

Advertising and Digital Companies

CASE STUDY



The continuous evolution of digital media and consumer behavior has advertising and digital companies experiencing swift and profound transformation. Both established and emerging companies are constantly adapting – staying abreast of the latest trends and operating with increasingly constrained resources. Amidst

these changes, clients expect innovative and engaging content, seamless campaign delivery, and clear insights into the value of their investments. However, many advertising and digital companies grapple with fragmented project management and financial systems, hindering decision-makers from achieving a

comprehensive understanding of their organization's performance. In a landscape where companies must possess both efficiency and adaptability to thrive, systems must evolve to tackle traditionally distinct operational domains, such as campaign execution and revenue management.

Elevating Advertising and Digital Company Performance

The advertising and digital industry is on the forefront of change, constantly adapting to new channels, technologies, and consumer demands. Success in this competitive market requires agencies to optimize their resources, streamline operations, and make informed decisions based on real-time data insights. However, managing the intricacies of strategy, project execution, and billing through multiple disjointed systems often hampers efficiency and profitability.

Deskera's all-in-one cloud computing solution tackles these challenges at their very core, enabling advertising and digital companies to seamlessly manage the entire client lifecycle from pitch to payment. Offering a comprehensive 360-degree view of your business, Deskera empowers you with the tools to optimize pricing and resource allocation, enhance operational productivity and responsiveness, and drive strategic decisions backed by accurate, up-to-date data.



Unleashing Unrivaed Growth Potential

In an industry where staying ahead of the game is crucial for success, advertising and digital companies must adapt to constantly evolving market demands. With Deskera, you can streamline your processes, make informed decisions, and fuel growth by leveraging the powerful tools and insights the platform offers.



*Resource Optimization:

* Deskera enables you to efficiently manage resources, ensuring optimal utilization and allocation. Gain real-time visibility into the progress of various projects, including resource availability, man-hours, and expenses, to deliver high-quality results on time and within budget.



*Profitable Project Estimations:

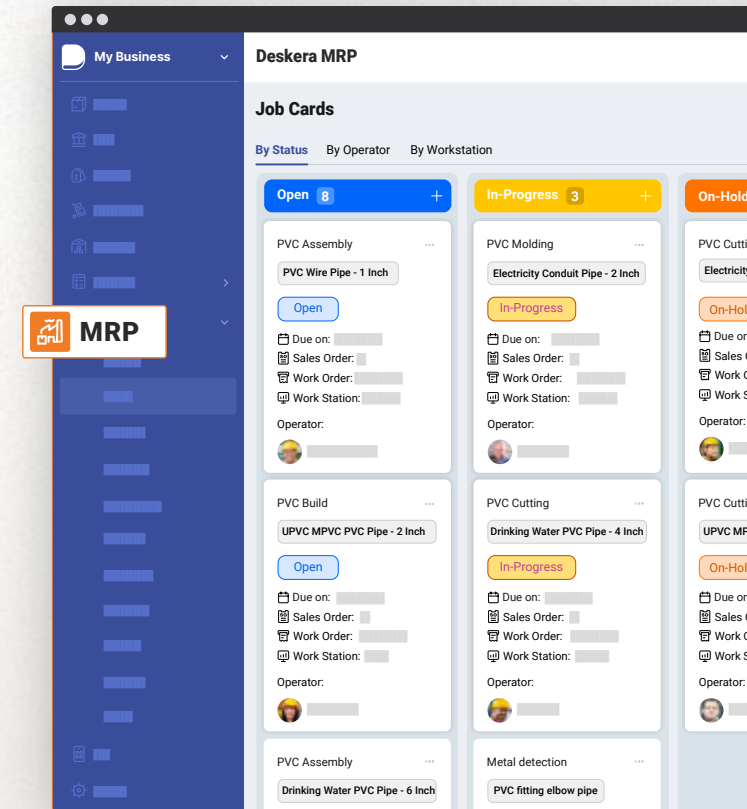
* Accurately assess past projects and develop customized quotes that cater to client expectations without compromising profit margins. Deskera allows you to easily compare similar projects, evaluate time and cost variances, and formulate competitive bids that improve your chances of securing lucrative deals.



*Integrated Marketing and Sales Management:

* Boost your client acquisition and retention efforts with Deskera's seamless marketing and sales management capabilities. Generate leads, execute targeted marketing campaigns, and track ROI to ensure a steady inflow of business and stable revenue streams.

Equip your advertising and digital agency for long-term success with Deskera's comprehensive business management system. By incorporating state-of-the-art solutions and actionable insights into your workflow, you can enhance your competitiveness and secure your position as a leader in the industry.



