

## WELCOME

Welcome to the March 2009 edition of Decideware's D/Share newsletter.

We hope to provide information to clients and friends, including:

- News - events and issues of interest
- Software Development - a summary of recent development
- Blog articles - a summary listing of blog articles published in the previous period.

Thanks for reading!

Sincerely, the Team at Decideware ...



## NEWS

### New Wins

We recently completed a new implementation with one of USA's largest retailers.

Working with their agency management team, we built a new program from scratch, looking at assessment scorecards, agency assessment processes and presentation of the results. The program involved an advanced 360-degree evaluation - a reflection of how this client adopts best-practice across all facets of its marketing process.

This highly successful roll-out, we believe cements our position as a global leader in Agency Performance Management.

### ANA West Coast Committee Meeting

Richard Benyon, CEO Decideware, Inc spoke at the meeting of the Association of National Advertisers, Agency Relations, West Coast Committee, January 29th.

Richard gave a presentation to audience looking for actionable tips on how to assess an advertising agency relationship, based on Decideware's experience providing our Relationship Optimizer software tool to major advertisers worldwide. Richard's agenda was:

AGENCY EVALUATIONS: 10 PRACTICAL TIPS (12:45-1:45pm)

There has been a tremendous amount of recent interest from ANA members on the topic of agency evaluations. According to ANA proprietary research, 80% of respondents conduct agency evaluations on a regular basis to assess agency relationships and identify potential problems. Richard Benyon, CEO of Decideware Inc, will discuss 10 practical tips on extracting the most value from your agency evaluation program. Working with leading ANA members and using the latest best-practice research, this interactive discussion will cover the following areas of interest:

1. Actionable - Starting evaluations with the end in mind.
2. Relevant - Correctly structuring your scorecard.
3. Clear - A sound communication strategy.
4. Consistent - Is the glass half-full or half-empty?
5. Deep - Involving your stakeholders.
6. Collaborative - Finding blind-spots with agency self-assessments.

7. Accountable - Ideas for 360 evaluations.
8. Trusted - Lifting response rates and timeliness.
9. Insightful - Providing reports that tell the story.
10. Strategic - Comparison & trending your entire portfolio

### Decideware featured in ANA's the Advertiser Article

Decideware was featured in an article in the most recent edition, February 2009 of the ANA magazine, The Advertiser. The article, entitled "Facilitating Feedback" discussed the use of marketing technologies to manage and automate the process to capture data for agency evaluation programs.

Sandy Colon, Senior Financial Analyst at Burger King spoke about the benefits of deploying Decideware's Relationship Optimizer to help manage their agency assessment process and nominated the benefits of superior reporting and significant time savings as reasons why they are so satisfied with the tool.

Additionally, Decideware, Inc. Richard Benyon was quoted as saying "Our goal in our software is to keep agencies and clients together and to try and help that relationship work as efficiently as possible. We're giving the marketing and procurement people on both the client and agency side a true snapshot of what's going on in that relationship at that moment."

## CONFERENCES

We attended two great conferences late last year, **ProcureCon 2008** in Las Vegas and the **Aberdeen CPO Summit** in San Francisco.

The Top Five Takeaways at ProcureCon 2008, were:

- Strategically align your procurement strategy to your company-wide objectives and internal customers
- Advance supplier relations through collaboration in building trust, contract execution, value engineering, innovation management and risk mitigation
- Recruit and retain talent in the global and domestic supply chain, collaborating with universities to match real-life skill-set needs and capturing the knowledge of your aging workforce
- Address the long and short term effects of recession by re-designing existing supply models, procurement outsourcing, complying with export and IP regulations and handling the next phase in emerging market developments around the globe
- Tackle the last frontier in indirect: developing the indirect organization, global indirect sourcing and bringing professional spend under management

### The Aberdeen CPO Summit

Chief Procurement Officers from around the world met in San Francisco for the 4th Annual Chief Procurement Officer's Summit to discuss the Best-in-Class strategies that will drive procurement organizations.

The event featured a great roster of speakers (from companies including BP, Chevron, General Electric, Rio Tinto and others) who all addressed issues relevant to the current economic environment.

Managing through the financial crisis was a key theme and perhaps not surprisingly there was no silver bullet solution - instead the speakers focussed more on their efforts working across the procurement discipline to better manage costs, risks and to work more closely with suppliers on meaningful supplier assessment and supplier relationship management (SRM) programs.



## SOFTWARE UPDATE

We very recently developed a Relationship Optimizer Administrators Blog. Yes, while it's perhaps a little overdue we're excited to offer have this channel to keep this group of users fully informed of enhancements to the system.

Recent enhancements to the system include:

- A feature to provide Relationship Optimizer Administrators with easy access to informative Business Rules, to help ensure new set-ups are easy
- Owners and Approver can be granted Read-only access
- A Confirmation email can be generated on Complete / Submit of the assessor review
- Greater control of the system by restricting administrators to multiple account types and geography

## NEW HIRES

We recently hired Jim Richter, joining Ewa Pawlus in the role of Senior Software Developer. Jim comes with a great background in database driven software development using the latest Microsoft technologies.

With experience in a leading full service digital agency, a boutique consultancy focused on



e-business and web-based solutions and a leading document and knowledge management provider Jim's background is ideal to help drive Decideware's platform to keep pace with improved offerings in technology while keeping the needs of clients firmly top of mind. Jim is committed to the 'conception, design and development of innovative software of the highest quality' and we believe he will add significant value to our clients' engagement with Decideware.

## AWARDS SPONSORSHIPS

### Ernst & Young's Entrepreneur of the Year Awards

Decideware is once again a proud sponsor the Ernst & Young's Entrepreneur of the Year Awards which recognise great Australian entrepreneurs. See [www.ey.com/au/eoy](http://www.ey.com/au/eoy)

### Prime Awards

Decideware is a foundation sponsor of the Pharmaceutical Research, Innovation & Marketing (PRIME) Awards and we are pleased to continue our relationship with this program in 2009.

"The Pharmaceutical Research Innovation and Marketing Excellence Awards (PRIME Awards) celebrates effective Sales and Marketing practices and highlights professional campaigns and individuals that promote the Quality Use of Medicines to the Australian community."

See [www.primeawards.com.au](http://www.primeawards.com.au)



## BLOG ARTICLES

Recent blog articles published over the past few months, include:

- An article referencing research which builds on our understanding of what it is that clients seek from their agencies
- A posting referencing an article highlighting efforts a major health insurance providers efforts to better understand their service provider performance
- A piece on the presentation to the ANA Agency Relations West Coast Committee
- A short article highlighting research which reveals the very considerable financial benefits available from stronger supplier relationships
- An explanation of the very considerable time & cost savings available via a shift from manual to online agency assessment tools
- A posting highlighting the increasing prominence of Corporate and Social Responsibility goals that major companies are asking their suppliers to address
- Notes on attending the annual ANA Client-Agency Forum in New York in October
- A posting on how to maximize the benefits of incentive compensation programs

Click here to read the blog articles: <http://blog.decideware.com>

[www.decideware.com](http://www.decideware.com)

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