



Scope of Work Manager

Decideware's Scope of Work Manager helps you control agency related expenditure and manage key deliverables



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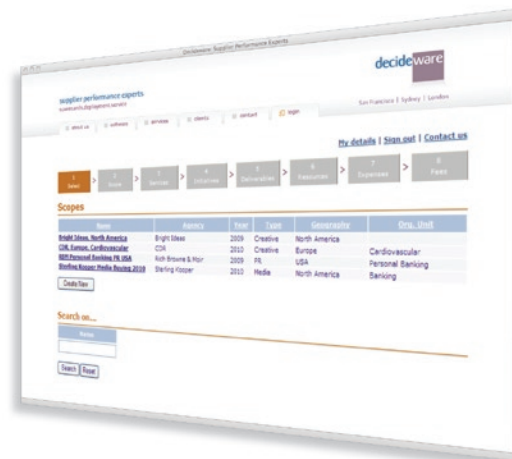
Overview

All large advertisers use a Scope of Work process to help manage workflow with their agencies and other communication services providers.

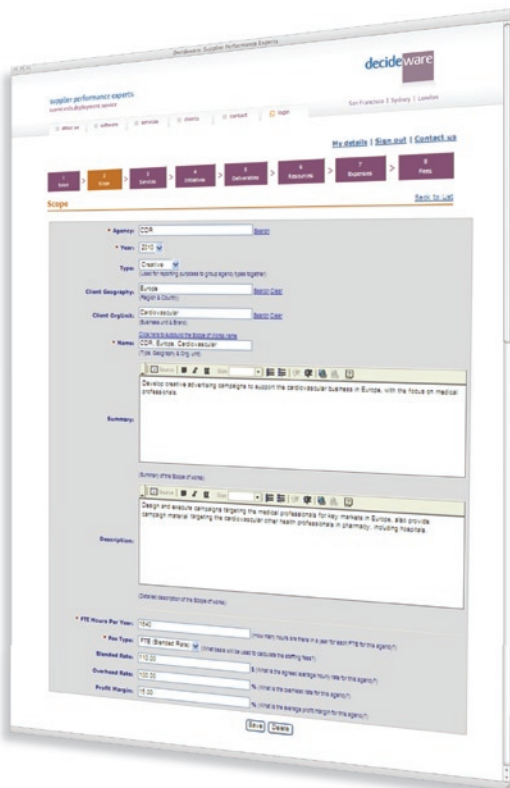
Managers typically develop the Scope of Work documents to complete the contractual engagement process e.g. as an attachment to the contract. They rely on the documents to control agency related expenditure.

Scope of Work is also an essential process to ensure that both parties understand what to expect during the course of a client – agency relationship. Managing the expectations of both parties is essential to ensure the relationship remains productive and successful.

Essentially, the Scope of Work document defines the Who, What, When, Where and How of a Client – Agency agreement. However, most Scope of Work management tools are cumbersome to use because they are not web-enabled, reliant on “old technology” like email, Word or Excel. So most Scope of Work processes are labor intensive and difficult for teams of people to work off the same, most-current version.



Decideware's Scope of Work tool helps you control agency related expenditure



The key details of each Scope are easily captured and managed, including the FTE

Decideware's **Scope of Work Manager** is new, delivered in the Software-as-a-Service model (accessed online), built in response to industry needs, designed with input from many of America's best known advertisers, configurable to every client's needs – and available now.

What is a Scope of Work?

A **Scope of Work** (variously called a Scope of Work, Statement of Requirements, etc) captures and agrees the work activities, deliverables and timeline that a vendor will execute against in performance of work for a customer.

An Integrated Suite of Agency Management Tools

Building on Decideware's Agency Management platform the new Scope of Work module is able to integrate financial benchmarks with agency evaluation and agency profile data. The fully integrated suite of modules provides key functionality to manage the strategic performance of your agency portfolio.

Why We Built a Scope of Work Tool

There is a huge need for an on-demand Scope of Work software application which allows clients to more easily create and amend scopes, access key data quickly, share most current versions with key stakeholders and develop reports for management. Email and paper systems just can't cope with the speed of business.

We designed **Scope of Work Manager** with input from some of America's largest advertisers to ensure it met industry requirements. Like most organizations, they had been using an email and Word based system which was functionality adequate, but difficult to use simply because it wasn't available on-line. This meant of course, that managers in these companies spent lots of time going back and forth with agencies updating scope of work documents and trying to keep everyone working on the same, most current version.

That lack of access to the most current version meant the process seemed to lag behind the needs of the business and no-one was ever quite sure if they had the latest scope of work documents.

A second issue was that managers couldn't easily access the data. So it was frustrating if they wanted to make updates, check on the status of the latest agreements, re-negotiate business arrangements with agencies or develop reports for senior management.

