

# Enterprise Solutions for Agencies

The business processes within agencies that are working with all aspects of the communication process are supported by Deltek's solutions





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# Enterprise Solutions for Agencies

Know more.  
Do more.

# Business pains

Know more.  
Do more.  
**Profit more.**

For decades, we have provided enterprise solutions that deliver the actionable insight, clarity and control, which agencies need to drive their business forward.

This collaboration has given us in-depth knowledge of the agency space, and enables us to provide expert advice to help you know more and do more.

It is nearly **impossible to analyze future revenue streams and make insightful pipeline planning.**

The pitching process from opportunity handling to job initiation is handled in **disparate systems.**

It takes a lot of **manual effort** to draw up a realistic budget including purchases and resource requests.

People seem to be busy but **utilization rates are still at a low level.**

We **lack visibility into costs that impact job and client profitability,** and overviews of progress are incomplete.

We spend **a lot of time on re-entering data and doing manual reconciliation.**

**Decision-making is reactive instead of proactive** because I lack real-time data and insight into business implications.

# Client gains

“Our decision to go with Deltek was actually quite easy to make because Deltek’s enterprise solution, Maconomy, is clearly geared towards advertising agencies, and it offers rich functionality for our business. In addition, implementation took less time than a traditional business solution due to minimal time consuming customization.”

Bassem Aboukhater, Head of IT  
Leo Burnett MENA

“Since the introduction of Deltek Maconomy we have reduced the amount of unbilled costs by at least 20 percent. The Accounts Payable function has been streamlined to make it much easier to manage the workload of a growing agency.”

Mez Corfield, Financial Controller  
The Red Brick Road

“Deltek Maconomy gives us more comprehensive visibility into client resource requirements, speeding our ability to track and project profitability at both a client- and company-wide level.”

Dan Tucker, Chief Financial Officer  
BBH

“It was an easy decision for us to turn to Deltek for our new resource management solution. We already had a good working relationship with Deltek, and we knew they would come up with a strong resource management solution – Deltek People Planner – that would be closely integrated with the rest of our service value chain.”

Annemieke Blank, Traffic & Operations Manager  
LBi Lost Boys

> Learn more.  
[deltek.com](https://deltek.com)

# Industry focus creates results



“Overall, we felt Deltek’s solutions offered the best value for money, and Deltek’s proven track record in our market and impressive list of clients made the decision an easy one.”

Mez Corfield, Financial Controller, The Red Brick Road

## Better integration means better business

Having outgrown its fragmented workflows, the UK-based agency The Red Brick Road decided to look for a new business solution to support its future growth. They found the perfect fit in an integrated solution exclusively designed for agencies.

### Creative at heart

The Red Brick Road prides itself on its creative integrity. But to ensure the team can focus on this aspect of their job, it is vital that all back-end processes work as efficiently as possible. Also, minimal time must be spent on manual and administrative tasks.

The agency has grown rapidly, and now employs more than 70 people. With such rapid expansion, it quickly outgrew its original Sage accounting package. A more sophisticated business planning system was needed to support the agency’s continued growth.

### New solution needed

The Red Brick Road’s management team started looking for an integrated solution that would streamline internal processes, drive down costs and improve overall business performance while providing greater structure, efficiency and control across its operations.

When Mez Corfield was appointed as Financial Controller she was quick to recommend Deltek’s enterprise solution, Maconomy.

“I had used Deltek Maconomy at my last agency so I was familiar with the system. We

looked at a number of suppliers but Maconomy’s rich functionality is clearly designed to meet the requirements of advertising agencies and was best suited to our needs.”

### Deltek’s agency expertise

Deltek has designed business solutions for Marcom agencies since 1989. Deltek’s enterprise solution, Maconomy, incorporates task and resource management, financial control and automated role-based workflows.

The solution also features a fully integrated set of financial ledgers and job management functionality. This provides users with immediate access to essential budget and business information.

### The results speak for themselves

“Since the introduction of Maconomy we have reduced the amount of unbilled costs by at least 20 percent. The Accounts Payable function has been streamlined to make it much easier to manage the workload of a growing agency,” says Mez Corfield.

The agency has saved approximately £15,000 in staffing costs and around 15 percent of the finance assistant’s time.

“Before Maconomy we had a system that didn’t really do the job for us and made everything a bit of a struggle. Now we have a system that works really well, and our day-to-day jobs have become much easier. As a result, we’ve been able to improve effectiveness and the overall performance of the business,” Mez Corfield concludes.

