



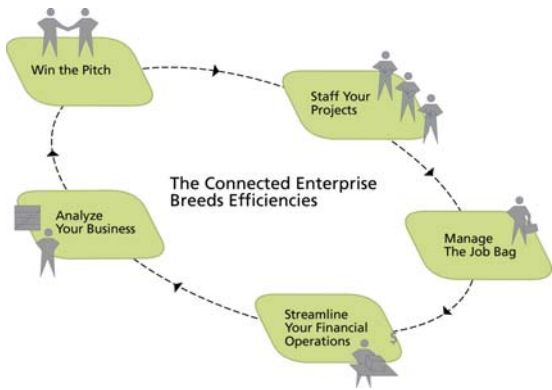
EPICOR FOR SERVICE ENTERPRISES

## Marketing. Advertising. Communications.

### A New Perspective for the Creative Industry

Just as agencies involved in marketing, PR, advertising and branding deliver a strategic vision to help their clients reinvent their business and achieve sustained growth, they too need a solution to underpin effective service delivery and maximize profits. As a marketing communications or agency executive, you understand the importance of managing dispersed business units and operations and how closer communication and collaboration between your teams can guarantee client success. Time spent matching people to jobs could be spent developing new ideas, brands, and concepts. Time spent accounting for costs could be spent maximizing productive hours across the organization. Marketing and communication agencies like yours are feeling the strain and looking to more innovative systems that will assist in applying resources, streamlining processes, and increasing overall efficiency. At Epicor, we have experience in helping many companies like yours face the challenges of today's dynamic and competitive environment.

**EPICOR**<sup>®</sup>



**Introducing Epicor for Service Enterprises** an integrated enterprise service automation (ESA) solution from Epicor Software Corporation designed to help you win business, staff your projects, manage service engagements and streamline your financial operations. Epicor for Service Enterprises is an industry-defining ESA solution designed expressly for mid to large-sized professional, embedded and internal service groups. It optimizes your business processes, empowering you to expand your client base, simplify project management and drive efficiency benefits straight to the bottom line. Epicor for Service Enterprises enables you to respond quickly to the ever-changing demands facing your enterprise. It manages and automates every aspect of your business — from bid management to project delivery and resource management to project accounting, portfolio management and beyond — all within a single solution. With a comprehensive, groundbreaking adoption of innovative Web services technologies, Epicor for Service Enterprises is the only ESA solution to offer enterprise functionality at a midmarket total cost of ownership — combining a rich user experience with absolute flexibility and intense performance.

### Underpinning the Five Key Service-centric Processes

Epicor for Service Enterprises provides a platform for success for today's marketing, agency or communications organization by delivering a comprehensive closed-loop solution in support of the five key service-centric processes behind all communication agencies: Winning the pitch, staffing jobs effectively, managing engagement delivery, streamlining financial operations, and analyzing business performance. Specifically designed to support the broader needs of creative agencies and marketing communication groups as well as other "fee-for" service organizations, Epicor for Service Enterprises handles each of these processes with one goal in mind, improved business performance.

#### Winning the Pitch

Client history is often lost by the end of a particular consulting, product or brand engagement, but with seamless support for opportunity and bid management, Epicor for Service Enterprises allows you to track and access the complete client relationship from opportunity to service delivery to billing and beyond. You will be able to manage your bids, view project status or planned vs. actual hours for different clients or brands online, and access full transactional information on client billing and accounts receivable. Critically, Epicor for Service Enterprises offers customer relationship management (CRM) capabilities tuned specifically for services, and since everything is managed along client project lines, even the cost of winning new business is tracked.

#### Staffing Jobs Effectively

The return to a more buoyant marketplace for product innovation and thus agency spending has also seen a return to a more fluid and skilled workforce. Significantly, many brand and advertising, PR and communication agencies that had cut back to core competencies are looking to swell internal ranks again, coupled with an increasing reliance on third party or freelance resources. Epicor for

Service Enterprises ensures your capacity planning is managed for current jobs and with an eye to longer term opportunities. Powerful resource allocation queries will help you locate internal copywriters, production coordinators, creative and art directors, and can be supplemented through contingent workforce capabilities, to source the right people for the right jobs at the right time. What's more, internal resources can bid on upcoming projects and maintain their skill sets and experience to ensure they're assigned correctly.

