SAP Solution Brief
SAP Business Suite

Manage Client Relationships and Creative Jobs for Success in Advertising

Quick Facts

Summary

Advertising agencies are constantly under pressure to capture client requirements and manage creative jobs effectively. Account teams need tools for identifying and seizing opportunities. And creative teams need to plan and execute jobs that optimize financial and human resources and best serve the agency's bottom line. SAP® Business Suite software can help foster the excellence in client management and profitability analysis that agencies need for success in advertising today.

Business Challenges

- Empower account managers with full understanding of client history and the tools to determine best use of resources
- Increase insight into account performance, and enable profitability analysis at the executive level
- Move opportunities more efficiently through the sales cycle into revenue
- Tighten operational controls and automate administrative functions

Key Features

- **Client management** – Capture and publish deep client information and track contacts, schedules, and interactions on a variety of devices
- **Analytics** – Enable insight into key campaign metrics through functionality for advanced analytics
- **Collaboration** – Empower all stakeholders to readily share documents and images
- **Expert job management** – Enhance creative jobs with tools for resource management and tracking of schedules and budgets
- **Integration of operations and financials** – See at a glance which activities are profitable, and help ensure regulatory compliance

Business Benefits

- **Higher sales force productivity** through intuitive tools to promote more effective client management and business development activities
- **Increased client satisfaction** through well-planned and well-executed support activities
- **Improved bottom line** through targeted marketing and strong feedback loops

For More Information

Call your SAP representative or visit us on the Web at www.sap.com/industries/media.

Account managers need to organize client information and promote business development; business managers at advertising agencies need to plan, staff, and track creative jobs. Software can make those tasks easier in most industries, but how can you realize effective and affordable automation in the advertising industry? SAP® Business Suite software can help you set up an integrated process flow that reduces manual effort and lets you identify the most profitable activities.

With this software, advertising account managers and creative team leaders can streamline tasks and align resources, reducing both effort and cost. SAP Business Suite helps you lay the foundation of success in the advertising business: financial excellence, talent management, and information excellence (see the figure).

MANAGE ACCOUNTS AND RELATIONSHIPS BY FOCUSING ON THE CLIENT

In today's digital world, sales force automation and mobilization tools are indispensable. An easily accessible view into the history, habits, and demands of clients can boost your organization's ability to choose the right resources to apply to each engagement. It also helps you understand how each initiative advances the success of your company as a whole.

The customer relationship management functionality in SAP Business Suite delivers a single view of your sales account information so that all stakeholders have insight into the potential of each account. Using comprehensive functions and analytics, you can monitor and track critical knowledge about prospects, clients, and partners. With this knowledge to guide you, you can maximize face time with your most profitable clients, streamline your travel commitments, and personalize each interaction for optimal ROI. In addition, you can access key account information anytime and anywhere through mobile devices, so that even on the road you have the latest information to support rewarding interactions with clients.

Moreover, you can use deep-dive analytics from SAP BusinessObjects™ solutions to tell how each client-related task has affected your revenues. Account personnel can concentrate on activities that develop loyal and profitable client relationships.

You can also streamline opportunity management through full visibility into your sales pipeline. Pipeline management features help sales teams quickly compare current performance with targets. Improved transparency across the sales process promotes synergy among sales and marketing team members. You can jointly identify stalled deals and monitor quota attainment. And you can track the quantity and quality of sales opportunities, revise procedures based on lessons learned, and create and test strategies to push deals through faster.

With SAP Business Suite, you implement an integrated process across operational and financial activities, facilitating compliance with Sarbanes-Oxley requirements for corporate accountability. In short, you can underpin sales and marketing operations with key performance metrics that let you examine profitability through the lens of cross-functional analytics.

Figure: Managing Jobs in Advertising Agencies with SAP® Business Suite

BRING JOB MANAGEMENT TO CREATIVE TEAMS

SAP Business Suite applications also help managers at advertising agencies automate resource management chores so they can concentrate on client management and creative design. In a competitive services industry, you must do more than produce superb creative work. You have to focus on work that produces measurable improvement to your business reach or your bottom line. To improve your profitability, you must assess your core differentiating skill, assign resources and manage job budgets and schedules wisely, and pursue activities that turn opportunities into revenue.

