

Fast, accurate, repeatable
pricing and quoting.

A preview of SCOPE - a CPQ for
professional services firms

Quoting - how it works today...

BRONZE Toolkit															
Includes:	Stage 1:			Stage 2:			Stage 3:			Stage 4:			Stage 5:	Stage 6:	Stage 7:
	PROJECT SET UP, STRATEGIC APPROACH & CREATIVE BRIEF			CONCEPT DEVELOPMENT & KV			MESSAGING MATRIX			DESIGN TOUCHPOINT DEVELOPMENT					
Content TBA. May include: Shoppers strategy to include shopper journey/path to purchase, messaging matrix. Triple win statement, KV, visual guide to up to 8 x touchpoints, 2 x activations.	Local toolkit origination Receipt of Brief, Kick off meetings, Timings / Resource allocation Shopper Insights			2 x concept proposals 1 x Concept developed 1 x KV 3 rounds of amends			Complete, populated Template- in store zones only 3 rounds of amends			Up to 8 x touchpoints 3 rounds of amends					
Not inclusive:	1 x Key Shopper Mission The Shopper Jobs to be done The Shopper Journey Map (up to 2 channels) (Inc. Barriers, Triggers & Tasks) Triple Win Plan Creative Briefing														
Stock imagery and commissioned photography															
	Rate	Qty	Total	Rate	Qty	Total	Rate	Qty	Total	Rate	Qty	Total			
Account Management															
Client Services Director	£290	2	£580	£290		£0	£290		£0	£290		£0			
Business Director	£180	4	£720	£180	4	£720	£180	2	£360	£180	4	£720			
Account Director	£105	4	£420	£105	6	£630	£105	4	£420	£105	6	£630			
Account Manager	£70	7	£490	£70	8	£560	£70	6	£420	£70	8	£560			
Account Executive	£50	7	£350	£50	8	£400	£50	6	£300	£50	8	£400			
Planning															
Chief Strategy Officer	£315	1	£315	£315		£0	£315		£0	£315		£0			
Planning Director	£165	10	£1,650	£165	1	£165	£165	2	£330	£165	1	£165			
Junior planner	£50	20	£1,000	£50	5	£250	£50	8	£400	£50	2	£100			
Project Management															
Project Manager	£70	7	£490	£70	8	£560	£70	2	£140	£70	8	£560			
Creative															
Executive Creative Director	£310		£0	£310	2	£620	£310	1	£310	£310	1	£310			
Creative Director	£190		£0	£190	4	£760	£190	4	£760	£190	4	£760			
Art Director	£90		£0	£90	18	£1,620	£90		£0	£90	10	£900			
Copywriter	£90		£0	£90	18	£1,620	£90	18	£1,620	£90	4	£360			
Design and Development															
Designer	£90		£0	£90	14	£1,260	£90		£0	£90	21	£1,890			
3D Designer	£125		£0	£125		£0	£125		£0	£125	21	£2,625			
Illustrator	£125		£0	£125	14	£1,750	£125		£0	£125		£0			
3rd Party Costs, contingency & expenses															
			£0			£0			£0			£0			
			£0			£0			£0			£0			
Sub Total		62	£ 6,015		110	£ 10,915		53	£ 5,060		98	£ 9,980			
Total		481	£ 47,645												
			13%			23%			11%			21%			

Exhibit 4.1: Proposed price for Workstream #1

Proposed Team Structure	Weekly Rate	Weeks	Total Price
Partner/Associate Partner leadership; plus 5 full-time consultants; additional subject matter experts; as well as research and support from COVID centers of excellence	\$181,560	1-6	\$1,089,360
Partner/Associate Partner leadership; plus 2 full-time consultants; additional subject matter experts; as well as research and support from COVID centers of excellence	\$127,500	7-10	\$510,000
SUBTOTAL Firm Fixed Price for Workstream #1			\$1,599,360

Exhibit 4.2: Proposed price for Workstream #2

Proposed Team Structure	Weekly Rate	Weeks	Total Price
Partner/Associate Partner leadership; plus 4 full-time consultants; additional subject matter experts; as well as research and support from COVID centers of excellence	\$168,300	1-8	\$1,346,400
Partner/Associate Partner leadership; plus 2 full-time consultants; additional subject matter experts; as well as research and support from COVID centers of excellence	\$127,500	9-12	\$510,000
SUBTOTAL Firm Fixed Price for Workstream #2			\$1,856,400

