

AD-CON-Z ESTIMATE PROCESSING

DG2 SAAS FOR ESTIMATE COMPLIANCE

CASE STUDIES



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Estimate Processing

Supplier Information		Rate Card Information	
Producer		Bid #	
Agency		Bid Date	
Product		Job ID	
Market		UI #	

Production Estimate Processing [+ Filter category](#)

Category	Code	Description	QTY	Estimate
Digital / Interactive	C4	Interaction Designer	2.5	\$3,125
Digital / Interactive	C5	Production Designed	10	\$12,000

Ad-Con-Z Estimate Builder
DG2 APPROVED

Doc Date	
Bid No.	
Bid Date	
Job	
Client ID	
DG2 UIN	

Example 1				
Item	Quantity	Multiplier	Mark Up	Amount

Example 2				
Item	Quantity	Multiplier	Mark Up	Amount

DG2 CASE STUDY 1

CLIENT: PHARMACEUTICAL COMPANY

DG2 solutions were engaged for processing of out-of-pocket production invoices. The client was being billed + \$20M a month in production expenses through + 20 different agencies. DG2 solutions enabled the client to have month to month oversight on all expenses, reject noncompliant and unapproved expenses, reject overdue expenses and prevent from incurring into inflated production costs.



DATA ANALYSIS

Processing of estimates, agency invoices plus expenses receipts, as invoice were issued to client, and before approval for payment.



ONBOARDING APPROACH

The agencies were onboarded to the DG2 platform in 2 phases, while client provided agencies with a one-month waiver to fully adopt the DG2 process.

5%

Overstated time on estimate:

Agencies typically add a 25% buffer to the time estimate. Tracking of schedules and burn reports allows consistency and reconciliation to actual.

9%

Savings on subcontractors pricing:

All pass-through costs were verified. Tracking of spend on subcontractors allowed savings through benchmark pricing.

7%

Cost avoidance:

Indirect non billable spend was rejected before payment on all invoices.

3%

Control of overages:

Tracking of accruals vs budget by estimate and job enabled cost avoidance on duplicate billings, overages and scope creep.

5%

Improved cash flow position:

Cash flow position was improved by monthly reporting of credits and balances, increasing overall net present value

\$20M

Effective compensation benchmarks:

Effective compensation was monitored and benchmarked, uncovering \$20M (4%) in excess charges in fees.

\$36M

Immobilized Open balances:

\$36M (7%) balances that remained unallocated to marketing efforts on partners accounts were identified for timely repurpose.

\$18M

Unreconciled amounts and credits:

Reconciliation of planned spend to actual uncovered \$18M (3.6%) in funds to be recouped.

DG2 CASE STUDY 2

CLIENT: AUTOMOTIVE OEM

DG2 solutions were engaged to gain oversight on Tier 2 marketing channel partners. The client has +150 Tier 2 partners and + 30 different agencies, to which +\$500M in marketing funds are allocated annually. DG2 solutions enabled the client to have tight control on ineligible expenses, approval of special projects and visibility on actualized spend on media and production.



DATA ANALYSIS

Processing of estimates, agency billings and creatives samples.



ONBOARDING APPROACH

The agencies were onboarded to the DG2 360 process in waves, while guaranteeing that there was no disruption to the Tier 2 partners nor suppliers' usual way of business

THANK YOU!

Please share your questions and thoughts!

Contact us:

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