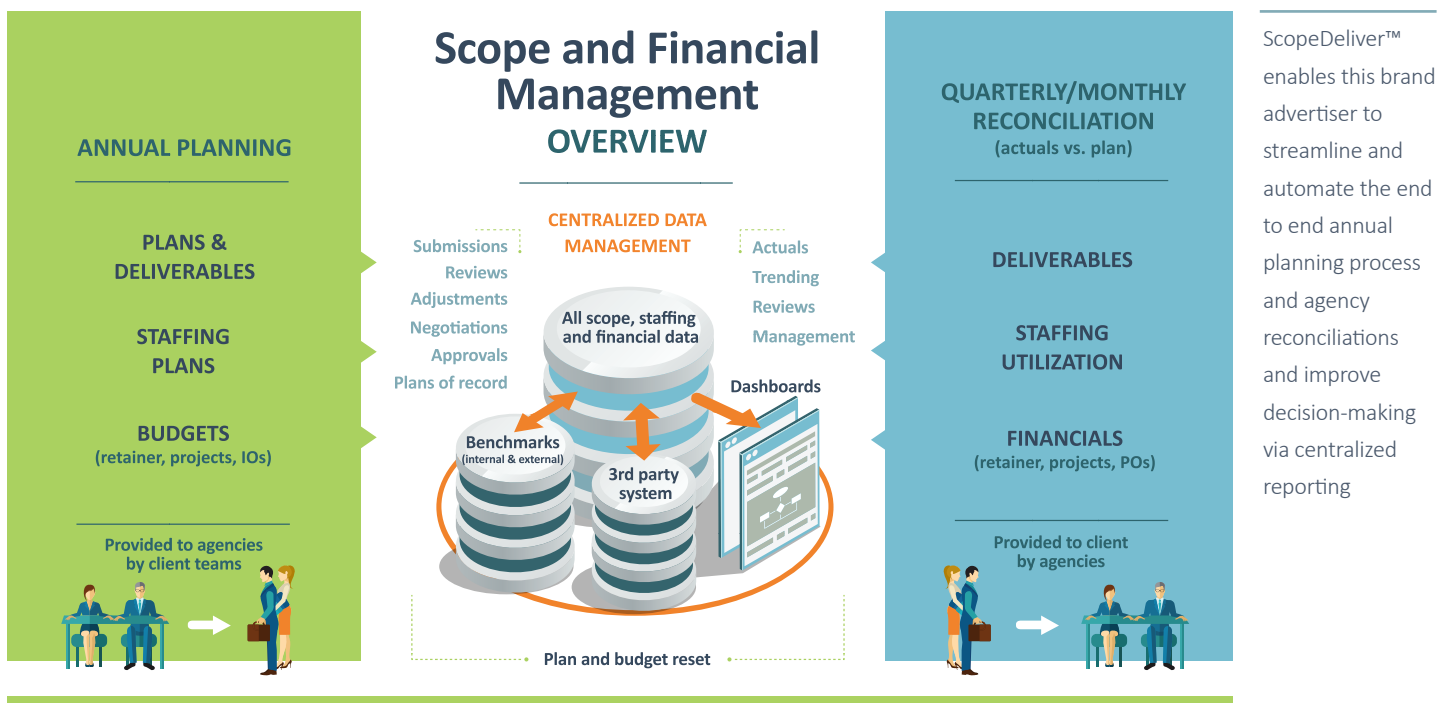




# Scope Management Case Study



greater focus on deliverables and staffing details that would ultimately contribute to more effective plans of record, improved negotiations and guidance to agencies as well as better work. The solution allowed marketers to open and lock scopes throughout the year, always keeping a current view and updating agencies of scope or budget changes. The solution also allowed the agencies to update the marketing teams on a monthly or quarterly basis on where they stood with deliverables (project status), how much resources have been utilized (FTE/retainer) and facilitated financial reconciliations (in local currency and constant US dollars) without the burden of having to chase down this information or manually compile it.

## Consequences / Impact (participation, scores, better insight, etc.)

The improved process and back-end analytics allowed the brand advertiser to identify significant efficiency gains by reducing redundant activities and providing marketers with better insight on cost estimates. Because of the custom nature of the implementation, leveraging the company's existing taxonomy and workflow approval processes familiar to marketing teams, the company was able to get 100% compliance among its marketing organization and realized tremendous cost savings. The feedback from marketers was remarkably strong after the solution was deployed, many raving about the "friendliness" and "ease of use" of the solution.

## Lesson Learned (importance of action planning, holding all accountable, etc.)

Having a more consistent and automated process to capture, document, share and analyze deliverables, staffing plans and agency financials by Business Unit, by geographic location, by marketing discipline or even by agency, empowered the marketing and procurement teams as well as their senior management to make more informed decisions about where they apply resources and achieve transparency of spending with agencies. The company realized greater efficiency gains thanks to the more productive, automated scoping and reconciliation processes but also because redundant efforts can be spotted early on and eliminated. The custom solution made compliance and adoption far easier, especially with busy marketing teams but also for agencies looking to more efficiently work with their clients.

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

Contact us at [www.agencymania.com](http://www.agencymania.com) or call us at 425.999.3992 to learn more