Exhibit 4.3: Proposed price for Workstream #3

Proposed Team Structure	Weekly Rate	Weeks	Total Price
Partner/Associate Partner leadership; plus 5 full-time consultants; additional subject matter experts; as well as research and support from COVID centers of excellence	\$181,560	1-8	\$1,452,480
Partner/Associate Partner leadership; plus 3 full-time consultants; additional subject matter experts; as well as research and support from COVID centers of excellence	\$144,840	9-12	\$579,360
SUBTOTAL Firm Fixed Price for Workstream #3			\$2,031,840

Exhibit 4.4: Total proposed price for Workstreams #1-3

TOTAL Firm Fixed Price for all Workstreams	Total Price
	\$5,487,600

Each of the teams as described in Exhibits 4.1-4.3 includes at least one full-time Engagement Manager; the balance of full-time consultants may be a mix of Specialists, Associates, and/or Business Analysts. Engagement Managers,

Solution.

Take the pain out of pricing and quoting. Replace Excel and Word, with a **tool** that offers fast, accurate quoting, approval and document generation.

SCOPE



- **Fast** quote in minutes not days.
- **Accurate** improve recovery by 12-25%.
- **Repeatable** 100% – defined service catalog and rate cards
- **Effective** efficiency gains of up to 56%.

With the familiarity of Excel and Word



Capabilities



Scope + price

1

Teams build the quote with defined services, tasks, pricing, discounts etc.



Approve

2

The right people review the right [version] quote before it flies out the door.



Generate Quote

3

Export to Word, Excel, PFD, DocuSign



Analyse

4

Predict services pipeline
Track average margin per engagement. Understand service & staff demand.



CRM, ERP, Accounting systems (pull opportunity, client and rate card data into SCOPE)

PPM, PMS, Workflow, Analytics systems (push quote data from SCOPE out)



PRICING: in-built Service Book



Upload Service Book items

COMPONENT		ORIGINAL SCOPE MARK HOURS	AGENCY HOURS
<input checked="" type="checkbox"/> ★ Scope	Scope (Brand)	44 hrs	44 hrs
<input type="checkbox"/> ☆ Scope amendments	Scope amendments (Brand)	48 hrs	48 hrs
<input type="checkbox"/> ☆ Creative brief	Creative brief (Brand)	36 hrs	36 hrs
<input type="checkbox"/> ★ Brand value	Brand value (Brand)	56 hrs	56 hrs
<input checked="" type="checkbox"/> ★ Brand vision	Brand vision (Brand)	79 hrs	79 hrs

Other interface elements include: 'SCOPE' logo, navigation tabs (My Scopes, Manage, Library, Dashboards), 'Data' sidebar, 'Brand guidelines' details (Discipline: Brand, Deliverable Type: Brand guidelines, Size: L, Ratecard: ScopeMark Ratecard (GBP)), and a 'Bulk Action' section with 'Apply' and 'Hide' buttons. An inset shows a spreadsheet with columns for Item Name, Description, and various pricing metrics. Another inset shows a modal for 'Upload Library Components' with 'Upload Excel file' and 'File contents' sections.

Create items – deliverables, fixed fees, etc.

The 'Add a new Deliverable' modal is shown over a background of a service book entry for 'Brand X Opportunity scope'. The modal fields are: Deliverable Name: Instagram profile; Deliverable Discipline: Social; Description: Creating and managing an Instagram profile consisting of profiles: username, name, profile photo, bio, and web address; Owner: Julie Burns; Duration: 12 Months. The background shows a summary of the scope with a total of 317 hours and a price of £38,992.00.

Easy management of your Service Book catalogue

SCOPING: building your quote



Adding items to your quote

Components Third Party Costs

★ ALL

Size: S M L XL

- Brainstorm** £2,162.00
Brainstorm session with wider agency team input, output as 10+ pages of formal strategy and...
- Client workshop** £5,901.00
1/2 day client workshop involving multiple stakeholders to assess research requirements and plan...
- Client brief** £5,107.00
Workshop response to complex client-delivered brief of 10-20 pages. Key development and...
- Planning** £10,781.00
TV campaign planning session to discuss creative and strategic approach - output as document...
- Market research** £3,718.00
Visual and strategic research effort led by senior team, output as document of findings with...
- Brand review** £1,319.00
More complex analysis of a brand's health, including SWOT analysis and growth-share...
- Content planning** £5,553.00

Ideation & conceiving

Budget: £60,000.00 Balance: £2,360.00 Deliverable Type: Ideation & conceiving Start Date: 03/01/2022 End Date: 17/01/2022
Discipline: Campaign Rate Card: ScopeMark Ratecard Rate Card Version: 2 Owner: Julie Burzacott Created By: Julie Burzacott
Date Created: 16/09/2021

