

CONFIDENTIAL INFORMATION



RIGHTSPEND

CASE STUDY: TECH COMPANY

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.

OUR SOLUTIONS

- 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 RESULTS

\$5.9M IN SAVINGS (~15%).

- Empowered and informed team on optimum compensation methodologies and negotiation opportunities.
- Agency expectations were reset.
- Compensation transparency required from all agencies.

RIGHTSPEND

COPYING OR DISTRIBUTING THIS DOCUMENT IS NOT PERMITTED

This document is the intellectual property of RightSpend®. It is disclosed under the condition that it or any of its contents not be copied or shared with any third party without first obtaining written consent from RightSpend. This document is **confidential**. It is provided on the basis that the author accepts no liability (whether in contract, including negligence or otherwise) to Beekman Associates LLC, RightSpend® or to any other person in respect to this assignment.