able to deliver a return on investment (ROI) faster than any other vendor in the market.



For more information:

For more information or to request a demo:
Contact us at sales@screendragon.com



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