

# Where Does the Time Go?

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Taking Control of Your Agency with  
Professional Services Automation

**VOGSY**

## WHEN IT COMES TO MARKETING, TIMES HAVE CHANGED.

From advertising to public relations, digital has taken over, even as agencies continue to learn new tools, technology and strategies. Hiring and keeping talent is more difficult and use of consultants has risen, making capacity planning tough. The growth of project-based work is complicating team utilization and pipeline forecasting. Even acquiring new clients has taken on a life of its own.

Meanwhile, competition is at a high - it's critical agencies increase efficiency and profitability. Owners and senior leaders need greater control over time and cost allocation, invoicing, pricing, cash flow and projects, never mind analyzing metrics to gain insights that'll provide a competitive advantage.

You have tools to manage specific tasks - *too many*. They add complexity, require you to manually pull data, introduce errors. It's a messy, stress-inducing time-suck.

*A new marketing age requires a new approach. Is professional services automation (PSA) your answer?*

# TIME FOR A BETTER WAY

It's been said time is money and in no other industry is that truer than marketing and advertising. As a recent survey of owners and senior leaders shows, an inability to get a handle on time is costing agencies, big time.



Second biggest agency pain point?



A **lack of time** to focus on administrative tasks.



47% alarmingly don't track staff utilization rates.



30% of agencies now report working solely on retainer.



78% are using freelancers.



80% of agencies use project management tools, **though 50% said a better system was needed.**

There's an array of tools for specific functions, but when it comes to running "the business," it's often spreadsheets and manual madness. If you, too, wonder where the time is going, a PSA platform may provide the one tool to rule it all.

# What can we automate and achieve?

PSA tools can bring your agency's business – and everyone in it – under a single accessible platform. You'll be able to automate activities from finance to operations, sales to project management, while getting real-time insights into business metrics for better decision-making.

## ▶ HIGHTEN EFFICIENCY

The right PSA platform offers full project management through one outcome-driven tool. This includes resource and budget planning, document management, collaboration and tracking of deliverables. Features can keep you on top of personnel utilization and service status, too. Heat maps offer at-a-glance availability, there's role and skill matching capabilities – even automated suggestions. Updates on opportunities, activities and approvals also ensure you'll never miss a beat.

## ▶ RAISE PROFITABILITY

Greater control can lower costs and raise profitability. A PSA platform helps agency leaders get time and expenses right from the start with pre-populated timesheets, stopwatch capabilities for tracking, notifications and approval via any device. You can also chart accounts, A/P and A/R, corporate P&L, automate flexible billing and use 24/7 real-time reporting to make sure you're on the money.

## ▶ DRIVE PROFICIENCY

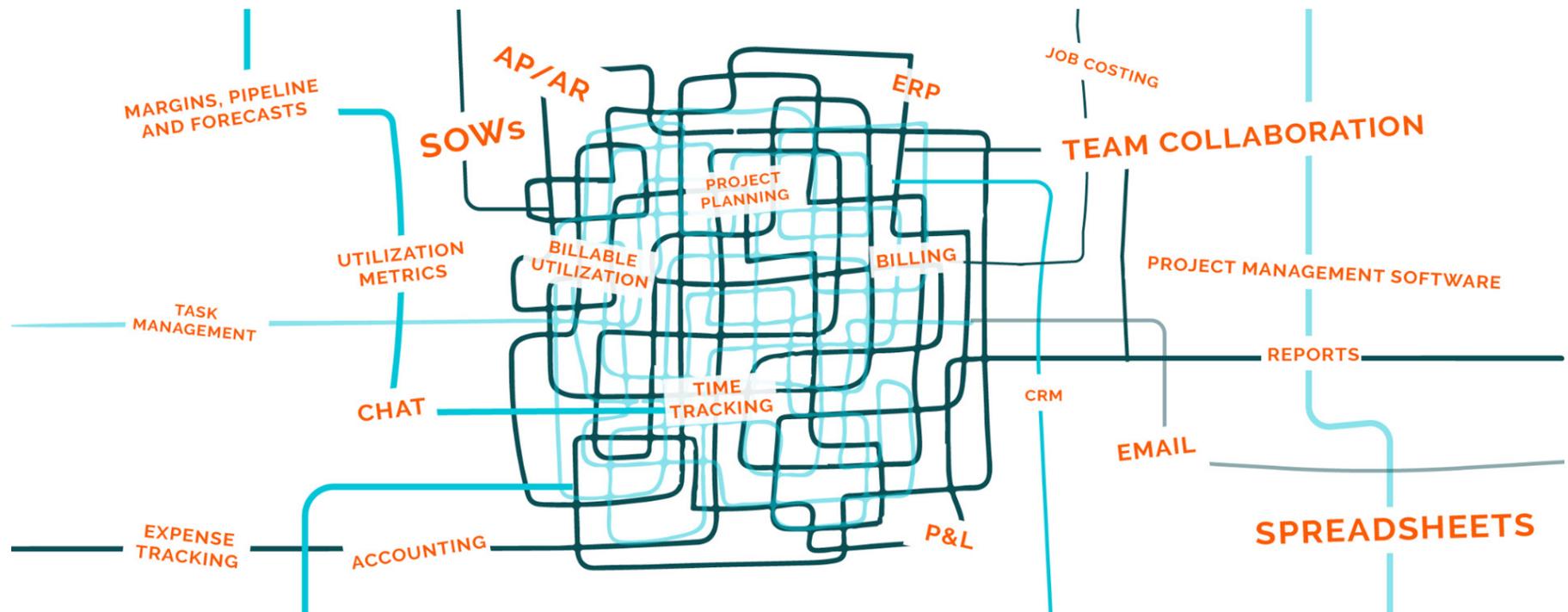
PSA tools analyze the past and anticipate the future. Data and insight capabilities provide real-time sales, customer, project and utilization metrics. Configurable KPI boards empower with access to vital data. You can bridge the gap between sales and delivery, from quote to cash. SOWs will be on-target, you'll better manage and grow margins, forecast the work pipeline and know what's working best.



