



Adobe Maestro overview and release activity

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Currently, Adobe Maestro is part of a closed beta program which is open to a limited number of customers.



Introduction to Adobe Maestro

Adobe Maestro is a new offering from Adobe Workfront. The purpose of Maestro is to unlock comprehensive visibility into the operational details of an organization, and answer critical business questions at each stage of the work management lifecycle.

Teams and leadership need clear answers to questions like:

- How many Campaigns are we running in EMEA for Q4?
- Do we have any audience overlaps between concurrent Campaigns?
- How well are the awareness programs doing right now?
- What do the assets look like for a particular Campaign? Which of them must still be approved?

To answer these questions, leadership needs a solution that can provide a holistic view of every stage of work from planning to execution, from delivery to measuring the results. Currently, organizations have tools that can cover some parts of the process, but many do not have good connections to all phases of work, nor can they reliably provide end results.

Maestro wants to solve the problem of managing work across all stages and for all the stakeholders that participate in the work process.

With Maestro, you can fully customize your workflows, from deciding what object types (or record types) your organization uses to configuring how these objects link to one another.

Additionally, Maestro can link to object types from other systems, creating a coherent framework for all your processes.

Access required to use Maestro during the closed beta program



Adobe Workfront plan	Any
Adobe Workfront license	Any
Product	Adobe Workfront
Access level	Any
Layout template	Your system administrator must add the Maestro area in your layout template. For information, see the "Enable Maestro for the users in your Workfront instance" section in this article.

Maestro terminology

Although Maestro is part of Workfront, it comes with proprietary concepts and terminology. Ensure you are familiar with the Maestro concepts before embarking on setting up Maestro for your organization.

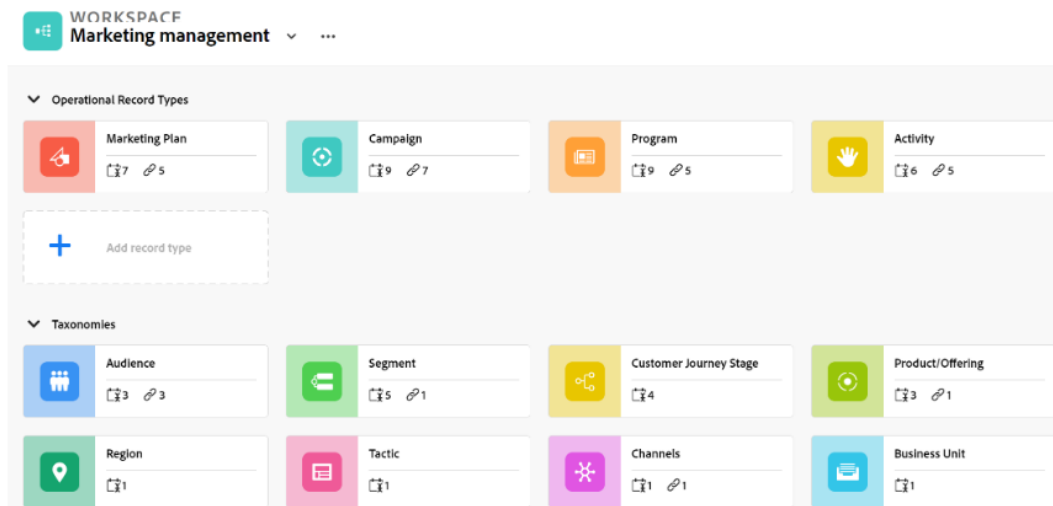
The framework for Maestro is fully customizable. You can create all record types, their attributes, and any fields associated with them to suit the exact needs of your organization.



