

# Contract Management



## ContractDeliver™

A flexible one-stop online contract database specifically designed to provide detailed and easy access to up-to-date information about contracts from advertising and marketing agencies as well as licensed assets, relevant suppliers, and third-party resources such as celebrities or influencers. Internal teams (and designated partners) can easily search and find the right contract and licensed assets information they need and its status (e.g., contract expiration dates, addendums, or extensions).



## Common Roadblocks

| Challenge   | Result  |
|---|---|
| Existing internal systems are not adequate, making it difficult for marketing teams to find the right contracts or license agreements in a timely manner.   | <b>Lack of compliance:</b> lack of internal compliance resulting from a lack of awareness or access to relevant contract data.  |
| Agency contracts and license agreements are stored and archived as freeform documents and therefore difficult to filter based on key criteria like agreement type, agency name, asset type/name, region/market, brand or business unit, brand/marketing contacts, or start/end dates. | <b>No single destination:</b> too many sources create confusion as to the most current and complete contracts to reference, use, or draft for agreement for internal review and approval.   |
| Detailed information such as commercial, business, legal terms, and requirements including actual files (such as contract value, usage rights, payment terms, status, etc.,) can be difficult to quickly access.  | <b>Unproductive use of time and valuable resources:</b> significant time and manual efforts are required to locate and access contracts or licensed assets, requiring internal and external resources to spend time unproductively. |

## What are the benefits?

Finding actionable information about a particular contract or licensed asset (such as a celebrity or song) is often a daunting task faced by marketing and procurement professionals today and their agency partners. They want to find out what is included in the contract, when it expires, and specific terms that are essential to being in full compliance. It's also essential to working effectively with agencies, suppliers, celebrities, influencers, and other key constituents with whom the company has contracted. Conceived especially for marketing and procurement organizations and relevant external parties, this single online destination is simple to use and maintain, providing a solution that improves internal compliance as well as effective and timely access/use of critical information.

## Primary benefits of ContractDeliver™

- **Anywhere access to your company's contracts and licensing agreements.** This means no more time wasted or frustrated marketing teams or agencies looking for contract details and associated extensions and addendums. 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 agreement or licensed asset can be searched based on key attributes that are determined based on our clients' needs. Common data attributes include (but are not limited to) agreement type (primary, extension, addendum), status (pending/active/expired), agency name, asset type/name, region/market, brand or business unit, brand/marketing contacts, or start/end dates.

- **Easily track key information about the agreement.** Each agreement may contain important and useful information users want to track, such as when the agreement expires so they can be notified prior. Once a draft of that information is created, it can then be published for everyone to see and access.

- **Streamlined workflow for drafting, reviewing, and approving new agreements.** A simplified workflow allows users to draft a new agreement, adding details such as services included, and other fields such as country, team, or values (such as budgets, quotes, savings, and more). A convenient file repository feature allows easy access to relevant documents.

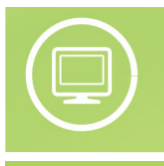
## How does it work?

- **Detailed contract information is extracted from existing sources** to populate the solution at launch. This data is carefully validated and augmented by users to provide rich and up-to-date information.

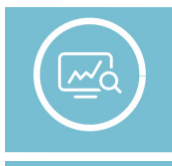
- **Track key actionable information about an agreement,** such as contract expiration date, in collaboration with internal and external teams, and easily publish that information so everyone can access it. Notification such as contract expiration can be sent to users requesting such updates.

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

- As with any of our solutions, **a data export functionality allows for additional reporting** and analysis without any constraints or limitations.



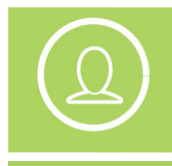
Detailed agency contract information is extracted from existing sources, lists and databases.



Data is carefully tracked and updated with actionable contract terms.



Google-like search features make searching and finding contract details easy and efficient.



The self-service, customized platform with administrative access provides complete flexibility.



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

## Anywhere access & look-up

- Easily find all relevant contracts and/or licensed assets in one place
- Convenient search feature based on key words or preset filters
- No more wasted time. Find what you are looking for quickly

## Detailed contract & licensed asset data

- Agreements can be searched based on any attribute
- Comprehensive data set to improve decision making
- Filter search based on agreement type, status, expiration date, and much more
- Augmented by approved users themselves to provide rich and up-to-date information

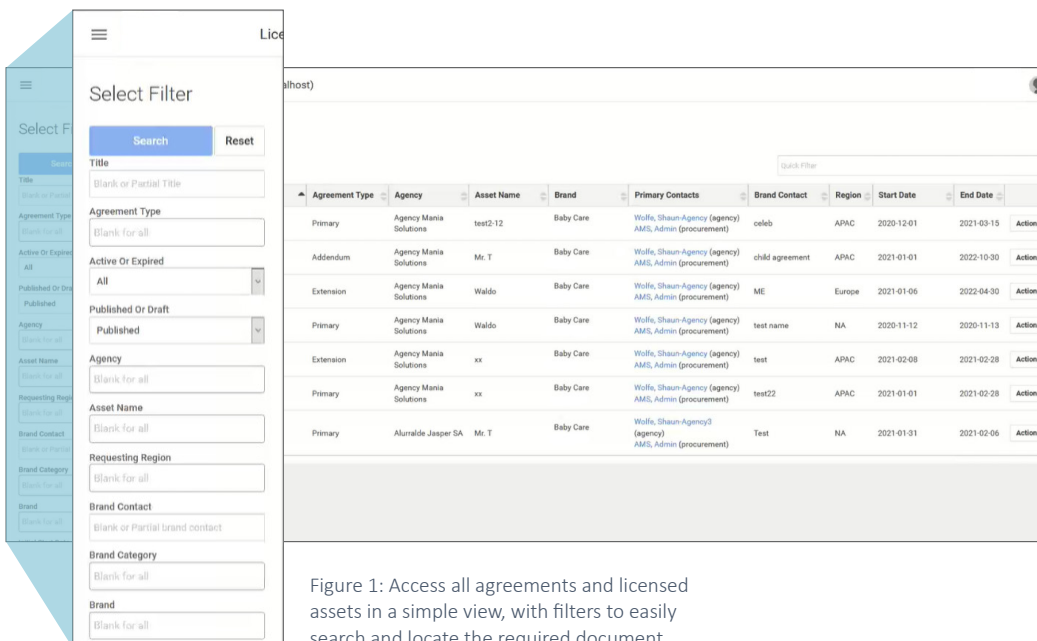


Figure 1: Access all agreements and licensed assets in a simple view, with filters to easily search and locate the required document.



Figure 2: Easily track key information about these agreements. Set reminders to be notified of key events like expiration dates.

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