CLICK HERE TO ADD NEW SECTION

COMPONENT	QUANTITY	SIZE	AGENCY HOURS	AGENCY PRICE
Planning Client workshop TV campaign planning session to discuss creative and strategic approach - output as document of 1 to 10 pages with treatment examples.	1	M	22 hrs	£2,745.00
Brainstorm Brainstorm (Campaign)	1	L	25:30 hrs	£2,558.00
Creative brief Creative brief (Campaign)	1	L	33 hrs	£4,103.00
Client workshop Client workshop (Campaign)	1	L	48 hrs	£5,901.00
Key visual Key visual (Campaign)	1	L	26 hrs	£3,008.00

Staff plan - breakdown

SCOPE My Scopes Manage Library Dashboards

Scope Activity Details Team Breakdown Output

Breakdown

Select Deliverable: All

BBC 2022 SOW
03/01/2022 - 03/07/2022

FTE-900	Resource Plan			
	Rate(£)	FTE(%)	Hours	Total(£)
3D / AV / Motion				
Junior Animator	73	0.44%	4	292
Animator	89	0.11%	1	89
Senior Animator	153	0.33%	3	459
Client Services				
Account Executive	60	7.56%	68	4080
Account Manager	77	4.67%	42	3234
Senior Account Manager	101	0.89%	8	808
Account Director	119	17.33%	156	18564
Group Account Director	133	6.00%	54	7182
Managing Director	189	1.56%	14	2646
Copy & Content				
Senior Copywriter	114	0.22%	2	228
Junior Editor	60	0.22%	2	120
Editor	69	1.89%	17	1173
Copywriter	88	2.50%	22.5	1980
Creative / Design / UX				
Design Assistant	40	0.11%	1	40
Junior Designer	68	0.56%	5	340
Artworker / Retoucher	73	0.44%	4	292
Designer	80	15.22%	137	10960
Designer (UI / UX)	98	0.44%	4	392
Art Director	92	5.67%	51	4692
Senior Designer	97	5.22%	47	4559

SCOPING: using retainers

Version 2
Cancel Save

Retained Hours

Agency Role Name Senior Account Executive

FTE % 100.00%

Hours (0-1800) 1800 h

Rate 200 (USD)

Cost 200 (USD)

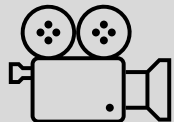
Clear Save Role

Retained Team

Department	Role Name (FTE)	Hours	Rate	Total
Client Services	Account Director (100.00%)	1800	300.00 (USD)	540000.00 (USD)
Client Services	Account Executive (100.00%)	1800	154.00 (USD)	277200.00 (USD)
Copy & Content	Community & Content Manager (100.00%)	1800	91.00 (USD)	163800.00 (USD)
Copy & Content	Copywriter (100.00%)	1800	159.00 (USD)	286200.00 (USD)
Creative/ Design	Designer (20.00%)	360	12500.00 (USD)	4500000.00 (USD)
Development	Developer (2.90%)	52	138.00 (USD)	7176.00 (USD)
Client Services	Group Account Director (2.90%)	52	375.00 (USD)	19500.00 (USD)
Strategy	Head of Strategy & Planning (50.00%)	900	323.00 (USD)	290700.00 (USD)
Strategy	Planner / Strategist (100.00%)	1800	171.00 (USD)	307800.00 (USD)
Client Services	President/ CEO (1.40%)	25	520.00 (USD)	13000.00 (USD)
Delivery	Producer (20.00%)	360	198.00 (USD)	71280.00 (USD)
Delivery	Search Manager (100.00%)	1800	146.00 (USD)	262800.00 (USD)
Client Services	Senior Account Executive (100.00%)	1800	200.00 (USD)	360000.00 (USD)

Creating a retained (FTE) team

[See more](#)



Burn down hours again project deliverables

SOW-2
+ Add Scope

Unilever SOW 2021 - Nth America

Client: Unilever Created By: Public Relations Date created: 03/12/2021 Version: 1 Start date: 03/15/2021 End date: 03/12/2022 Key Contact: Marc Pritchard Location: Cincinnati Retained Hours Used: 831 hrs
Retained Hours Remaining: 16218 hrs

