

# RIGHTSPEND

MARKETING PROCUREMENT INTELLIGENCE

CASE STUDIES: TECHNOLOGY

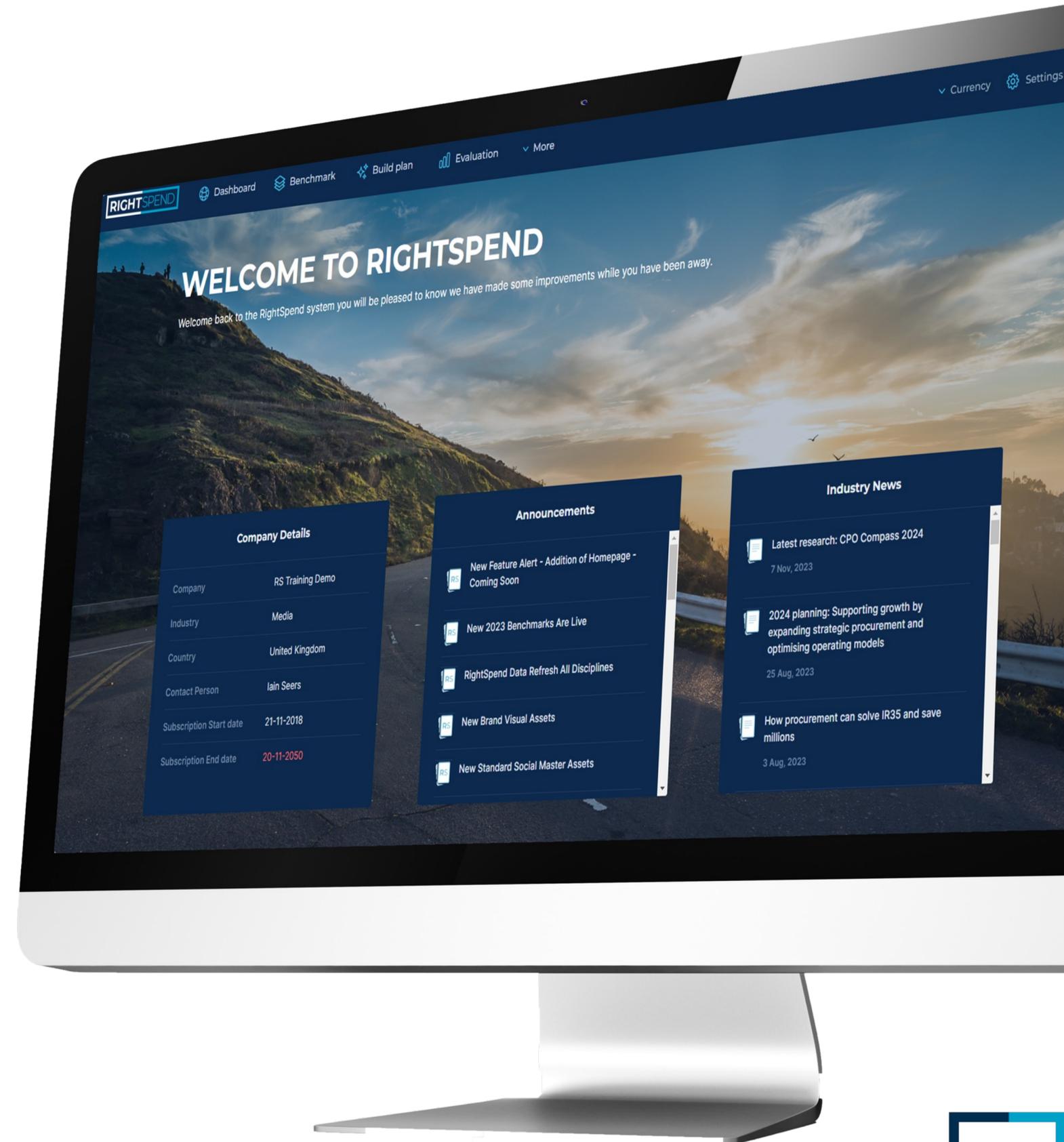
## THE SITUATION

- The client's historical MSAs were "fixed bid" and non-marketing centric.
- There was little-to-no transparency into agency rates or compensation.
- An internally developed rates database did not represent fair market benchmarks.
- There was a lack of defined terms, allowing agencies to develop fees in a variety of ways.
- Long term agency relationships had never been re-pitched, making it difficult to determine appropriate "should cost" for scoped services.