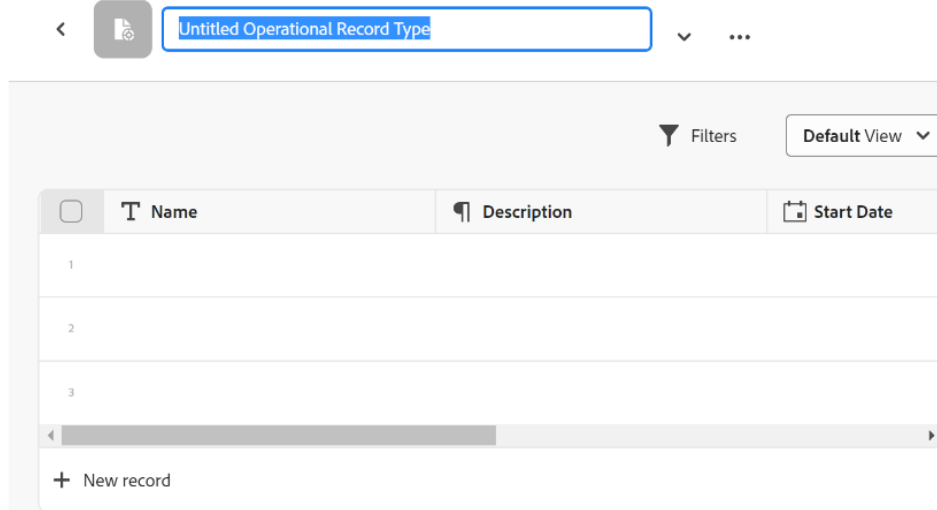
The following are the main Maestro objects and concepts:

- **Workspace:** A collection of record types and taxonomies that define the operational life cycle of a certain organization. A workspace is the work frame of an organizational unit.

One Workfront instance can have a maximum of 1,000 workspaces.



- **Record Type:** The Maestro main object type.
Unlike Workfront where the object types are predefined, in Maestro, you can create your own object types.
For example, in Workfront the object types of Program, Portfolio, Project, Task, or Issue are already created.
In Maestro, you can create any record types that meet your organization's workflows. Later, you can define how the record types relate to one another or form dependencies.
Maestro has the following record types:
 - **Operational Record Type:** A record type that represents strategic plans, initiatives, or executed work.

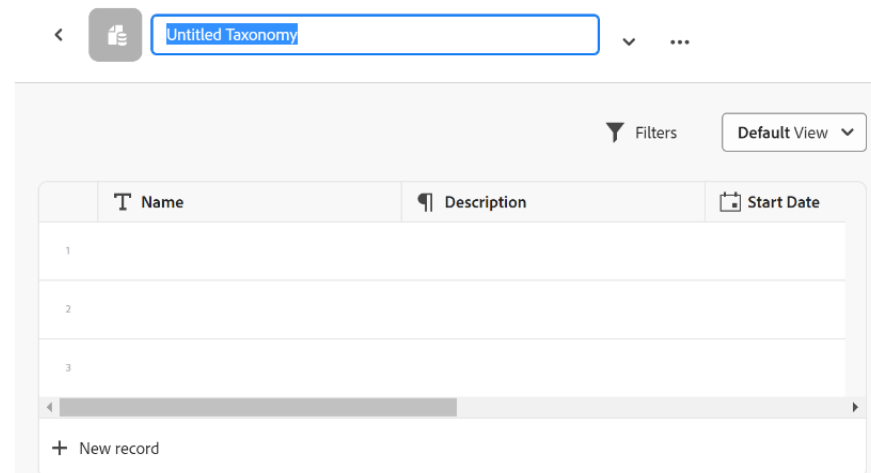


	Name	Description	Start Date
1			
2			
3			

+ New record

For example, Campaign, Activity, Program can be operational record types.

- **Taxonomy:** A record type that captures attributes about an operational record type.



	Name	Description	Start Date
1			
2			
3			

+ New record

Although creating taxonomies is identical with creating operational record types, Maestro distinguishes between an operational record type and a taxonomy record type. The purpose of taxonomies is to enhance operational record types.

For example, Audience, Region, or Address can be taxonomy-type record types.

- **Record:** An instance of a Maestro record type. A record could refer to an operational record type or to a taxonomy.



CAMPAIGN MANAGEMENT
Campaign

	Name	Description	Plan	Launch Date	End Date
1	Monthly Newsletter	Monthly email newsletter sent to subsc...	Rebranding	March 31, 2023	December 30, 2023
2	Summer Sale	Promote summer sale on social media ...	Q3 Social Media Campaign	May 31, 2023	August 30, 2023
3	Virtual Trade Show	Virtual trade show for the tech industry	New Product Launch	May 9, 2023	December 30, 2023

+ New campaign

CAMPAIGN MANAGEMENT
Region

	Name
1	Americas - Latin America
2	Americas - North America
3	APAC
4	EMEA - Central Europe
5	EMEA - Eastern Europe
6	EMEA - Northern Europe
7	EMEA - PanEMEA
8	EMEA - Southwest Europe