Scopes

SCOPE	RETAINED HOURS USED	STATUS	RATECARD	SCOPE TYPE	CREATED BY	DATE CREATED	LAST EDITED	BUDGET	BALANCE	AGENCY PRICE
Q1 retainer work 5-3	385 hrs	DRAFT	P&G - retainer (USD)	No Scope Type	Public Relations	03/12/2021	1 week ago	\$41,490.00	\$-92,335.00	\$133,825.00
DELIVERABLE										
Plan development					Public Relations	03/12/2021	2 weeks ago	\$3,000.00	\$-56,108.00	59,108.00
Social strategy					Public Relations	03/12/2021	2 weeks ago	\$2,040.00	\$1,546.00	494.00
Blog post creation					Public Relations	03/12/2021	2 weeks ago	\$12,000.00	\$-8,088.00	20,088.00

Unilever SOW 2021 - Nth America

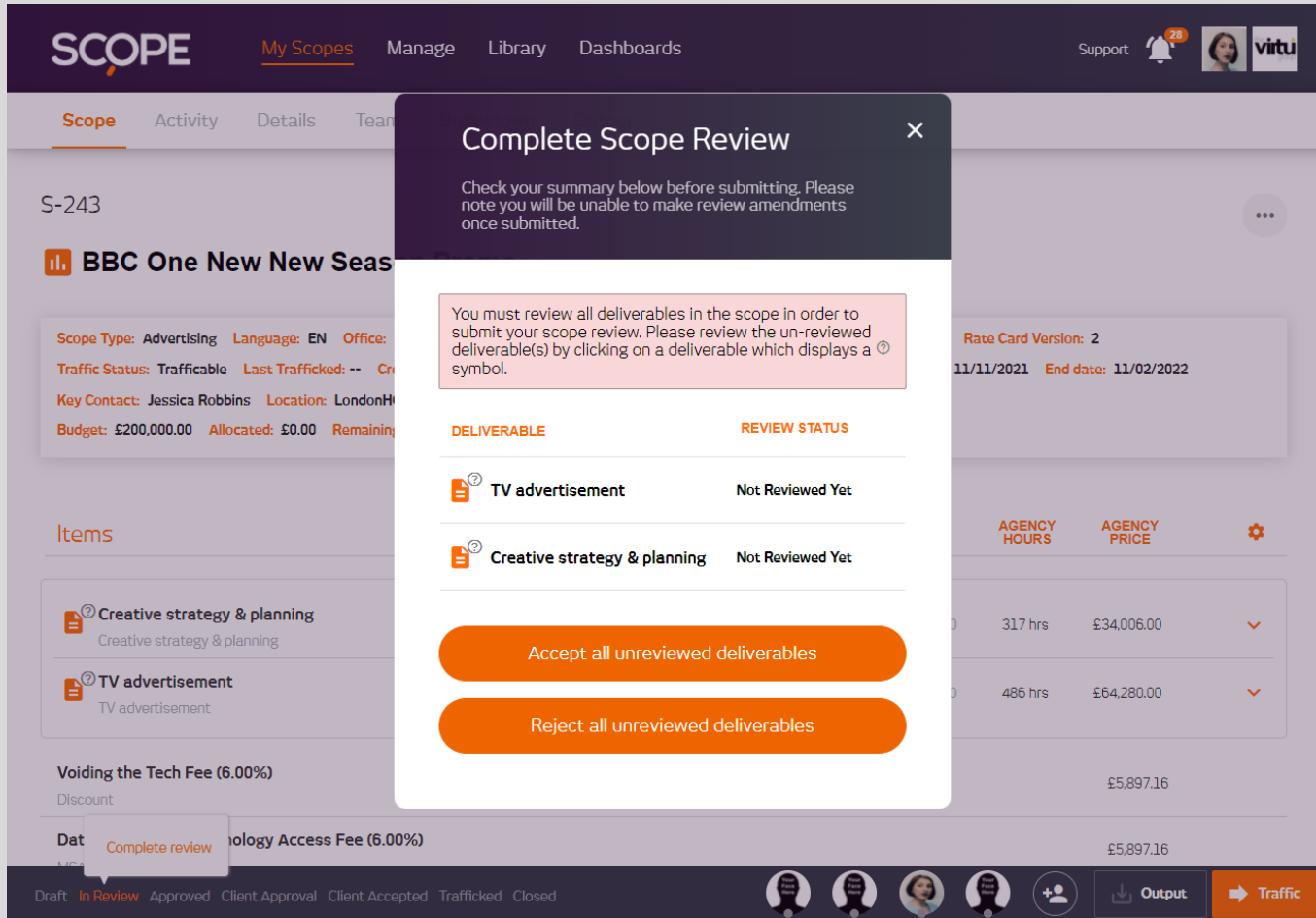
Unilever Retained Team 2021

Breakdown for Unilever Retained Team 2021 (rate card 'P&G - retainer (USD)' v2)

