



Connecting project management to finances for a booming agency



About the client

When we met Deerfield Group, they were a small company quickly growing into a bigger one. Exclusively serving the pharmaceutical industry, the Pennsylvania-based firm has served over 120 healthcare brands and counting, including over 35 product launches.

As befits their slogan, "No bias, no egos," Deerfield specializes in hardworking executional projects. They describe themselves as an Agency of Brand®, handling a wide range of tactics for their clients spread across multiple departments. Whether it's web development, print, or media projects, their Creative Department must be ready to execute on demand.

The firm's rapid growth meant that it was time for Deerfield to implement a single ERP (enterprise resource planning) system for their finances.

The challenge

After reviewing the company's needs and the available options, WNDYR defined the strategy with the NetSuite implementation team as Deerfield's ERP. This single backbone for the company's finances brought together everything from billing to payroll, an essential step for an agency quickly outgrowing its old processes.

But that didn't fix everything. Major aspects of their business continued to be siloed in systems that didn't talk to NetSuite or each other: Adobe Workfront for project management and P3 for print procurement.

Both NetSuite and P3 presented challenging APIs, so the process of connecting them with each other and Workfront was complex. Fortunately, the Deerfield team were ideal partners. Diligent in testing and always eager to learn more, they worked alongside the WNDYR team to set up the specific integrations that support Deerfield's operations.

Reporting was automated via Adobe Workfront Fusion. When a calculation error was spotted in the automated reports, WNDYR tracked down the source of the miscalculation and implemented the correct formula.

What was needed



One system for all company finances



Integration with two other different systems



More efficient information sharing and reporting

What we delivered



Integrated a new ERP



Built 3-way system integration



Automated financial reporting



Managed transition process

Was it worth it?

Deerfield's CFO commented, "WNDYR was an absolute pleasure to collaborate with and was the glue that fused Workfront to P3 and NetSuite across multiple development teams. This integration was not only worth it but also needed for Deerfield Group so we can continue to streamline our workflows across various internal departments in a highly efficient manner."



It is insightful and instructive to me that Adobe recommended you, and that you were every bit as good as Adobe recommended.

CFO of Deerfield

What's next for Deerfield

The agency's growth continues apace with the acquisition of Verge Scientific, a brand strategy and PR firm based in Virginia, and Embedded, a New Jersey-based healthcare marketing and advertising firm.

WNDYR is currently helping Deerfield define a Workfront expansion roadmap to strengthen and unify operational processes.

About WNDYR

Our global team provides the ultimate service solution to effectively onboard teams into Adobe Workfront.

We bring our deep expertise to assist clients in optimizing their workflows and to partner with them on a further journey of development inside their organizations.

Contact us at sales@wndyr.com