

PROFESSIONAL SERVICES

Solutions for Advertising and Marketing

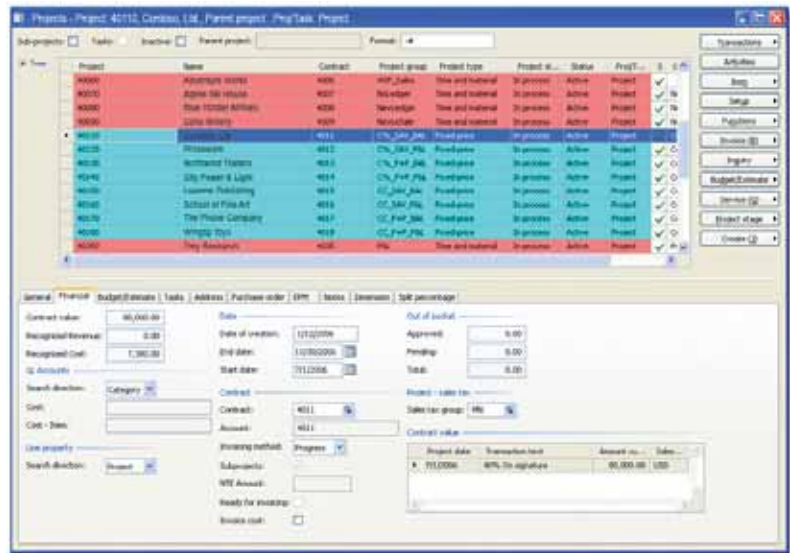
Professional Services for Microsoft Dynamics AX

BENEFITS:

- **Streamline firm-wide processes and information.** Reduce redundant data entry and management efforts, improve staff planning and budget reconciliations, and increase productivity with end-to-end, integrated financial processes. Integrate data from disparate systems to get a comprehensive picture of your agency.
- **Integrate critical line-of-business systems.** Manage media and talent payments through integration with leading management and reporting systems. Import media payables and receivables into Microsoft Dynamics AX to manage client estimates, billing, and talent tax reporting.
- **Enhance time and expense handling.** Capture agency, client, job, or task-level time and expenses through a Web-based, workflow-enabled interface. Maintain tight control over costs and shorten billing cycle times with automated approval processes and streamlined processes for cash advances, travel advances, and credit card reconciliation.
- **Centrally manage job assets and information.** Gain visibility into accounts and view job activity agency-wide. Use reporting capabilities, a dashboard that organizes data into an easy-to-read format, and e-mail alerts to stay informed about changes to jobs, documents, and tasks.

Increase profitability and provide unmatched client services to set your agency apart from the competition by improving how you manage your financial, creative, and production assets.

With Professional Services for Microsoft Dynamics™ AX, advertising and marketing agencies can increase billable time, improve client service, and accelerate billings—while controlling time and material investments through tight integration of client and job information.



Track and manage multiple estimate revisions with complete roll-up and historical archiving capabilities. Manage actual versus budgeted revenues and expenses in real time.

Professional Services for Microsoft Dynamics AX can help you maximize the value of IT investments across your business. The solution integrates tightly with other Microsoft products and technologies you may already use, including the Microsoft® Office system, Microsoft SQL Server™ 2005, and Microsoft Office SharePoint® Server 2007. With its wizard-based configuration and system setup tool, Professional Services for Microsoft Dynamics AX can also reduce implementation time and total cost of ownership.

FEATURES:

Flexible project management	Configure work breakdown structures (WBSs) to suit your business needs, define matrix tables for costs and rates, and establish billing rules and revenue recognition methods.
Virtual "Job Bags"	Collect and manage all job documents and assets, including briefs, estimates, budgets, presentations, vendor quotes, production spec sheets, and comps into a Web-based virtual "job bag" that is accessible from anywhere in the world.
Detailed job analysis	Accumulate costs and analyze projects with drill-down capabilities at all levels. You can use flexible planning and reporting to assign resources and report at the appropriate level of detail.
Client, contract, and project profiles and templates	Use client, contract, and project profiles to create client-specific project billing rates and expense rules, and to archive and retrieve historical staffing plans, out-of-pocket estimates, and budget reconciliations.
Web-based, workflow-enabled time and expense entry	Use document and line-item-level timecard and expense report approvals; integrate with client and agency expense reimbursement rules; and automatically download assigned tasks to time sheets, and credit card statements to expense reports. Set alerts on time sheets to indicate when time is not being entered as required or when committed costs exceed budgets.
Customizable revenue recognition and job billing rules	With tools that conform to the way your company works, you can easily define recognition at the company, client, project, or activity level—and preconfigure rules for percent complete, completed contract, time and materials, and fixed fees. Flexible billing parameters support retainers, fees, milestones, and progress billing.
Multi-company support	Support distinct departments, offices, and companies and apply inter-company rules within one database. Track financial transactions within and between different departments and subsidiaries to help ensure an accurate overview of revenue and cost flows.
Resource scheduling through Microsoft Dynamics AX or Microsoft Office Project Server 2003	Use either the resource scheduling tools in Professional Services for Microsoft Dynamics AX or full, bidirectional integration with Microsoft Office Project Server 2003 to increase team collaboration capabilities and ease of use. With powerful resource scheduling and tracking tools, your company can improve cost efficiency by tightly managing the allocation of resources.
Multicurrency capabilities	Work with customers in their preferred currencies. Automatically convert costs and fees associated with project budgeting, costing, billing, accounting, and reporting.

For more information about Professional Services for Microsoft Dynamics AX, visit www.microsoft.com/dynamics/ax.

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