You can manage jobs and operations holistically and efficiently by:

- Planning strategy
- Managing resources
- Controlling costs
- Analyzing profitability
- Enabling information transparency

SAP Business Suite makes it easier to offer the best services and outcomes to boost competitive differentiation while tightening operations under rising cost pressures. It helps you choose jobs that align with your strategies, encourage collaboration in design and rendering, and monitor creative work for optimum use of valuable resources.

Functions for staff assignment, time posting, and procurement of supplies automate numerous administrative chores to free people for the innovative artistic work that wins engagements and awards. You can forecast more accurately, reduce scheduling bottlenecks, and support wiser decision making across your business. The process integration and transparency in SAP software facilitate collaboration with internal and external groups, including clients and suppliers. You can integrate job management with business processes for purchasing, development, production, and servicing to improve operational efficiency and lower costs. Working closely with your procurement organization, for example, can drive down the cost of office supplies and technical support services.

MAINTAIN A SINGLE, CONSISTENT OVERVIEW OF OPERATIONS

SAP Business Suite applications help improve insight into all your data, so that you can better manage your financial and operational performance throughout the client lifecycle. Key functionality includes contract management and billing for fixed-price and resource-related engagements, as well as time and expense recording, period-end closing for jobs and service orders, and external procurement.

SAP Business Suite gives you a single version of the truth across all your jobs and planned activities. Since the software is scalable, you can expand your reach smoothly and enable business scenarios and workflows in several languages to accommodate global operations. And with rich features to help you monitor progress, you can track your jobs in real time and intervene at the right moment to avoid cost and time overruns. When creative groups need to report to financial executives at period end, job details are readily available in management reports drawing on embedded analytics functionality.

GAIN ANALYTICS FOR YOUR STAFF AND CAMPAIGN INSIGHT FOR CLIENTS

Analytic functionality available in SAP Business Suite empowers individuals, teams, and clients to meet their goals.

Your growing small business or midsize company can take advantage of the same robust functionality for client management and job management by implementing the SAP® Business ByDesign® solution instead of SAP Business Suite software. SAP Business ByDesign offers an affordable way to manage your business, empower your sales force, and oversee jobs.

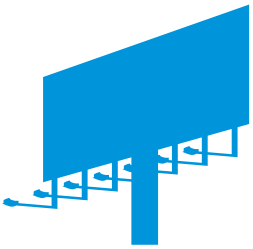
For more information on SAP Business ByDesign, please visit www.sap.com/solutions/technology/cloud/business-by-design.

Being able to decide with confidence and act boldly anywhere and anytime simply helps a business run better. See the performance of campaigns with the click of a mouse, and share that information with clients in automatically generated reports. Use analytics to:

- Know and trust the quality of your information
- Define, plan, and align performance goals and metrics
- Understand business impact and model and predict future direction
- Anticipate change and proactively balance risks and opportunities
- Collaborate and act together on the best decision
- Manage and analyze massive volumes of data in real time on the SAP HANA® platform

Your SAP representative can discuss with you how to implement analytics even in agency landscapes that do not run SAP Business Suite.

Advertising account managers and creative team leaders can streamline tasks and align resources, reducing both effort and cost.



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ADD UP THE BENEFITS TO AD AGENCIES

Implementing SAP software in your advertising business helps you:

- Maintain a single view into your company's cross-functional business intelligence
- Collaborate at Internet speed with your team members
- Record and analyze all critical knowledge about prospects, clients, and partners
- Find new opportunities and focus on accounts that hold the greatest promise
- Define a standard sales methodology based on proven best practices
- Automate sales force management and job management chores
- Improve forecasting and decision making
- Reduce costs and improve operational efficiency

FIND OUT MORE

For more information, call your SAP representative or visit us at www.sap.com/industries/media.

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