



Transforming how new products are brought to market

About the Client

As the leading herbal brand in North America, Gaia Herbs cultivates health and well-being by stewarding sustainable relationships between plants and people.

Using organic methods from seed to shelf, Gaia Herb's unparalleled dedication to purity, integrity and potency is meticulously proven by science.

The start

WNDYR implemented Adobe Workfront for the Gaia Herbs in early 2022 starting with Workflows metrics reporting, and including resource management for the internal marketing team

The expansion to the larger Product Development cross-functional process was the logical next progression for company executives due to the extensive reporting and visibility into project status provided by Adobe Workfront.

What's was needed?



Streamlined and optimized processes to reduce manual effort and inconsistencies






Repeatable cross-functional processes to drive successful product launches on time and budget



Visibility, metrics, resourcing and budget tracking during the life of the years-long NPD project

How we enabled the client to reach their goals

-  Gaia was able to move from managing their NPD process from Smartsheet and Monday.com to consolidate in Workfront
-  WNDYR was able to optimize the process, bringing the work from the previous systems into a single template and source of truth
-  Gaia Herbs now has a consolidated workstream and reporting for the 5 cross-functional teams contributing to the NPD Process

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 partner with them on a further journey of development inside their organizations.

Contact us at sales@wndyr.com