

Scope Management



An end-to-end agency scope of work (SOW) cloud-based solution designed to support streamlined annual staffing and financial planning and ongoing management of deliverables and agency resources.



Common Challenges

01

Typical Client Challenge:

SOW process lacks precision, rigor, consistency or streamlined approvals.

Resulting in:

Poor line of sight and misalignments

02

Typical Client Challenge:

Agencies staff to fees, not SOW requirements. Disconnect between actual SOW and agency resource plans.

Resulting in:

Resource and cost inefficiencies

03

Typical Client Challenge:

SOW significantly delayed and incomplete submissions.

Resulting in:

Undermines staffing and fee negotiations

04

Typical Client Challenge:

Lack of insight or consolidated view across SOW activities.

Resulting in:

Limited intelligence or oversight

What are the benefits?

Every fiscal calendar, a vast amount of resources and efforts are invested in securing the right marketing objectives and budgets to support the commercial goals of the company. A transparent and comprehensive view of all agency deliverables produced is vital to identify the right skillsets and number of agency resources that must be secured in the delivery of campaign work. Without the right SOW data or relevant benchmarks, client organizations are ill-equipped to adequately plan and negotiate staffing, fees, and other expenses. ScopeDeliver provides marketing and procurement organizations with rich features, insightful views, and reports to ensure a streamlined process is in place to lock on deliverables, 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™

- **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. By streamlining and automating this flow of information between client and agency teams, all resources are deployed more strategically and economically.
- **A more consistent, streamlined, and automated process.** By capturing, documenting, sharing, and analyzing deliverables, staffing plans, and agency financials empowers teams to understand what is reasonable, or what isn't, and make better tradeoffs during negotiations.
- **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 marketing and sourcing professionals to make better decisions about what is reasonable, where to invest their limited budget, and prioritize campaign work. The solution also handles staffing, retainer, and project 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.
- **Custom views for all agency spend (including hybrid cost models)** - fees, production, and other expenses by category, business unit, agency, region, etc. - with staff plan mapping and accelerated tracking and reporting against programs/deliverables to avoid redundant activities or potential waste.
- **Internal SOW benchmarking and negotiation tracker modules** provide foundational insight into the agency compensation process and support a healthier and a more comprehensive, reasonable negotiation framework to align the work and the agency resources required.
- **Adapting to your custom workflow and approval process** is built in as a core functionality to meet the unique and changing requirements of a client organization.
- **Scope swapping and progress tracking capabilities** (as modules) enhance clients' ability to make far more informed decisions throughout the year, based on timely and actionable views of resource actuals vs. budget.
- **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.




Custom Built

-  Based on industry best practices and years of practical experience
-  Built on understanding of unique client challenges and requirements
-  Tailored to address various internal stakeholders
-  Supports internal and external benchmarking

Scale and Dependability

-  Designed for global adoption
-  100% cloud-based
-  Ability to add features and modules
-  Secure and stable
-  Integration with other systems
-  Upload and data export capabilities
-  Multi-currency support
-  Ability to map multiple staffing plans to one SOW
-  Flexibility in reporting to see data by agency or SOW

Self Service Platform

-  No overhead or hidden costs
-  Full administrative access
-  Include full 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.

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