

SUCCESS STORY

Splunk, a data platform leader, streamlines their workflows with 7x fewer requests and enables productive cross-functional teamwork.

splunk>

Splunk, a company that helps unlock the power of data, needed a better marketing workflow solution. With over 6,000 employees and 27 offices worldwide, Splunk uses Aprimo AI to employ best practices with their traffic management, building a holistic workflow and empowering total cross-functional team collaboration.


aprimo



Challenge

Fragmented Workflow Saps Productivity

Splunk helps its clients bring data to every question, decision, and action seamlessly. To achieve the same kind of seamlessness in their own marketing workflow, the company needed to veer away from a fragmented approach that didn't offer the cross-functional and concurrent collaboration needed to get things done efficiently. For instance, sometimes up to seven JIRA project management software requests were needed. Plus, task or asset owners from six different teams had to wait until one request was completed before moving to the next, hindering synchronized progress on different creative fronts.

The result was inefficient coordination and time-consuming manual processes on the marketing deliverable roadmap, slowing speed to market and sapping the productivity of multiple creative teams.



Splunk chose Aprimo's Productivity Management solution to employ traffic management best practices and improve productivity across six different creative teams. Aprimo enabled Splunk to create a more efficient and collaborative AI-driven workflow that integrated outflow ports at critical junctures.



Solution

Aprimo Output Ports are Your Friend

By integrating and testing up to six output ports in strategic workflow spots, Splunk's traffic manager could architect a reliable workflow with multiple automated paths, allowing task owners to make better decisions, allocate resources wisely, and collaborate better.

Productivity Management

Aprimo Productivity Management gave Splunk the ability for users to build comprehensive workflows that — when integrated with strategic output ports — could enable creative teams to work around obstacles with agility and sync together to achieve the targeted go-live date.





Results

Implementing Traffic Management Best Practices

With over 14 years of experience working with various Aprimo versions at several companies, Robert Colville, Senior Traffic Manager Brand + Creative at Splunk, sees Aprimo as a strategic tool for executing traffic management best practices. With “output ports are your friend” as a mantra, complex and multiple tasks from another management software tool were combined to create an intelligent, agile workflow that delivers a host of benefits:

- **Eliminates six to seven separate requests**
- **Enables six teams to work independently and sync up at the desired date**
- **Empowers total cross-functional team collaboration**
- **Informs the right teams when an activity is complete and available**

Aprimo has helped Splunk create digital assets using a holistic workflow that allows multiple teams to march down a path with laser-focused clarity, lightning-fast speed, and uber efficiency.

As a company that helps their customer thrive in a data age, Splunk’s new marketing workflow process now empowers its creative teams to thrive as well.





About Aprimo

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that actually drive business outcomes and reach customers in the right channels. Its powerful content operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale.



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