SOLUTION
Overview

Roster Management Solution

AGENCY MANIA SOLUTIONS

RosterDeliver™



RosterDeliver™ is a user-friendly, single destination for marketers to search and find current, detailed agency information within a client's approved roster. Anywhere access to search for the right agency partner, filtering based on key word (i.e. attribute, specialty type, core services, performance scores, etc.) to improve marketer decision making.

How Do You Benefit?

As marketing continues to become more strategically aligned to a company's growth agenda, we are reminded daily that the effective management of agencies has never been more essential to a company's success. The vast ecosystem of agencies – creative, media, digital, PR, events, etc. – on which the advertising and marketing industry is built has put much faith in companies' ability to bring agencies in, and support them so the company can receive optimal value from those relationships.

This solution addresses questions brands often 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?

Key Benefits Of RosterDeliver™

Clarity & Transparency:

- Visibility into all roster agencies and their profiles in a centralized repository.
- Search functionality allows easy navigation through critical agency data.
- Easily access information on approved capabilities, line of business (if appropriate), geographic location, type of services provided, parent company, core competency, diversity type, and much more.



Built to Address Your Pain Points

Your Challenge:

Agency data is not centralized and lacks the detail needed for a comprehensive view of capabilities, performance, and profiles.

Resulting in:

Out-of-sync decisions, based on inadequate data, limited ability to find the right resources for a given assignment, and more difficult decision-making.

RosterDeliver provides clarity & transparency.

Your Challenge:

Navigating existing agency roster is time-consuming. While outdated information (new clients, case studies, competencies, or key contacts) makes agency selection harder than necessary.

Resulting in:

Added time and resources to find the right agency or onboarding new agencies.

RosterDeliver drives speed & efficiency.

Your Challenge:

Existing procurement systems are not flexible or marketing-friendly enough to support teams in finding and staying within approved agency rosters.

Resulting in:

Lack of internal compliance as team members look outside approved agency rosters. Additional costs and risks, slower turnaround, fragmented spend, and misalignment between agency talent and company needs.

RosterDeliver provides flexibility & customization.

Speed & Efficiency:

- Email reminders automatically invite agencies and suppliers to update their profile based on a given schedule or activity level.
- Easily access reports, summarizing profiles, views and activities to monitor engagement.
- Consolidated queue of submitted changes for review and approval, available to approved administrators.

Flexibility & Customization:

- Custom, organized view into preferred suppliers (by approved capability, line of business, top rating, etc.).
- Firewalls and enterprise-grade encryption separating scope/plans by agency to protect confidentiality.
- Self-service platform with administrative access, 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.

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.

• **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 and evolving business requirements.

• **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

Designed as a self-service, customized platform with administrative access for 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 agency management. See how stronger relationships contribute to better marketing.

Contact us at **agencymania.com** or email **info@agencymania.com** to learn more.

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