Elevate Efficiency and Strengthen Project Execution

Deskera ERP's comprehensive platform empowers advertising and digital companies to optimize resource utilization and streamline their projects. By turning client proposals into assignments, businesses can successfully manage all resources and consistently meet client expectations by delivering exceptional results on time and within budget. Specifically, Deskera ERP provides the following advantages:



Seamless Resource Planning and Talent Allocation:

- Forecasts resource requirements and assigns the most suitable personnel to a project based on their skills, industry knowledge, and other relevant factors.
- Enhances collaboration among team members and fosters an environment conducive to dynamic teamwork.
- Enables early detection of potential project roadblocks, allowing proactive risk mitigation and ensuring timely project completion.



Real-Time Visibility and Improved Productivity:

- Offers a comprehensive view of project status and progress, enabling stakeholders to make informed decisions and take prompt action.

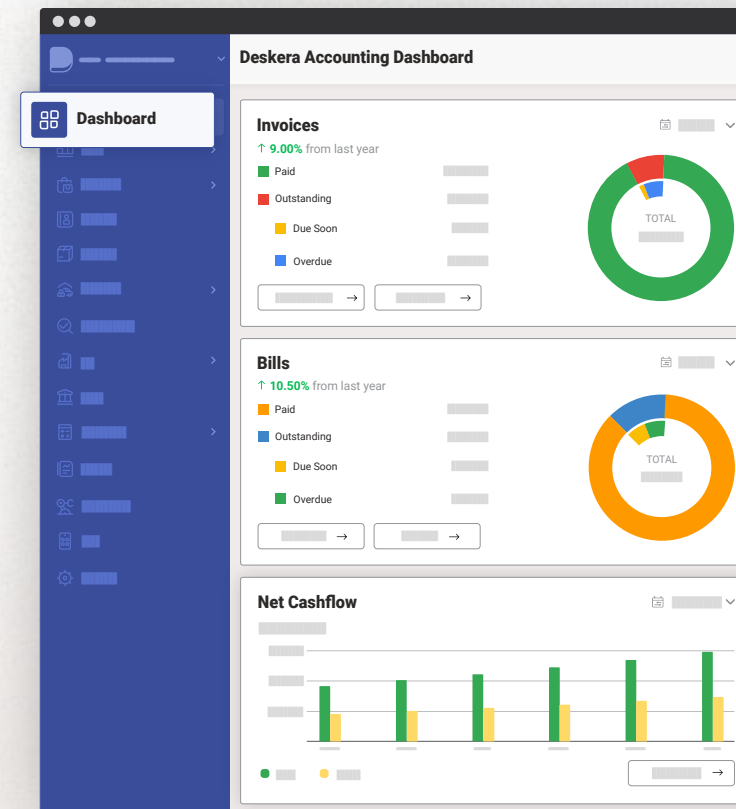
- Streamlines administration by automating approval routing, reducing manual intervention, and increasing efficiency.
- Facilitates time and expense reporting through web, mobile devices, and offline channels, simplifying the tracking and allocation of resources.



Streamlined Cost Management for Online Advertising:

- Integrates seamlessly with advertising platforms such as Google and Freewheel/Strata to manage advertising costs effectively and maximize return on investment.
- Provides real-time visibility into project budgets, allowing for instantaneous adjustments and improved financial control.

By leveraging Deskera ERP's powerful account management and project management capabilities, companies can elevate their operational efficiency, better manage their resources, and consistently deliver high-quality projects that boost client satisfaction and drive business growth.



Drive Optimal Business Outcomes with Comprehensive Insights

Equip your company with the necessary tools to thrive in today's dynamic environment through Deskera's holistic ERP solutions. Experience enhanced control and accessibility across your business processes, paving the way for better strategic and operational decisions. Deskera ERP delivers a seamless 360-degree view of your organization, empowering you to optimize performance and set your business on the path to success.



Streamline workflows for enhanced efficiency:

Deskera ERP seamlessly integrates CRM, project management, and finance/accounting, enabling you to automate and consolidate business processes for maximum productivity.



Accelerate revenue realization:

With Deskera's unified system, seamlessly manage your financial operations, from lead acquisition to cash collection, simplifying revenue forecasting and expediting cash flow.



Deliver excellence without compromise:

Ensure on-time and on-budget service delivery as Deskera ERP simplifies project management and coordination, enabling you to exceed client expectations.