FTE = 1800	Retained resources				Resources used		
	Rate (USD)	FTE (%)	Hours	Total (USD)	Estimates		
Department	Rate (USD)	FTE (%)	Hours	Total (USD)	FTE (%)	Hours	Total (USD)
Strategy							
Planner / Strategist	\$171.00	100.00 %	1800 hrs	\$307,800.00	1.33 %	24 hrs	\$4,104.00
Head of Strategy & Planning	\$323.00	50.00 %	900 hrs	\$290,700.00	2.67 %	48 hrs	\$15,504.00
Delivery							
Producer	\$198.00	20.00 %	360 hrs	\$71,280.00	0.11 %	2 hrs	\$396.00
Senior Project Manager	\$188.00	20.00 %	360 hrs	\$67,680.00	0.11 %	2 hrs	\$376.00
Search Manager	\$146.00	100.00 %	1800 hrs	\$262,800.00	0.00 %	--	\$0.00

APPROVAL


Submit quote for review and approval





The screenshot displays the SCOPE application interface. A modal dialog titled "Complete Scope Review" is open, prompting the user to check their summary before submitting. The dialog contains a warning message and a table of deliverables for review.



Complete Scope Review

Check your summary below before submitting. Please note you will be unable to make review amendments once submitted.

You must review all deliverables in the scope in order to submit your scope review. Please review the un-reviewed deliverable(s) by clicking on a deliverable which displays a  symbol.

DELIVERABLE	REVIEW STATUS
 TV advertisement	Not Reviewed Yet
 Creative strategy & planning	Not Reviewed Yet

Buttons:
Accept all unreviewed deliverables
Reject all unreviewed deliverables

SCOPE My Scopes Manage Library Dashboards Support   vitu

Scope: S-243

BBC One New New Seas

Scope Type: Advertising Language: EN Office:
Traffic Status: Trafficable Last Trafficked: -- Cr
Key Contact: Jessica Robbins Location: LondonH
Budget: £200,000.00 Allocated: £0.00 Remaining

Rate Card Version: 2
11/11/2021 End date: 11/02/2022

AGENCY HOURS AGENCY PRICE

317 hrs	£34,006.00	▼
486 hrs	£64,280.00	▼
	£5,897.16	
	£5,897.16	

Voiding the Tech Fee (6.00%)
Discount

Dat Complete review Technology Access Fee (6.00%)

Draft In Review Approved Client Approval Client Accepted Trafficked Closed

Output Traffic

DOCUMENT GENERATION



Export scope to Word, Excel, PDF or DocuSign

Edit your template

S-238 + Add Item

BBC 2022 SOW

Scope Type: Advertising Language: EN Client: BBC Rate Card: ScopeMark Ratecard Rate Card Version: 2 Traffic Status: Trafficable Last Trafficked: -- Created By: Julie Burzacott Date created: 16/09/2021 Version: 1

Start date: 03/01/2022 End date: 03/07/2022 Output: Default Template

Budget: £1,000,000.00 Allocated: £60,000.00 Remaining: £940,000.00 Contracted: £234,464.00 Balance: £765,536.00

