



ProductionDeliver™

ProductionDeliver is a streamlined and automated solution designed to manage the important components of the production management process, offered within the portfolio of tools offered by Agency Mania Solutions. This solution is commonly used to streamline and enhance the management of the ad production and expense management process. Built with efficiency and collaboration in mind, ProductionDeliver offers a comprehensive capability to manage end-to-end production expenses, like the way ScopeDeliver helps manage agency fees and resources. ProductionDeliver enables the tracking and management of production jobs and the reconciliation of actuals against budget for a comprehensive view of your costs.



How do we benefit?

ProductionDeliver is the standard solution that provides consistency and rigor on how production spend is managed internally.



Automated Bid Approvals

to streamline decision making and save time and efforts for internal teams as well as production vendors. Ability to manual override when appropriate.



Accelerated Review & Approval

with the ability to easily check on the status of a project.



More Efficient Spend Management

and cost-savings thanks to benchmarking and bid-to-bid comparison.



Single Destination

for all things related to production including documentation, audit-trail of changes made/approved.



Easily Integrated

with ScopeDeliver for a more holistic view of all agency expenditures in a single place.



Fully Customized

to meet specific client requirements, taxonomy and ways of working. This increases tool adoption and internal buy-in as well as user satisfaction.

Common Challenges



Production is a large marketing expense which is difficult to track due to its unique expense management process.



Cumbersome manual processes slow down the production approval process and add unnecessary waste and risks.



Cost savings and process improvement opportunities within existing agency and production activities are not easily spotted and are often ignored due to highly manual efforts.



Handling production bids manually adds more complexity, time, and requires more resources than are needed.



Lack of reporting or benchmarking negatively impacts decision-making, and encourages gut-feeling decisions on what is considered one of the largest expenditure categories in marketing budgets.



Lack of tools or process flexibility makes it difficult for brands to invite their production team or consultants to access production spend data and collaborate effectively.



Lack of customization prevents brand advertisers from deploying technology solutions that support their unique ways of working, policies, guidelines and overall requirements.

How does it work?

- **Automated workflows:** Design custom workflows that automate routine tasks, approvals, and notifications. This feature is optimized for efficiency and ensures that every step of the ad production process follows a consistent and standardized path.
- **Automated approvals:** If a threshold is reached or a specific “rule” is met, ProductionDeliver can automatically approve a production quote/bid, saving valuable time and internal effort.
- **Automated bid awarding or side-by-side bid comparison:** When automated bid awarding is not an option, ProductionDeliver enables the comparison of multiple bids, side-by-side for a more effective manual evaluation and decision-making process.
- **Client collaboration portal:** Provide clients with secure access to view and approve production assets, estimates and final costs while reviewing progress, and providing feedback. Enhance transparency and foster better client/agency relationships.
- **Interactive reporting:** Dashboard-like capability using Microsoft PowerBI™ enables quality and timely reporting, analysis of production spends and more effective and more objective decision-making.
- **Scalable infrastructure:** ProductionDeliver leverages the power of cloud computing which allows for easy scalability. The solution adapts to your requirements as those evolve.
- **Repository of support documentation:** The ability to attach reference documents and provide a single destination for all production-related resources simplifies the management of production.
- **Internal benchmarking:** Production data is being collected and stored in ProductionDeliver and once aggregated, provides useful benchmarks on rates and deliverables, which supports internal teams with their negotiations.

Team	Name	Lead/Key Contact	Email
Creative Agency	WT London	Kevin Abbott	
Creative Agency	WT London	Charlotte Sallis	
Creative Agency	WT London	Single Lead	
Production Agency	Coth	George Malou	
Production Agency	Coth	Flora Vilas	
Production Agency	Coth	Elchian Demas	
Production Agency	Coth	George Soterias	
Brand Team	Maria-Giouda Iordan	Polly Myles	
Brand Team	Leah Gier Israel	Rosalee Cargue	
Brand Team	Funmiwaje Israel	Simon Elze	
Procurement Lead	Rohay	Nina Beckman	
Production Consultant	Priscilla	Shirley Terzaga	terz@agencymania.com

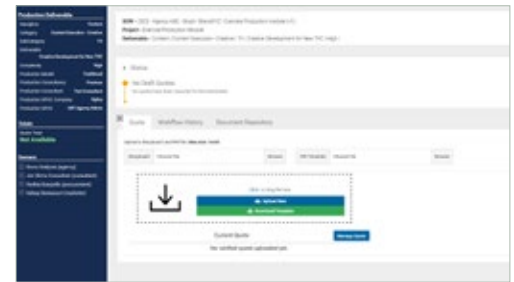
Budget	Value
Currency	GBP
Original Brand Budget	402,000.00
Approved Budget	361,571.00
Final Revised Budget	374,121.00

Ability to conduct reconciliation (actuals vs. budget) of production expenses.

Capture all production-related details including deliverables, ownership, and approval status. Tabs may also include quote, quote history (if applicable), approval workflow history and document repository.



Ability to upload a product template to speed up the process of inputting data into ProductionDeliver.

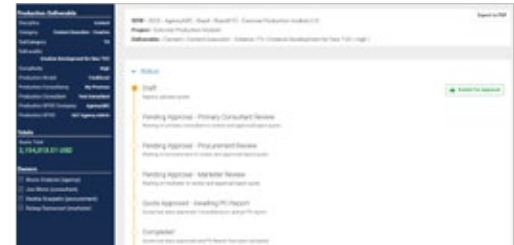


Ability to manage and compare against original quotes. Users can add on to the existing quote to handle cost increases/decreases, replace the quote altogether (if applicable), or review the quote history.



Ability to compare a current quote with a new quote and the changes made.

Ability to easily review the approval status of any production deliverable.



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

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