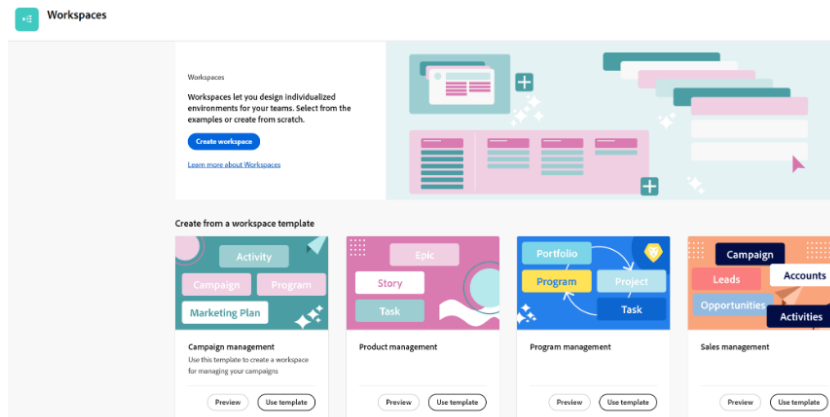
After adding a record type to a workspace, you can start adding records of that type on the record type's page.

For example, "Campaign" can be an operational record type and "Summer Campaign for EMEA" is a record of the Campaign record type

Or

"Region" is a taxonomy-type record type, whereas "Americas-Latin America" or "EMEA - Central Europe" are taxonomy records.

- **Workspace template:** You can create a workspace using predefined templates. You can use the predefined record types, taxonomies, and fields that come in a template, or you can add your own.



Maestro comes with a Sales, Marketing, and Product Management workspace template.

- **Fields:** Fields are attributes that you can add to operational or taxonomy record types that contain information about the record type.

New field New Connection Field library

Field type

Q

- T Single-line text
- ¶ Paragraph
- Multi-select
- Single-select
- Date
- Number
- Percentage
- Currency
- Checkbox

Cancel Create

The fields you add for a record type automatically become associated with all records of that type and can be used to capture data about those records. Fields display in the view applied to the records (in columns, if the table view is applied) as well as on the Details page of the record. Fields are unique to a record type and do not transfer from one record type to another.

A new operational record type is associated with the following predefined fields:



- Name
- Description
- Start Date
- End Date
- Status

A new taxonomy record type is associated with a Name field.

The following are types of fields you can associate with Maestro record types:

- Single-line text
- Paragraph
- Multi-select
- Single-select
- Date
- Number
- Percentage
- Currency
- Checkbox
- **Linked records:** You can create a connection between two Maestro record types, or between a Maestro record type and a Workfront project object.

New field **New Connection** Field library

Record Type

Q

Customer Journey Stage

Product/Offering

Region

Tactic

Channels

Business Unit

Function

WORKFRONT

Workfront Project

Cancel Create

- **Linked fields** (or lookup fields): After establishing the connection between two record types and link records together, you can reference the linked records'



fields on the record you are connecting from.

- **Views:** Records display under their respective record type page in different types of views.

Views contain personalized settings of a specific view type, such as the list of fields (columns), a list of records (rows), their order (sort), an applied or applicable filter and grouping.

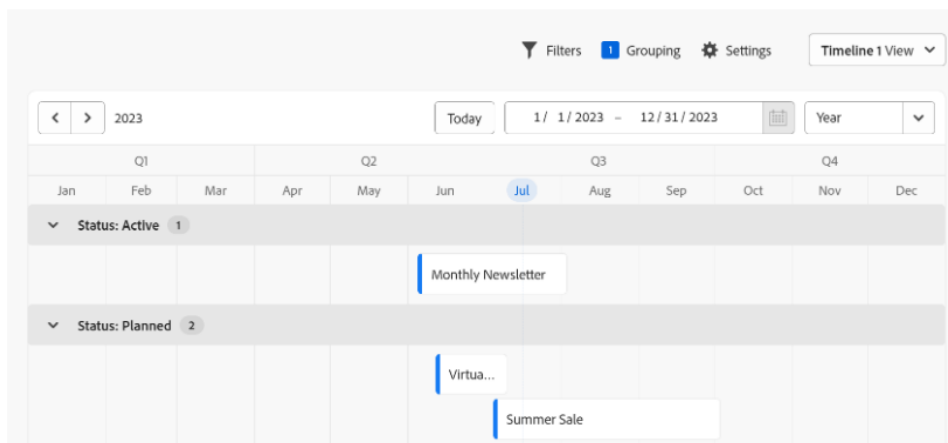
The following are view types that you can apply to the record type page:

- **Table view:** The rows of the table are the individual records, and the columns are the record fields. This is the default view.



