



WHAT'S THE

RETURN ON INVESTMENT

GOING TO BE ON YOUR

AGENCY MANAGEMENT SYSTEM?

synergist[®]

What are your goals for an agency management system?

Increase profitability? Save staff time? Pull everything together into one? Whatever your priorities, you'll want to make sure your investment in a new system is going to pay its way. So let's talk about return on investment.



Our clients have given us remarkably consistent stories about their ROI across the entire 16 years that Synergist has been delivering agency management systems. But what are the specific areas of ROI contribution?

Of the 10 areas most frequently mentioned to us, the following pages focus on the

three biggest ROI contributors.



1

LIVE VISIBILITY OF ALL YOUR JOBS

Discover at a glance

the progress of each of your jobs. Are they on schedule? And on budget?

You also get an automatic

Early Warning Alert

the moment a job starts to slip, so you can do something about it before it's too late. How do you even begin to calculate the true value of

this to your agency? It's a feature that makes the difference between weeping over unexpected disasters at the end of each month and preventing them happening in the first place.

And then there is the ability to ***pull everything together*** into one living, joined-up system at last.

When it comes to Return on Investment, live job visibility always comes pretty much at the top of the list as judged by our clients. Once you've experienced a system where everything is fully connected, no agency ever dreams of going back to running their business in the dark again.

“

With everything happening so fast, and with so many projects and team members interacting, you can't survive with fragmentation. You have to have one single cohesive system, so everybody sees the up-to-the-minute data.

”

*Programme Director,
Digital agency following Synergist implementation*

2

VISUAL RESOURCE SCHEDULING, FAST

Scheduling your team members efficiently

is one of the hardest things to do in a busy agency.

Luckily, it's also one of those applications that lends itself perfectly to agency management systems, so much so that many of our clients cite it as the feature that made the most dramatic

effect on their agency.

Its visual simplicity makes it particularly compelling.

It saves time, reduces errors, optimises complex workloads in seconds and is easy and fast to use.

It's no wonder that it's often the first thing that agencies want to see when

considering getting a new system.

Creative	1h	2h	2h	2h	
Charles Hart - Copywriting	1h	2h	2h	2h	
Helen Robinson - Copywriting	1h	2h	2h	2h	
Paul Grant - Copywriting	1h	2h	1h	2h	
Stella					
Alex Jones - Design	1h	2h	2h	2h	
Allison Mayles - Design	1h	2h	2h	4h	
Control - 533.001 New Synthetic Fuel					
Control - 543.001 Flash Movie for use by					
Control - 605.003 New Site for Domestic					7h New Site for Domestic Line
Control - 620.003 New Site Design and					
Clarke Originals - 578.001 New product					1h
James Smith - Design	1h	4h	2h	2h	
John Smith - Design	1h	2h	2h	2h	
Kate Heffer - Design	2h	2h	2h	2h	
Terry Smith - User Experience Designer	1h	2h	2h	2h	
Control - 605.003 New Site for Domestic					4h Spec Change
Control - 620.003 New Site Design and					
Daryl - 614.001 New Foot Wash Launch					5h Wireframes
Internal - 821.002 Holiday 08/09					
Amazon Run Company - 184.001 Viral					
X Studio Implimented X	2h	2h			

In terms of ROI, resource scheduling delivers tangible results in fast-changing agencies every day.

USING SYNERGIST COMPARED WITH OUR PREVIOUS SYSTEM...

HOURS SAVED PER MONTH

MANAGEMENT



STUDIO



Steve Lawrence
Operations Director, LHM



3

CAPTURING LOST COSTS

The invisible problem

Without an agency management system it's impossible to even know how many chargeable hours escape each month. It's like living in a house with no insulation. How much precious heat disappears into thin air? You only know when you insulate and see the difference in bills.

The scale is huge

Our clients are always amazed at the scale of it. Without a cohesive system it's so easy for people to sidestep little things when racing to fix bigger ones like tough clients, tight deadlines and skills stretched to maximum. Pausing to capture stray hours is low on the list.

What a difference

But Synergist puts the spotlight on those hours, and makes it easy to quickly allocate them to the job. Fixing leaks often pays for the new system many times over. We've seen busy agencies struggling to make a profit turn into thriving, profitable companies because of this factor alone.

“

Prior to this, we could be focusing on the wrong areas. We had 54 people working hard but profits were still elusive. Solving the profitability problem was key. Now, our Exec team can go to the Board meetings every month and say ‘We’re getting it right!’”



Sara Blannin, Finance Director of ECUS

synergist[®]

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