# Understanding your business processes

To thrive in a period of rapid transformation in the wake of a recession requires agile agency systems and processes.

In order to secure agency profitability, it is essential that you deliver jobs on time, within scope, and within budget. To do this, your business solutions must support every step of the delivery cycle. Having worked closely with agencies for decades, we have incorporated the best practices of these businesses into our solutions.

To build a strong pipeline and win new business, agencies need a solution that supports the entire organization from the pitching phase, to budgeting and resource planning, to execution, and billing. Being able to pitch for the right jobs – and win them – has a huge impact on subsequent delivery, utilization, billing, and resulting profit margins.

Having the right tools that support everybody across the organization in the execution phase will increase the chance of successful delivery. When all data is available in real-time, it is easy to monitor progress, profitability, and utilization. When front-office and back-office processes and workflows are integrated into ONE solution, you can improve your margins and profits.

Finally, our business performance management solutions aggregate information from many sources to deliver the insight and clarity you need to make better real-time decisions and to measure the health of your agency.

Know more.  
Do more.  
**Win more.**



# Your business processes and how we support them

“Projects account for 70-80 per cent of our business. The software aligns our internal systems with how we run our organization, from job-bagging, project control and project reporting. Crucially, Deltek Maconomy enabled Profero to continue to run its five business units independently, while producing consolidated data across the whole organization.”

Chris Cater, Financial Director, Profero UK

## Account management

Winning new work from existing clients is essential – but if you cannot capture lead and prospect information, it can hinder future success.

Your effort to capture this information in one place is supported with an integrated solution. You can distribute opportunities over months, with a view to forecasting future revenue. By capturing time and cost on prospects and opportunities, you can ensure consistency between the sales and execution phases, and empower your team to fully leverage their knowledge to win new business.

Client costs, including opportunity effort and costs, account management, and other non chargeable time, is efficiently captured. Reports and alerts ensure that over-servicing, or failure to raise change requests is highlighted before non-chargeable time is incurred. Furthermore, administration time can be dramatically reduced, and you will have full control over your pipeline.

### With our solution you are able to:

- Improve analysis of future revenue streams and forecasts
- Make insightful pipeline and business planning
- Avoid, or at least control, excessive or disproportionate sales cost
- Monitor profitability by client, brand, and product

## Job initiation

Pitching for work is what makes your business. Being able to handle all the steps from brief to job initiation in an integrated solution will reduce administration and eliminate the need for double entries.

When an opportunity turns into a job, you can count on our solution to completely integrate every step of the process. With the ability to create new jobs with a few clicks of a mouse, you can increase the number of hours accounted for and subsequently invoiced, which will improve your cash flow.

### You will be able to:

- Manage the pitching process from opportunity handling to job initiation
- Efficiently handle retainer agreements
- Initiate jobs based on job type, templates or data from previous jobs



## Budgeting and resource planning

Drawing up a realistic job budget is complicated if your purchase process is handled manually and not integrated with your budget. With an end-to-end integration of your client, job, people, and finance processes, you can improve the overall accuracy of budgeting, planning, and subsequent delivery.

We can help you reduce the risk of budget overruns by enabling your sales force to create detailed estimates, budgets, and forecasts and set prices as early as the pitching phase. We also know that change requests are inevitably submitted throughout the project, which is why you can make budget revisions on a continuous basis.

Many agencies still have resource blind spots. Our resource planning solution enables you to capture information about resource and project plans, schedules and availability, time entries, and capacity forecasts.

### You can:

- Handle the entire purchase process from RFQ to Purchase Order
- Be consistent in pricing services when creating new budgets
- Carry over budgets, purchases, and plans to the job execution phase
- Plan capacity and manage resources based on real-time availability

## Execution

You are always looking to streamline operations and execution, but incomplete overviews of progress, without direct access to purchase orders, or third party cost entries, can prevent project managers and controllers from acting before jobs go over budget.

With our solution, your account directors and managers get immediate, real-time access to budgets, actual and committed accounts with drill-down options to spot over-servicing. Time and costs can be reconciled against the job as soon as requisitions, budgets, time sheets, or expenses are approved, because it is an end-to-end solution.

### Your processes are fully supported:

- Integration of budgets, job costing, and finance processes
- Full visibility into costs that impact jobs and client profitability
- On line approval of requisitions, time sheets, costs, and expenses
- Proactive alerts for time entry

“In the past we used different tools for resource planning. They were unstable and most importantly they were not integrated with the rest of our service value chain. This meant we wasted a lot of time entering redundant data, and our resource overview was not always up-to-date. But it was clear to us that Deltak People Planner could help us address all these issues.”