	T Name	Overview	Marketing Plan	Goal
1	Monthly Newsletter	Monthly email newsletter sent to subsc...	Rebranding	Branding
2	Summer Sale	Promote summer sale on social media ...	Q3 Social Media Campaign	Customer Acquisition Upsell
3	Virtual Trade Show	Virtual trade show for the tech industry	New Product Launch	Customer Nurturing Customer Loy
+ New Campaign				

- **Timeline view:** Displays records that have at least two Date fields in a chronological timeline.



Maestro object limitations

The following table shows the limits for how many objects you can create in Maestro. The limitations are subject to change as we move into the next phases of Maestro's development.

Maestro object	Limit
Number of Workspaces for one Workfront instance	1,000



Number of Record Types for one workspace	1,000 (this includes taxonomies for the workspace, or objects that you import from third-party applications)
Number of records for one record type	10,000
Number of fields for one record type or taxonomy	500
Number of characters for a text field	1,000 characters
Size of file that you can paste in a record type table	1MB
Size of file that you can import through the API for a record type table	1.5MB
Rate at which API requests can be made	200 requests per minute
Size of CSV or Excel file you can import in a table	5MB

Enable Maestro for the users in your Workfront instance



After your organization has been enrolled in the Maestro beta program, you can add the Maestro area for other users by using a layout template.

To share the Maestro area using a layout template:




1. Log in to Workfront as a system administrator.
2. Add the Maestro icon to the Main Menu using a Layout Template.
3. Assign the layout template to the users that you want to have access to Maestro. All users who can access Maestro in their Main Menu can start creating workspaces, records types, records, and fields.

Currently, there are no access levels or permissions associated with users or the information in Maestro. All users can view, edit, and delete all the information any other user adds to Maestro.

Locate Maestro in Adobe Workfront

Ensure that your organization has received access to Maestro and that your system or group administrator has added the Maestro area to your Main Menu.

To locate Maestro:

1. Log in to Adobe Workfront.
2. Click the **Main Menu**  in the upper-right corner, or click the **Main Menu**  in the upper-left corner, if it's available.
3. Click **Maestro**  .
The Maestro Workspaces area opens.
4. (Optional and recommended) Continue with some of the following actions, to build your work structure in Maestro:
 1. Create a workspace from scratch or using a template.
 2. Add record types to the new workspace.
 3. Add taxonomies to the new workspaces.
 4. Click the name of a record type to open the record's page. The record page opens in the Table view, by default.
 5. Customize the Table view by doing any of the following:
 - Add more fields to the record type by clicking the **+** icon in the upper right corner. The columns in the view are fields associated with the record type.



- Add records by clicking the **+** icon in the lower-left corner. The rows in the view are unique records of the selected record type.
 - Click **Filters** to filter the information you display on the record type page.
6. Click the name of a record to view more information in the record's Details page.
 7. Create a Timeline view from the **View** drop-down menu in the upper-right corner of the record type page.
 8. Customize the timeline view by updating Filters, Groupings, or Settings.

Features currently available in Maestro

The following table illustrates the main features that will be available in Maestro, as well as a timeline of their availability. The list does not include all features.

Feature	Available now	Available soon	In research
Create workspaces	✓		
Create operational record types	✓		
Create taxonomies	✓		
Create individual, named records and taxonomies	✓		
Create record custom fields	✓		

Import record types and fields using an Excel file	✓		
Link records	✓		
View records in a table	✓		
View records in a timeline	✓		
Filter records	✓		
Group records in the timeline view	✓		
Group records in the table view		✓	
Sort records		✓	
Link workspaces		✓	
Connect Maestro records to Workfront projects	✓		
Record details page	✓		



Update the layout of the record Details page		✓	
Access levels and permissions			✓
Submit requests			✓
Creative brief			✓
Customize the color and icon of a record	✓		

Maestro release activity

This section lists the features and patches that have been released after the launch of the Maestro closed beta program, on May 22, 2023.

The features are released weekly and are listed in the order of their release, with the most recent first. Customers who are participating in the Maestro Closed Beta program can access all features in their Preview and Production environments.

