



# How WNDYR helps Trendline Interactive reach full potential



## About the Client

Trendline Interactive is a Digital Marketing Agency with in-office and remote employees in various cities across the US. Recently, Trendline celebrated its 10th anniversary and has grown from 20 to over 200 employees in only a few years.

Molly Privratsky is VP of Operations at Trendline. Until recently, she's been working as the only Adobe Workfront expert and System Admin in the company. She needed a solution to help balance her responsibilities while also optimizing their Workfront experience. That's why they turned to WNDYR.

## About the Client

Trendline started using Workfront five years ago after outgrowing their previous systems and realizing their need to centralize everything into a single source of truth. Workfront has always matched their needs, but with Trendline's rapid growth, the team experienced some definite knowledge gaps and inconsistencies in their processes.

WNDYR was tasked with ensuring Trendline's processes were consistently optimized within Workfront, while also improving visibility into resources.

## How we enabled the client to reach their goals

- ✓ Better planning following increased visibility into resources
- ✓ Stronger, more scalable foundation due to custom views for each working group (i.e. project owners, workers, department heads, etc.)
- ✓ Higher adoption via tailored user-training sessions

### What's needed?



Streamlined processes to reduce manual effort and inconsistencies



Fully immersive user training to bridge knowledge gaps and boost adoption



Effectively established Resource Management

## How WNDYR helped

Along with our configuration expertise, WNDYR's work frameworks helped formalize an efficient structure to help streamline Trendline's processes.

### What we delivered

- ✓ Live projects - complete delivered within a tight deadline
- ✓ All repetitive processes were streamlined
- ✓ All users were onboarded into the system
- ✓ A highly satisfied team with a very positive outlook on Workfront

## What's next for Trendline?



"We're always evolving. We're busy developing our own PMO and are only starting to use Resource Management. We feel like we have set a strong foundation, and now we can really build upon the areas that need our focus."

Molly Privratsky  
VP of Operations at Trendline Interactive

## The results

WNDYR set a clear framework and pinpointed areas for improvement in Trendline's processes. By identifying issues, Trendline can now make the most of their Workfront investment and get the team working at full capacity.

After only a few weeks since the end of the engagement, Molly is enjoying the support she's receiving, and is no longer alone in managing Workfront. Trendline has since been able to fill in the gaps by onboarding another System Admin, a Resource Manager, and a PMO team.



## Is outsourced assistance worth it?

Expert assistance is extremely beneficial when starting out with any work management tool. When running into snags with Workfront, WNDYR was able to jump in and see changes through to the end right away. But even beyond that initial support, WNDYR helps businesses overcome plateaus to get the most value from their tools.

Molly explains that, while Workfront was a necessary tool keeping Trendline afloat throughout COVID-19, they needed WNDYR's expert guidance to use Workfront properly and fully. Now, the team is taking ownership over how they use Workfront.

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It takes that expertise—someone who knows the tool in depth—to get real value from the investment. That can be hard to maintain in house, if you don't have the dedicated resources.

Molly Privratsky

VP of Operations at Trendline  
Interactive

## 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 work-flows and partnering with them on a further journey of development inside their organizations.

Contact us at [sales@wndyr.com](mailto:sales@wndyr.com)