

# INTEGRATED SCOPE OF WORK SOLUTION



## ScopeDeliver™ Overview

An integrated scope of work (SOW) and staffing plan solution specifically designed to support the annual planning of deliverables and agency resources required to successfully execute on marketing objectives while improving staffing and fee negotiations using accurate SOW data and internal benchmarks.

### Common Challenges

- 01** SOW process lacks precision, rigor, consistency or streamlined approvals.  
**Resulting in:** Poor line of sight and misalignments
- 02** Agencies staff to fees, not SOW requirements. Disconnect between actual SOW and agency resource plans.  
**Resulting in:** Resource and cost inefficiencies
- 03** SOW significantly delayed and incomplete submissions.  
**Resulting in:** Undermines staffing and fee negotiations
- 04** Lack of insight or consolidated view across SOW activities.  
**Resulting in:** Limited intelligence or oversight

## How do we benefit?

Every fiscal calendar, vast amount of resources and efforts are invested in securing the right marketing objectives and budgets to support the commercial goals of the company. An accurate inventory and description of all deliverables the client's agencies will be asked to produce is vital to identify the right skillsets and number of agency resources must be retained in the delivery of campaign work. Without the right SOW data or relevant benchmarks, client organizations are ill-equipped to partner with their agencies and come up with sound and reasonable staffing and fee projections. Our integrated SOW and staffing plan solution provides clients with insightful views and reports to improve planning and negotiations and a timely and accurate exchange of information between agencies and clients, ensuring a streamlined process is in place to lock on financials and staffing plans.



#### Efficiency

- Reduced man hours for entry, reporting, review time
- Streamlined report distribution (fewer emails)
- Alerts/reminders
- Single sign-on (client & agency)
- Leveraging existing process to facilitate greater tool adoption



#### Improved Control

- Versioning control
- Fencing
- Audit-ready data/reports (print and pdf enabled)



#### Agility / Speed

- Real-time entries, updates and reporting
- Accelerated reporting (immediate vs. days after quarterly close)



#### Flexibility

- Supports diverse scope requirements
- Adjustments to region/country/business can be easily made



#### Decision Making

- Improved reporting with charts and more visual display of information
- Highlights of key variances (5 +/-)
- Access to methodology & assumptions
- Executive level reporting summary
- Allows real-time scenario based decisions

## Primary benefits of ScopeDeliver™ include:

- Reduced waste and inefficiencies for both client teams and agencies: by sharing and updating information using a single repository, clients and agencies avoid countless mistakes, redundancies and wasted exchanges via emails and inconsistent documentation. Designed for simplicity and ease of use, both client teams and agencies can focus their time and energy on more strategic value tasks and activities.
- Accelerated timelines, improved consistency and alignment: a more rigorous, yet flexible, approach to capture SOW data, fees and staffing plans significantly speeds up the planning process, allowing clients to move faster and get agency resources negotiated and in place early in the fiscal calendar.
- Improved line of sight and decision-making: critical SOW, fee and staffing data can be easily searched and reported on, allowing clients to make better decisions about where to invest their limited budget and prioritize campaign work. The solution also handles FTE/\$ reconciliation for ongoing oversight and management of agency resources. Standard reports are available for quick analysis. Data can be easily exported for more customized, in-depth reporting.

## How does it work?

- Built as a self-service platform with full administrative access, we provide a flexible solution based on the level of expertise and support required on an ongoing basis. Most client engagements include some level of project management and communication support for a smooth implementation from beginning to end.
- Workflow and approval process is built-in as a core functionality but these processes can be customized to meet the unique and changing requirements of a client organization.
- Upload functionality for rate cards and staffing plans allows agencies to provide the information needed for planning and negotiations with minimal client intervention and support.



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## Custom Built

Based on industry best practices

Built on understanding of unique client challenges and requirements

Tailored to address various internal stakeholders

## Scale and Dependability

Designed for global adoption

100% cloud-based

Ability to add features

Secure and stable

Upload and data export capabilities

## Staffing Capabilities

Ability to map multiple staffing plans to one SOW

Flexibility in reporting to see data by agency or SOW

Multi-currency support

## Self Service Platform

No overhead or hidden costs

Full administrative access



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