

Agency Relationship Optimizer

The Leading Software Solution for
Client-Agency Relationship Management

AGENCY MANAGER



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Overview

Most large advertisers find it difficult to evaluate their advertising agencies and marketing services providers. This is especially true where advertisers have many agencies and accounts, different types of agencies and wide geographic coverage.

Common difficulties in managing successful evaluation programs, include:-

- Low client and agency staff completion rates, producing unreliable data
- An inability to combine hard and soft measures of performance and satisfaction
- Line managers and executives can't design assessments, or access reports which meet their specific needs
- Too much time and cost spent administering the data collection process—rather than analyzing the results and developing action plans
- The data is of little use when calculating incentive payments
- It's difficult to drill-down or roll-up data on the fly
- Results from previous review periods are lost in the system
- Everybody complains about a lack of speed and transparency in the process

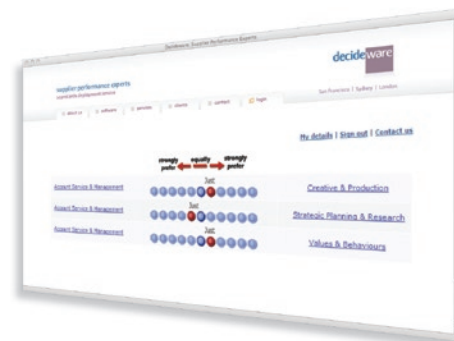
Agency Relationship Optimizer solves all these problems.

Agency Relationship Optimizer is the best-of-breed software application for client-agency assessment. It is on-demand, completely configurable, flexible and tailored to meet the specific requirements

Key Features

Key features of Agency Relationship Optimizer, include:-

- Completely configurable—clients choose their assessment criteria to assess any type of agency e.g. creative, media planning / buying, digital, design, PR, promotions, etc
- Flexible methodology—evaluate one-way or two-way (180° or 360°)
- Built-in email capability—to lower admin' costs and improve response rates
- Reporting power—break out results by brand, business unit, geography, agency, agency group, etc
- Logical, intuitive 4 step process



Agency Relationship Optimizer is the best-of-breed software application for client-agency assessment.



THE 4 STEP PROCESS



STEP 1

Set-up

Identify and prioritize assessment measures

STEP 2

Assessment

One-way or two-way according to needs

STEP 3

Analysis & Planning

Analyse data and prepare Action Plan

STEP 4

Effectiveness Tracking

Reviews to ensure Plans are effective

1 Setup

In Set-Up, clients identify the assessment criteria and prioritize their importance. The number of criteria is unlimited, however in our experience the optimum number is probably in the range of 15–25 assessment measures.

A simple-to-use Analytical Hierarchy Process (AHP) module helps to weight the criteria. In that process, the assessment criteria are compared to determine which is more important and by what degree. The result is a robust determination of what's really important to a particular business relationship.

The set-up process is completely transparent. Those involved (usually senior management) can see the outcome immediately and can go back and make revisions until they are completely satisfied it matches their business priorities.

2 Evaluation

The flexibility of Agency Relationship Optimizer enables clients to choose whether the evaluation is conducted one-way (180°) or two-way (360°). Clients can also choose whether evaluation and scoring is undertaken collaboratively in team meetings, or individually where each team member has their own log-in and provides an individual assessment. Where the individual approach is favored, Agency Relationship Optimizer automatically aggregates all the various scores. Assessment is easy. And Assessors can enrich their assessment with plain English comments.

3 Analysis, Reporting & Planning

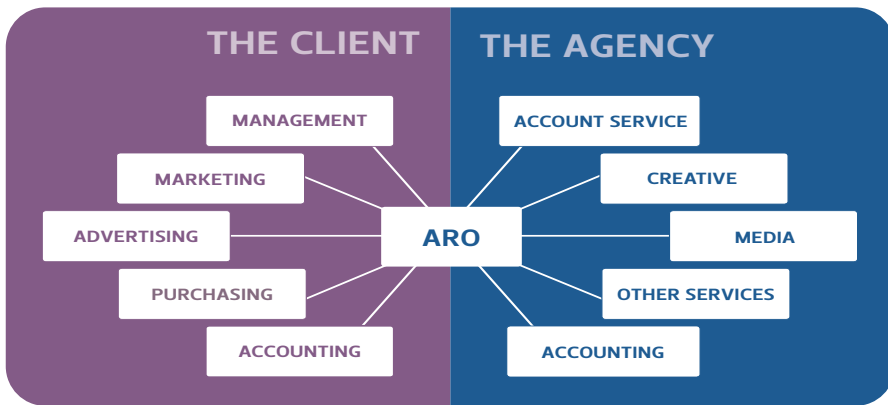
Agency Relationship Optimizer delivers a wealth of reports that illustrate how key people view every aspect of the relationship. A suite of standard reports makes it easy to develop and distribute data to line managers and executives.

