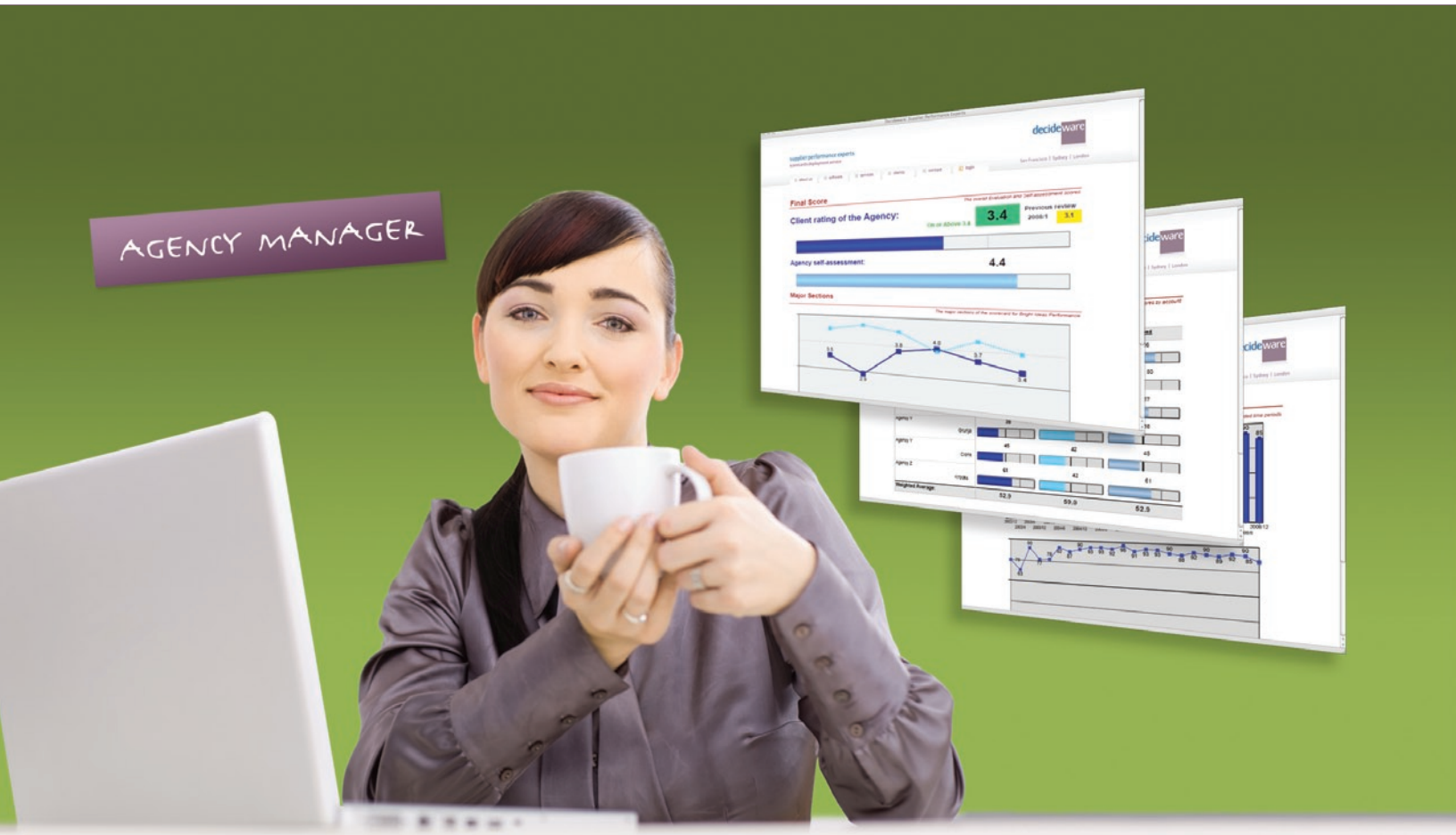




Agency Relationship Optimizer

A better way to evaluate agency relationships

AGENCY MANAGER



supplier performance experts
scorecards.deployment.service



Introduction

Relationship Optimizer is a specialist web-enabled application that provides a robust framework to help users better evaluate relationships with all types of advertising and related agencies. Relationship Optimizer is particularly helpful in complex situations where:-

- Administration and management of the program can be difficult;
- After the assessing is complete, there is the need for thorough, in-depth analysis of outcomes e.g. benchmarking and cross-comparison of findings across agencies, agency types, countries, regions and business units (brands, divisions), etc.

The depth of evaluation and reporting means that global users of Relationship Optimizer include some of the world's largest advertisers.

Configurable & Flexible

Relationship Optimizer is characterized by its configurability and flexibility. So Relationship Optimizer can be set up to fit in with users' existing business processes and practices. In particular:-

- Users can continue with their existing evaluation criteria or select (or modify) one of Decideware's templates;
- Assessment can be one one-way or two-way;
- The assessment process can be conducted individually by team members or collaboratively as a group.



Easy To Deploy

Relationship Optimizer can be deployed quickly and easily. Administrators love the ease of built-in email functionality while managers love the higher rates of participation by assessors which make the outcome richer and more valuable.

Reporting & Outcomes

Reports are generated real time immediately after the assessment process is completed. Large advertisers with a complex series of relationships like the way that reports can be prepared by any combination of:-

- Brand or business unit;
- Agency, agency type or agency group;
- Country, region or global;
- Individual assessor or type of assessor

Comparison and benchmarking of performance is easy, as is the tracking of performance over time.



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 our UK & EU sales office in London, on October 1st this year, 2009.

Decideware USA

Richard Benyon

rbenyon@decideware.com

T: +1 888-666-5553

Decideware UK and EU

Derek Groom

dgroom@decideware.com

T: +44 20 3355 4960

Decideware Australia

Vijeya Ratnam

vratnam@decideware.com

T: +61 2 9959 0600

Decideware Office Locations:

USA

One Market Street
Spear Tower, Suite 3600
San Francisco, CA 94105
USA

UK

2nd Floor,
Berkeley Square House,
Berkeley Square,
London W1J 6BD, U.K

Australia

Level 3
53 Walker Street
North Sydney NSW 2060
Australia



San Francisco | Sydney | London