The Specifications

So, the specifications for this application, were:

- Provide a robust, configurable framework
- Build it as a Software-as-a-Service model
- Offer the full functionality of the existing system (managing advertising & communication agencies)
- Provide great features, such as:
 - ◆ The ability for clients to adopt the tool without re-working their existing methods
 - ◆ FTE calculations can be made quickly and easily
- Managers can retrieve information and produce reports in real-time
- Ensure it is configurable and flexible, not prescriptive – to adapt to changing needs

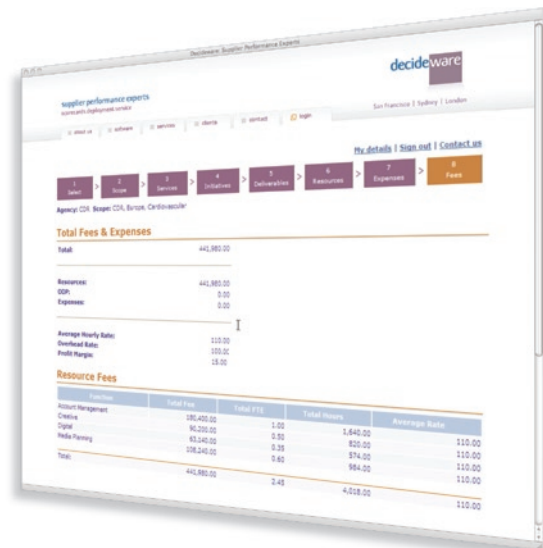
With a clear vision of a superior product, **Scope of Work Manager** was developed to offer a best-in-class software application, offering superior functionality over paper based tools.

Support

As with all Decideware tools, we offer clients full deployment and ongoing technical support for Scope of Work Manager. We also provide a User Guide which provides step-by-step assistance to fully utilize the technology. With experienced staff in San Francisco, Cincinnati, London and Sydney, Decideware can help you deploy successfully and optimize your investment.



Every significant piece of work (Deliverable) can be captured in the tool to help ensure it's all delivered according to the agreement



Managing Fees and Expenses is easy with a simple but powerful module to capture all resource costs



Key Features & Benefits

The key features & benefits of **Scope of Work Manager**, are:

1. Easily accessible Software-as-a-Service (delivered across the Internet)
2. Easy to use
3. Configurable to your requirements
4. Built to industry requirements
5. Manage key scope data, for example
 - Project Overview: Description, Year, Type, Geography
 - Financials
 - ◆ FTE, Profit Margin, Out of Pocket, etc
 - Services
 - ◆ Descriptions of services to be delivered
 - Initiatives
 - ◆ Descriptions of each major initiative
 - Deliverables
 - ◆ Descriptions of specific deliverables within a larger project
 - Resources
 - ◆ Identified by role, eg Account Director, Project Manager, etc
 - Expenses
 - ◆ Average Hourly Rate, Overhead Rate, Profit Margin
 - Fees
 - ◆ By resource classification
 - Timelines and Risk Management
 - ◆ Capture key timings and monitor delivery against deadlines to help mitigate the risk of overdue projects
6. Access great reports
 - A complete set of standard reports
 - Ad hoc data query functions



Total	Year	FTE	Standard Rate	Overhead Rate	Profit Margin	Total Hours	Avg Hourly Rate	Total Expenses	Total OCP	Total Fees	Total Profit	
23	Agency Performance	100.0	12.00	15.00	12.00	4.15	1,760.00	12.00	217,760.00	50,000.00	70,000.00	1,592,240.00
24	CRM Sales Campaign	100.0	18.00	15.00	18.00	2.40	4,300.00	15.00	645,000.00	0.00	800.00	442,400.00
25	Internal Agency Work	100.0	15.00	15.00	15.00	0.00	1,300.00	15.00	195,000.00	0.00	0.00	100,000.00
26	Internal Agency Work	100.0	18.00	15.00	18.00	2.00	4,100.00	15.00	615,000.00	0.00	1,800.00	412,000.00
Total Projects						900	11,200.00	15.00	2,247,760.00	50,000.00	70,000.00	2,341,910.00

Reports help managers to access important information—
A Summary of Scopes by Agency, for example

Reports

Scope of Work Manager offers a powerful reporting suite to help advertising managers control agency related expenditure and manage key deliverables. A series of standard reports and data query tools are scheduled for further development. These offer clients:

- A powerful and complete set of standard reports
- The ability to execute ad hoc data queries

Sales Enquiries

Decideware is a leading provider of agency performance management solutions, globally. Decideware's client list includes many advertisers, including members of the Association of National Advertisers.

For further information about Decideware's **Scope of Work Manager** software application, contact: Richard Benyon at rbenyon@decideware.com in the USA or sales@decideware.com.

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