“Agency Relationship Optimizer allows client and agency assessors to score and comment on every aspect of their relationship.”



“The scores generated by Agency Relationship Optimizer can be used to underpin agency incentive compensation programs.”





Action Plans

The Action Planning phase of the process is designed to bring together the client and agency to discuss their respective views. The point of the discussion is to uncover differences in perception about the relationship, reach agreement on these issues and then develop an Action Plan to build on strengths and address weaknesses. The Action Plan ensures that outcomes are captured, implemented and available for future reference.

Agency Relationship Optimizer transforms agency evaluation into a valued business process. Clients can measure the things that matter.

4 Effectiveness Tracking

Repeating the assessment process at periodic intervals helps to monitor both the health of agency relationships and the effectiveness of the Action Plan in bringing about improvements.



Incentive Compensation

Where incentive compensation comprises a component of agency remuneration, clients can deploy Agency Relationship Optimizer to clearly identify their objectives and expectations, and then evaluate the relationship against those measures. The data generated from this formal and robust process sets the basis for defining the incentive payments.

Participation rates rise and assessments lead to Action Plans. Clients and their agencies can rely on the process to better manage their business objectives.

Decideware's Agency Management Platform

Decideware now offers a platform of integrated agency management modules. Each module performs a specific task, important to the agency management function. Every module is available as a stand-alone tool or as part of the platform. Modules now include:

- Relationship Optimizer – agency evaluation software
- Capability Manager – roster management software
- Scope of Works Manager – scope of works management software

Capability Manager

“Capability Manager” is a tool for managing agency rosters – enabling advertisers to store information about their marketing & communication service providers (“Agencies”).

This tool is built to help marketers ensure they have the right agency on every piece of their business. This is a new, on-demand software tool offered as a module within Decideware’s Agency Management platform.

Capability Manager has been specifically designed to:

1. Consolidate all the information you hold on your current roster of marketing communication service providers (“agencies”);
2. Capture pertinent data about new agencies you may consider working with in the future;
3. Make that information available to key executives for search, short-listing and agency roster optimization.

Scope of Works Manager

Decideware’s Scope of Works Manager helps you control supplier related expenditure and manage key deliverables

All big companies use a Scope of Works tool to help control workflow with their suppliers. Scope of Works is an essential process to help ensure suppliers’ work is delivered on-time, on-brief and on-budget.

Decideware’s Scope of Works Manager is new, built in response to industry needs, designed with assistance from one of America’s best known companies, configurable to every client’s needs – and available now.

Scope of Works Manager helps you, your colleagues and your suppliers to easily access one system to ensure you’re working collaboratively for great business outcomes.

It has been specifically designed to:

1. Provide managers with an online Scope of Works tool to control work with suppliers;
2. Capture and share key data about supplier projects;
3. Share information with colleagues and suppliers to help track that supplier work is completed on-time, on-brief and on-budget.



Best of Breed

As a 'best of breed' application Agency Relationship Optimizer has been adopted by leading advertisers globally and locally. These include influential members of the Association of National Advertisers (ANA).

Agency Relationship Optimizer is meeting market demand for an easy way to achieve robust evaluation of agency relationships, a demand being driven as much by new standards of management accountability as increasing use of incentive compensation plans.

Being configurable and flexible as well as robust, Agency Relationship Optimizer is fast becoming the default answer for CMOs and CPOs.

Client references are available on request, please enquire.

Summary: Features and Benefits

Key features and benefits of **Agency Relationship Optimizer**, are:

- Easy management and administration. As a specialist application, Agency Relationship Optimizer is easy to deploy and administer so that management can spend time analyzing and acting on findings rather than simply getting input
- Flexibility! ARO can be adapted to meet the individual requirements of specific relationships and types of relationships
- ARO is not prescriptive, so clients can choose evaluation criteria that are specific to their particular needs and particular relationships
- Produces a wealth of scores and reports including; Gap Report, Exception Report, Trend Report, Action Plan Report, Comments Report, etc
- Enables benchmarking and tracking of performance over time
- Results leads to an Action Plan to ensure that findings are addressed rather than filed and forgotten
- Provides a transparent and robust record of the relationship
- Allows clients to identify outcomes at 3 levels:-
 - By individual assessor
 - By individual account (where a supplier has more than one relationship)
 - By total agency/supplier
- Scoring and assessment can be accomplished either collaboratively in teams or via individual inputs which are then aggregated
- Assessors are able to add comments in plain English to enrich their scores. The addition of comments is optional
- Uses a completely transparent process. Outcomes are available immediately so users can go back to re-weight or re-score until they are completely satisfied with the outcome
- Can be implemented either fully managed or via self-management.

Contact Decideware

Decideware is the world's leading provider of agency management software solutions. We established the business in 1999 in Sydney and opened our San Francisco office in December 2007. We opened Decideware Europe in London on October 1st this year, 2009.

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