

valantic



SUCCESS STORIES OF THE DIGITAL NOW

Frontify: Pioneering Brand Management





Further information can be found on the [Frontify company website](#).



Frontify

Founded in 2013, Frontify began as a visionary startup in Switzerland with a clear mission: Streamlining brand management across digital platforms. Today, the SaaS company stands as a leader in cloud-based brand management solutions, demonstrating exceptional growth and influence in the industry.

Frontify offers an integrated suite of tools that empower companies to maintain brand consistency across all touchpoints. Its user-friendly digital asset manager (DAM) allows teams to organize and access files, while customizable templates help teams create, localize, and standardize their brand materials. Online style guides ensure that teams use every brand asset correctly, enhancing brand integrity.

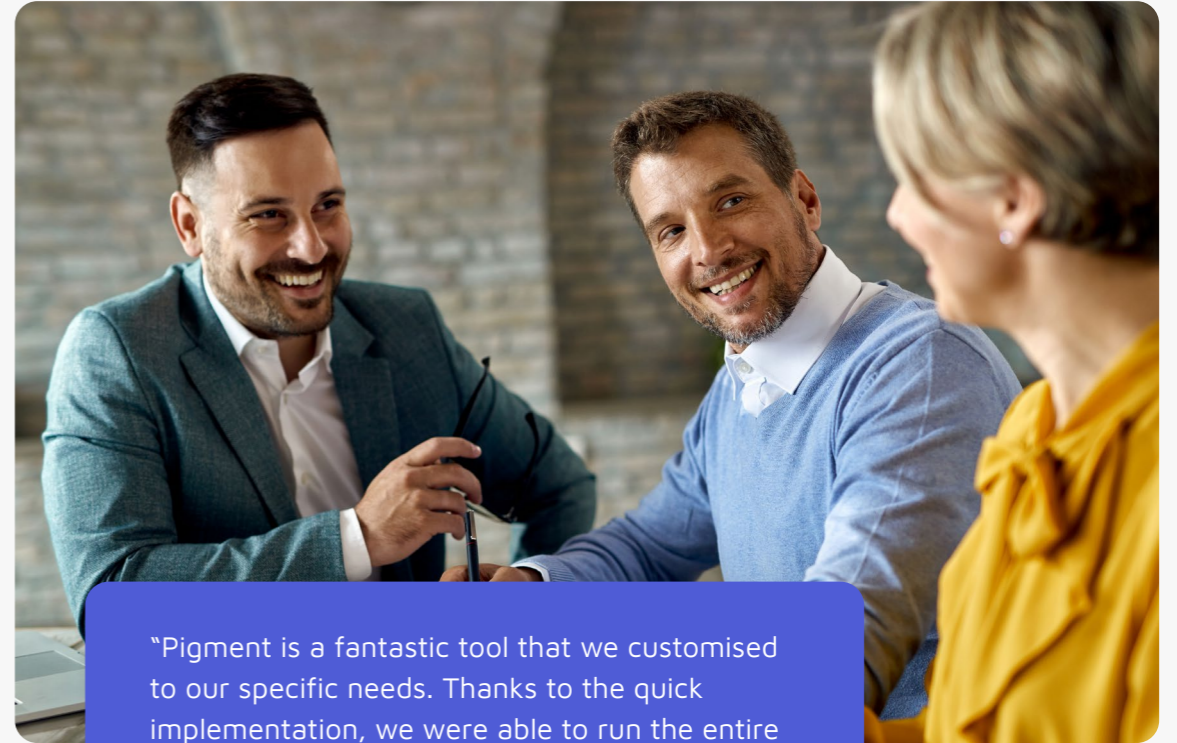
Success stories from global clients highlight Frontify's impact, showcasing improved collaboration, increased efficiency, and sustained brand consistency. As Frontify continues to evolve and expand its offerings, it remains committed to empowering brands worldwide with innovative solutions that drive their success.

Project overview

Rapid implementation and innovative solutions

Speed was the main characteristic of this project. It was only around 4 weeks from scoping to contractual agreement and kick off. It was only around 10 weeks from kick off to go live. It was probably the fastest FP&A Pigment x valantic implementation with still a broad scope covering a lot of building blocks and without compromising quality.