Items

	QUANTITY	SCOPE MARK	SCOPE MARK	AGENCY	AGENCY
--	----------	------------	------------	--------	--------

Stage 1

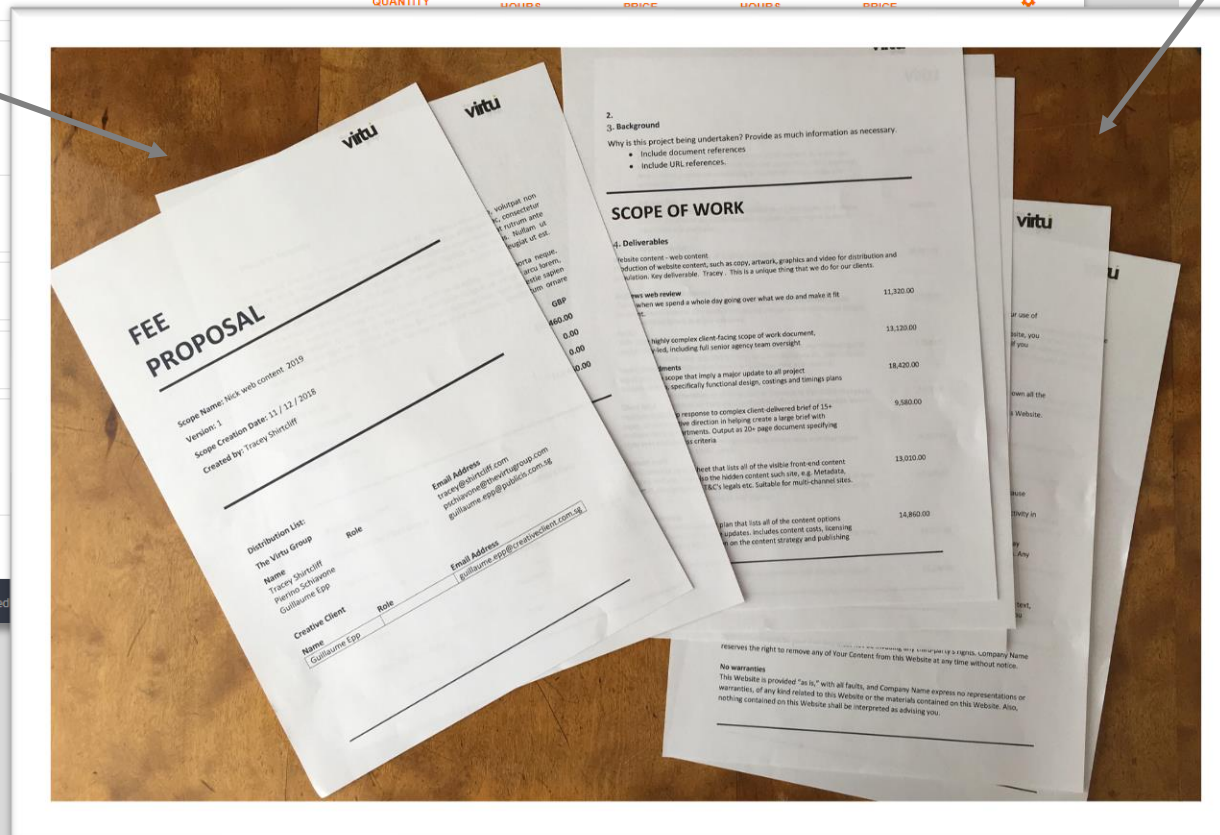
- Ideation & concepting
- Brand book

Stage 2

Stage 3

Submit **Details + Discount**

Draft In Review Approved Client Approval Client Accepted Trafficked



SCOPE My Scopes Manage Library Dashboards

Company Details Integration Settings Application Settings Data Office Locations Scope Type Clients Rate Cards

Agency template

Default Output: yes | no

Language: English

Header

Project background, objectives & definition

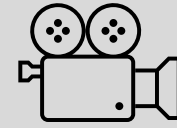
SOW - SCOPE NUMBER [INSERT #] -
Drawing down against the pre-approved total budget and supplied client PO

Project Background, Objectives & Definition

[ADD SCOPE PROJECT BACKGROUND]

Project Approach

OPTIMISE BUDGET

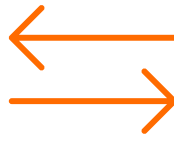


[See more](#)

Trade items in/out when things change.

The screenshot displays the SCOPE software interface. At the top, there is a navigation bar with 'SCOPE' and 'My Scopes' highlighted. Below this is a sub-navigation bar with 'Scope', 'Activity', 'Details', 'Team', 'Breakdown', and 'Output'. The main content area shows a scope identified as 'S-2795' and 'Group Scope 1'. It includes metadata such as 'Scope Type: No Type', 'Language: EN', 'Client: ACME Corp', and 'Rate Card: ACME Rates'. Financial data is shown: 'Budget: £0.00', 'Allocated: £0.00', 'Remaining: £0.00', 'Contracted: £2,398.00', and 'Balance: £-2,398.00'. A table of items is visible, with columns for 'Items', 'QUANTITY', 'START DATE', 'LAST EDITED', 'PROFIT', and 'AGENCY HOURS'. Two items are listed: 'Pitch presentation' (Business development strategy) and 'Collaborating Deliverable' (Social campaign report). A 'Scope Totals' section shows 'Total Complete Percentage: 0%'. A modal window titled 'Trade Deliverable' is open, showing details for trading a 'Collaborating Deliverable' with a budget of --. It includes fields for 'Deliverable Name', 'Deliverable Type', and 'Budget' (£0.00). It also shows 'Start Date: 21/09/2020' and 'End Date: 21/12/2020'. On the right, it lists 'Deliverables' with 'Pitch video' at £561.00. A 'Scope Balance' of £-2,675.00 is shown, along with '+ Add' and 'Start Trade' buttons. A context menu is open over the 'Collaborating Deliverable' row in the table, offering options: 'Complete', 'Trade', and 'Stop progress'. A second table at the bottom shows a detailed view of items with columns for 'DELIVERY STATUS', 'AGENCY HOURS', and 'AGENCY PRICE'. It lists 'Pitch presentation' (IN PROGRESS, 23 hrs, £2,114.00), 'Collaborating Deliverable' (TRADING FROM, 4 hrs, £284.00), and 'Pitch video (Traded for Collaborating Deliverable)' (TRADING TO, 5 hrs, £368.00). The 'Scope Totals' for this view are 28 hrs and £2,482.00. A footer bar contains status options: 'Draft', 'In Review', 'Approved', 'Client Approval', 'Client Accepted', and 'Closed'.

