AGENCY MANIA
SOLUTIONS
Strategic Partnerships Delivered.

RosterDeliver™ Overview

A flexible one-stop online agency roster database specifically designed to provide detailed and easy access to up-to-date information about advertising and marketing agencies in your company's roster. Internal clients can easily search and find the right partner to support their efforts.

Common Roadblocks

THE CHALLENGES

Existing procurement systems are not adequate, flexible or marketing-friendly, making it difficult to find the right agencies.

Lack of agency detailed information prevents budget owners from finding the right skills for an assignment.

Agency data gets easily outdated.

Navigating through existing approved agencies can be confusing and time-consuming.

Lack of consolidated view makes managing roster agencies challenging and decision making difficult.

RESULTING IN →

Lack of Compliances
Lack of internal compliance, leading members of marketing organization to look outside of approved roster of agencies.
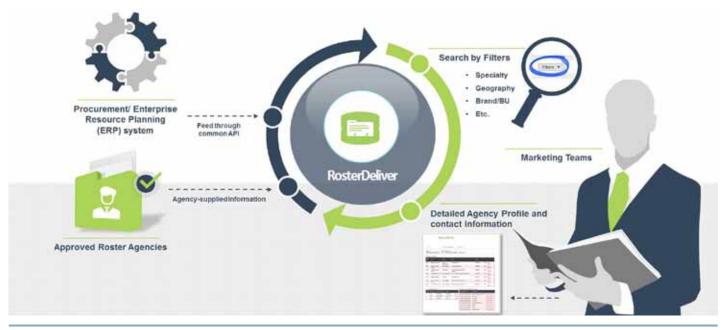
Added Time & Resources
Added time and resources to find the right agency or onboard new agencies.

Misalignment
Misalignment of agency talent and company needs, leading to suboptimal angagements and weaker performance.

How do we benefit?

Finding the right agency partner for a particular assignment is one of the most challenging tasks faced by marketing professionals today. Clients ask: What are the approved agencies for this type of service? What is the right agency partner for my business or a particular project? What information is available about them and where can I easily get this information? Whom should I call to get started? Conceived especially for marketing organizations, this single destination database is simple to use and easy to implement, providing a solution that improves internal compliance and overall satisfaction.

Procurement/ Enterprise Resource Planning (ERP) system

Feed through common API

Approved Roster Agencies

Agency-supplied information

RosterDeliver

Search by Filters
• Specialty
• Geography
• Brand/BU
• Etc.

Marketing Teams

Detailed Agency Profile and contact information

Primary benefits of RosterDeliver™ include:

• **Anywhere access and look-up to your company's agency roster and marketing suppliers.** This means no more time wasted or frustrated internal budget owners looking for approved agencies for their project. Current contact information is right at your fingertips. A single destination with convenient search features means everyone finds what they are looking for in a timely manner.

• **Convenient search functionality for quicker and better results.** Each agency/supplier can be searched based on key attributes that are determined based on our clients' needs. Common data attributes include specialty of services, line of business (if appropriate), type of services provided, parent company, core competency and much more.

• **Standard summary views for analysis and presentations.** Compelling reports and charts are also available for a quick snapshot view into the entire agency roster. These executive summary views are particularly helpful for various internal leadership meetings and presentations.

How does it work?

• Detailed agency information is extracted from existing sources, lists and databases. This data is carefully validated and augmented with roster agencies to provide rich and up-to-date information.

• Because it is set up as a self-service platform with administrative access, our clients have complete flexibility on how to use this solution, which is customized based on their unique requirements.

• Data export functionality allows for additional reporting and analysis, without any constraints or limitations.

Anywhere Access and Look-up

Easily find approved company's agency roster and marketing suppliers

Convenient search feature based on key words

Find what you are looking for in a timely manner

Rich Agency Data

Agency can be searched based on any attributes

Comprehensive data set to improve decision making

Filter search based on specialty type, core services, performance scores, and much more

Augmented by agencies themselves to provide rich and up-to-date information

Standard Summary Views for Analysis

Fully customized to client needs

Compelling reports and charts are also available for a quick snapshot view

Self-service platform with administrative access

Detailed agency information is extracted from existing sources, lists and databases.

Data is carefully validated and augmented with roster agencies to provide rich and up-to-date information.

Google-like search features makes searching and finding the right agencies based on key words incredibly effective and easier for experienced and new marketing employees.

Because it is set up as a self-service platform with administrative access, our clients have complete flexibility on how to use this solution, which is customized based on their unique requirements.

Data export functionality allows for additional reporting and analysis, without any constraints or limitations.

Our clients' continued accomplishments result from cutting-edge practices in the area of client/agency performance evaluations. See how stronger relationships contribute to better marketing.

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Strategic Partnerships Delivered.

| Contact us at **www.agencymania.com** or call us at **425.999.3992** to learn more