AGENCY MANIA SOLUTIONS
Strategic Partnerships Delivered.

KPIDeliver™ Overview

A dashboard-like solution specifically designed to provide team leaders and their staff with a consolidated view of all key performance indicators (KPIs) required for the effective reporting and analysis of agency management activities. KPIDeliver brings all the metrics that matter most together in one easy to understand and actionable view.

Common **Client** Challenges

01 Lack of central repository to share all reports related to agency management.

Resulting in:
Excessive manual efforts to aggregate, organize, and synthesize data from disparate sources.

02 Limited progress metrics against key client/agency objectives.

Resulting in:
Reduced visibility to critical success metrics and limited focus on priority areas.

03 Difficult access to data related to key agency activities (e.g., financials, staff, output, and more).

Resulting in:
Suboptimal decision-making by senior management and misalignments among internal stakeholders.

How do you **benefit?**

Successful agency management involves a multitude of complementary programs and activities designed to deliver greater value from agency partnerships. These activities generate a vast amount of data that must be tracked, reported, and analyzed to inform better decision-making and ensure successful outcomes. However, this data often resides in different or siloed systems, making it challenging to make timely decisions, or to provide executive-level summaries to internal stakeholders.

KPIDeliver provides a unified, accurate, and timely view of major KPIs related to roster agencies – including but not limited to agency roster resources, financials, actuals and reconciliations, scope of work, relationship health and performance evaluation results, efficiency metrics, agency staffing plans, and other key agency-related data points – all under a single umbrella reporting solution.
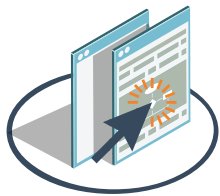
Easily access all your agency-related data

in a single, easy-to-use dashboard solution, whether this data originates internally or from the agencies themselves. These comprehensive dashboards may include a variety of data sources. For example, imagine being able to access the following information at the **click of a button**:

- How many agencies are used?
- How much is being spent with agencies (by type, brand, region, etc.)?
- How much is spent on production or retainer actuals vs. budget?

- List of all activities or projects handled and their status
- Agency staffing plans with summaries by job function
- Seniority as well as overall relationship scores and performance results
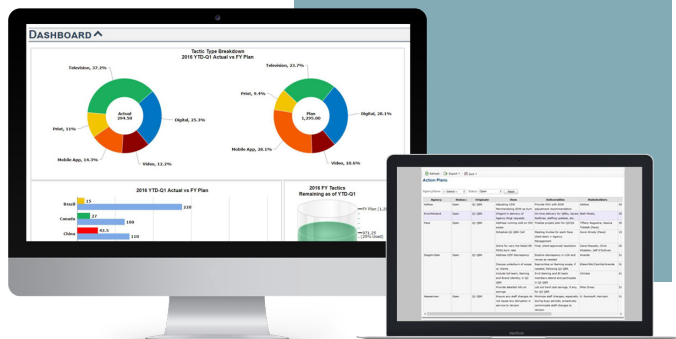- And much more...

Primary benefits of KPIDeliver™ include:

• **Improving team access to a single source repository across the entire roster:** by sharing and updating information using a single destination for all reports related to the management of marketing suppliers and agency partners. Designed for simplicity and ease of use, the information needed to make timely and well-informed decisions is at your fingertips.

• **Monitoring and reporting on progress against priority areas and objectives:** by comparing and contrasting actuals vs. targets/budgets, team leaders can use KPIDeliver to monitor projects against stated objectives and course correct where needed.

• **Improved line of sight and decision-making:** having all KPIs under a single umbrella ensures internal alignment about relevant, actionable KPIs with stakeholders and senior management. No more guesswork or goal misalignment. Decision-making is significantly improved. Standard one-click and interactive reports are available for quick analysis.

Key Benefits	Demonstrated Value
SME Expertise	Access to specialized skillset with unique hands-on global client experience about driving campaign process efficiencies, process improvements, and change management
Nimble Partnership	Cost effective engagement with affordable resources who know how to get things done within aggressive budget parameters
Dedicated Support	Allows clients to accelerate the process of getting this implemented within the organization with minimal impact or disruption to mission-critical functions and efforts already under way
Risk Mitigation	Helps reduce risks associated with distracting from core marketing priorities or from failing to successfully deploy campaign workflow processes that are streamlined and automated
Technological Know-How	Access to proprietary online solution that does not require IT investment, is easy to roll out, and continues to be updated with new features
Accountability	Results-oriented approach and attention to detail ensure successful implementation that drives real business performance enhancements

Configurable Solution

We believe that sophisticated companies require soutions that address their unique organizational needs and can morph to their operational requirements.

Top Notch Security

We adhere to the highest standards of security.

Flexibility

As your needs continue to change and evolve, so can the solutions we build.

How does it **work?**

• Built as a self-service platform with full administrative access, KPIDeliver provides a flexible solution based on the level of expertise and support required on an ongoing basis.

• KPIDeliver combines and aggregates various sources of data into a single database repository on which reporting and analysis are conducted. Our secured platform allows agencies to upload data easily and securely, directly into the system, removing the need for time consuming, manual data transfers between our client's organization and their agencies.

• Data can be easily exported for more customized, in-depth reporting or for integration with other internal systems. Deployment includes ongoing reporting refinements, support, and maintenance.

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