SOLD v's ACTUAL Time-back-in feature*



SCOPE My Scopes Manage Library Dashboards Acme Global Support

Scope Activity Details Team Breakdown Output

S-31 Sold v actual at deliverable level

Beauty Brand Campaign

Scope Type: No Scope Type Language: EN Client: Allergan Rate Card: Allergan Demo Rate Card Rate Card Version: 1 Traffic Status: Not Trafficable Created By: Hedi Little Date created: 27/04/2020
 Version: 1 Start date: 27/04/2020 End date: 27/07/2020 PO Number: PO 00342J Job Number: AG0020261
 Budget: \$200,000.00 Allocated: \$84,921.00 Remaining: \$115,079.00 Contracted: \$181,834.75 Balance: \$18,165.25

Deliverables	DELIVERY STATUS	COMPLETE PERCENTAGE	ACTUAL HOURS	AGENCY HOURS	AGENCY PRICE
Website build Website	IN PROGRESS	70%	19h ⚠ AT RISK	20h	\$117,329.00
Banners Online banner landing page	IN PROGRESS	90%	2h ⚠ OVERBURN	1.5h	\$33,807.50
Outdoor Media Outdoor media plan	TRADED	-	-	2.4h	\$46,773.50
Paid search campaign (Traded for Outdoor Media) Paid search campaign	IN PROGRESS	55%	6h	2.5h	\$13,454.75

*System integration feature - pull time back in from your time sheet system

SCOPE My Scopes Manage Library Dashboards Acme Global Support

Scope Activity Details Team Breakdown Output

Breakdown Sold v actual - staff breakdown

Scope Breakdown Scope Breakdown by Deliverable

Deliverable Banners

Department	Rates(\$)	Resource Plan			Resources used			
		FTE (%)	Hours	Price (USD)	FTE (%)	Hours	Total (USD)	Variance (hr)
Banners								
Account Management								
Account Dir	196	0.67%	12	2352	0.67%	12	2352	-
Account Director	196	0.67%	12	2352	0.67%	12	2352	-
Branding								
Sr Designer	155	0.11%	2	310	0.11%	2	310	-
Branding Design Dir	196	0.03%	0.5	98	0.03%	0.5	98	-
Branding Planner	140	0.08%	1.5	210	0.08%	1.5	210	-
Designer	140	0.83%	15	2100	0.83%	16	2240	1
Jr Designer	85	0.03%	0.5	42.50	0.03%	0.5	42.5	-
Design Dir	196	0.03%	0.5	98	0.03%	0.5	98	-

SCOPE My Scopes Manage Library Dashboards Acme Global Support

Scope by Quantity Finance reporting Sold v Actual

Multi-scope - sold v planned v actual by month

Department	FY Total				YTD Complete				Year to Date January				Year to Date February		
	Sold	Plan	Act	Var	Sold	Plan	Act	Var	Sold	Plan	Act	Var	Sold	Plan	Act
	Acct. Mgt Total	1.86		2.17	0.31	2.13		2.01	-0.11	1.90		1.75	-0.15	1.90	
Managing Director	0.14		0.12	-0.02	0.23		0.08	-0.15	0.15		0.00	-0.15	0.15		0.15
Brand Director - Global Group	0.00		0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	0.00		0.00
Brand Director - Group	0.18		0.39	0.21	0.34		0.38	0.04	0.30		0.45	0.15	0.30		0.30
Brand Director	0.52		0.36	-0.16	0.34		0.34	0.00	0.30		0.15	-0.15	0.30		0.45
Brand Manager	0.12		0.18	0.06	0.19		0.15	-0.04	0.15		0.15	0.00	0.15		0.15
Brand Executive	0.71		1.12	0.41	1.04		1.08	0.04	1.00		1.00	0.00	1.00		1.00
Brand Coordinator	0.00		0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	0.00		0.00
Creative Operations Manager	0.18		0.00	-0.18	0.00		0.00	0.00	0.00		0.00	0.00	0.00		0.00
Creative Dept Total	3.11		4.71	1.60	3.90		4.50	0.60	4.05		4.05	0.00	4.35		4.35
Executive Creative Director	0.01		0.08	0.06	0.00		0.30	0.30	0.00		0.00	0.00	0.00		0.30
Creative Director - Senior	0.00		0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	0.00		0.00
Creative Director	0.26		0.34	0.08	0.30		0.30	0.00	0.30		0.30	0.00	0.45		0.15
Creative - Senior	0.34		0.41	0.07	0.30		0.45	0.15	0.30		0.30	0.00	0.45		0.45
Creative	1.79		2.70	0.91	2.30		2.30	0.00	2.45		2.45	0.00	2.45		2.45
Creative - Junior	0.72		1.10	0.47	1.00		1.15	0.15	1.00		1.00	0.00	1.00		1.00

