AGENCY MANIA SM
S O L U T I O N S
Strategic Partnerships Delivered.

RosterDeliver™

A flexible, one-stop agency roster solution. A sort of user-friendly online supplier database specifically designed to provide sourcing and marketing professionals detailed and easy access to up-to-date information about advertising and marketing agencies in the company's roster.

Common Roadblocks

The Challenge

Existing procurement systems are not adequate, flexible or marketing friendly enough, making it difficult for marketing teams to find the right agencies.

Lack of agency detailed information prevents budget owners from finding the right resources with the right competencies/skills for a particular assignment.

Out-of-sync agency data (new clients, new case studies, new competencies, key contacts) gets easily outdated, making the right agency selection harder than necessary.

Navigating through existing approved agencies can proved to be a daunting task, confusing and time-consuming for marketing and procurement teams alike.

Lack of consolidated view makes managing roster of agencies more challenging and decision making more difficult.

The End Result

Lack of compliance: lack of internal compliance, leading members of the marketing organization to look outside of approved roster of agencies.

Added Time and Resources: added time and resources to find the right agency or onboarding new agencies.

Misalignment: Misalignment of agency talent and company needs, leading to suboptimal engagements and weaker performance.

How do we benefit?

Finding the right agency partner for a particular assignment is one of the most challenging tasks faced by marketing professionals today. Clients ask: What are the approved agencies for this type of service? What is the right agency partner for my business or a particular project? What information is available about them, and where can I easily get this information? Whom should I call to get started? Conceived especially for marketing organizations, this single-destination database is simple to use and easy to implement, providing a solution that helps identify the right agency partner and improve internal compliance.

RosterDeliver™

Search by Filters

Specialty
Geography
Brand/BU
Etc.

Approved Roster Agencies
★★★★★

Detailed Agency Profile & Contact Information
Agency-supplied Information

ERP

Procurement/Enterprise Resource Planning System
Fed through common API

Primary benefits of RosterDeliver include:

Anywhere access and look-up to your company's agency roster and marketing suppliers. This means no more time wasted or frustrated internal budget owners looking for approved agencies for their project. The data displayed in a supplier profile is built as one consolidated view with sourcing, professionals, and marketers in mind to find what they are looking for (i.e. current contact information, specialized capabilities, past performance, recent work examples, etc.). This single-destination, one-stop online supplier database is kept updated with automatic reminders incentivizing agencies and marketing suppliers to keep their profiles current.

Convenient search functionality for quicker and better results. Each agency/supplier can be searched in both structured and unstructured ways based on key attributes that are determined based on your needs. Common data attributes include approved capabilities, line of business (if appropriate), geographic location, type of services provided, parent company, core competency, diversity type and much more.

Improved internal compliance and governance. A custom, organized view into your company's preferred suppliers (by approved capability, line of business, top rating, etc.) and custom agency card data guides sourcing professionals and marketers to consider the most qualified, best-matched resources – which in turn increases spend with preferred partners and a consolidation of tail vendors. This guiding technique supports your organization to prioritize your preferred agency roster, increase economies of scale, and reduce your long tail.

Simplified administrative features and reporting. Easily access reports summarizing profiles views and activities to monitor engagement. Administrative features allow approved users to access a queue of submitted changes for review and approval, saving countless hours and improving the accuracy of agency and supplier profiles. Email reminders automatically invite agencies and suppliers to update their profile based on a given schedule or activity level.

How does it work?

• **Detailed agency information is extracted from existing sources**, lists and databases. This data is carefully validated and augmented with roster agencies to provide rich and up-to-date information.

• Because it is set up as a **self-service platform with convenient administrative access**, our clients have complete flexibility on how to use this solution, which is customized based on their unique or evolving requirement.

• **Integrate agency performance data** by adding a feedback survey module or more comprehensive data set directly with EvaluationDeliver™ (or other performance systems).

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

Anywhere Access and Look-up

- Easily find approved company's agency roster and marketing suppliers
- Convenient search feature based on key words or pull-down menus
- Find what you are looking for in a timely manner

Rich Agency Data

- Agency can be searched based on any attributes or criteria
- Comprehensive data set to improve decision making
- Filter search based on specialty type, core services, performance scores, and much more
- Augmented by agencies themselves to provide rich and up-to-date information

Standard Summary Views for Analysis and Presentations

- Fully customized to client needs
- Compelling reports and charts are also available for a quick snapshot view
- Self-service platform with administrative access

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

Rich Data
Data is carefully validated and augmented with roster agencies to provide rich and up-to-date information.

Search
Google-like search features make searching and finding the right agencies easy and efficient.

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

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

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.

Watch our capabilities video https://agencymania.com/rosterdeliver-capabilities/ or contact us at www.agencymania.com to learn more.

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