## THE RIGHTSPEND PLATFORM...

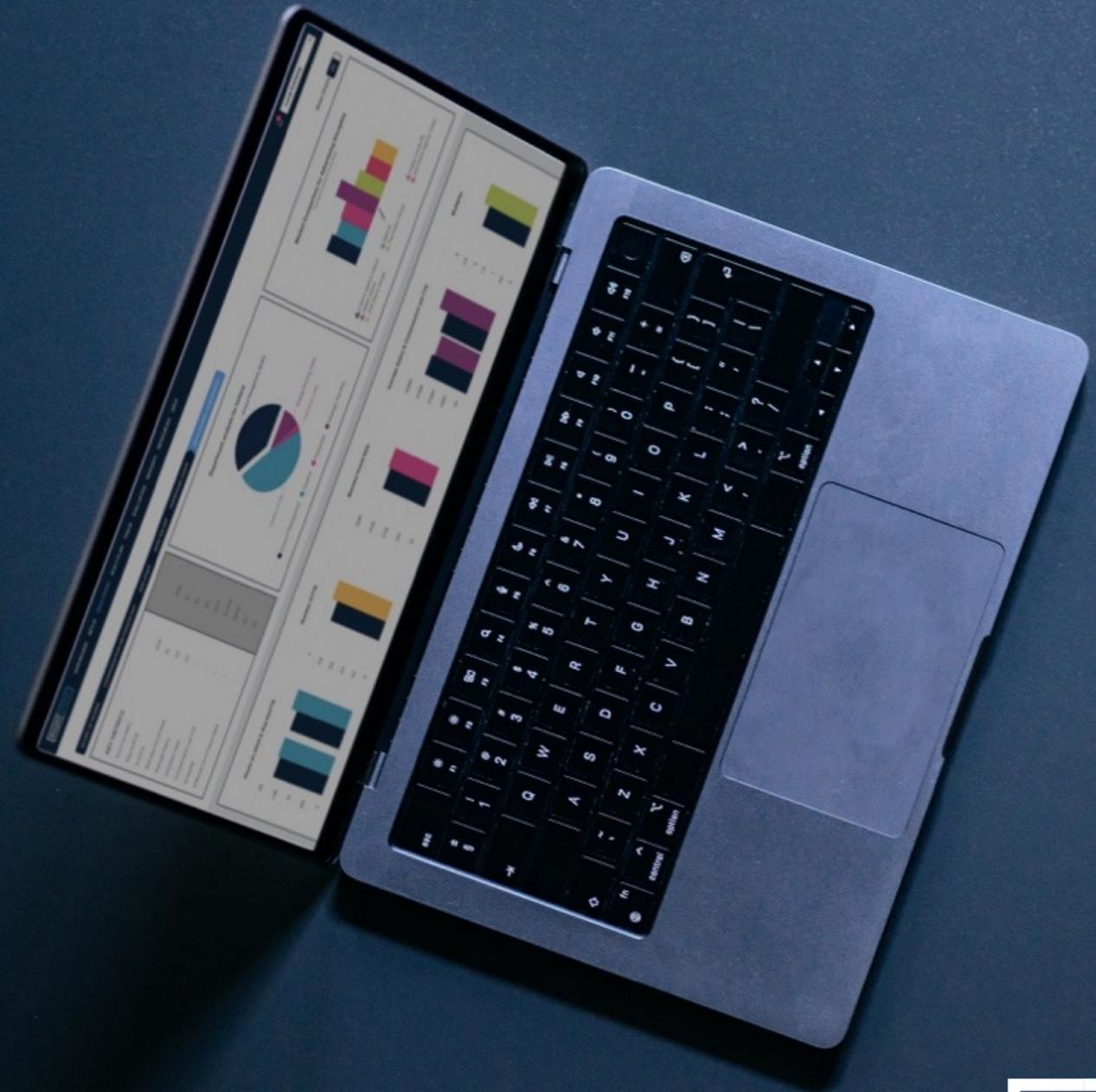
And their deep industry experience was utilised to:

- Assess the top 8 agencies - representing \$35-40m total annual spend.
- Implement a new agency MSA language.
- Align to best practices across all future scopes of work.
- Deliver extensive training for all internal stakeholders.



## THE CLIENT BENEFITED FROM:

- **\$5.9M IN SAVINGS OPPORTUNITY (~15%).**
- Empowered and informed team on optimum compensation methodologies and negotiation opportunities.
- Agency expectations were reset.
- Compensation transparency required from all agencies.





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