Frontify was in search of a new FP&A planning system that met their need for state-of-the-art, flexible solutions. They chose Pigment for its modern, user-focused, and versatile features, allowing Frontify to own, alter, and maintain their applications with unprecedented ease and efficiency. This strategic shift not only enhanced operational agility but also empowered Frontify to continue pushing the boundaries of brand management excellence.



"Pigment is a fantastic tool that we customised to our specific needs. Thanks to the quick implementation, we were able to run the entire process in Pigment, from gathering robust data to planning multiple scenarios under 4 months. We also leverage the tool extensively for reporting purposes, saving precious time to provide more insight to the business."



Marie Gaffurie
Head of FP&A at Frontify



„I love demanding clients which push us to the limits to get out of our comfort zone and lets us grow on the project. Frontify was definitely one of them.“



Silvia Poletti

Consultant
at valantic XPA

The challenge

Tight timelines and complex requirements

The primary challenge in the Frontify project was the stringent timeline required for the new solution to go live. This urgency was crucial to enable budgeting processes on the new tool and to facilitate the transition away from the old tool. Additionally, the complexity of the required building blocks added layers of challenge.

But thanks to the Frontify team requirements and specifications were detailed on short notice and the valantic team could grasp the business rules fast.

Their efficiency in delivering these critical elements on short notice was instrumental. Moreover, the valantic team's ability to quickly comprehend and apply the business rules ensured that the project not only met its tight deadlines but did so without sacrificing the depth or functionality of the solution. This collaborative effort was key in overcoming the project's challenges, setting a new standard in project execution under pressure.

The project story and solution

Close engagement was pivotal throughout the project's lifecycle. A series of intense core weeks featured numerous touchpoints and utilized multiple communication channels. This approach facilitated a deep understanding of the requirements, allowed for rapid iterations for clarifications, and enabled the necessary implementations to be made swiftly and effectively.

The technical integration involved connecting three distinct data sources through Pigment's native API capabilities. To address the complexities of the project, three valantic consultants were assigned to expertly handle the building blocks of the solution, which included revenue, headcount, cost, capacity, and the three financial statements.

The user stories were defined by Frontify, implemented by valantic and tested based on test scripts. After the intense main phase of the project, application ownership transition was executed. This was done by co builds, an operational concept and security implementation.



Advantages at a glance



Rapid implementation: Completion from scoping to go-live in just 14 weeks, setting a record for the fastest FP&A Pigment x valantic implementation without compromising quality



Customizable solutions: Pigment's platform allows for extensive customization to meet Frontify's specific needs, enabling them to manage, modify, and maintain their applications efficiently



Enhanced operational agility: The new system improved Frontify's operational flexibility, allowing for better brand management and strategic advancement



Strong collaboration: Close engagement and detailed requirements from Frontify, combined with valantic's quick understanding and implementation, facilitated a successful project under tight deadlines



Comprehensive integration: Effective technical integration of three different data sources using Pigment's native API capabilities



Expert consulting: valantic's team of consultants expertly managed complex solution components, ensuring a solution that encompassed revenue, headcount, cost, capacity, and financial statements



Continuous support: Transition of application ownership to Frontify was smooth, supported by co-builds, an operational concept, and proper security measures



Impactful results: Frontify leveraged Pigment for robust data gathering, scenario planning, and efficient reporting, significantly saving time and providing deeper business insight.

About us

Our Competence Center valantic Extended Planning & Analysis (vXPA), headquartered in Zurich, delivers comprehensive end-to-end (E2E) transformation services for enterprise planning. Our proficiency in Connected Planning and the integration of Data & Artificial Intelligence (AI) enable us to assist a broad range of industries in refining their planning strategies in areas like Supply Chain, Finance, HR, and Sales. In collaboration with premier planning software providers such as Anaplan, Board, and Pigment, we ensure that our solutions remain at the technological forefront.

vXPA is part of the valantic Group (www.valantic.com). valantic is a market leader in digital transformation and one of the top digital solutions, consulting, and software companies, with more than 4,000 developers and consultants around the world (Q2/24).



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www.valantic.com

Contact us now!

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