## Managing The Job Bag

Epicor Project Suite is at the core of Epicor for Service Enterprises and provides your teams with the tools to improve job planning, with flexible client, organizational and work breakdown structures that support everything from quick repeat jobs to long term multi-brand client engagements. You'll have the ability to budget by work code, manage labor, materials and production equipment costs by job, and determine the financial impact of a proposed job. With the visibility you gain, you'll be able to proactively plan and revise jobs and make more informed decisions particularly when matching skills and availability to client needs. Epicor for Service Enterprises can be configured to create a Microsoft® SharePoint® site as each new project is created. The site is based on a template and might include content such as an electronic job bag providing reporting for selected client information. Epicor Project Suite provides painless time and expense entry with submission and approval through flexible deployment options that support remote entry regardless of where you are. Functionality is available both over the Web and/or through a disconnected client with a simple, unintrusive, synchronization process.

## Streamlining Financial Operations

Epicor's world-class financial applications have helped thousands of service organizations close the books and achieve their financial goals for more than 20 years. As an integral part of Epicor for Service Enterprises, they handle conversion of employee expenses to vouchers and link freelance and third party invoices back to client jobs automatically - with or without markups. Each job can accommodate a combination of retainer based or fixed price non-production service arrangements and time and materials for production services. Time and expense entries once approved result in billings based on pre-bill, fixed price, time

and materials, payment schedule or milestone scenarios, to minimize revenue leakage. Once bills are raised they pass to accounts receivable invoice and collection features, allowing you to proactively manage your cash flow. Revenue recognition options allow you to easily process deferred revenue accounts and link WIP back to the general ledger, which offers comprehensive multicurrency, inter-company, consolidations, and contract renewal processing.

## Analyzing Business Performance

Epicor Business Intelligence delivers essential operational and analytical reports for all users of the system, from agency executives to business unit managers and administrators to client service stakeholders, right when they need it. Standard reports range from resource utilization and job/client profitability to costs by organizational unit, job and employee and missing timesheets. Easy to use project portfolio management (PPM) queries provide summary level snapshots backed by detail level drill-down to aid decision making, and comprehensive agency performance analyses help drive best practices, successful repeat engagements, cost alignment, and assist when bidding for new work.

## Get the Flexibility to Support Your Creative Vision

Service firms including creative agencies around the world have selected Epicor solutions to be at the core of their companies infrastructure because they help them manage their growth, whatever the economic outlook, not only through better resource allocation, budgeting, and job planning, but also because Epicor for Service Enterprises is designed to adapt in real-time to accommodate every growth phase. Our next-generation service-oriented architecture (SOA) — Epicor ICE — provides comprehensive, easy extension and customization through Microsoft .NET and Web services, allowing you to quickly put new technologies to work for easier integration of business, technology and service strategies.

With Epicor for Service Enterprises, your organization will see improvements in efficiency, job control, fee card realization, client satisfaction, and overall visibility...resulting in more effective engagements. For more information on Epicor for Service Enterprises, contact your authorized Epicor Partner or call Epicor at 800-997-7528 (U.S. and Canada) or 952-544-7077 (international), visit us on the Web at [www.epicor.com](http://www.epicor.com) or e-mail us at [info@epicor.com](mailto:info@epicor.com).

## Marketing. Advertising. Communications. Solution Benefits

- Pre-configured to support the best practices of marketing, agency and communication firms based on Epicor's more than 20 years of consulting experience
- Simplified and streamlined job management developed in conjunction with some of today's most prescient service firms
- Links everybody involved with the delivery of a client initiative — internal resources, freelancers, account managers, brand directors, and the client team — allowing them to collaborate effectively towards mutual success
- Manage new opportunities and ongoing client engagements with account management facilities that provide a single view of the client relationship
- Create linked electronic job bags from pre-defined templates for each new project with Epicor Portal or Microsoft SharePoint
- Maximize resource performance and utilization through increased visibility into current and future staffing needs
- Effectively manage and control production elements including third parties, print costs, materials and equipment with a closed loop requisition, procurement, commitment, and payables cycle
- Removal of redundant administrative processes and related costs create greater efficiencies and additional productive hours
- Capture opportunity and job budgets, handle WIP and revenue recognition, as well as billing rules and rate sets on a client, job, or even work code by work code basis
- Improved cash flow with lower days sales outstanding (DSO) by reducing the time between doing the work and receiving payment
- Increased client and team communication, collaboration and satisfaction through transparent operations
- Business intelligence and relationship knowledge provide greater support for strategic and tactical client and portfolio decisions
- Greater business agility through comprehensive business process management and workflow orchestration



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