

a Decideware briefing paper

Capability Manager

The new Agency Profile
database from Decideware



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“Capability Manager” is an agency profile database – 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 Relationship 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.

Key Benefits

Capability Manager makes it easy for your agency management team to access all the data they need about your various communication services providers;

It helps you find the right agency for each piece of business and optimize your current roster;

Capability Manager cuts the costs associated with maintaining a central repository of agency data;

And it provides a rich source of information to make better decisions about how your agency spend is allocated.

Your Key Requirements

In talking with leading advertisers we have learned that the key requirements for a great agency profile tool are:

- “Help us quickly and confidently find the right agency for each piece of business”
- “Allow us to create shortlist of possible agencies/vendors who could work on new business / project”
- “Let me search for the best agency/vendor, if work needs to be re-assigned”
- “Guide me to optimize the portfolio of agencies, for example working on a specific brand”

Agency profile	What is the fundamental agency profile?	Office locations, Primary contacts, Contractual status and Financial data
Capabilities	What are the primary, secondary and developing capabilities that an agency has?	e.g. Creative, Strategy, Digital, Media, PR, In-store, Outdoor, Events, etc
Specialties	What service areas or audiences does the agency specialize in?	e.g. Humor, African-American, Youth, Hispanic, Pharmaceutical, Retail etc
Conflicts	Does this agency have any conflicts that preclude it working on certain brands or areas?	Brand, Category, Segment, Therapeutic area

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Current State of Play

For most marketing organizations, however the current state of their agency data repository system looks something like this:

- There is no rigorous and consistent process for managing agency data
- There is no central storage location for important agency data
- The master agency database is kept in spreadsheets, Word documents and in peoples' heads
- It is difficult to understand what work existing agencies (i.e. agency-of-record or project-based) could do on your behalf, over-and-above what they currently do
- It is near impossible to manage the weekly process of screening potential new agencies, in order to identify the ones that you would consider working with in the future
- The volume of work required to keep current agency data up to date is way too high

And in turn this leads to the following critical questions:

- What is the cost associated with managing this data manually?

- What is the cost of lost opportunity because potentially great agencies are not being included in your short lists?
- What is the cost associated with having too many agencies working globally on a brand?
- What is the cost associated with each search process and the potential savings if all the data could be accessible internally?

Core Features

Agency Self-service

Capability Manager has been designed to allow agencies to engage with the system to input and maintain data about themselves – in other words to “Self-service” their listing with you. Importantly, agencies are also invited to self-assess their capabilities, which can then be reviewed and modified by the client team.

Of course, agencies have a vested interest in making sure that their data is up to-date and accurate.

And the agency self-service (data maintenance) feature saves you time and money.

The screenshot shows the 'Capabilities for this Region' page in the Decideware system. At the top, there is a breadcrumb trail: Home > Region > Capabilities. A progress bar indicates the current step is '3. Capabilities', with other steps being '1. Select', '2. Region', '4. Specialties', '5. Conflicts', and '6. Approve'. The page title is 'Capabilities for this Region' and it shows 'Agency: Bright Ideas', 'Region: North America', and 'Approved: No'. Below this, there are tabs for '1. Advertising' and '2. Media'. The main content is a table with columns: Capability, Guide, Skill Level, Comments, Self Comments, and Attachments. Two rows are visible: (1.1) Creative and (1.2) Digital. The Creative row shows a skill level of 'Self: Excellent' with a progress bar and a 'Comments' link. The Digital row shows a skill level of 'Self: Average' with a progress bar and a 'Comments' link.

The self-service feature allows agencies to enter and maintain their own listing, and to self-assess their capabilities – saving you time and money.

Client Approval

Capability Manager provides a client approval process to ensure that the agency data is both accurate and valid. During the self-assessment process the agency will be asked to provide substantiating comments and attachments. The client can use these to validate the agency's viewpoint on their capabilities. This allows your team to review the agency submission and to modify it as you deem necessary, before it's finalized and made available to be included in future searches or optimization processes.

Sophisticated Search and Reporting Tools

A range of search tools and short listing reports are provided that allow your team to mine the database. Data can be shared with other optimization tools or supplier databases. And for Decideware clients using the Evaluation module, you can instantly access the most up to date evaluation ratings – cross tabulating the capability data with the evaluation scores.

Sophisticated search and reporting is a key feature of Decideware's Capability Manager software tool

Decideware

Decideware offers supplier performance expertise and a specialization in marketing & communication agency management.

Decideware's client list includes the world's largest advertisers and members of the ANA, working in sectors including FMCG, pharmaceuticals, restaurants, retail, manufacturing and technology.

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Results of an Agency Team Capability Search

Capability 1: Creative - 1 to 5 (Mandatory)

Capability 2: Digital - 3 to 5 (Optional)

Capability 3: Planning - 3 to 5 (Optional)

Capability 4: Buying - 3 to 5 (Optional)

(See table A for Capability Skill Level Rating Table)

Search Results: 4 out of 6 teams matched

	Creative	Digital	Planning	Buying
Ace Acme Ame / Europe	4	3	3	2
Bright Ideas / North America	4	2	3	3
Digimasters / Europe	5	4	4	4
Digimasters / North America	4	4	3	3

(Table A: Capability Skill Level Rating Table)

Capability Skill Level	Rating
Primary	5
Primary/Secondary	4
Secondary	3
Developing	2
None	1

The search functionality helps find the agency that's right for the business – every time.

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