Scope Management: By The Numbers

Steven Wales
Chief Revenue Officer
Decideware, Inc.

9 ½ years at Decideware

- Oversee all new business development and program expansion globally
- Advise some of the world's largest advertisers in areas of Agency Spend and Performance

Marketing Procurement for MARS

- Managed creative, digital and advertising production agencies
- Worked across all three Mars divisions (chocolate, food and pet care) throughout North America

2020 ADVERTISING MANAGEMENT CONFERENCE

APRIL 27-30 | ORLANDO, FLA.

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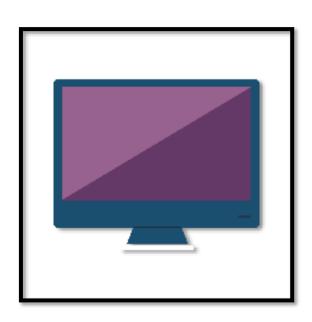Today's Breakfast Sponsored by:

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Scope Season

Two Main Reasons for Scope Management

Process Efficiencies

- Reduce Scope Creation Cycle Time

- Increase Transparency and Set Expectations

- Reduce Risk and Increase Compliance

Investment Optimization

- Ensure Efficiency of Marketing Budgets

- Increase Transparency of All Agency Fees, Staffing and Costs

- Ensure Benchmark Alignment on Fees, Staffing, Complexity and More

Two Main Reasons for Scope Management

Process Efficiencies

Reduce Scope
Cycle time by
over 60%

Investment Optimization

Double Digit
Year-on-Year
Optimization

Staff Mix

Aligning staff mix to the work, complexity and brand lifecycle

Up to 30% savings of the overall scope

Deliverables

Negotiating deliverables to benchmark hours and fees

Up to 25% savings of the specific deliverable

Complexity

"Right" source low complexity deliverables

20-30% savings of low complexity spend

FTE Allocation

Cost avoidance for not paying over contractual hours for an FTE across brands, SOW's, etc.

3%-7% savings of the resources allocated costs

**10% - 15% Overall
Sustainable Year on Year Optimization
for Reinvestments into your Brands**

Intangible/Soft Savings

Consolidation of non-key personnel head count, increase value of working vs. non-working dollars, fewer hands touch the business, more intra-brand efficiencies

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Standardize

The Scope Process, across all brands and agencies, globally

The Deliverables or tactics and their associated attributes

The Agency Resources, by title, department and seniority

Centralize

All Scope Data, for visibility by all key stakeholders

Contractual details for access as needed

Reporting and Analytics, across appropriate regions and BUs

Analyze

Benchmark Fees by hourly rates, fixed fee deliverables and total costs

Overall Staffing for seniority and functional mix alignment

Work Complexity to inform potential optimization and/or decoupling

First Steps

Alignment with Senior Leadership

Alignment between Marketing and Procurement

Alignment between the Business and the Agencies

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Select

Scope

Brief

Produce

Evaluate

Business Intelligence

The Decideware Agency Lifecycle Platform

For more information, please contact:

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Questions & First Steps