SCALE: SCOPE can scale with you

The screenshot displays the SCOPE web application interface. At the top, there is a navigation bar with the SCOPE logo, 'My Scopes', 'Manage', 'Library', and 'Dashboards'. A dropdown menu shows 'Acme Global'. On the right, there are 'Support' and user profile icons. Below the navigation bar, a secondary menu includes 'Company Details', 'Accounts', 'Integration Settings', 'Application Settings', 'Data', 'Scope Types', 'Clients', 'Rate Cards', 'Members', 'Groups', and 'Output'. The main content area is titled 'Accounts' and features three account cards: 'Acme Global' (United States, BLOOMUP logo), 'Acme Spain' (EU Member Countries, Parent: Acme Global, PARK AGENCY logo), and 'Acme UK' (United Kingdom, Parent: Acme global, bambstart logo). Each card has an 'Edit settings' button. To the right of these cards, a text box explains: 'The parent-child account structure can silo data from one brand/ location to the next while still providing data access to the parent company. This facilitates global analysis and data activation as well as cross-sales.' Below this, a 'Clients' modal window is open, showing a list of clients to inherit from the parent account. The clients listed are Bayer, Burberry, Harley-Davidson, and Mondelez, each with a dropdown menu for rate cards and a checkmark indicating inheritance. An arrow points from the text 'Child accounts can inherit data from the parent' to the 'Clients' modal.

The parent-child account structure can silo data from one brand/ location to the next while still providing data access to the parent company. This facilitates global analysis and data activation as well as cross-sales.

Child accounts can inherit data from the parent

REPORTING: improve visibility and decision making

SCOPE My Scopes Manage Library Dashboards

Scope by Quantity Finance Reporting Report Downloads

→ Filter

Scopes Created: 47 Built Deliverables: 173 Used Components: 1,092

Scopes Created Over 2022

Top Used Disciplines

- Campaign (29%)
- TV (18%)
- Social (8%)
- New business (7%)
- Other (38%)

Scope Statuses

Draft	37
To Review	5
To Agree	1
Agency Approval	0
Client Approval	4
Trafficked	0
Closed	0

Frequently Used Departments

Creative / Design / UX	12963
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Frequently Used Roles

Creative Director	3114
Designer	2574
Project Manager	2552
Account Manager	2224
Account Director	1871

Frequently Used Disciplines

Campaign (ScopeMark Ratecard (Duplicate 1))	1406
Campaign (ScopeMark Ratecard)	924
TV	683
Brand	605
PR	523

Frequently Used Components

Pre production	2972
Project management oversight	2118
Campaign development	2042
Source and secure Director and Production Company	1965
Creative concept	1791
Commission brief	1668
Pre production	1600
TVC production	1582
Campaign planning	1487
Campaign guidelines	1428
Market research	1338
TVC shoot	1333
Storyboard	1283
Source and secure Director and Production Company	1215
TVC production	1135
TVC shoot	1081
Campaign strategy	1028
Post production	960
Filming	931
Commission strategy	930

Frequently Used Deliverables

Production of film (global)	3375
Ideation & concepting	3207.5
360 Discovery (global campaign)	2996
BIG idea 1	2287
BIG idea 1	2287
Ideation & concepting (global)	2284
REALISE - TVC	2128
360 Discovery (regional campaign)	1996
Creative development	1994
MP Idea 2	1895
MP Idea 2	1895
Ideation & concepting (regional)	1777
360 Discovery (local campaign)	1653
Production of film (regional)	1655
Music commission	1372
TV advertisement	1353
Ideation & concepting (local)	1345
Proof of concept (global)	1229
Production of film (global)	1077
Brand identity	1062

See sales pipeline and forecast talent utilisation

**For more information or to
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