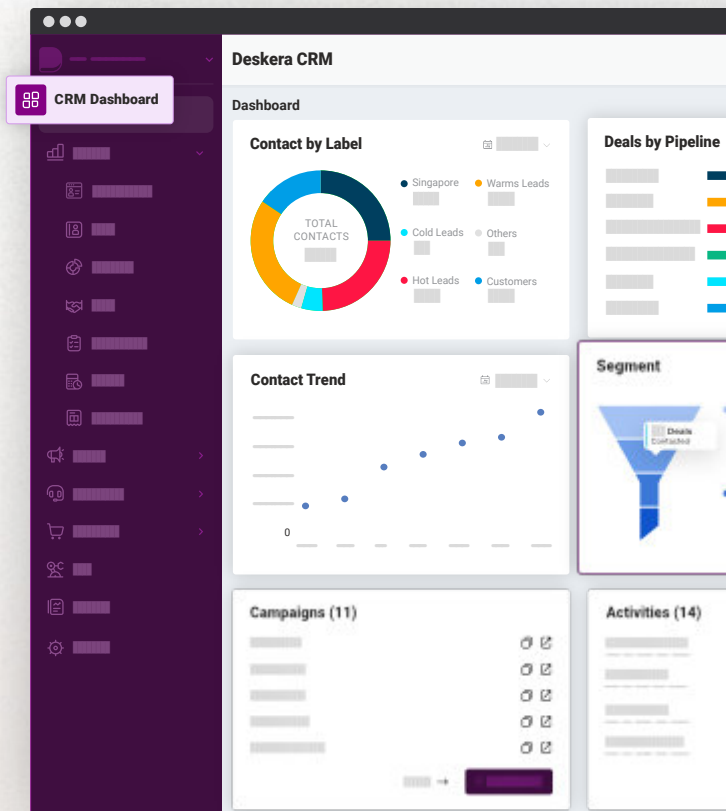
Embrace global opportunities:

Deskera ERP empowers your business to work on a global scale, while providing inbuilt features for local country tax compliance.



Smooth implementation and maintenance:

As a cloud-based solution, Deskera ERP allows for swift implementation without the need for a significant upfront investment, and minimizes ongoing maintenance expenditures associated with on-premise systems.



Deskera is the all-in-one SMB-focused platform that helps your customers run and scale their respective businesses in a more efficient, scalable, and cost-effective manner. We provide a cloud-based Enterprise Resource Planning platform that integrates accounting, CRM, inventory, human resource, and manufacturing operations into a single and unified platform currently used by over 300,000+ customers across the globe.

Deskera has been in business since 2008 and has raised over \$80M in funding from high-profile investors including Cisco, Jungle Ventures, and Naver.

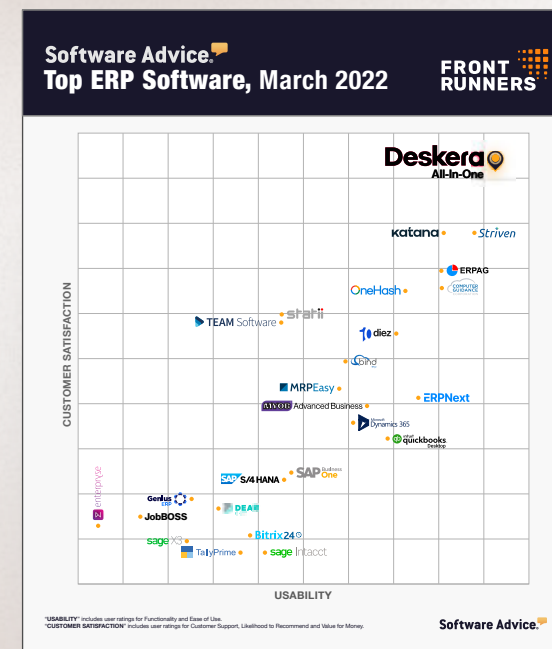
With a presence in the USA, Singapore, India, Malaysia, Indonesia & Philippines, Deskera has established itself as a trusted global partner for SMBs.

A winner of multiple awards, Deskera has consistently outperformed competitors on customer satisfaction ratings, go-live time, and cost of implementation. The award-winning Deskera mobile app has made it easier for SMBs to run their business from anywhere, anytime.

In 2023, Deskera decided to aggressively promote/sell its platform in the US and Canada and has opted to set up a network of channel partners, especially for Technology Distributors who sell into the SMB/SME market. Deskera already sells via channel partners in Asia and the expansion into the North American market is part of the next phase of its growth strategy.



Deskera Cloud has been an outright success with our users



Deskera

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