Week of August 21, 2023

Connect Maestro records to programs and portfolios

Preview and production: August 24, 2023

You can now connect a Maestro record with Workfront programs and portfolios. You must first create a connection between a Maestro record type and a program or portfolio which creates a connected field. Then, you can connect any Maestro records from all other record types within the same workspace to specific programs and portfolios which will create a read-only Workfront Program or Workfront Portfolio record type in the same workspace. Consider the following:



- Workfront connector record types are unique for each workspace.
- You can connect multiple Maestro records to the same Workfront program or portfolio, and multiple programs and portfolios to the same Maestro record.
- You cannot edit programs and portfolios in Maestro. All program and portfolio changes performed in Workfront are visible in Maestro, when reviewing the linked records.

New sorting functionality for the table view

Preview and production: August 24, 2023

You can now sort records in the table view of a record type page. The following capabilities are now available:

- Sorting at the table-level, where you can sort by multiple fields at the same time.
- Sorting at the column or field-level, where you can sort by an individual field at a time.

Improvements to the timeline view: new look-and-feel for groupings and the Compact/Standard view switch

Preview and production: August 24, 2023

We have introduced the following improvements to the timeline view:

- You can now display the timeline view in the following modes:
 - Standard: Displays records in separate lines.
 - Compact: Display the records whose dates don't intersect on the same line.
- We have changed the look-and-feel of the grouping lines in the timeline view to display above the timeline of the records they contain. Prior to this improvement, the grouping lines displayed across the entire length of the timeline.

Week of August 14, 2023

Reorder columns in the table view

You can now reorder columns in the Maestro table view. Consider the following when reordering columns:

- The Name field is always the first field in the table view of a record type page
- You cannot move the Name field to another position
- The Name field is frozen and is not part of the horizontal scroll.



Horizontal scroll for timeline view

You can now scroll horizontally in the timeline view of a record type.

Week of August 7, 2023

Import record types from an Excel file

Preview and production: August 10, 2023

You can now import an Excel file to create record types in a workspace. The sheets of the file become the record types, and the columns of the file become their respective fields.

Improved experience for connecting record types and projects

Preview and production: August 10, 2023

We have improved the way you connect record types, including connecting to Workfront projects. As part of this improvement, we made the following changes when adding a field for a record type from the table view:

- Removed the Relationship-type field from the "New field" tab.
- Add a "New connection" tab where you can directly select the record or object type you want to connect to, eliminating the need for a Relationship-type field.

Week of July 10, 2023

Update the appearance of a record type

Preview and production: July 13, 2023

You can now select a custom icon for a record type, as well as a custom color for the record type icon.

New Checkbox field type

Preview and production: July 13, 2023

You can now add a Checkbox field type to Maestro record types. You can use the Checkbox field type to add a single checkbox option to a record. You can use this field to indicate a specific attribute or status for that particular record. For example, you can use it as a flag for tracking completion, approval, or any other binary attribute for each record.



Week of June 26, 2023

Quick activation of the contextual menu in a table (title)

Preview and production: June 28, 2023

We have enabled the ability to activate the contextual menu by right-clicking anywhere in a record row, when viewing the records in the table view or a record type. You can now quickly view, delete, or copy a link to the record's Details page when you access the contextual menu from anywhere in the table view of a record type. Prior to this enhancement, the contextual menu was accessible only from the More menu in the Name column of a record.

Week of June 19, 2023

Record field names are unique

Preview and production: June 22, 2023

We have introduced a requirement now that the field names of a Maestro record type should have unique names. Fields that belong to different record types do not have to have unique names.

Week of June 5, 2023

Connect Maestro records with Workfront projects

Preview and production: June 5, 2023

You can now connect a Maestro record with Workfront projects. You must first create a connector Maestro record type to establish the connection between Maestro records and Workfront projects. Then, you can connect any Maestro records from all other record types to the connector record using the Relationship field. Consider the following:

- You must have a connector record type for Workfront for each Workspace.
- You can connect multiple Maestro records to the same Workfront project, and multiple projects to the same Maestro record.
- You cannot edit projects in Maestro. All project changes performed in Workfront are visible in Maestro, when reviewing the linked records.

Week of May 29, 2023

Two-date requirement for creating a Timeline view

Preview and production: May 31, 2023



You must have at least two date fields associated with a record type in order to create a Timeline view.