Yvonne Vedder, Planner  
LBI Lost Boys



“We save many administrative hours every month, get our money from clients much faster, and have fewer write-offs on clients due to the improvements made to our invoicing process.”

Louis Trad, Regional Finance Director, Leo Burnett MENA

### Billing

You need to maintain tight internal cost control and a comprehensive audit trail both for finance and for client audits. Our solution enables you to manage retainer agreements as well as billing fixed price based on budget (either as a percentage or specific lines).

To drive profitability and help you reduce the time that the working capital is tied up, we can enable you to minimize the time lag between when a billable hour of work is completed and when it is invoiced to the client.

#### With our solution, you can:

- Eliminate duplication of data entry and manual reconciliation
- Reduce errors in supplier invoice processing, and eliminate time consuming, manual sign-off processes
- Select between several invoicing principles: Invoice on account, Invoice on time and materials basis (with or without a cap), Invoice fixed price based on budget (either as a percentage or specific lines)

### Reporting and business intelligence

To secure client profitability, you should monitor deliverables and cost against the original budget or contract. In our solution, you are enabled to collect data in real-time with a view to continuously follow-up. You can have the required information in a single dashboard, and be able to easily link to performance and efficiency monitors.

Giving people the knowledge they need to deliver on their goals is critical to your business. With our solution, you can focus on managing your business, instead of spending your time manually retrieving, consolidating and reconciling data from disparate sources. We know that fact based business management allows for better internal management and ultimately better service delivery to the client.

#### You can eliminate these challenges:

- Data from disparate systems about the same parts of the business yield uncertainty about the numbers provided
- I spend too much time with Finance or IT to develop simple reports
- Often, it takes a lot of manual effort to build and format reports that have to be distributed on a regular basis
- It is nearly impossible to provide financial information by dimension such as client, brand, and product



# Our services

## Consulting Services

At Deltek, our goal is to deliver the best software solutions designed specifically for Professional Services Firms. Meeting that goal requires more than just delivering unrivalled software to better manage project resources and project results.

After all, great software applied poorly doesn't help you achieve your business goals. Success requires that we also cultivate the right level of expertise to help you apply that software in the most appropriate ways for your industry and company-specific needs.

> [deltek.com/services](https://deltek.com/services)

## Customer Care

Effective and reliable customer care can make all the difference in your ability to compete effectively and grow your business.

At Deltek we realize that our success is mutual. Deltek's experienced support personnel, with more than two decades of industry and client-side experience, utilize Deltek's advanced diagnostic tools and proven support procedures to identify and isolate issues quickly, so that your systems are consistently operating at high availability with minimal disruption.

> [deltek.com/customer-care](https://deltek.com/customer-care)

## Deltek University

One of the most important indicators of the success of a software implementation is the ability of employees to readily adapt to new products and processes.

Education is the foundation for building the necessary knowledge and skills to achieve this goal. Deltek University provides education to maximize your Deltek investment and minimize project risk. We have over two decades of experience of providing consistent, high quality education, with a commitment to make you successful.

- 
- Implement solutions faster at reduced cost
  - Mitigate project and business risks
  - Decrease support costs with faster acceptance among users
  - Achieve operational excellence and growth
- 

> [deltek.com/university](https://deltek.com/university)

## World Headquarters:

### United States

13880 Dulles Corner Ln  
Herndon, VA 20171  
800.456.2009

## Regional Offices:

### Australia

Tel: +61 8 8112 1200

### Belgium

Tel: +32 (0) 2 709 2191

### Denmark

Tel: +45 35 27 79 00

### Nederland

Tel: +31 (0) 20 347 3080

### Norway

Tel: +47 22 01 38 00

### Sweden

Tel: +46 (0) 8 587 077 00

### United Kingdom

1 Warwick Row  
Tel: +44 (0) 20 7518 5010

70 London Road

Tel: +44 (0) 20 8843 7000

[deltek.com](https://deltek.com)

[info@deltek.com](mailto:info@deltek.com)

Deltek (Nasdaq: PROJ) is the leading global provider of enterprise software and information solutions for professional services firms, government contractors, and government agencies. For decades, we have delivered actionable insight that empowers our customers to unlock their business potential. Over 14,500 organizations and 1.8 million users in approximately 80 countries around the world rely on Deltek to research and identify opportunities, win new business, optimize resources, streamline operations, and deliver more profitable projects.

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