# Simplify control, multiply success

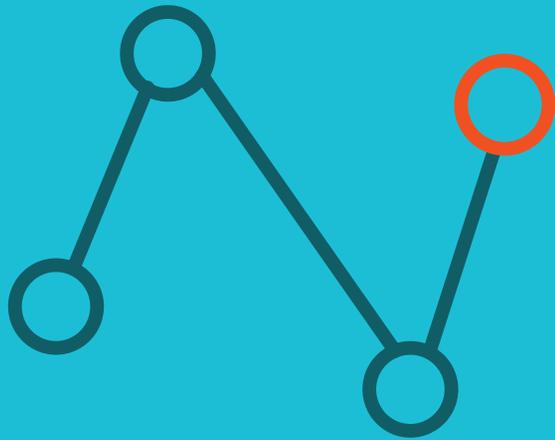
Marketing technology adoption is through the roof. [Scott Brinker's 2018 Martech Landscape](#) includes 6,829 solutions. Brands layer dozens of these on each other, introducing complexities and increasing the likelihood of data errors as tools try to communicate.

Yet, many agencies have separate tools for tracking time, CRM, project management and billing. Each requires you to retrieve data, analyze and report against business outcomes. They also require team training and IT oversight – more time, more money. All these different systems end up looking like spaghetti with information residing in silos.



As epic as it sounds, a PSA platform is the one to rule them all – to simplify and run all operations. It can also provide business insight, enabling you and your team to adapt to change and seize opportunities. Identify which KPIs most impact your business, project and client health and your PSA platform can provide a clear view – with 24/7 updates – empowering you to act decisively and effectively.

# EXAMPLES OF WHAT TO MEASURE INCLUDE:



## Corporate Performance:

- Utilization rate
- Gross margin
- Overheads
- Average revenue per project
- YoY revenue growth
- Annual revenue per employee
- % Projects on time
- % Projects delivered on budget
- EBITDA YoY growth
- Reference client % growth

## Project Performance Management:

- Earned value
- Actual cost up-to-date
- Cost performance index (EV/AC)
- Project margin
- Burn rate

# What to look for in a PSA solution



You're looking to integrate your agency's entire business and all the functions and people in it. Basically, you want to run your agency seamlessly from quote to cash. This will unify your team, so more than anything, make sure it's familiar, fun and a formidable tool for users. You want a PSA solution as simple and intuitive as G Suite. Something that is low on overheads but also 'user-effective', making your staff's life easier, so everyone wins.

A cloud-based, software-as-a-service (SaaS) model will allow you to cost-effectively scale with your growth. It should also deploy rapidly and easily. Familiarity, such as with G Suite, will enable rapid onboarding, though training and support should be available. It should also integrate with any other tools your business uses, such as accounting software or a marketing and sales automation.

Be sure the vendor understands you want one tool to control them all. Their solution should be proven; immature technology frustrates users and stalls adoption. The company should be established, too. You don't want to invest in something that may not be supported in the future.

You need to trust the data you receive is clean and correct. Once your PSA solution is live, it'll do all the hard work, then you and your team can be assured accurate insights are driving your decision-making. That's also where usability comes into play: Choosing a software that people want to use rather than feel they have to use eases your utilization burden. If your people are not excited to use the tools that you provide then that data that you desperately need just will not be there!

# Put time on your side

At an agency, time is everything, and in today's ultra-competitive marketing realm, the sooner you take control with a PSA solution, the more time you'll have on your side.

Talk to VOGSY. We understand your business and the outcomes you desire for your agency and clients.

## ABOUT VOGSY

The VOGSY Professional Services Automation Platform unites your agency (and everyone in it) under a single accessible platform. It provides the tools to handle all business operations and data to drive success. Our cloud model allows you to control costs and scale as you grow, with Google Cloud services ensuring security and deployment ease.

VOGSY is instantly recognizable to Google users. Since we leverage a lot of what they've already taken care of, we can onboard in days rather than months. And users love VOGSY.

Our pedigree is strong, too. VOGSY was created by AllSolutions, a 30-year PSA software company with customers in 25 countries, enjoying strong technical support from the folks at Google.



**Contact us** for a demo and see for yourself why it's time your agency reaps the benefits of a PSA solution.